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## DTI launches CARE System



*Department of Trade and Industry (DTI) Secretary Alfredo E. Pascual signed the Department Administrative Order (DAO) of Expanded Dispute Resolution System along with DTI officials namely [L-R] Consumer Protection and Advocacy Bureau (CPAB) Director Marcus M. Valdez II, Regional Operations Group (ROG) Undersecretary Blesila A. Lantayona, CPAB Assistant Director Cheryl G. Carbonell, and Consumer Protection Group (CPG) OIC Assistant Secretary Mary Jean T. Pacheco.*

The Department of Trade and Industry (DTI) successfully launched the Consumer Complaints Assistance and Resolution (CARE) System, a web-based portal offering seamless complaints filing on 13 October 2023 at New World Makati Hotel, Makati City.

In partnership with the United States Agency for International Development (USAID) through the University of the Philippines Public Administration Research and Extension Services Foundation Inc. (UPPAF), the DTI CARE System enables consumers to lodge their complaints online with ease.

**DTI Secretary Alfredo E. Pascual** said the CARE System is the government's commitment to fostering a more inclusive and equitable society where access to justice and consumer protection is within everyone's reach. He further underscored that this is part of the DTI's vision to promote digital transformation in the workplace.

*“By embracing technology while simultaneously implementing safeguards and raising awareness, we can create an environment where consumers can confidently engage in commerce and other activities online, knowing that their interests and security are protected. The DTI firmly believes that establishing the PODRS and Consumer CARE System will signify a momentous achievement, revolutionizing how consumer complaints are addressed and resolved nationally and internationally,”* said Secretary Pascual.

A live filing demonstration led by CPAB highlighted the launch to familiarize participants with the user interface of the said portal.



***The launch was attended by DTI Officials and partners from USAID and UPPAF namely:***

***[L-R] CPAB Director Marcus N. Valdez, Fair Trade Enforcement Bureau Assistant Director Marimel Porciuncula, CPAB Assistant Director Cherryl Carbonell, CPG Assitant Secretary Mary Jean T. Pacheco, Undersecretary for Communications Kim Bernardo-Lokin, ROG Undersecretary Blesila Lantayona, DTI Secretary Fred E. Pascual, EDGA-USAID Deputy Director Eric Florimon-Reed, UPPAF-RESPOND Chief-of-Party Dr. Enrico L. Basillo, UPPAF RESPOND Dr. Mario Lamberte, Management Service Group (MSG) Assistant Secretary Agaton Uvero, FTEB Director Phillip D. Sawali, and USAID Mr. Jay De Quiros taken during the official launch of Consumer Complaints Assistance and Resolution (CARE) System on 13 October 2023 at New World Makati Hotel, Makati City.***