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DTI EU and DTI NCRO sign MOA for OTOP Hub operations



(L-R, first row): DTI Regional Operations Group (ROG) Undersecretary Blesila A. Lantayona, DTI NCRO Regional Director Marcelina S. Alcantara, DTI EU President Noel M. Zapata, and DTI EU Vice President for Visayas Epifania F. Suralta present the signed Memorandum of Agreement (MOA) for OTOP Hub operations on 17 November 2022 at the lobby of the DTI Main Building in Makati City. Witnessing the signing are (L-R, second row) DTI EU Executive Board Members Joel P. Buag, Versuelo R. Garcia, and Atty. Jonald C. Gutierrez.

The Department of Trade and Industry-Employees' Union (DTI-EU) and the DTI National Capital Regional Office (DTI-NCRO) signed a Memorandum of Agreement (MOA) to formalize their partnership for the operations of the One Town, One Product (OTOP) Hub.

DTI Regional Operations Group (ROG) Undersecretary Blesila A. Lantayona graced the event, together with **DTI NCRO Regional Director Marcelina S. Alcantara**, **DTI EU President Noel M. Zapata**, **DTI EU Vice President for Visayas Epifania F. Suralta**, and other DTI EU Board Members.

Through DTI EU Board Resolution No. 03-2022-0916, the partnership was formalized as early as 15 September 2022. The Board saw the collaboration as an opportunity to support the government's post-pandemic economic recovery initiatives through revitalizing the country's micro, small, and medium enterprises (MSMEs).

The DTI NCRO and DTI EU commit that the new business model will be beneficial to both the consigning MSMEs and DTI employees given the quality and affordability of the products.

Aside from the quality and affordability of the products, the forged partnership of NCRO and DTI-EU has opened doors in reaching more OTOPreneurs and products outside the metro. With this, consumers can have a variety of products to choose from.

The OTOP Hub serves as a market access platform that aims to transform *pasalubong* centers into stores and spaces where OTOP products, especially those that have undergone various assistance from DTI – can be incubated and marketed on a day-to-day basis.



A wide selection of OTOP products are displayed at the OTOP Hub located at 385 Sen. Gil Puyat Ave., Ground Floor of the DTI Main Building in Makati City, available for viewing and consumption of buyers. The store is open daily during regular business hours.

OTOP Hub – Makati is currently showcasing and selling processed foods, wearables, health and wellness, home and holiday decors.

Since the start of its operation last 14 November 2022, a total of 15 MSMEs have been selling their products in the facility. The DTI-NCRO had already invited other regions to onboard their respective products in the hub.