

# WHAT'S UP@DTI

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## DTI holds month-long SWEEPtember activities in NCR



Department of Trade and Industry (DTI) Secretary Cristina Aldeguer-Roque, together with DTI Fair Trade Group Supervising Head Assistant Secretary Agaton O. Uvero, led the surprise visit in Farmer's Market in Quezon City as part of the "SWEEPtember" initiative to ensure that the prices of basic necessities and prime commodities are available at fair prices.

The Department of Trade and Industry (DTI) launched "SWEEPtember," a month-long price monitoring activity led by the Fair Trade Enforcement Bureau (FTEB) to ensure the availability and accessibility of affordable essential goods.

**DTI Acting Secretary Cristina Aldeguer-Roque** said this NCR-wide initiative will intensify efforts on monitoring basic necessities and prime commodities (BNPCs), especially in the wake of the recent surge of tropical cyclones this September.

*“As we expect more tropical cyclones to hit this month, we prioritize guaranteeing the public access to affordable and safe products. This aligns with one of the priorities of the Marcos Jr. administration to ensure the affordability and accessibility of BNPCs under Bagong Pilipinas,”* said Sec. Roque.

She emphasized the collaboration with local price councils to maintain fair pricing and protect consumers from profiteering while supporting businesses.

Likewise, **DTI Fair Trade Group (FTG) Supervising Head Assistant Secretary Agaton O. Uvero** noted that the Department’s role in market activities is not only to enforce regulatory practices but more so to prevent unfair trade practices, especially during a price freeze.

The SWEEPtember program kicked off in Parañaque City with the monitoring activity led by **FTEB Director Phillip D. Sawali** where eight stalls and grocery stores were inspected, all of which were found compliant with fair trade practices.

SWEEPtember forms part of Sec. Roque’s 100-day agenda as the Chairperson of the National Price Coordinating Council (NPCC), in line with her commitment to provide adequate support to businesses and consumers.