

# What's up @ dti

DEPARTMENT OF  
TRADE & INDUSTRY  
PHILIPPINES

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

Follow us on your favorite social networks:  DTI.Philippines  @DTIPhilippines  @DTI.Philippines  DTIPhilippines

## DTI unveils Project ET, links with law enforcement agencies



*DTI Secretary Ramon M. Lopez stresses the need make the consumer environment safer and more productive during the launch of Project ET on 1 August 2017 at SM Megamall, Mandaluyong City.*

To further protect consumers against fraudulent and manipulative schemes, the Department of Trade and Industry (DTI) launched Project Execution Team (ET) on 1 August 2017 at the Fashion Hall, SM Megamall, Mandaluyong City.

The launch highlighted the signing of a memorandum of agreement (MOA) between DTI, the Philippine National Police (PNP), the National Bureau of Investigation (NBI), and the National Intelligence Coordinating Agency (NICA) to strengthen the Department's efforts to prevent unscrupulous trade of goods and services. This is also pursuant to **President Rodrigo Roa Duterte's** order to ensure security, public order, and safety for every Filipino.

Representing the agencies involved are their respective heads, **DTI Secretary Ramon M. Lopez**, **PNP Director-General Ronald M. Dela Rosa**, **NBI Director Dante A. Gierran**, and **NICA Director Alex Paul I. Monteagudo**.

The intelligence and enforcement expertise of these law enforcement agencies are expected to intensify monitoring of trade across the country as part of the Department's mission to empower consumers.



*DTI Secretary Ramon M. Lopez, together with (from left to right) DTI-CPG Assistant Secretary Ernesto V. Perez, DTI-MSG Undersecretary and Chief of Staff Rowel S. Barba, NBI Director Dante A. Gierran, PNP Director-General Ronald M. Dela Rosa, NICA Director Alex Paul I. Monteagudo, SM Supermalls President Annie S. Garcia, and DTI-CPG Undersecretary Teodoro C. Pascua, graces the launch of Project ET.*

*“Efficient market monitoring, surveillance and enforcement are the primary cornerstones of a successful consumer protection policy. These elements play a significant role in ensuring the proper functioning of fair and open competition, as businesses require a level-playing field to innovate and grow,”* Lopez said during the launch.

A collaboration between the DTI Fair Trade Enforcement Bureau (FTEB) and the Regional Operations Group (ROG), Project ET aims to further enhance the competence of ROG’s Consumer Welfare Desk staff in conducting monitoring and enforcement activities. It likewise intends to strengthen the implementation of the Consumer Act and other fair trade laws.

This project was created by virtue of Department Order No. 17-93 signed by Lopez. Part of the project is a communication campaign and the conduct of monitoring and enforcement undertakings.

Project ET uses hashtags namely #NOTODugasLord, #SaktoDapat, and #KitaKita, promoting the Department as the consumers’ watchdogs against fraudulent businesses. These hashtags aim to further promote the project’s advocacy online and to encourage participation from the public.

FTEB and ROG created composite teams to undertake surveillance and monitoring of erring business establishments nationwide. These teams will likewise serve as quick response units in areas under state of calamity to ensure proper price freeze implementation and standards conformance of construction materials.

To date, various market monitoring activities in Mindanao, particularly in Regions 10 and 11, as well as special enforcement activities in select establishments in Region 3, Region 4A, and the National Capital Region (NCR)/ have already been undertaken under Project ET.

*“We need to do more than our share to make the Philippine consumer environment a more productive and safer place for the growth of the economy,”* Lopez stressed.