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DTI showcases products from Cagayan Valley



(From right to left) ROG Assistant Secretaries Ameenah A. Fajardo and Christopher D. Naga, together with BDTP Director Rhodora M. Leaño and DTI-2 OIC Regional Director Ruben B. Diciano formally open 'Padday na Lima' by breaking of a pot of candies.

To further help micro, small, and medium enterprises (MSMEs) become more competitive in the domestic and international markets, the Department of Trade and Industry (DTI) launched 'Padday na Lima' at the One Town, One Product (OTOP) Makati Showroom, on 4 November.

'Padday na lima' is an *Ibanag* dialect term which means 'work done by hands' or handiwork.

The launch was graced by **Regional Operations Group (ROG) Assistant Secretaries Ameenah A. Fajardo and Christopher D. Naga, Bureau of Domestic Trade Promotion (BDTP) Director Rhodora M. Leaño**, directors from several bureaus in the Central Office, and provincial directors from Cagayan Valley led by **DTI-2 OIC Regional Director Ruben B. Diciano**.

Over 60 exhibitors, composed of MSMEs, cooperatives, and associations, have their products displayed and for sale in the fair.

The fair showcased various products from the region's five provinces namely Cagayan, Isabela, Quirino, Nueva Vizcaya, and Batanes. Products range from furniture, hand-woven bags, purses, baskets, and fans, wellness products like herbal balms, creams, and soaps, processed food products like peanuts and dates, processed meat products like *longganisa* and *tapa*, to fresh vegetables, all available at relatively low prices.

"This trade fair will give the buyers, as well as our visitors, a glimpse of what Region 2 has to offer. We brought only our best and finest products," **Regional Director Diciano** said.

"Every Filipino should give importance in patronizing local products because it helps our economy and our fellow Filipinos who work hard to provide such products and services," said **Assistant Secretary Fajardo**.

Moreover, **Assistant Secretary Naga** encouraged guests to invite their friends and families to visit the trade fair and avail the showcased products, as the Christmas season has already started.

On the same note, **BDTP Director Leaño** said the sales of the regional trade fairs placed in the showroom are picking up. She shared that the target for this year is P5M. Remarkably, the previous fairs already hit a total of P11.8M.

She added that the improved sales are brought by the quality of products sold which encourages people to come back and buy more products. She also attributed the increase to the products' improved packaging and design.

Padday na Lima will run until 25 November.