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## DTI rolls out the 25th edition of Likha sa Central Luzon



*[L-R] PhilExport 3 President Philip G. Repato, DTI 3 OIC Regional Director Brigida T. Pili, Regional Operations Group Assistant Secretary Leonila T. Baluyut, Bataan 1st District Representative Geraldine Roman, DTI Undersecretary Ana Carolina P. Sanchez, ROG Assistant Secretary Domingo R. Tolentino, Jr., Regional MSME Development Council-3 Co-Chair Atty. Maria Amalia T. Cayanan, and Bataan Peninsula State University Dr. Ruby Matibag during the 25th Likha ng Central Luzon (LCL) Regional Trade Fair at Mandaluyong City.*

The Department of Trade and Industry - Regional Operations Group (DTI-ROG), in partnership with PhilExport 3 and Regional Development Council-3, led the 25th Likha ng Central Luzon (LCL) Regional Trade Fair on 26-30 October 2023 at the Megatrade Hall 2, SM Megamall, Mandaluyong City.

The Department of Trade and Industry - Regional Operations Group (DTI-ROG), in partnership with PhilExport 3 and Regional Development Council-3, led the 25th

Likha ng Central Luzon (LCL) Regional Trade Fair on 26-30 October 2023 at the Megatrade Hall 2, SM Megamall, Mandaluyong City.

- Aurora (Siempre Aurora)
- Bataan (Galing Bataan)
- Bulacan (Tatak Bulakenyo)
- Nueva Ecija (Taas Noo Novo Ecijano)
- Pampanga (Love Pampanga)
- Tarlac (Natural Tarlac)
- Zambales (Zambales Finest)

**DTI 3 OIC Regional Director Brigida T. Pili** enthusiastically welcomed all participants and guests of honor for this year's LCL.

*“This event marks a significant milestone in our journey which embodies the spirit of unity and creativity that Central Luzon has to offer. For 25 years, the Likha ng Central Luzon has been a catalyst for economic growth, entrepreneurial empowerment, and the promotion of Central Luzon's cultural diversity,”* she said.

LCL is one of the longest running trade fairs in the country and this year, aside from featuring a wide range of food and non-food products, a special booth was designed to feature innovative products under the DTI's One Town One Product (OTOP) NextGen Program that reflects the region's steadfast commitment to sustainability and ethical business practices.

Also present at the event is **Pangasinan 4th District Representative Christopher “Toff” De Venecia** who underscored two (2) newly enacted laws for the development of the MSMEs in the country namely: RA 11960 of the OTOP Law and the RAW 11961 or the Cultural Mapping Law. These laws together with the Creative Industry Law seek to enhance the creative products of MSMEs.

Moreover, LCL recognized 25 outstanding MSMEs in Central Luzon who exemplified business excellence and contributed to the overall success of *Likha*.

LCL was joined by DTI Officials namely **Undersecretary Ana Carolina P. Sanchez, ROG Undersecretary Blesila A. Lantayona, ROG Assistance Secretary Leonila T. Baluyut, Assistant Secretary Domingo Tolentino, Bataan 1st District Representative Geraldine Roman, Pusong Pinoy Partylist Representative Jernie Jett V. Nisay, Regional MSME Development Council-3 Co-Chair Atty. Maria Amalia T. Cayanan, and Tarlac City Councilor Ana Aguas.**