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## DTI, OMB tie up to improve processes in the optical media industry



*DTI-ROG Undersecretary Zenaida Cuison Maglaya (second from right) and OMB Chairman Anselmo B. Adriano (second from left) signed an agreement to improve the licensing processes of optical media businesses. OMB Executive Director Victor Luis Q. Padilla II (leftmost) and ROG-Consumer Affairs Unit Director Anacleto C. Blanco Jr. (rightmost) witnessed the MOA signing.*

The Department of Trade and Industry (DTI) inked a memorandum of agreement (MOA) with the Optical Media Board (OMB) to provide workstations in selected Negosyo Centers for licensing of optical media enterprises.

**DTI-Regional Operations Group (ROG) Undersecretary Zenaida Cuison Maglaya** and **OMB Chairman Atty. Anselmo B. Adriano** signed the MOA last 16 January at the Center Conference Hall, 6F, Trade and Industry Building, Makati City.

The agreement aims to expand the presence of the OMB nationwide. Chairman Adriano, formerly the Director of the DTI-Consumer Protection and Advocacy Bureau (CPAB), said the partnership addresses the increase in the number of entrepreneurs registering their optical and magnetic media businesses.

Aside from providing workstations, the DTI shall also receive reports from the OMB regarding establishments and individuals violating Republic Act (RA) 9239 or the

Optical Media Act of 2003, which is a ground for cancellation of their business names. This act covers the importation, exportation, acquisition, sale, and distribution of optical media, as well as manufacturing equipment, parts, and accessories used for such media. This will be implemented by the ROG, under the *Negosyo Centers*.

*“The DTI is one with the government to making sure that we make it easy for those who are in this particular sector to file applications,”* Usec. Maglaya said.

Making the 447 *Negosyo Centers* available for those who want to expand their businesses will help increase the awareness of consumers on the importance of registration and engaging in ethical business, she added.

Usec. Maglaya stressed that this agreement will not only help the OMB in their application processes, but will also promote the optical media as another industry in which micro, small, and medium enterprises (MSMEs) can go into.

On the other hand, the OMB is expected to endorse displaced vendors to the DTI for alternative livelihood programs. Personnel from the OMB will also man the workspaces to be provided to facilitate more efficient licensing processes for businesses under this sector.

Both of the parties stressed that this will be implemented first in OMB’s priority areas which include Metro Cebu and Metro Davao.

The agreement will be valid for one year and will be renewed automatically a year after, unless any of the parties decide to withdraw from the agreement.