



DAVAO'S 3Cs HIGHLIGHTED IN CAFÉ RES JAPAN TRADE SHOW

STORY BY JENNY GRACE M. MENDOZA

Davao Region's cacao, coffee and coconut, known as 3Cs, generated positive results as they were highlighted during the Café Res Japan Trade Show last June 13 to 15 at the Tokyo Big Sight, West Hall, Tokyo, Japan.

Café Res Japan Trade Show is one of the most prestigious business events in the country, which features products for the café and restaurant industry.

The Davao delegation was spearheaded by DTI 11 Regional Director Maria Belenda Q. Ambi and Assistant Regional Director Edwin O. Banquerigo. Together with them are some of the region's top 3Cs producers, to wit: Malagos Agri Ventures Corp., Rosario's Delicacies, MS3 Agriventures, Greater Davao Agri Processing Corp., Cocolife Multi-purpose Cooperative, and Mt. Apo Civet Coffee, Inc.

During the three-day event, business agreements with potential Japanese partners were generated.

Mission Kikaku Japan chief executive officer Dr. Michael Lao, who is currently sourcing out his coffee from Benguet, is already keen of getting the Davao coffee as well. In fact, he brought all the 300 kilograms of beans of Mt. Apo Civet Coffee, Inc. during the trade fair.

In July 13 and 14, the company visited MSMEs in Davao to personally check their production areas for possible business linkage with the Japanese distributors. Mission Kikaku Japan is interested in coco water, coco milk, chocolates, and other food derivatives.

Aside from the said company, Yoshi Higure of Coconut Cures, Inc. is currently negotiating with Compostela

Valley's Cocolife Multi-purpose Cooperative for potential sales of P4 million. The company likewise committed to assist the latter in securing the necessary permits. Once Cocolife has the permits required by the Japanese market, it can already start doing business with the Japan-based companies.

To maximize the country's maiden participation in Café Res Japan, other market and investment promotion-related activities were made. These include the B2B (business-to-business) session, market sensing, trade exhibit and trade promotion seminar.

TOP STORIES INSIDE



DAVAO REGION'S COFFEE CHAMPIONS HAILED

Women farmers from BACOFA, Juanita Amaba and Leizel Silvano, emerged as 2nd and 6th placer, respectively, in the Philippine Coffee Quality Competition held last February 15 to March 19. — [SEE FULL STORY ON PAGE 2](#)



DTI IMPROVES LOCAL PRODUCTS, TO LAUNCH MARKETING HUB SOON

The Department of Trade and Industry (DTI) has intensified its interventions to improve local products as it aims to launch marketing hubs all over the country. — [SEE FULL STORY ON PAGE 3](#)



GOV'T BOOSTS HALAL INDUSTRY

The government is currently intensifying its campaign to boost the country's Halal industry, while adopting several initiatives and strategies. — [SEE FULL STORY ON PAGE 7](#)



Thelonious Trimmell, Ruth Navales, RD Myrna Pablo, Marivic Dubria - Marketing Officer of BACOFA, Steve Benitez, PD Balleque, San Francisco Coffee & Roastery CEO and Executive Director of Philippine Coffee Board - Roberto Jose Miguel Francisco and Marivic Dubria received the Top 6 Award for Arabica Category — PHOTO BY DTI-CAR

DAVAO REGION'S COFFEE CHAMPIONS HAILED

STORY BY ART A. HERMOSO

Several coffee champions of Davao Region, along with the rich flavors of their coffee varieties, have been hailed in a national tilt during the 1st quarter, besting 40 entries for Arabica and 60 entries for Robusta.

Women farmers from Balutakay Coffee Farmers Agriculture Cooperative (BACOFA), Juanita Amaba and Leizel Silvano, emerged as 2nd and 6th placer, respectively, in the Philippine Coffee Quality Competition (PCQC) held last February 15 to March 19.

The second placer got a cupping score of 86.03 for the natural process, having identified the distinctive coffee attributes of caramel, guava, banana, rose, and sweet spice. Meanwhile, the flavor notes of top 6, which had a cupping score of 85.41 for the honey process, were brown sugar, fruit pie, citrusy, and nutmeg.

The post-harvest processing of the winning Arabica coffee was done by Marivic Dubria and Maria Luz Dubria, whose skills have tremendously improved the quality of the green coffee beans.

BACOFA, located in Bansalan, Davao del Sur, is close to the Philippines' highest peak, the Mt. Apo, in terms of proximity. The altitude and volcanic soil have made a difference on the coffee attributes, especially that the elevation of its coffee farms ranges from 1,300 to 1,500 meters above sea level (masl).

In the meantime, Delio Cezar of Pine Valley Farm bagged the top 5 in robusta category. A honey processed robusta grown in 900 to 1,100 masl surrounded by pine trees has drawn the flavor notes of tamarind, caramel, orange and malt. It obtained an average cupping score of 85.38. In the valley of Davao Region, a fine robusta has originated from Brgy. Paloc, Maragusan, Compostela Valley.

The Specialty Coffee Association (SCA) defines specialty or fine coffee in its green bean stage as coffee that is free of primary defect, has no quakers, properly sized and dried, presents in the cup free of faults and taints, and has distinctive attributes with a cupping score of 80 and up. The coffee post-harvest processing methods are natural/dry, honey/semi-washed, and washed which are crucial in improving quality cupping scores.

The PCQC is a nationwide activity to bring quality of Philippine coffee to a higher value. The competition is a partnership of the Departments of Trade and Industry (DTI) and Agriculture (DA) and Agricultural Cooperative Development International/Volunteers in Overseas Cooperative Assistance (ACDI/VOCA), the implementing body of the United States Department of Agriculture (USDA)-funded Mindanao Productivity in Agricultural Commerce and Trade (MinPACT) project. The final grading/cupping was done at the Barista and Coffee Academy of Asia (BCAA) in Manila.

The participating entries received nationwide for grading by both international and local quality (Q) graders with license conferred by the Coffee Quality Institute-USA. The head judge was Samuel Gurel of Torch Coffee Company-China, while the lead cuppers were Charlie Habegger of Blue Bottle-USA for Arabica and Shaun Ong of Betr Barista Academy-Singapore for Robusta. There were six local Q graders as well, and one of them was Daniel Byron Pantoja of Coffee for Peace-Davao.

With a very tight PCQC scores ranging 85 to 87 from rank 6 to rank 1 on both categories, Shaun Ong, owner of Betr Barista Academy in Singapore exclaimed, "I'm so impressed... I'm wondering what's happening on the ground."

The recognition of winners took place on March 21 during the culmination of the two-day Philippine Coffee Conference in Baguio City.

Sponsored by ACDI/VOCA, the Davao Region's specialty Arabica and fine Robusta have found their place at the Global Specialty Coffee Expo in Seattle, Washington on April 20 to 22. Inside the expo cupping room, the Philippine coffee entries were cupped by renowned international coffee industry stakeholders and have sparked interest in the international market.

DTI IMPROVES LOCAL PRODUCTS, TO LAUNCH MARKETING HUB SOON

STORY BY JENNY GRACE M. MENDOZA

DAVAO CITY - The Department of Trade and Industry (DTI) has intensified its interventions to improve local products as it aims to launch marketing hubs all over the country.

With its goal to upgrade the products of each locality, particularly those identified by the local government units (LGUs) under the One Town One Product (OTOP) Philippines program, the agency has conducted a series of activities.

Last May 15 and 16, DTI's Regional Operations Group (ROG), together with the Regional Office here, gathered more than a hundred micro, small and medium enterprises (MSMEs) at Seda Abreeza Hotel to receive free seminars and one-on-one business consultation from experts.

Tagged as OTO Next Gen – ACT (Assessment, Consultation and Triage) Session, the two-day activity served as the platform for MSMEs to get intelligent guidance from industry experts and designers for them to upgrade their products.

The OTO Next Gen is a component of OTO Philippines program, which is primarily composed of product development initiatives, training, referral, and others, with the goal of leveling up the products in terms of design, quality and volume. This component is seen as a strategy to address mindset change and mastery aspects of entrepreneurship.

Through the OTO Next Gen program, a package of assistance is provided to MSMEs with minimum viable products. They are given ideas on how to improve their products and what innovation to adopt in the areas of quality, product development, design, packaging, standards, compliance to industry requirements,



marketability, production capability, and brand development.

DTI-ROG Assistant Secretary Demphna Du-Naga, in her speech, shared her struggles before she became a successful entrepreneur herself. She also shared some tips on how she made it.

"Huwag matakot sa failure sa buhay," she said. "Don't give up!"

Du-Naga pointed out that challenges will always be part of an entrepreneur's life; what is important, though, is the entrepreneur's motivation and dedication to go on until finding finally the right ingredients to win more customers.

Apart from giving a sound business advice, the DTI official also committed to continuously extend help to MSMEs through the agency's regional and provincial offices.

"In DTI, your success is our success. Your business is our business," she concluded.

Meanwhile, DTI-hired designers evaluated the products of the participating MSMEs during the ACT session.

DTI 11 Regional Director Maria Belenda Q. Ambi said the agency is still currently looking for a space where the OTOPPH, or OTO Philippines Hub, will be established. It will serve as the marketing arm of local products, particularly those that are part of the OTO Next Gen initiative.

"We are looking at October to start operating our own OTOPPH store here. In the meantime, we will continue implementing interventions to improve our local products, so that by the time we open our OTOP Philippines Hub, we can already offer high-quality items," she said.

DTI-DAVNOR INTENSIFIES FAIR TRADE LAWS ORIENTATION

STORY BY DELVIN M. SANTOS



DTI-Davao del Norte continues to intensify its consumer protection activities through the conduct of Fair Trade Laws (FTLs) orientation-seminars in several business establishments in Tagum City during the first half of this year.

Part of the discussions of Trade and Industry Development Specialist Delvin M. Santos were the Consumer Act of

the Philippines (Republic Act 7394), No Shortchanging Act of 2016 (RA 10909), Price Tag Law (RA 71) and the Consumer Welfare Desk Program. during the seminar.

A total of 291 managers, supervisors, cashiers and sales representatives from Robinsons Department Store, Gaisano Mall Supermarket, Gaisano Mall Department Store and Kar Asia, Inc. participated in the series of

orientation-seminars.

"The holding of FTLs orientation-seminars among business establishments is our proactive response to protect the consumers of Davao del Norte. The employees of the business establishments are taught and encouraged to uphold the rights of the consumers and give value to their money by obeying the law," DTI-Davnor provincial director Romeo L. Castañaga said.

With the conduct of such in their respective offices, the participants expressed their gratitude. "I am thankful that we have this orientation with DTI because it helps me know the laws I must follow, especially that I am working in the retail business," Lalaine Sosmeña of Robinsons Department Store said.

The FTLs orientation-seminars were the result of the strong partnership between DTI and the business establishments of the province.



JANUARY

PRICE MONITORING ON THE EFFECTS OF TRAIN LAW WITH SECRETARY RAMON LOPEZ

Department of Trade & Industry Secretary Ramon M. Lopez together with the DTI 11 officials monitor the prices of basic necessities and prime commodities of Park 'n Shop, Victorial Plaza, Davao City.



FEBRUARY

CONDUCT OF CIVIL SOCIETY ORGANIZATIONS AND STAKEHOLDERS' CONSULTATION

Officers and CSO representatives, as well as the private sector stakeholders, commended DTI 11 for various services provided. Likewise, feedback and requirements of DTI's clients and partners in order to provide a more appropriate intervention and results were solicited.



MARCH

CONDUCT OF COMPOSTELA VALLEY INVESTMENT CONFERENCE

An investment lead worth P258.08M from 15 firms was recorded, P8.98M worth of investments have been monitored and P56.704M negotiated/booked sales were generated. Likewise, new and expansion projects in the areas of processing, production, real estate and infrastructure development were also recognized.

STATUS OF PROGRESS

1st Semester of 2018



SHARED SERVICE FACILITY

96% | 158 operational SSFs
164 established SSFs



OTOP NEXT GENERATION

84% | 31 prototypes developed
TARGET : 37

50% | 20 IP (brands) application filed
TARGET : 40



KAPATID MENTOR ME

95% | 123 graduated mentees
129 enrolled mentees



NEGOSYO CENTER

60% | 6 NCs established
TARGET : 10

- CARAGA (JAN 18)
- MALALAG (FEB 26)
- TARRAGONA (APR 16)
- MONTEVISTA (JUN 1)
- KAPALONG (JUN 19)
- MATANAO (JUN 22)



PRESYO DISKWENTO CARAVAN

80% | 8 Presyo Diskwento Caravans conducted
TARGET : 10

P4.725 M sales generated

17,650 beneficiaries

PROGRAMS & PROJECTS

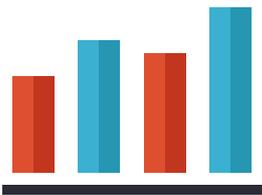


TRADE FAIRS

8 Trade fairs conducted/
participated **194** MSMEs
assisted

P30.99M sales generated

- **P5.391 M** CASH
- **P2.978 M** BOOKED
- **P22.62 M** UNDER NEGOTIATION



INDUSTRY CLUSTERING INITIATIVES

- **374** MSMEs
assisted
- **29** trainings
conducted
- **829** participants
trained



INTERVENTION FOR THE IPs

- **3** product development
interventions; generated
P28k sales
- **3** coordination meetings
attended/participated
- **15** members of the IP
community were
trained



APRIL

PUBLIC HEARING ON THE GIFT CHECK ACT OF 2017

In coordination with the Consumer Protection and Advocacy Bureau (CPAB), DTI 11 facilitated the conduct of the public hearing on the draft implementing rules and regulations (IRR) on the Gift Check Act of 2017 cum policy hearing on the granting of discounts to Senior Citizens in purchasing basic necessities and prime commodities and guidelines on the grant of Bagwis Award to business establishments that uphold consumers' rights and interest, and practice business ethics.



MAY

PHILIPPINE HALAL TRADE AND TOURISM EXPO

DTI 11-assisted MSMEs also participated in the Philippine Halal Trade and Tourism Expo at Abreeza Mall, Davao City. Products that were promoted include processed food products such as calamansi juice, fruit concentrates, and peanut butter. The three-day activity carries the theme "Focus Integration on Philippine Halal Trade and Tourism toward Global Market".

It was held under the umbrella of the Universal Islamic Center (UIC), an institutional partner of the Davao City Halal Industry Development Council (DCHIDC). UIC President and Halal spokesperson Marilou Ampuan stated that this year's expo aims to incorporate the concepts and principles of Halal in relation to trade and tourism for both Muslims and non-Muslims.

DTI, DOLE HELP MORE ENTREPRENS, JOB SEEKERS VIA TNK

STORY BY GEMA ESTRADA

The regional offices of DTI and Department of Labor and Employment (DOLE) here have helped more existing and would-be entrepreneurs and job seekers through the Trabaho, Negosyo, Kabuhayan (TNK) fairs in May and June.

The TNK held on May 1 and 2 at Gaisano Mall of Davao gathered at least 300 existing and potential micro, small and medium enterprises (MSMEs) who joined the entrepreneurial seminars and skills trainings and requested for business consultancy services from the Negosyo Center desk.

It likewise offered 12,532 job opportunities, of which 6,216 were local and 6,316 were overseas. Among the 3,197 job applicants, 238 were hired on the spot (207 local and 31 overseas).

Meanwhile, in commemoration of the 120th anniversary of Philippine Independence Day, TNK fairs were simultaneously conducted at the Davao City Recreation Center Tagum City New City Hall.

Four trainings were conducted and participated in by 243 participants, while 11 MSMEs were assisted and generated P26,085 in sales.

A total of 122 job applicants were hired on the spot (95 local and 27 overseas) as well from the 2,558 job applicants. These opportunities came from the 79 employers for local jobs and 34 for overseas employment.

A Negosyo Center assistance booth was also set-up to provide consultancy services to job seekers looking for alternative sources of income.



DTI 11 CONTINUES MENTORSHIP PROGRAM IN DAVAO REGION

STORY BY MARIA REGINA SUNGAHID



The Department of Trade and Industry (DTI) in Davao Region continues to implement its mentorship program in 2018 to further capacitate local entrepreneurs.

Known as the Kapatid Mentor ME (KMME) program, it is designed to develop micro enterprises (MEs) by getting some help from the successful entrepreneurs.

For its 2018 run, a grand launch was done last March 20 at Ritz Hotel, Davao City, with at least 200 MEs and other stakeholders from all over the region joining the

ceremony. Among them were the 23 mentees from Davao City, 19 from Davao Sur, 20 from Davao Oriental, 25 from Davao Norte, 21 from Compostela Valley, and 20 from Davao Occidental.

DTI 11 Regional Director Maria Belenda Q. Ambi expressed her gratitude not only to the Davao-based mentors and angel-preneurs from the Philippine Center for Entrepreneurship (PCE), but also to the mentees.

She shared her appreciation of the resource persons' commitment to help and the MEs' interest to learn and

grow. The regional head of DTI also encouraged more MEs to strive hard to level up and be of help to other people by creating job opportunities.

During the launching ceremony, speaker from PCE talked about modules 1 and 2 of the 10-week mentoring program. Following it will be the respective implementation of the remaining modules by the DTI provincial offices.

In 2017, Davao Region was able to produce 232 Mentee-Graduates in 10 batches.

DTI 11 STRENGTHENS INVESTMENT PROMO, HOLDS WORKSHOP

STORY BY JOFFREYLLE MARIE B. OPIANO



The Department of Trade and Industry (DTI) in Davao Region continues to upgrade and strengthen its investment promotion initiatives, including the improvement of investment facilitation.

To further improve the investment promotion officers of DTI and their counterparts at the local government units (LGUs), the agency conducted the first-ever Business and Local Investment Networking Knowledge (BLINK) Capability Building Workshop recently in Davao City.

At least 55 DTI investment promotion officers and local economic and investment promotion officers (LEIPOs) from all over the region participated in the

two-day workshop that was aimed at capacitating them in handling investment-related concerns.

The BLINK workshop discussed the 2017 Investment Priorities Plan (IPP) and investment incentives of the Board of Investments (BOI), Local Investments and Incentives Code (LIIC), Philippine Economic Zone Authority (PEZA) incentives, Foreign Investments Act and updates on the Foreign Negative List, among others.

“This activity has been conceived by the DTI since we saw the need to capacitate those handling investments in their locality to ensure smooth processing of investment requirements for local and foreign investors. This is also

in anticipation of the influx of investors in the coming years,” DTI-Davao Regional Director Maria Belenda Q. Ambi said.

As of the first quarter of 2018, BOI-Davao has recorded a total of Php 14.14B worth of registered and approved projects for Davao Region, mostly belonging to the real estate and agribusiness industries. This is relatively higher than the Php 2.44B amount of investments recorded around the same time last year. For 2017, the value of investments poured into the region amounted to Php 7.98B.

Aside from the lecture series, workshops were also undertaken wherein the participants were divided per province/city and were made to design investment promotion packages and convince potential investors in a simulation activity.

“The DTI will continuously strive to provide the necessary assistance to the IPOs and the LEIPOs in terms of improving and upgrading the way they handle investments to create a ripple effect in the overall investments performance of the region,” Ambi added.

The BLINK Capability Building Workshop for Investment Promotion Officers is the first activity of its kind for the region. DTI-Davao Region intends to have a second round of the activity that integrates other investment topics that were not discussed in the recently concluded workshop.

GOV'T BOOSTS HALAL INDUSTRY

STORY BY JENNY GRACE MENDOZA



The government is currently intensifying its campaign to boost the country's Halal industry, while adopting several initiatives and strategies.

During the opening of the two-day 1st Philippine National Halal Conference conducted in Davao City last May 2, Trade Secretary Ramon M. Lopez shared that by boosting the industry, local entrepreneurs and investors can tap its multi-trillion market.

He revealed that in the global trading arena, the

demand for Halal products is anticipated to reach \$3 trillion in the next three years. Therefore, there is indeed a lot of opportunities for the local MSMEs to consider, especially that the population of Muslims is increasing by 1.8% annually.

With most Muslims living within Asia, he emphasized that Halal opportunities “are in our backyard.”

As the Philippines moves towards maximizing these opportunities, the trade department's top executive noted

that a number of initiatives have already been done. One of which is the conduct of the first-ever National Halal Conference.

In July 2017, the implementing rules and regulations of Halal Export Development and Promotion Act of 2016 (RA 10817) was released. With the law, the Philippine Halal Export Development and Promotion Board was created. It is composed of DTI, Department of Foreign Affairs (DFA), Department of Tourism (DOT), Department of Health (DOH), Department of Science and Technology (DOST), Department of Agriculture (DA), Bangko Sentral ng Pilipinas (BSP), Mindanao Development Authority (MinDA), and National Commission on Muslim Filipinos (NCMF).

As a result of the board's efforts, the Philippine Halal Export Development and Promotion Strategic Road Map was crafted and presented during the conference.

Photo by DTI-EMB

EDITORIAL BOARD • Maria Belenda Q. Ambi, CESO III **Editor-in-Chief** • Marilou D. Laguting, Jenny Grace M. Mendoza **Associate Editors** • Juan Basilio T. Espinoza **Layout and Design**

WRITING STAFF/CONTRIBUTORS • Art A. Hermoso, Maria Regina M. Sungahid, Marie Lou G. Magtrayo, Gema G. Estrada, Joffreyllle Marie B. Opiano, Delvin M. Santos, Rachel Ann T. Funtilar, Lani T. Catalan



3/F Mintrade Building, Monteverde corner Sales Sts., Davao City, Philippines



Telephone No (082) 224-0511
Fax No (082) 221-4952



r11@dti.gov.ph
dti11.ord@gmail.com

CACAO INDUSTRY'S SUCCESS CONTINUES

STORY BY RACHEL ANN FUNTILLAR

The cacao industry of Davao Region has reaped several achievements during the first semester of this year.



Included in the list was the Cacao Curriculum Guide (CG) finalization last April 19 at the National Educators Academy of the Philippines (NEAP) in Metro Manila. The Business Curriculum Development Division of the Department of Education (DepEd) initiated it in partnership with Philippine Cacao Council chair Valente Turtur and DTI.

The Cacao CG will be included in DepEd's K to 12 program under the Technical-Vocational-Livelihood Track (TVL).

Another accomplishment is the recognition received by four DTI-assisted local chocolate makers from the 2018 Academy of Chocolate International Awards.

Malagos Agri-Ventures Corp. won bronze for their 72% and 85% dark chocolates under the tree-to-bar category, silver for their 85% dark chocolate under plain milk-based drink category, while the Malagos unsweetened chocolate and 72% dark chocolate won bronze in the same category.

MS3 Agri-Ventures won bronze for the drinking chocolate category. In 2017, MS3 also won as the Best Cacao Tablet during the 2017 Asia Halal Brand Awards.

Auro Chocolate won two awards, bronze for its 70% dark chocolate Saloy Reserve under the tree to bar category and bronze for its Auro Chocolate 32% roasted white chocolate cashew under flavoured white chocolate category.

Theo and Philo Artisan Chocolate won silver under the flavoured milk chocolate

category for its milk chocolate adobo and bronze for its dark choco with labuyo (chili) and choco with Pili nut and pinipig. Theo and Philo won bronze award, too, under flavoured dark chocolate bar category for its dark choco with black sesame and nuts, dark chocolate with calamansi and dark choco with labuyo (chili). It likewise took home a bronze for the packaging category.



Among its major initiatives and accomplishment during the first six months of 2018 was the conduct of island-based cacao inter-agency convergence, as spearheaded by the Philippine Cacao Industry Council, in partnership with DTI as the council secretariat, and hosted by the Department of Agriculture (DA).

Aside from them, the Departments of Agrarian Reform (DAR), Environment and Natural Resources (DENR), and Science and Technology (DOST), and Philippine Coconut Authority (PCA), together with the private sector represented by the 16 Regional Cacao Industry Councils chairpersons were also part of the meetings.

These aim to share the agreements from the national level to the regional and provincial levels, following the meetings conducted with Senator Cynthia Villar.

The Visayas cluster had their convergence meeting last May 10 to 11, Luzon on May 17 to 18, and Mindanao on May 23 to 24.

DTI 11 URGES BIZ ESTABLISHMENTS TO APPLY FOR BAGWIS SEAL OF EXCELLENCE

STORY BY LANI T. CATALAN

DAVAO CITY – The Department of Trade and Industry (DTI) here is urging business establishments, especially those practicing good customer service, to apply for the Bagwis seal of excellence.

Formerly known as the DTI-Certified Establishment Program, the Bagwis program recognizes enterprises and service shops that uphold consumer rights and practice responsible operation. With these characteristics attributed to Bagwis seal holders, consumers are assured of quality service that surely gives them the value of their hard-earned money.

The award is classified into three levels: bronze, silver and gold. For the bronze seal, establishments must comply with applicable consumer laws, effective customer relations services and efficient store management operations, while the silver seal means achievement of the bronze seal requirements plus the establishment's commitment to social responsibility. For the gold seal, establishments must have established quality orientation management.

As of December 31, 2017, a total of 336 establishments in the region were conferred the Bagwis Awards in various categories: 45 were awarded the coveted gold seal, 108 with silver and 183 with bronze.

The Bagwis awards are applicable to business establishments nationwide which have been existent for at least one year and may fall under the following categories: supermarket / grocery store, department store, specialty store, appliance center, hardware store, convenience store and DTI accredited service and repair shop.

DTI 11 Regional Director Maria Belenda Q. Ambi said that as Bagwis seal holders, qualified establishments can take pride of putting premium to their customers' welfare. It is already a tangible proof that DTI has witnessed their efforts to maintain quality customer service and uphold consumer rights.

Along this line, she encouraged more establishments to apply for the Bagwis award as this fosters balance

between engaging in business and safeguarding the welfare of consumers. This likewise helps a healthy competition among establishments as they ensure to constantly safeguard the welfare of consumers.

In the meantime, she inspired consumers to patronize those establishments with Bagwis award.

"We would like to inform the consumers to patronize establishments that are Bagwis awardees because they are assured of the quality and safe goods, products, services at affordable prices, these establishments on the other hand should post their Bagwis seals visible to consumers to properly guide them", Ambi said

Interested applicants may visit the nearest DTI Provincial Office in Davao Region or contact DTI Regional Office at (082) 2240511 local 417 or 420.