

# What's up @



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## DTI OTOP opens 2 *Tindahan Pinoy* outlets in Butuan City

The Department of Trade and Industry (DTI) opened two *Tindahan Pinoy* outlets in Butuan City as part of its One Town, One Product (OTOP) program. The program is meant to expand the networks of the micro, small, and medium enterprises (MSMEs) through the OTOP physical and virtual stores across the Philippines. It also targets to toughen the existing OTOP *Pasalubong* Centers by enrolling them in the OTOP *Tindahan Pinoy* Project and help them with capability-building and influence a more efficient promotional assistance.

The OTOP stores, launched in Gaisano and Robinsons Malls in Butuan on 12 May 2016, feature processed food which highlights the city's delicacies and beverages such as, bottled bangus, rice coffee, guyabano juice, dried fish, breads, pastries, durian ice cream, and *kakanin*. It also houses some fashion accessories, souvenirs, and various handicrafts produced by over 70 MSMEs.

*"These events are very significant to us at the Department of Trade and Industry, because they embody the very essence of our mission, which is to promote economic activity and contribute to national development by stimulating the entrepreneurial spirit throughout the country,"* Industry Promotion Group (IPG) Undersecretary **Nora K. Terrado** said.

She also recommended to the OTOP stores in Butuan to continue incorporating in their products the Manobo influence.



*DTI-IPG Undersecretary Nora K. Terrado led the OTOP Store launch in Butuan City. Photo ((from left to right) shows DTI Officials CARAGA Regional Director Brielgo O. Pagaran, DTI-BDTP Assistant Director Marievic Bonoan, Undersecretary Nora K. Terrado awarding the certificate of recognition to CReATE Food Inc.'s Esther Uy and Kerwin Philip Uy. DTI- Agusan del Norte Provincial Director Gay A. Tidalgo is at extreme left of photo.*

*“I recommend for OTOP Stores in Butuan to carry on with their distinction of the Manobo influence, to use the play of colors in their designs. One can create demand in a particular segment in the global market. To also improve packaging because it can raise value to what already is a good product,”* she said.

CARAGA, the first among the regions to embrace the store concept, has made its *Tindahan Pinoy* serve as model for the next breed of OTOP stores in the country.

*“The launching of the OTOP Tindahan Pinoy model stores here in Butuan is a recognition that our products have passed the stringent standards of the Department of Trade and Industry,”* **CARAGA Regional Director Brielgo O. Pagaran** said.

He also mentioned that because of the two new OTOP stores in the region, entrepreneurs can now have an avenue to showcase their products.

In 2004, the OTOP Program was launched and adopted by DTI to promote economic activities and help alleviate poverty through the creation of jobs in different towns and municipalities in the country.

The five-year initiative was extended through the OTOP *Tindahan Pinoy* project, the retail component of OTOP Philippines, which is projected to provide outlets for OTOP products nationwide.

Moreover, the OTOP *Tindahan Pinoy* stores can provide promotional assistance and organize seminars for the entrepreneurs. When the OTOP MSMEs are export-ready, DTI will recommend and assist them to join regional and national trade fairs and eventually prepare them for international exhibitions such as, Manila FAME and the International Food Exhibition (IFEX).

The program is implemented by the Department’s Regional Operations Group (ROG) and the Bureau of Domestic Trade Promotion (BDTP).



*The newly-opened OTOP Tindahan Pinoy in Robinsons Place Butuan.*



*Also featured in the OTOP Stores are woven products. Weaving demonstration by the locals was part of the launching.*