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DTI joins World Consumer Rights Day celebration



DTI Secretary Ramon M. Lopez (3rd from left) and Robinsons Supermarket General Manager Justiniano S. Gadia (4th from right) unveil the Consumer Corner at Robinsons Place Manila last 15 March 2019 as the Department participates in the World Consumer Rights Day celebration. Other DTI officials in photo include Consumer Protection Group (CPG) Undersecretary Ruth B. Castelo (2nd from left); Special Concerns Group and Trade Promotions Group (TPG) Undersecretary Abdulgani M. Macatoman (3rd from right); Consumer Policy and Advocacy Bureau (CPAB) Director Domingo R. Tolentino (leftmost); CPAB Assistant Director Lilian G. Salonga; and Fair Trade Enforcement Bureau (FTEB) Assistant Director Marimel D. Porciuncula.

The Department of Trade and Industry (DTI), as the frontline agency that champions consumer protection, joined the global celebration of the World Consumer Rights Day (WCRD) on 15 March 2019 with the theme “Trusted Smart Products.”

Through the Consumer Policy and Advocacy Bureau (CPAB), the DTI localized the WCRD celebration with the tagline, “Pinagkakatiwalaang produkto para sa mamimiling Pilipino”.

“DTI supports the campaign of Consumers International, the world federation of consumer organizations, in ensuring consumers’ access to digital products and services that they can trust. Today’s event also highlights the importance of putting consumers at the heart of the development of these smart products,” DTI Secretary Ramon M. Lopez said.

The Department kicked-off the WCRD with a consumer forum held at the Midtown Atrium Robinson’s Place Manila with resource speakers from the Clark Development Corporation; Internet of Things Philippines, Inc.; Digital Commerce Association of the Philippines; Intellectual Property of the Philippines; and the local government of Quezon City.

The speakers discussed smart products and services, their benefits, and the impact in the lives of consumers. The forum also provided the public an opportunity to be informed on privacy and security. Forum participants were also updated on standards and practices to guard their rights and welfare in a market environment packed with smart technology.

A smart product is defined as something that can share and interact with its user and other devices. With the help of modern technology, companies have been creating more advanced digital products that can better assist the consumers in their daily tasks such as smart phones, smart televisions, game consoles, and health trackers, among others.



The audience attentively listen to DTI Secretary Ramon M. Lopez as he emphasizes the weight of placing consumers at the core of developments in smart products.

At the sideline of the forum, varieties of smart products were showcased at the WCRD exhibit wherein state-of-the-art home appliances, gadgets, and inventions from Sharp Philippines, Smart PLDT, Samsung Philippines, Internet of Things, Inc. and Adamson University were featured.

The DTI, in partnership with Robinson's Supermarket, also installed a Consumer Corner in Robinsons Place Manila, to further widen the access of the general public to consumer-related information and avenues for redress. This would enable them to become wiser, more vigilant, and empowered consumers.

The Consumer Corner Program is a partnership project between DTI and business establishments to strengthen and promote consumer welfare and protection by providing an information desk that is strategically located inside retail stores where consumers can gain access to consumer-related information materials of the DTI.

"Well-informed consumers are protected consumers. For this reason, DTI is highly committed to continuously provide accessible, relevant, and useful information to the consumers on their rights, responsibilities, and protection under the law to safeguard their welfare and interests. Consumers can expect that as the Department intensifies its advocacy efforts, Consumer Corners will soon be found in every retail establishment nationwide," DTI Consumer Protection Group Undersecretary Atty. Ruth B. Castelo said.

For more consumer-relation information, visit the DTI website (www.dti.gov.ph) or contact 1-384 (1-DTI) and ConsumerCare@dti.gov.ph.