

# What's up @



An internal information service by Knowledge Management and Information Service for DTI employees

## IMPAKABSAT 2016 goes to OTOP Store-Makati

The best products from the Cordilleras are currently featured at the IMPAKABSAT Fair in the DTI Showroom-One Town, One Product (OTOP) Store-Makati.

For two months, DTI-Cordillera Autonomous Region (CAR) will showcase selected products such as coffee, fresh fruits and vegetables, loom-woven products, furniture and furnishings, gifts, housewares, and decors, among others.

The fair also features native costumes that are unique in the region.

“IMPAKABSAT” is coined from the Cordillera provinces, namely Ifugao, Mountain Province, Apayao, Kalinga, Abra, and Benguet, plus the *Ilokano* word *kabsat* which means brother or sister.



*Industry Promotion Group (IPG) Undersecretary Nora K. Terrado and ROG Assistant Secretary Blesila M. Lantayona (extreme left and 2<sup>nd</sup> from left) strike the brass gongs to officially open the IMPAKABSAT Fair on 15 February 2016. Together with them are Bureau of Domestic Trade Promotion Director Rhodora M. Leaño (second from right) and DTI-Cordillera Administrative Region Regional Director Myrna P. Pablo (extreme right).*

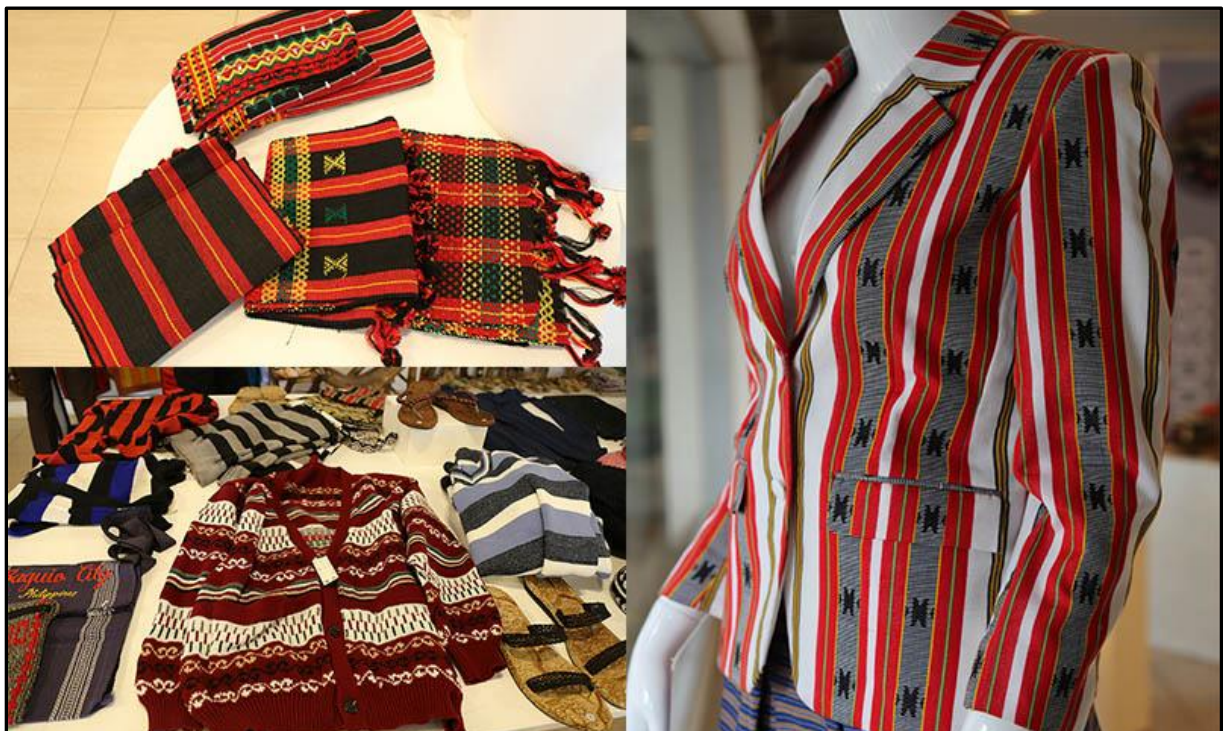
New product offerings will be featured every week to entice more consumers, especially professionals from the Makati Central Business District (CBD) to support the Cordillera products.

**DTI-Industry Promotion Group (IPG) Undersecretary Nora K. Terrado** and **Regional Operations Group (ROG) Assistant Secretary Blesila A. Lantayona** challenged DTI-CAR to further improve their marketing strategy for the duration of the fair. It is a perfect opportunity for the 39 micro, small, and medium enterprises' (MSMEs) participants to gain more buyers and increase sales.

The fair houses a Coffee Corner that features different types of coffee all over the country. Fresh fruits and vegetables from the provinces will be available every Friday.

Aside from the exhibit, a Market Matching event between the exhibitors and the buyers was held on 02 March 2016. The selling mission was participated by 35 CAR MSMEs for a potential linkage with Metro Manila buyers. Among the 84 buyers, there were prominent shoppers in some various industry sectors who also participated namely, Rustan Commercial Corp. (RCC), Tesoro's Handicraft, Carolina's Lace Shoppe, Bickmore Sales Corp., EMM Arts and Crafts, CCA Philippines, Sariling Likha, Rochie Home Depot, SM Mega World, and Magellan Exports.

IMPAKABSAT is a joint project of DTI-CAR led by **Regional Director Myrna P. Pablo** and the Montañosa Livelihood Association, Inc. (MLAI) headed by their President, **Mr. Ben Daoey**, in cooperation with the Bureau of Domestic Trade Promotion and the Regional Operations Group (ROG).



*The fair puts in display the region's unique culture highlighting native designs and costumes. In photo are some of the products displayed in the OTOP Store-Makati along with other famous Cordilleran products.*