

## DTI celebrates National MSME Summit, highlights advocacy on creating smarter MSMEs



(L-R) DTI-Regional Operations Group (ROG) Assistant Secretary Demphna Du-Naga, DTI-ROG Undersecretary Blesila Lantayona, former DTI-ROG Undersecretary Zenaida Maglaya, SM Investments Corporation Vice Chair Teresita Sy-Coson, DTI Secretary Ramon M. Lopez, Madame Cielito 'Honeylet' Avanceña, Senator Cynthia Villar, Philippine Chamber of Commerce and Industry (PCCI) Chairman George Barcelon, DTI Special Concerns Assistant Secretary Ameenah Fajardo, and DTI Undersecretary and Chief of Staff Rowel Barba. PHOTO FROM PRU

By **Marjorie Joyce C. Posas**

The Department of Trade and Industry (DTI), as Chair of the Micro, Small, and Medium Enterprise Development Council (MSMEDC), staged this year's National MSME Summit on 16 July 2019 at the Philippine International Convention Center (PICC), Pasay City to showcase vital and game-changing whole-of-government policy reforms, programs, and initiatives to empower and build revolutionary Filipino entrepreneurs.

Driven by the government's strong desire to encourage innovation among MSMEs, the Summit's theme—"Inclusive and Sustainable Innovations for Globally Competitive MSMEs"—underscores the need to

develop MSMEs and young entrepreneurs by equipping them with the values, skills, and entrepreneurial spirit necessary for their businesses to succeed in the digital economy.

"We need to encourage all MSMEs to innovate. I remember very simply—anything new to a firm is innovation, anything new to the world is invention. We call on MSMEs to explore novel ideas, business models, transform from traditional to digital," former DTI-Regional Operations Group (ROG) Undersecretary Zenaida Maglaya said.

The Philippines is currently considered one of Asia's economic bright spot, with GDP growing at an average of over 6%. The country has also been

given high investment grade ratings of 'BBB+' – highest ever, notch lower 'A' rating from international credit rating agencies. And as of April 2019, the country's unemployment rate slid down to 5.1% and underemployment was at a record-low of 13.5%.

***"We attribute our country's undeniable economic growth and success to the vibrant entrepreneurial spirit of the MSME sector, which plays a significant role in reducing poverty and achieving inclusive growth,"*** DTI Secretary Lopez said during the Summit.

## DTI remains steadfast in extending "Malasakit" to Marawi IDPs

By **Bianca Alyana A. Zamora**

The Department of Trade and Industry (DTI) together with other members of the Task Force Bangon Marawi (TFBM) Subcommittee on Business and Livelihood continue to foster livelihood growth for internally displaced persons (IDPs) affected by the Marawi siege through the Kawayagan program.

Dubbed as "Siyap sa Marawi, Gagaw ko Pagtao" (Pag-aalaga sa Marawi, Pagmamahal sa Kapwa),

Kawayagan is a series of distribution of livelihood assistance to the IDPs affected by the Marawi siege. The program is one of the TFBM's initiatives in refreshing Marawi City's illustrious business environment. Last 22 August marked the first anniversary of the Kawayagan program since its launching on 24 August, 2018.

During the program's launching anniversary, DTI-10 Regional Director Linda Boniao emphasized its essence being an avenue not limited to the distribution of

## OTOP goes "Green" for NTF 2019

By **Jamie Franz C. Badillo**

With the continuous convergent efforts in championing micro, small, and medium-scale enterprises (MSMEs), the One Town, One Product (OTOP) Next Gen participated in the 2019 National Trade Fair (NTF): A Green Show, to feature the best of sustainable Filipino craftsmanship.

The trade exhibit runs from August 22-25, 2019 at the Megatrade Halls 1-3, SM Megamall, Mandaluyong City.

A total of 276 MSMEs from across the country participated in the 2019 National Trade Fair, organized by the Bureau of Domestic Trade Promotion of the Department of Trade and Industry (DTI). This year's edition of the trade show highlighted "green", organic and eco-friendly products. Through its special setting, OTOP showcases an array of levelled-up products, putting special focus on eco-friendly, and upcycled items crafted by the OTOPpreneurs. Some of the featured products are recycled fashion accessories by Buttons 'N Things, locally produced sauces by Nolan Lucas, and sustainably sourced souvenirs and displays by Wood Tech Builders.

"The National Trade Fair 2019 serves as an opportunity to boost the sales and expand the market of our MSMEs. It is also a way to inspire our MSMEs to innovate their products and become globally competitive, all the while being

mindful of our use of resources," Assistant Secretary Demphna Du-Naga, OTOP Next Gen Program Manager, stated.

OTOP Next Gen, a stimulus program under the Regional Operations Group of the Department, aims to help localities develop and market their focus products and services. It seeks to equip and enable MSMEs from different parts of the country by providing assistance in capacity building, technology upgrade, brand equity, product development, and market access. Through its continual services and development tracking, OTOP has assisted 16,602 MSMEs, developed and improved 11,163 products, and generated Php. 1.97 Billion in sales by August 2019.

The gap between production and the market are bridged by the OTOP Philippines Hub or OTOPPH, the program's multi-site retail space. These serve as platforms for partner MSMEs to sell their developed products to consumers. There are currently 27 OTOP Philippines Hubs nationwide – varying from standalone pasalubong centers to bakery cafes – with more expected to launch by the end of 2019.

"The OTOP Next Gen is committed in empowering MSMEs to advance as entrepreneurs and agents of change, proving that the road towards innovation and development should not undermine and, in fact, must come hand-in-hand with sustainability," said Asec. Naga.



OTOP Philippine Hub special setting during the 2019 National Trade Fair. PHOTO BY BIANCA ALIANA A. ZAMORA



In photo are (from left to right) SB Corp President Ma. Luna Cacanando, Pimentel, Lopez, and former Trade Undersecretary and SB Corp Acting Chairman Zenaída Maglaya. PHOTO FROM SB CORP

## Senator Pimentel throws full support to Pondo sa Pagbabago at Pag-asenso (P3) micro loan program

By **Jonno DC Bales**

Senator Aquilino "Koko" Pimentel III threw his full support for the Pondo sa Pagbabago at Pag-asenso (P3) micro loan program, which is intended to give micro enterprises better access to finance, providing them an alternative to the informal or 5-6 scheme of lending.

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The DTI Chief noted that data gathered from the Local Government Units (LGUs), through the Philippine Business Registry (PBR), indicated that there are about 1.5 million registered enterprises in the country.

In line with the vision of President Rodrigo Roa Duterte to provide better and comfortable lives for all Filipinos, Secretary Lopez highlighted various MSME programs under the 7-point strategy essential for MSME development — mindset, mastery, mentoring, markets, money, machines, and models of business — that are focused and targeted to benefit those at the bottom of the pyramid, and aimed to help ordinary people success and prosper in life.

The midterm mark of the Duterte Administration gave birth to the DTI's groundbreaking initiatives for MSMEs, namely:

Pimentel said during the P3 Credit Delivery Partner Forum that he will refile the P3 Bill in the 18th Congress to ensure that the program would be institutionalized and gets annual budget. On the other hand, Trade Secretary Ramon Lopez expressed DTI's commitment in pushing for an increase in budget for the P3 program and will seek President Rodrigo Duterte's support in institutionalizing the program.

Pondo para sa Pagbabago at Pag-asenso (P3) which provides an easy access and no collateral micro financing fund for Pinoy entreps; Kapatid Mentor ME (KMME) Program which give way to a massive campaign for entrepreneurship development producing confident entrepreneurs with the right mindset and business know-how; OTOP Philippines Hub and Go Lokal! which mainstreams MSME products without incurring the high cost of operating a retail outlet; and the recently launched Negosyo Serbisyo sa Barangay (NSB) to bring DTI services to the grassroots.

DTI Secretary Lopez added, "The MSME development is the embodiment of our President's "Tapang at Malasakit" program to help uplift more of our countrymen out of poverty, and bring long overdue economic development to all the parts of our country. By accelerating

Through the Small Business Corporation, the P3 Program has assisted close to 89,000 micro entrepreneurs throughout the country and has released a total of P2.9 billion worth of loans through partner micro finance institutes (MFIs).

the 7Ms strategy for MSME development, I am confident that our economic priority agenda to achieve inclusive growth and shared prosperity for all will bring into sharper focus the areas of higher importance and greater impact for our MSMEs."

The Summit was graced by Madame Honeylet Avanceña who reiterated the Duterte Administration's full support to MSMEs and commitment to further advance entrepreneurship in the country, especially in the countryside.

Attended by more than 1,000 participants from the ranks of entrepreneurs, tech startups, academe, business experts, mentors, and enablers, the Summit provided immense opportunities to exchange knowledge and insights from starting a business to preparing for the challenges ahead in today's globally competitive business environment.

## DTI to strengthen partnership for disaster resilient enterprises in PH



Government and private sector signed a Memorandum of Understanding (MoU) for Strengthening MSME Disaster Resilience in the Philippines 2019-2021 project. In the photo are former DTI Regional Operations Group (ROG) Undersecretary Zenaída Maglaya (center) together with (from left to right) Asian Disaster Preparedness Center Program Manager Edwin Salonga, Employers Confederation of the Philippines Governor Roberto Amores, Asia Pacific Alliance For Disaster Management-Philippines Chair Jazmin Jerusalem, PCCI Honorary Chair and Treasurer and Philippine Exporters Confederation Inc. President Sergio Ortiz Luis Jr., Office of Civil Defense Undersecretary and Administrator Ricardo Jalad, Science and Technology Undersecretary Renato Solidum Jr., Philippine Disaster Resilience Foundation President Rene Meilly, and Philippine Chamber of Commerce and Industry President Ma. Alegria Limjoco. PHOTO FROM PDRF

By **Alfee Rei L. Galapon**

In line with the annual celebration of the National Resilience Month, the National MSME Resilience Core Group (MSME RCG), co-chaired by the Department of Trade and Industry (DTI) and the Philippine Chamber of Commerce and Industry (PCCI), conducted the 2019 National Summit on MSME Disaster Resilience last 18 July 2019 in Pasay City to highlight the need for enhanced efforts toward disaster preparedness for micro, small, and medium enterprises (MSMEs) in the Philippines.

The summit was attended by over 200 MSMEs and MSME enablers, who shared best practices in strengthening MSME disaster resilience and mapped out next steps in promoting enterprise resilience in the country.

Enterprise leaders and key representatives from the government, humanitarian sector, and business sector were gathered to reaffirm their partnership for the Strengthening MSME Disaster

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livelihood starter kits, but also a way to showcase the beneficiaries' outputs, and how different agencies complement each other's livelihood interventions.

Kawiyagan also ensures that livelihood programs will be immediately provided directly to the IDPs and it encourages other stakeholders to provide livelihood assistance to the IDPs. This ongoing initiative of the TFBM serves as an inspiration for the IDPs' fellow residents of Marawi.

The Subcommittee on Business and Livelihood is chaired by

Resilience in the Philippines project which started in 2016. The conveners of the MSME RCG renewed their commitment by signing a Memorandum of Understanding (MoU) for 2019-2021 with the following work program: (1) scale up initiatives on business continuity management and develop standardized disaster risk reduction and management (DRRM) and business continuity planning (BCP) toolkit for both enablers and MSMEs; (2) improve policy reforms such as institutionalizing among government offices a DRRM specific guidelines for MSMEs; (3) address concerns related to establishing MSME database and their risk profiles to better understand risks that can potentially affect MSME operations; and, (4) develop more responsive disaster financing programs and products.

"Development that is not risk-informed will never be sustainable. Let us work towards building resilient MSME sector for community development," said former DTI-Regional Operations Group (ROG) Undersecretary Zenaída Maglaya.

DTI with member agencies the Department of Agriculture (DA), Department of Agrarian Reform (DAR), Department of Environment and Natural Resources (DENR), Department of Labor and Employment (DOLE), Department of Science and Technology (DOST), Technical Education and Skill Development Authority (TESDA), Cooperative Development Authority (CDA), local government units (LGUs) of Marawi City and Lanao del Sur and humanitarian organizations.

As of 23 August 2019, 17,680 beneficiaries or 36% of the target

During the event, the MSME RCG also launched the MSME Guide to Disaster Resilience, the Philippines' first disaster preparedness and business continuity guidebook for enterprise owners, and the "Search for MSME Disaster Risk Reduction (DRR) Champions," an award that acknowledges local MSME initiatives and commitments.

RCG member, Philippine Disaster Resilience Foundation (PDRF), also launched "Katatagan in a Box," a business continuity mobile application developed in partnership with UPS Foundation to make business continuity concepts and practices more accessible to MSMEs.

The core group expanded to officially include the Department of Science and Technology (DOST). Other members are Office of Civil Defense, Philippine Exporters Confederation, Asia Pacific Alliance for Disaster Management – Philippines, Employers Confederation of the Philippines, GIZ Global Initiative on Disaster Risk Management, and Asian Disaster Preparedness Center.

49,000 IDPs by the end of 2019, have already received starter kits from the DTI-TFBM livelihood interventions. The Department has released more than P200M worth of the starter kits including sarisari store, bigasa, sewing, school supplies, carinderia, carpentry, electronic tools, and e-loading.

TFBM, through its Subcommittee on Business and Livelihood led by DTI, ensures the unceasing assistance for the revival of businesses and livelihood projects in the affected city.

## Joint Memorandum for Circular Women Project 2 is signed!

By **Niña Erika V. Barias**

The Supporting Women's Economic Empowerment (WEE) in the Philippines, also known as GREAT Women Project 2, seeks to economically empower women micro entrepreneurs (WMEs) and their workers by improving the competitiveness and sustainability of WMEs as well as the enabling environment for women's economic empowerment. The project adopted the national industry cluster approach and has enrolled 831 WMEs from four (4) priority industry clusters namely: (1) Wearables and Homestyle; (2) Coffee; (3) Cacao; and (4) Processed fruits and nuts and selected high value crops. GREAT Women Project 2 covers regions 2, 3, 4A, 5, 6, 7, 8, 10, 11, 12, and CAR.

A Joint Memorandum Circular No. 1, s. 2019 on Prioritizing Support to the 831 Women Micro Entrepreneurs under the GREAT Women Project 2 was signed by the Department of Trade and Industry and Philippine Commission on Women together with the other major National Government Agency Partners of the Project –Department of Science and Technology and Department of

Agriculture.

The Joint Memorandum is issued to strengthen partnership among heads of project partner government agencies in the priority regions to ensure prompt implementation and prioritization of all activities to focus on the enrolled 831 WMEs.

It also mandates all regional partners to establish a WEE Project Regional Technical Working Group that conduct regular meetings to harmonize efforts and to discuss and resolve operational concerns.

The memorandum invalues all project partners from national down to the provincial level who have committed in paper and in principle to implement the WEE Project.

By 2020, the project expects increase in sales and assets, doubling of production, level up in competitive pathway, subscription to sustainable environmental practices, development of new and competitive products, expansion of market, mainstreaming gender in PAPS, and policy issuances supporting women economic empowerment.



Regional Technical Working Group Meetings in Region 8 and CAR last July 8 and 23, respectively, where DTI is the project lead PHOTOS FROM R8 AND CAR

## SB Corp strengthens partnership with Rural Bankers Association of the Philippines for P3 program



In photo are SB Corp. Financing Sector Group Head Lourdes Rosario Baula, RBAP Director Atty. Ma. Luisa Andres, SB Corp President and CEO Ma. Luna Cacanando, RBAP President Roberto Abello, RBAP Vice President for Luzon Gregory De Guzman, and SB Corp. Vice President Melvin Abanlo. PHOTO FROM SB CORP

By **Jonno DC Bales**

The Small Business Corporation (SB Corp) on Monday met with officers of the Rural Bankers Association of the Philippines (RBAP) to strengthen its partnership for the Pondo sa Pagbabago at Pag-asenso (P3) micro loan program. The partnership with RBAP will help SB Corp's Credit Delivery Partners (CDPs) make the delivery of the P3 program faster to

micro entrepreneurs in rural areas. Among the rural banks introduced to help in delivering the P3 program are: FICO Bank from Cauayan City, Isabela; GM Bank of Luzon from Cabanatuan City, Isabela; The New Rural Bank of San Leonardo from San Leonardo, Nueva Ecija; Bank of Florida from San Fernando, Pampanga; MVSM Rural Bank from Marikina City; Silangan Multi-purpose Cooperative from Davao City; and Cantilan Bank from Surigao del Sur.

Under the P3 Program, a micro enterprise can borrow between P5,000 up to P200,000 depending on its business need and repayment capacity with no collateral requirement. Interest rate and service fees, all in, do not exceed 2.5% monthly. The P3 Program serves as an alternative to the P30 billion "5-6" money lending industry that charges 20% nominal interest rate to MSMEs.



(L-R) DTI-Bureau of Small and Medium Enterprise Development (BSMED) Director Jerry Clavesillas, Standards and Metrology Institute for the Islamic Countries (SMIC) Secretary General Mr. Ihsan ÖVÜT, DTI-Trade Promotion Group Undersecretary Abdulgani Macatoman, former DTI-Regional Operations Group Undersecretary Zenaida Maglaya, DOST-XI Regional Director Anthony Sales, UP - Institute of Islamic Studies Senior Lecturer Mr. Ustadh Luqman Bin Usman Iman together with other participants including the DTI Regional Halal and Negosyo Center focal persons, MSMEs, Ulama Religious Leaders, other representatives from the Halal Export Board, media, and other stakeholders. PHOTO FROM BSMED

## DTI cascades the Philippine Strategy for the Halal industry

By **Jaworski F. Rifareal**

The Department of Trade and Industry (DTI) – Bureau of Small and Medium Enterprise Development (BSMED), in partnership with the Export Marketing Bureau (EMB), has led the cascading of the Philippine Halal Programs through the DTI Negosyo Centers and other regional offices of the Halal Export Board member-agencies during the 2nd Philippine Halal National Conference last 02-03 July 2019 at the Quest Plus Hotel and Conference Center, Clark, Pampanga.

The cascading session provided an avenue for the Regional Halal and Negosyo Center focal persons to increase their knowledge on the concept of Halal, its certification procedures, Halal services in tourism and logistics, and various opportunities for micro, small, and medium enterprises (MSMEs) in local and global Halal Market. It also served as an opportunity for the other members of the Halal Export Board such as the Department of Agriculture (DA), Department of Science and Technology (DOST), and Department of Tourism (DOT) to explain and further promote their programs and services that support the development of the Halal Industry.

Halal products and services are those which follow the prescribed process of preparation according to Islamic law and recognized by certification agencies.

Of the \$2.6 trillion global halal market, the bulk or 62 percent is accounted by food and beverages, followed by pharmaceuticals at 22 percent, cosmetics and personal care at 10 percent and nutraceutical at six percent. By 2025, the global halal market is estimated to hit \$10 trillion.

Halal-certified food and beverage products in particular, are expected

to grow to \$1.93 trillion by 2022 from \$1.25 trillion in 2016. Halal tourism, which accounted for \$169 billion in 2016, is likewise projected to rise to \$283 billion by 2022. Other services like the Islamic finance and Islamic commercial banking combined accounted for \$3 trillion in 2016 and seen to reach more than \$6 trillion by 2022.

Based on DTI estimates, the country's halal exports reached \$560 million last year, 90 percent of which accounted for food and non-alcoholic beverages, while the rest were from cosmetics, personal care and pharmaceutical products, among others. The target growth would translate to about \$594 million to \$605 million revenues for Halal exports for 2019.

Philippine halal products are now exported to United Arab Emirates, Qatar, Bahrain, Turkey, Morocco, Egypt, Jordan, Pakistan, Indonesia, Brunei and are expanding in other markets.

With demand for halal products and services on the rise, former DTI-Regional Operations Group Undersecretary Zenaida Maglaya said, "The concept, and indeed, the philosophy of halal goes beyond the preparation of food- beyond, even, the habits and beliefs governing consumption, behavior and lifestyle. It is also, crucially about an ethical way of doing business." Maglaya has encouraged MSMEs to continue to develop products and explore opportunities to cater to the growing halal market.

With more than 200 participants from DTI Regional Halal and Negosyo Center focal persons, MSMEs, Ulama Religious Leaders, other representatives from the Halal Export Board, media, and other stakeholders, the Conference also featured an exhibition of companies with halal-certified products and business-to-business meetings of the halal suppliers, manufacturers, traders and certification bodies.

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## Over 300,000 MSMEs assisted from January to July 2019!

The Department of Trade and Industry (DTI) and Negosyo Centers continue their core mandate of promoting ease of doing business and facilitating access to services for the Micro, Small and Medium Enterprises (MSMEs) reaching to 380,182 across the Philippines.



From L to R: DTI Region 9 Assistant Regional Director Rolando G. Acuña, DOT Assistant Secretary Myra Paz V. Abubakar, DTI Region 9 Regional Director Sitti Amina M. Jain, Ph.D., Senator Cynthia Villar, DTI -ROG Undersecretary Blesila Lantayona, and Assistant Secretaries Demphna Du Naga and Ameenah Fajardo PHOTO FROM KMIS

## ZAMPEX 2019 advances its sales to P87.5 M

By **Don Patrick Dalid**

The recently concluded Zamboanga Peninsula Exposition (ZAMPEX) 2019 last August 1-5, 2019 at SM Megamall in Mandaluyong City ended with a bang as it almost quadrupled its sales to P87,528,386.80 M compared to its 2018 sales of only P25M. This came as a challenge posed by Senator Cynthia A. Villar during her message at the August 1 Opening Ceremony. Accordingly, with Metro Manila as a bigger market, ZAMPEX 2019 shall aim higher than its original target of P25 M to P50 M. Bulk of the final sales were taken from booked sales which came out as a result of the business matching sessions which ran from day 1 to day 5 of the exhibit. The session provided avenues for exhibitors to showcase their products to the institutional buyers that were invited to the exhibit. The rest came from the walk-ins that brought in cash for the exhibitors and those that are still under negotiation.

Senator Villar also emphasized her support for the MSMEs and her salute to them as agents of development particularly in poverty alleviation. She was the principal author of Republic Act 9501 or the so-called "Magna Carta for Micro Enterprise" and the Republic Act No. 7158 or the Barangay Micro Enterprises (BMBEs). Furthermore, she believed that Zamboanga Peninsula can be the gateway to Mindanao as the Halal Hub of the

country which made her pushed the passage of the legislation that help the Halal Sector – the Republic Act 10817 or the Philippine Halal Export Development and Promotion Act of 2016.

The ZAMPEX 2019 that had its first out of the region venue was also a twelve-in-one exposition as it did showcase trade fair, travel exchange, skills demo, investment forum, digital economy session, provincial pavilions, mini-agri trade fair, daily LGU cultural presentations, weaver's booth, OTOP, and Halal setting. All these are being made possible by the one hundred seventeen (117) exhibitors coming from the provinces of Zamboanga del Sur, Zamboanga del Norte, Zamboanga Sibugay and the cities of Isabela and Zamboanga. They range from the DOT accredited travel and tour operators, DA assisted farmers and fisher folks & farmers and DTI assisted MSMEs. These MSMEs, producing both food and non-food products, are assisted by DTI IX through its various programs: Kapatid Mentor ME (Micro Enterprise), OTOP (One Town, One Product) Next Gen, Shared Service Facilities (SSF), Pondo sa Pagbabago at Pag-aasenso (P3) among others. These programs brought them various assistances in forms of product development, investment facilitation, access to market and finance.

The ZAMPEX 2019 was successfully capped with an awarding ceremony on August 5, 2019 which was graced by DTI

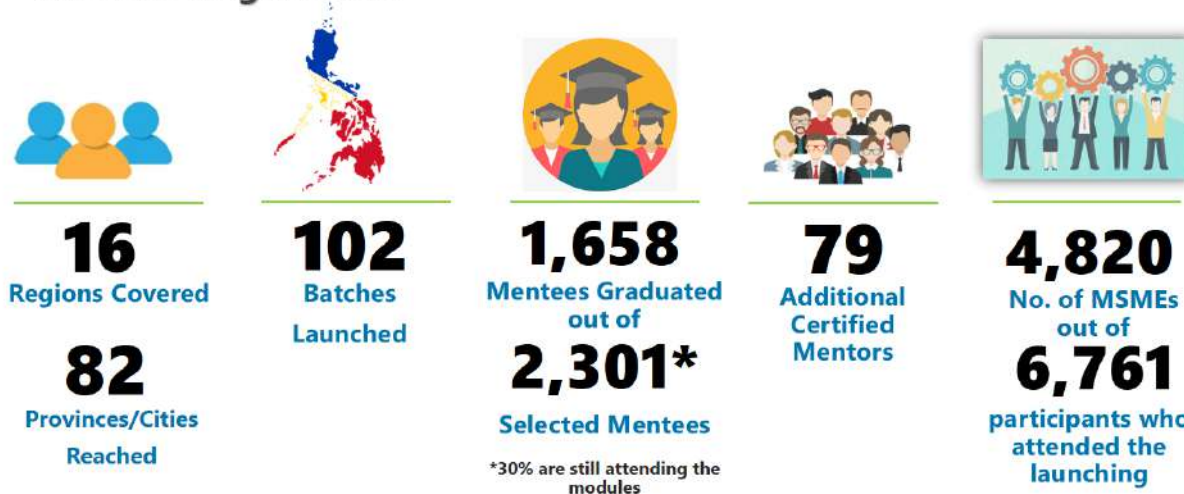
Undersecretary Rowel S. Barba along with DTI Assistant Secretary Demphna Du-Naga, DOT Assistant Secretary and DOT IX RD Myra Paz Valderosa-Abubakar,

DTI IX Regional Director Sitti Amina M. Jain and other DTI, DOT, DA, ZamPen Provincial and City LGU officials. In his message, Usec Barba congratulated the exhibitors for bringing ZamPen's best and finest products and services to Metro Manila market. He also announced the holding of a bolder and bigger ZAMPEX 2020 on September 2-6, 2020 in Manila. This came as a suggestion considering that prior months do fall under rainy days and that it might affect the number of walk-ins and even institutional buyers who will likely visit ZAMPEX Exhibits due to unfavorable weather. As planned, ZAMPEX 2020 will be staged in two (2) of the three (3) trade halls of Megamall with increased number of exhibitors both producers of non-food and food products and will hopefully still be co-organized with other agencies to ensure wider array of exhibits that will promote what ZamPen provinces and cities have to offer.

ZAMPEX 2019 in Megamall was on its 6th year since it was first staged in Zamboanga City in 2014. While it will already be brought to Manila, it will still be held in Zamboanga City every October as part of the annual Zamboanga Hermosa Festival celebration.

## KMME Figures

As of 31 August 2019





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| 4 Golden Berries Hotel, Kalinga<br><b>Operator: Grace B. Agtina</b>   | 5 Provincial Plaza, Mt. Province<br><b>Operator: Paula Acofo</b>   | 6 Cordillera Crafts and Productivity Center, Baguio City<br><b>Operator: Philippine Chamber of Commerce Industry-Baguio Chapter</b> |
| 7 PCEDO Bldg., Malolos City, Bulacan<br><b>Operator: Ms. Jacqueline Magpayo/Rosario Palogan</b>                               | 8 DTI Office Trade and Industry Bldg., Makati City<br><b>Operator: ALAFOP - Yen Pelayo</b>                       | 9 D' Banquet Restaurant, Tagaytay City<br><b>Operator: William de las Alas</b>  |
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| 13 Masbate City Hall, Masbate City  | 14 Jocyl's Pasalubong Center, Kalibo<br><b>Operator: Joycl's Pasalubong Center</b>                               | 15 D' Mall, Boracay<br><b>Operator: Hugod Aklanon Producers Association Inc.</b>  |
| 16 Century Old Balete Tree, Siquijor<br><b>Operator: Balete Bazaar</b>  | 17 Island City Mall, Tagbilaran City, Bohol<br><b>Operator: Alturas Supermarket Corp.</b>                        | 18 Robinsons Place Butuan City  |
| 19 Gaston Park, Cagayan De Oro  | 20 Robinsons Place, Iligan City  | 21 Johann's Cuisine Promenade, Misamis Occidental   |
| 22 KCC Mall, Zamboanga City<br><b>Operator: Eric Descalzo</b>   | 23 Lakbay Museo, S Maison, Pasay City<br><b>Operator: Karla Del Castillo</b>                                     | 24 SM City General Santos, Sarangani<br><b>Operator: RJH FOOD PRODUCTS</b>  |
| 25 Philippine Ceramics Arts and Crafts, Tiwi Albay<br><b>Operator: Putsan Ceramics Manufacturers Association</b>              | 26 Caramel Bakeshop & Pasalubong Center, Pili, Camarines Sur<br><b>Operator: Atty. Racquel Sienna A. Vergara</b> | 27 Luneta Park, Surigao City  |
| 28 Davao International Airport, Davao City, Davao del Sur<br><b>Operator:</b>   |  |   |



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Contact Number: (0917) 770 8925

**Laoag**  
Address: Departure Area, Laoag Int'l Airport, Laoag City, Ilocos Norte  
Store Hours: 8am-5pm  
Contact Number: (0948) 858 8526

**Iligan**  
Address: Lvl 2, Robinsons Place Iligan, Iligan City  
Store Hours: 9am-9pm  
Contact Number: (0917) 304 7831

**Masbate**  
Address: Masbate City Hall, Masbate City  
Store Hours: 8am-6pm  
Contact Number: (056) 582 0781

**Santiago**  
Address: ITTCC, Four Lanes Road, Santiago City, Isabela  
Store Hours: 8am-6pm  
Contact Number: (0909) 804 1945

**MT. Province**  
Address: Provincial Plaza, Bontoc, Mountain Province,  
Store Hours: 8am-6pm  
Contact Number: (0921) 209 7738

**Kalinga**  
Address: Golden Berries Hotel & Convention Center, San Juan, Tabuk City, Mountain Province  
Store Hours: 8am-6pm  
Contact Number: (0917) 383 7323

**Legazpi**  
Address: SEDCen Bldg., Legazpi City, Albay  
Store Hours: 9am-6pm  
Contact Number: (0928) 498 2880

**Naga**  
Address: FSJ Pasalubong Sentral, CBD Terminal, Naga City  
Store Hours: 9am-6pm  
Contact Number: (0928) 498 2880

**Cagayan De Oro**  
Address: Gaston Park, Cagayan De Oro  
Store Hours: 9am-6pm  
Contact Number: (0917) 771 0015

**Ozamiz**  
Address: Johann's Cuisine Promenade, Ozamiz City, Misamis Occidental  
Store Hours: 10am-9pm  
Contact Number: (0920) 945 9139

**Zamboanga**  
Address: KCC Mall, Zamboanga City  
Store Hours: 9am - 9pm  
Contact Number: (0955) 315 1563

**South Cotabato**  
Address: SM City General Santos  
Store Hours: 9am - 9pm  
Contact Number: (0917) 310 3160

**Albay**  
Address: Philippine Ceramics Arts and Crafts, Tiwi Albay  
Store Hours: 8:00am - 5:00pm  
Contact Number: (0905) 462 4503

**Camarines Sur**  
Address: Caramel Bakeshop & Pasalubong Center, Pili, Camarines Sur  
Store Hours: 10am - 7pm  
Contact Number: (0909) 799 3674

**Davao**  
Address: 2nd flr. Davao International Airport  
Store Hours: 7am - 7pm  
Contact Number: (0917) 717 2417/ (0998) 578 5289

**Surigao Del Norte**  
Address: Luneta Park, Surigao City  
Store Hours: 9am - 7pm  
Contact Number:



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**REGIONAL NEWS**

**RD Ocampo rallies support for MSMEs, urges Tuguegarao City to go local**



DTI Region 2 Director Leah Pulido Ocampo as guest speaker during the Opening of the AFI Festival Trade Fair of Tuguegarao City called on the city government to support MSMEs by patronizing local products through an ordinance that would require its departments to procure their requirements from local MSMEs. **PHOTO FROM R2**

From **DTI R2**

Department of Trade and Industry (DTI) Region 2 Director Leah Pulido Ocampo challenged the City Government of Tuguegarao, Cagayan to come up with an ordinance that would require all tourism establishments and government offices to patronize locally produced food and beverages as well as manufactured furniture and decorative items. This was her statement during the opening program of Tuguegarao City's 295th Patronal Fiesta Trade Fair. To set the momentum, RD Ocampo pledged that she would be issuing an Office Order that will require DTI Region 2's Regional Office and Provincial Offices to serve locally produced food and beverages in meetings, seminars, conferences and other office events.

She also called on the local government officials led by Mayor Jefferson Soriano to live up to its brand as the Premier Ybanag City of the North by defining its unique selling proposition that will differentiate it from the rest.

"We have to be clear about what we want to be known for, which I believe the City Government and its people would be aware of, more than anyone else," she said.

Sharing DTI's vision of realizing a more inclusive and prosperous Philippines, RD Ocampo stressed that light industries like food processing, furniture and handicraft making would increase the value of commodities and by generating additional activities along the value chains, more jobs and livelihood opportunities are generated. "All these will redound to a better economy and a more stable society which could help put an end to the vicious cycle of poverty," she added.

RD Ocampo also underlined the importance of aligning local strategies to the priorities and policies in the national level as both strategic and practical. The City's priorities on trade, industry and investment can be aligned whenever practical to the over-all national agenda as defined by the Philippine Development Plan, Philippine Export Development Plan, Investment Promotion Plan and the various Industry Roadmaps.



IN PHOTO. Participants of DTI 4A's "The Batangas Port Forum" comprised of representatives from shipping lines such as Sealand Maersk, CMA-CGM, Evergreen Shipping, COSCO Shipping, and Wan Hai Lines, ecozone associations from the electronics, automotive, and metals sectors, manufacturers from coco-based and food sector, and government agencies like the Bureau of Customs and the National Economic Development Authority attended the forum **PHOTO FROM R4A**

**DTI 4-A aims a bigger, better, and smarter trade solution for Southern Luzon**

From **DTI R4A**

To promote the competitive advantages of using the Batangas International Port for cargoes (inbound/outbound), the Department of Trade and Industry (DTI) Region 4-A, in cooperation with the Asian Terminals, Inc. and the Philippine Ports Authority (PPA)- Batangas, conducted "The Batangas Port Forum" for the benefit of industry stakeholders and potential users, presenting updates and developments on the Batangas Container Terminal (BCT) on August 15, 2019 in Batangas City, Batangas.

"We, in the DTI, would like our manufacturers and exporters here in CALABARZON to further grow and develop by being efficient and cost effective in their logistics and transportation cost in bringing their goods to their intended market. Likewise, we would like Batangas Port to be fully utilized and efficient, not just as a transshipment hub but also as a port that can directly ship cargoes to international destinations at the least possible time," said DTI CALABARZON Director Marilou Q. Toledo.

The forum tackled issues that hinder industries, exporters, importers, and other stakeholders from utilizing the port fully, including the big possibility to have a direct

shipment from Batangas Port to Japan once the volume requirement is met, shortening the transit time. Subsequently, a windshield tour around Batangas port was provided.

In the presentation of ATI Marketing Manager Jel M. Yulo on updates and development of the Batangas Port, she enumerated the advantages to Southern Luzon exporters and manufacturers of using the Batangas Port such as, improved cash flow, maximized free time of shipping lines, lesser storage cost versus port charges, lesser trucking cost, and shorter delivery call-in lead time. Some of the recent developments in the port are the ongoing civil works on crane rails, berth connectivity, yard rehabilitation, and expanded container yard.

Moreover, ATI released its first mobile application named Mobile Port or MPort—designed in its first stage to bring information on Client's transaction by giving data as it happens when it happens.

"The presence of everyone in the government and private sector is a clear manifestation of their great commitment towards the economic prosperity of our country, particularly in response to the increasing business opportunity in the CALABARZON region," said PPA Batangas Acting Manager Ambrocio O. Ilaos.

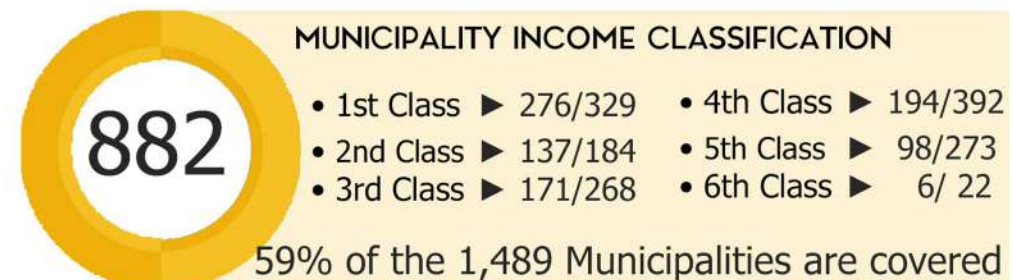
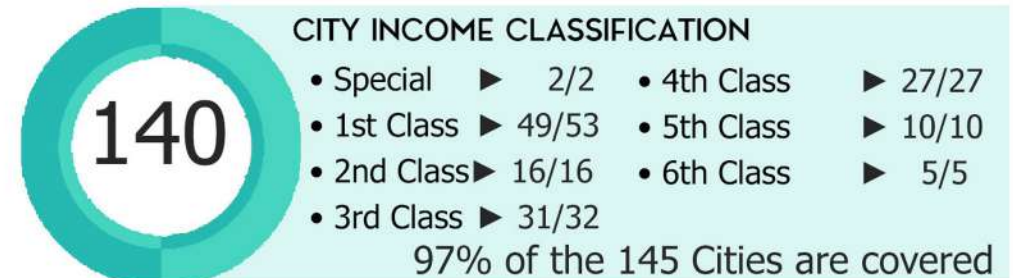
"Rest assured that the PPA will support and serve in this growing business opportunity by providing port facilities and services of global standard," added Ilaos.

Around 100 participants from shipping lines such as Sealand Maersk, CMA-CGM, Evergreen Shipping, COSCO Shipping, and Wan Hai Lines, ecozone associations from the electronics, automotive, and metals sectors, manufacturers from coco-based and food sector, and government agencies like the Bureau of Customs and the National Economic Development Authority attended the forum.

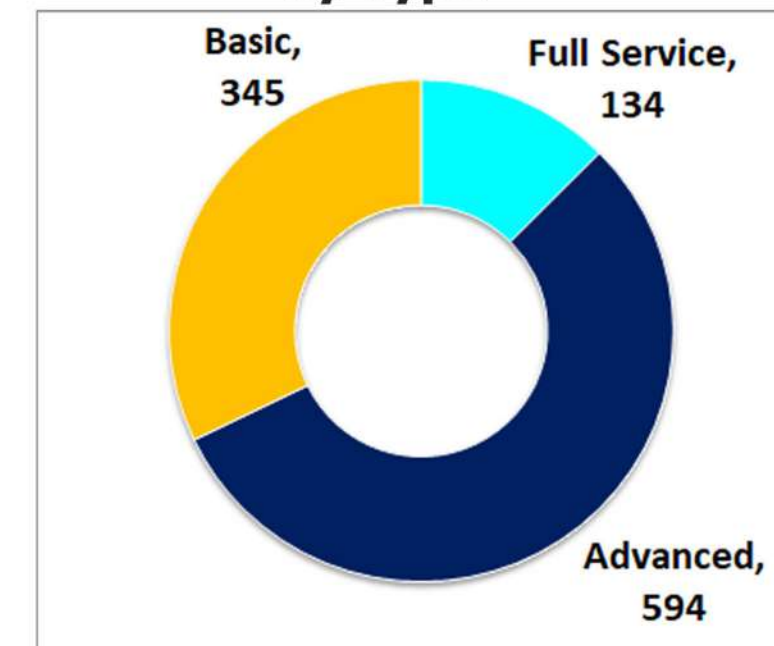
The event was an offshoot of the Roundtable Discussion (RTD) on Batangas Port Issues held last June 28, 2019 in Calamba City, Laguna attended by representatives from the DTI 4-A, DTI Batangas, ATI, PPA, Export Marketing Bureau, Board of Investments, Bureau of Import Services, Export Development Council, Regional Development Council- Sectoral Committee on Infrastructure Development, Philippine Economic Zone Authority, Light Industry & Science Park II and III, and logistics and shipping companies.

- 2014 ▶ 5
- 2015 ▶ 145
- 2016 ▶ 297
- 2017 ▶ 343
- 2018 ▶ 271
- 2019 ▶ 12

**1073**  
Negosyo Centers



**by Type**



**by Location**

DTI	LGU	Academe	NGO	Mall
81	968	13	4	7



.... in 140 of the 145 cities (97%)  
.... in 882 of the 1,489 municipalities (59%)

## CAR - 44

ABRA: Baay-Licuan  
ABRA: Bangued  
ABRA: Bucay  
ABRA: La Paz  
ABRA: Manabo  
ABRA: Pidigan  
ABRA: San Juan  
ABRA: Villavieosa  
APAYAO: Conner  
APAYAO: Luna  
APAYAO: Pudtol  
APAYAO: Sta. Mairecla

## REGION I-63

ILOCOS NORTE: Bacarra  
ILOCOS NORTE: Badoc  
ILOCOS NORTE: Bangui  
ILOCOS NORTE: Banna  
ILOCOS NORTE: Burgos  
ILOCOS NORTE: Dingras  
ILOCOS NORTE: La Trinidad  
ILOCOS NORTE: Nueva Era  
ILOCOS NORTE: Peay  
ILOCOS NORTE: Pidig  
ILOCOS NORTE: San Nicolas  
ILOCOS NORTE: Batoc City  
ILOCOS NORTE: Solsona  
ILOCOS NORTE: Vintar  
ILOCOS SUR: Alliem  
ILOCOS SUR: Candon City  
ILOCOS SUR: Cervantes  
ILOCOS SUR: Liddida

## REGION 4A-108

BATANGAS: Bauan  
BATANGAS: Balayan  
BATANGAS: Batangas City  
BATANGAS: Calica  
BATANGAS: Calatagan  
BATANGAS: Cuenca  
BATANGAS: Ibaan  
BATANGAS: Laurel  
BATANGAS: Lermey  
BATANGAS: Lipa City  
BATANGAS: Lobo  
BATANGAS: Mabini  
BATANGAS: Nasugbu  
BATANGAS: Padre Garcia  
BATANGAS: Rosario  
BATANGAS: San Juan  
BATANGAS: San Jose  
BATANGAS: Sta. Tomas  
BATANGAS: Taal  
BATANGAS: Talisay  
BATANGAS: Tanauan City  
BATANGAS: Tayasan  
BATANGAS: Tuy  
CAVITE: Alfonso  
CAVITE: Bacoor City  
CAVITE: Cavite City  
CAVITE: Carmona  
CAVITE: Dasmarinas  
CAVITE: Gen. Aguinaldo  
CAVITE: General Trias City  
CAVITE: GMA

## REGION 4B-50

MARINDUQUE: Boac (2)  
MARINDUQUE: Boac (Marinduque SC)  
MARINDUQUE: Buenavista  
MARINDUQUE: Gasan  
MARINDUQUE: Mogpog  
MARINDUQUE: Sta. Cruz  
MARINDUQUE: Torrijos  
OCCIDENTAL MINDORO: Abra de Ilog  
OCCIDENTAL MINDORO: Lobo  
OCCIDENTAL MINDORO: Lubang  
OCCIDENTAL MINDORO: Mamburao  
OCCIDENTAL MINDORO: Sablayan  
OCCIDENTAL MINDORO: San Jose  
OCCIDENTAL MINDORO: Calintan  
ORIENTAL MINDORO: Bansud  
ORIENTAL MINDORO: Calapan City  
ORIENTAL MINDORO: Calapan City PGOM

## REGION VI-109

ANTIQUE: Sebaste  
ANTIQUE: Sibolan  
ANTIQUE: Balete  
ANTIQUE: Batan  
ANTIQUE: Buruanga  
ANTIQUE: Bajay  
ANTIQUE: Kailibo  
ANTIQUE: Madalag  
ANTIQUE: Makato  
ANTIQUE: Malinao  
ANTIQUE: Nabas  
ANTIQUE: New Washington  
ANTIQUE: Purnama  
ANTIQUE: Anini-Y  
ANTIQUE: Barbaz  
ANTIQUE: Belison  
ANTIQUE: Buisong  
ANTIQUE: Caluya  
ANTIQUE: Calsi  
ANTIQUE: Hamtic  
ANTIQUE: Ivisan  
ANTIQUE: Libertad  
ANTIQUE: Libertad  
ANTIQUE: San Remigio  
GUIMARAS: Jordan - DTI  
GUIMARAS: Jordan - LGU

## REGION VII-63

BOHOL: Carmen  
BOHOL: Dimaog  
BOHOL: Geffe  
BOHOL: Gundaman  
BOHOL: Inabanga  
BOHOL: Jagna  
BOHOL: Loboc  
BOHOL: Loon  
BOHOL: Panglao  
BOHOL: Sevilla  
BOHOL: Tagbilaran City  
BOHOL: Tagbilaran City PO  
BOHOL: Talibon  
BOHOL: Tubigon  
BOHOL: Ubay  
CEBU: Balamban  
CEBU: Bantayan  
CEBU: Bogo City  
CEBU: Borbon  
CEBU: Carcar City  
CEBU: Carcar City PO  
CEBU: Cebu City  
CEBU: Cebu City PO

## REGION IX-54

ZAMBOANGA DEL SUR: Sominot  
ZAMBOANGA DEL SUR: Tabina  
ZAMBOANGA DEL SUR: Tambulig  
ZAMBOANGA DEL SUR: Tukuran  
ZAMBOANGA CITY  
ZAMBOANGA CITY: Zamboanga West  
ZAMBOANGA CITY: Zamboanga State  
ZAMBOANGA CITY: Polytechnic College  
ZAMBOANGA SIBUGAY: Alog  
ZAMBOANGA SIBUGAY: Bulig  
ZAMBOANGA SIBUGAY: Dipihan  
ZAMBOANGA SIBUGAY: Imelda  
ZAMBOANGA SIBUGAY: Ipi  
ZAMBOANGA SIBUGAY: Kabasalan  
ZAMBOANGA SIBUGAY: Mabuhay  
ZAMBOANGA SIBUGAY: Malibagos  
ZAMBOANGA SIBUGAY: Naga  
ZAMBOANGA SIBUGAY: Oulangan  
ZAMBOANGA SIBUGAY: Payao  
ZAMBOANGA SIBUGAY: RT LIM  
ZAMBOANGA SIBUGAY: Rintan  
ZAMBOANGA SIBUGAY: Tlay  
ZAMBOANGA DEL SUR: Kumsikarang  
ZAMBOANGA DEL SUR: Misalip  
ZAMBOANGA DEL SUR: Molave  
ZAMBOANGA DEL SUR: Pagadian City  
ZAMBOANGA DEL SUR: San Miguel

## REGION IX-54

Cotabato City  
General Santos City (2)  
NORTH COTABATO: Alameda  
NORTH COTABATO: Aleson  
NORTH COTABATO: Antipas  
NORTH COTABATO: Arakan  
NORTH COTABATO: Banisilan  
NORTH COTABATO: Carmen  
NORTH COTABATO: Kabacan  
NORTH COTABATO: Kidapawan City  
NORTH COTABATO: Makilala  
NORTH COTABATO: Magpet  
NORTH COTABATO: Matalam  
NORTH COTABATO: Midsayap  
NORTH COTABATO: Noral  
NORTH COTABATO: Polomolok  
NORTH COTABATO: Pres. Roxas  
NORTH COTABATO: Pigcawayan

## REGION II-70

CAGAYAN: Lala-Lo  
CAGAYAN: Lasam  
CAGAYAN: Penablanca  
CAGAYAN: Plat  
CAGAYAN: Sanchez Mira  
CAGAYAN: Solana  
CAGAYAN: Sta. Ana  
CAGAYAN: Sta. Teresita  
CAGAYAN: Tula  
CAGAYAN: Tuguegarao City-DTI-RO  
CAGAYAN: Tuguegarao City-DTI-PO  
CAGAYAN: Tuguegarao City-LGU  
ISABELA: Alicia  
ISABELA: Roxas  
ISABELA: San Agustin  
ISABELA: Aurora  
ISABELA: Cabagan  
ISABELA: Cabatuan  
ISABELA: Cauayan City

## REGION III-96

AURORA: Baler  
AURORA: Dilig  
AURORA: Dinulagan  
AURORA: Dingalan  
AURORA: Dipaculao  
AURORA: Maria Aurora  
AURORA: San Luis  
BATAAN: Bagac  
BATAAN: Balaang City  
BATAAN: Hinalupihan  
BATAAN: Mariveles  
BATAAN: Orani  
BATAAN: Pilar  
BATAAN: Simal  
BATAAN: Baitang  
BULACAN: Baitang  
BULACAN: Calumpit  
BULACAN: Guiluntog  
BULACAN: Malolos City (Mall)  
BULACAN: Malolos City (PO)  
BULACAN: Nampicuan

## REGION V-70

ALBAY: Bacacay  
ALBAY: Camailig  
ALBAY: Daraga  
ALBAY: Guinobatan  
ALBAY: Legaspi City (Mall)  
ALBAY: Legaspi City (LGU)  
ALBAY: Ligao City  
ALBAY: Oas  
ALBAY: Pio Duran  
ALBAY: Polangui  
ALBAY: Sto. Domingo  
ALBAY: Tawi  
CAMPANINES NORTE: Balaud  
CAMPANINES NORTE: Daet (DTI)  
CAMPANINES NORTE: Daet (LGU)  
CAMPANINES NORTE: Jose Pangasinan

## REGION V-70

CALOCAN CITY  
LAS PINAS: Villar Spaga  
MALABON CITY  
MANDALUYONG CITY (2)  
MANILA CITY  
MARIKINA CITY  
MUNTINLUPA CITY  
NAVAS CITY  
PARANAKES CITY  
PASAY - SM MOA  
PASAY CITY  
QUEZON CITY-All Mall  
QUEZON CITY  
VALENZUELA CITY

## REGION V-70

RIZAL: Morong  
RIZAL: Piliila  
RIZAL: Rodriguez  
RIZAL: San Mateo  
RIZAL: Tanay-Sempaloc  
RIZAL: Taytay  
RIZAL: Teresa  
RIZAL: Antipolo City (District 1)

## REGION V-70

PALAWAN: Rizal  
PALAWAN: Roxas  
PALAWAN: San Teodoro  
PALAWAN: San Vicente  
PALAWAN: Taytay  
ROMBLON: Cajidocan  
ROMBLON: Looc  
ROMBLON: Magdiwang  
ROMBLON: Odiongan  
ROMBLON: Romblon  
ROMBLON: Romblon  
ROMBLON: San Fernando  
ROMBLON: San Jose

## REGION V-70

GUIMARAS: Nueva Valencia  
GUIMARAS: San Lorenzo  
GUIMARAS: Sibunag  
ILOILO: Ayuy  
ILOILO: Banate  
ILOILO: Barotac Nuevo  
ILOILO: Cabatuan  
ILOILO: Calinog  
ILOILO: Dingle  
ILOILO: Estancia  
ILOILO: Iloilo (PO)  
ILOILO: Iloilo (LGU)  
ILOILO: Gumbal  
ILOILO: Mag-a  
ILOILO: Lambunao  
ILOILO: Leganes  
ILOILO: Lemery  
ILOILO: Oton  
ILOILO: Passi City  
ILOILO: Pavia  
ILOILO: Pototan  
ILOILO: San Jaquin  
ILOILO: San Miguel  
CEBU: Tuburan  
CEBU: Tudela

## REGION V-70

NEGROS ORIENTAL: Amilan  
NEGROS ORIENTAL: Dumaguete City  
NEGROS ORIENTAL: Dumaguete City PO  
NEGROS ORIENTAL: Bayawan City  
NEGROS ORIENTAL: Bais City  
NEGROS ORIENTAL: Bindiay  
NEGROS ORIENTAL: Canelon City  
NEGROS ORIENTAL: Guihulungan City  
NEGROS ORIENTAL: La Libertad  
NEGROS ORIENTAL: Tanjay City  
NEGROS ORIENTAL: Mabiny  
NEGROS ORIENTAL: Station  
NEGROS ORIENTAL: Subilan  
NEGROS ORIENTAL: Valencia  
SIQUJJOR: Siquijor  
SIQUJJOR: Larena  
SIQUJJOR: Maria  
SIQUJJOR: San Juan

## REGION V-70

BUKIDNON: Catinglasan  
BUKIDNON: Pangasinan  
BUKIDNON: Don Carlos  
BUKIDNON: Impasug-ong  
BUKIDNON: Kapatagan  
BUKIDNON: Kaulabangan  
BUKIDNON: Kibawe  
BUKIDNON: Quizon  
BUKIDNON: Kintaok  
BUKIDNON: Lantapan  
BUKIDNON: Libona  
BUKIDNON: Malaybalay City  
BUKIDNON: Malibog  
BUKIDNON: Manolo Fortich  
BUKIDNON: Mararamag  
BUKIDNON: Talakog  
BUKIDNON: Valencia City  
CAMPAGUIN: Catarman  
CAMPAGUIN: Guinsiliban  
CAMPAGUIN: Mahinog  
CAMPAGUIN: Mambajao  
CAMPAGUIN: Sagay  
LANAO NORTE: Bacolod  
LANAO NORTE: Talisay  
LANAO NORTE: Balo-i

## REGION V-70

MISAMIS OCC: Plandil  
MISAMIS OCC: Sapang Dalaga  
MISAMIS OCC: Tangub City  
MISAMIS OCC: Tugala  
MISAMIS ORIENTAL: Alubijid  
MISAMIS ORIENTAL: Balingasag  
MISAMIS ORIENTAL: Balinguagan  
MISAMIS ORIENTAL: Cagayan de Oro City  
MISAMIS ORIENTAL: Claveria  
MISAMIS ORIENTAL: El Salvador City  
MISAMIS ORIENTAL: Kinoguitan  
MISAMIS ORIENTAL: Lagait  
MISAMIS ORIENTAL: Lungsod  
MISAMIS ORIENTAL: Magsaysay  
MISAMIS ORIENTAL: Manticao  
MISAMIS ORIENTAL: Medina  
MISAMIS ORIENTAL: Naawan  
MISAMIS ORIENTAL: Opol  
MISAMIS ORIENTAL: Jimenez  
MISAMIS ORIENTAL: Sugbongcogon  
MISAMIS ORIENTAL: Tagoloan  
MISAMIS ORIENTAL: Talisayan

## REGION V-70

SOUTH COTABATO: Tampakan  
SOUTH COTABATO: Tantaran  
SOUTH COTABATO: Topi  
SOUTH COTABATO: Tupi  
SULTAN KUDARAT: Bagumbayan  
SULTAN KUDARAT: Columbo  
SULTAN KUDARAT: Esperanza  
SULTAN KUDARAT: Isulan  
SULTAN KUDARAT: Kalamansig  
SULTAN KUDARAT: Lambayong  
SULTAN KUDARAT: Lebak  
SULTAN KUDARAT: Lutayan  
SULTAN KUDARAT: Palimbang  
SULTAN KUDARAT: Sen. Ninoy Aquino  
SULTAN KUDARAT: Tacurong City  
SULTAN KUDARAT: President Quirino

## REGION V-70

AGUSAN SUR: Hinatuan  
AGUSAN SUR: Prosperidad (3)  
AGUSAN SUR: San Francisco  
AGUSAN SUR: Silaga  
AGUSAN SUR: Sibagat  
AGUSAN SUR: Talacogon  
AGUSAN SUR: Trento  
DINAGAT ISLANDS: Basilisa  
DINAGAT ISLANDS: Cagdianao  
DINAGAT ISLANDS: Loreto  
DINAGAT ISLANDS: Lobo  
DINAGAT ISLANDS: San Jose  
DINAGAT ISLANDS: Tubajon  
SURIGAO NORTE: Surigao City DTT  
SURIGAO NORTE: Surigao City LGU  
SURIGAO NORTE: General Luna  
SURIGAO NORTE: Placer  
SURIGAO NORTE: Cantilan  
SURIGAO SUR: Cagwait  
SURIGAO SUR: Carrascal  
SURIGAO SUR: Barobo  
SURIGAO SUR: Bislig City  
SURIGAO SUR: Tandag City

## REGION V-70

AGUSAN NORTE: Buenavista  
AGUSAN NORTE: Butuan City  
AGUSAN NORTE: Cabadbaran City  
AGUSAN NORTE: Carmen  
AGUSAN NORTE: Jabonga  
AGUSAN NORTE: Las Nieves  
AGUSAN NORTE: Magallanes  
AGUSAN NORTE: Nasipit  
AGUSAN SUR: Bayawan  
AGUSAN SUR: Esperanza  
AGUSAN SUR: La Paz  
AGUSAN SUR: Propriedad  
SURIGAO NORTE: Bacuag  
SURIGAO NORTE: Claver  
SURIGAO NORTE: Dapa  
SURIGAO NORTE: Del Carmen  
SURIGAO NORTE: Mainit  
SURIGAO NORTE: San Francisco  
SURIGAO NORTE: Socorro

## REGION V-70

BILIRAN: Biliran  
BILIRAN: Cabucayan  
BILIRAN: Culiaba  
BILIRAN: Kawayan  
BILIRAN: Naval  
BILIRAN: Almeria  
BILIRAN: Maripipi  
EASTERN SAMAR: Arteche  
EASTERN SAMAR: Borongan City  
EASTERN SAMAR: Can-avid  
EASTERN SAMAR: Dolores  
EASTERN SAMAR: Gen. MacArthur  
EASTERN SAMAR: Giporibs  
EASTERN SAMAR: Julian  
EASTERN SAMAR: Maslog  
EASTERN SAMAR: Maydolong  
EASTERN SAMAR: Oras  
EASTERN SAMAR: Salcedo  
N. SAMAR: Bobon  
N. SAMAR: Catarman  
N. SAMAR: Gataman  
N. SAMAR: Lapinig  
N. SAMAR: Mondragon  
N. SAMAR: Palapag  
N. SAMAR: Pambujan  
N. SAMAR: San Jose  
N. SAMAR: San Isidro  
N. SAMAR: San Roque  
S. LEYTE: Bontoc  
S. LEYTE: Hinunangan  
S. LEYTE: Hinundayan  
S. LEYTE: Libagon  
S. LEYTE: Liban

## REGION V-70

AGUSAN SUR: Hinatuan  
AGUSAN SUR: Prosperidad (3)  
AGUSAN SUR: San Francisco  
AGUSAN SUR: Silaga  
AGUSAN SUR: Sibagat  
AGUSAN SUR: Talacogon  
AGUSAN SUR: Trento  
DINAGAT ISLANDS: Basilisa  
DINAGAT ISLANDS: Cagdianao  
DINAGAT ISLANDS: Loreto  
DINAGAT ISLANDS: Lobo  
DINAGAT ISLANDS: San Jose  
DINAGAT ISLANDS: Tubajon  
SURIGAO NORTE: Surigao City DTT  
SURIGAO NORTE: Surigao City LGU  
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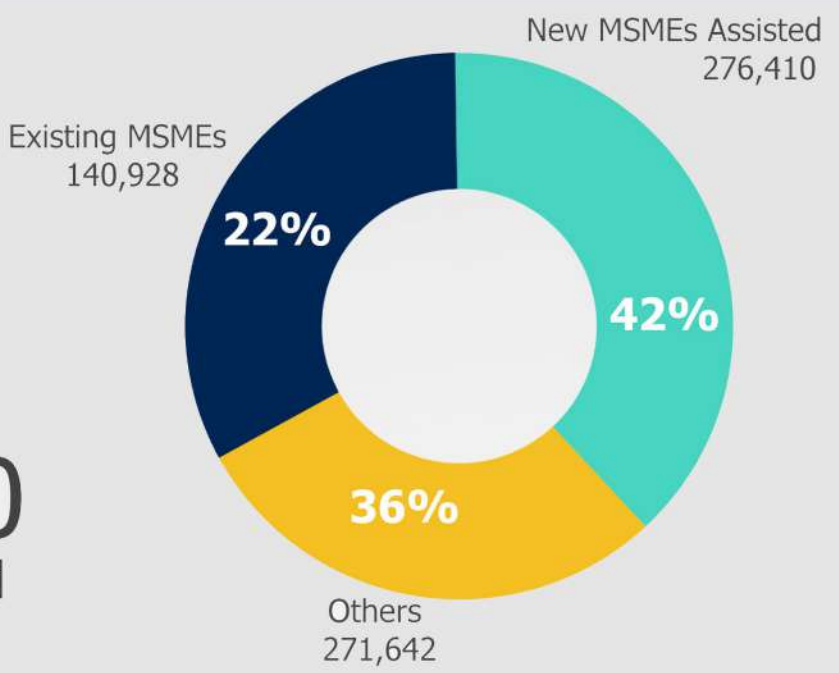
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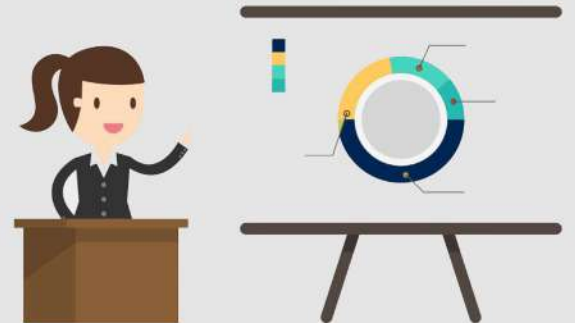


**688,980**  
Clients Assisted

**60%** Female  
**40%** Male



- ▶ 362,304 BN Registered
- ▶ 30,819 BMBE Registered



**7,194** Skills and Managerial/ Entrepreneurship Training Programs



**229,329** Participants



**824,785**  
Services Rendered

Loans Granted/Approved  
**Php 203,070,096**

- ▶ **9,781** Loan Applications endorsed to Partner - FIs/GFIs
- ▶ **4,567** MSMEs who availed Loans
- ▶ **8,697** other A2F related services rendered



Facilitate Processing of Documents 66.08%	<ul style="list-style-type: none"> <li>• 389,095 → BN Registration facilitated</li> <li>• 31,257 → BMBE Registration facilitated</li> <li>• 124,661 → Other Business Registration/Facilitation rendered</li> </ul>
Product Development 1.36%	<ul style="list-style-type: none"> <li>• 4,265 → Product Catalogue/Profiles prepared</li> <li>• 3,286 → Packaging and Labelling Designs developed</li> <li>• 1,851 → Product Clinics facilitated</li> <li>• 1,781 → Other ProDev related services rendered</li> </ul>
Access to Market 0.43%	<ul style="list-style-type: none"> <li>• 3,527 → MSMEs selling thru online platforms</li> <li>• 7,159 → Other A2M-related services rendered</li> </ul>
Investment Promotion 0.03%	<ul style="list-style-type: none"> <li>• 288 → Activities undertaken, i.e., Investment Fora/Conferences; Investment Briefing; Business Matching; Investment Exhibits; and Investment Missions</li> <li>• 219 → Investment collaterals prepared - investment briefs/project briefs</li> <li>• 325 → Other Inv Promotion-related services rendered</li> </ul>

Note: 31.23% Other services rendered



# INSPIRING STORIES

Journey the lives of MSMEs assisted by Negosyo Centers through these inspiring and refreshing success stories from all over the country.

## Aritao's Glory: An Empowered Farmer-Housewives' Story

By Encar Marquez

"Give a man a fish and you feed him for a day; teach a man to fish and you feed him for a lifetime"—Chinese Proverb.

Few decades ago, a group of farmer-housewives in the town of Aritao whom before, rely their living, solely on their spouse's income, who are farmers. They find it very hard to apportion the meager income of their husbands for their everyday needs leading them to resort to credit from their neighbors and even 5-6 lenders. Disagreements arise when husband and wife talk on how to augment their income because of a hand-to-mouth existence.



CLASS PHOTO. Members of the Rural Improvement Club (RIC) operating under the umbrella of Nueva Vizcaya RIC. PHOTO FROM R2

With love and dedication of the Local Government Unit (LGU) to uplift the economic wellbeing of its constituents, they implemented livelihood projects intended specifically for these women partnering with the Provincial Government. They were then organized as member of the Rural Improvement Club (RIC) operating under the umbrella of Nueva Vizcaya RIC.

RIC is a non-government women organization technically assisted by the Department of Agriculture. For more than 2 decades, RIC-Aritao chapter were provided with a lot of skills training so as to improve their skills and competencies in processing value added products from resources present in their community. They engaged in lending activities, swine production, food processing and the like. However, products produced were found to be missing in some aspects to make it marketable.

With the initiative and continuous intervention of Negosyo Center-Aritao since 2016, the group was pampered with marketing and product development activities. They were capacitated with proper techniques on how to analyze the market before they embark on marketing their products. The packaging and labelling designs of their product was improved, and branded as "Aritao's Glory" which

they carry to represent the vast resources present in the locality and symbolize themselves as once nothing and now regarded as one of the Aritao's Pride and Glory. It was also registered already as a federation with the Securities and Exchange Commission (SEC) on September 22, 2017 with its new name "Federation of Aritao Rural Improvement Clubs, Inc. the first RIC group in the Province registered in the commission in its own name. Complying with the requisites of doing business, the federation annually obtain their Business Permit and BIR Permit from then on. And recently, the group also acquired their License to Operate (LTO) from the FDA making them more confident in operating and marketing their business even outside the province.

With the continuous growth and increasing potential of the federation, aside from the support that the PLGU, LGU, DA, DTI-Negosyo Center and other Government Agencies are providing, they are continuously showered with technical, financial and non-financial supports from other government agencies. This includes, enhancement and expansion of their processing center, provision of equipment and facilities. Recently, Philippine Rural Development Project (PRDP)

approved and released P3Million to support their tomato processing project which is one of the flagship product of the federation.

At present, the officers and key members of the federation is working on their One Barangay One Product (OBOP) project to empower more women housewives in the locality with them also as trainers. They produce value added products of tomato, pineapple, mango, and other fruit crops with Tomato Candy and Wine as their flagship product. Also they produce soft brooms, baskets, table trays out of tiger grass, bags, pouches, flowers, key chains and display and souvenir items out of beads and o lot more. They already have an average of P200,000.00 sales per month and infused an average investment of P 1,500,000. From their existing profit centers, ROI for 3 years is 1.92.

The women are now self-sufficient so that they already earn additional income from processing of fruits into various product lines. They can now send their children to school and enjoy a happy and healthy environment in their homes. They beam with pride and fulfillment because of their contribution in the economic development of their community.

## Baking Success: Don Bong's Food Products Manufacturing

By Lester Rabanal

Don Bong's Food Products Manufacturing is owned by Salvador "Don" Gayola Jr. and Roland "Bong" Celestial. They were elementary classmates, both solo parents and two children. Don and Bong are not brothers in blood but they treat each other as best friends or brothers. They share common dreams that is why DB Delicacies was born.

They started selling Royal Bibingka as their popular product in the distant town of Gloria Oriental Mindoro in May 2018. A typhoon wiped-out these business so they decided to move to Nampicuan. From P 650.00 as starting investment, they started cooking bibingka and offered it to their neighbors. Slowly, their product was recognized in Nampicuan.

Don Bong's Food Products Manufacturing currently operates in Northwest Poblacion, Nampicuan, Nueva Ecija. The owners believe in the saying, "Kapag may Hirap, May Ginawa," and made this as their motivation to work hard and move

forward. Don Bong's variety of products have expanded to include Royal Bibingka, Cassava Cake, Fudgy Brownies, Pudding Delight, Baked macaroni, Cassava Cookies, Cassava Puto Seko, Fried Chicken with Cassava and coconut milk, and Camote candy "Molido".

With the assistance from the NC, their product packaging and labels improved. They were also assisted in marketing their products, aside from attending the 4th Moringa Festival Trade fair in Nampicuan from September 14-16, 2018. They were also endorsed to Alalay sa Kaunlaran, Inc. for financial assistance in the form of a loan.

With their new product packaging and labelling, the marketability of their product has improved. They are grateful to NC Nampicuan for all the assistance provided and the continued guidance through the provision of consultancy services. The partners have already bought baking Pans, Gas Range Stove and second hand 12 tray capacity oven and plan to reach other towns to market their delicacies.

## There is wealth in Turmeric

By Charity T. Canoy

Success is a journey not a Before the years become fruitful and favored, Mrs. Letty Pallega suffered severe goiter which started in 2008. Not having enough resources to undergo operation, she started to search for herbs that lessen the pain, hassle and burdens brought by her situation. This led her to turmeric.

In 1990, she learned to make salabat from her friend. From her research she found out that Turmeric is one of the most healing plant specially for tumor or swelling. After then, she decided to take turmeric through salabat and found out that it is really working well. Many people wondered if she undergoes operation but there were no scars on it. Many people asked how did it happen and what she took? Then she testified the healing power of the turmeric and processed it into salabat.

Thenceforth, people started to request her to make more and sell. In 2009, she decided to improve the salabat into other kind of products

until she mastered making her very own products and registered to DTI. She made Letty's Turmeric in different flavors to satisfy the taste of the people such as turmeric with sugar, turmeric without sugar, turmeric with malunggay and coffee with turmeric. She started producing 50 to 100 packs per week with Two Thousand pesos (Php 2,000.00) worth of working capital.

With the help of the DTI, she attended and underwent trainings and seminars including the Kapatid Mentor Me Program (KMME) on the second batch last year, 2018. In March 2019, she is one of the participants who availed the free labelling at Meseo de Hotel at Dipolog City and also one of the exhibitors during Trade Fair at Dipolog City last May 2019.

At present, she is able to produce at least 5,000 packs per month with a P15,000 worth of working Capital. She is also preparing to expand her working area and buy upgraded machineries.

Her life mantra is, "There is power of healing and wealth in turmeric".



Letty's improved ginger powder packaging with DTI's help. PHOTO FROM R9

## From Misfortune to Miss Furniture Maker : The Journey to Success of Kayla Antiques and Furniture

By Jhoana Rosalyn M. Pona

Furniture maker from Banaue, Ifugao, Ms. Nora Manuel and partner Mr. Robert Pucyah started their furniture business in 2007 at Pugo, La Union, Kayla Antiques and Furniture Manufacturing. They named it after their daughter Kayla. Their furniture business was just starting to take off when it endured hardships and misfortunes. They were robbed, and not only of their products, but of their dream. They shut down their shop due to lack of finances in 2008 and migrated in Taytay, Rizal and started the mini grocery store.

In 2018, they went to a relative in Castillejos, Zambales for a vacation. It was all abrupt. They fell in love with the place and decided to stay. They migrated and established their furniture shop in National Highway, Purok 2, Nagbunga, Castillejos, Zambales leaving their grocery store for 10 years. Moving from the North to Central Luzon, the couple does not have anything to start with in hand but only their dreams, hopes, passion and determination to start their furniture business all over again. Kayla unheeded their fear from their past experiences and took the risk of showcasing their talent in furniture making. They innovated their designs with a touch of North and a kick of Central taste. Kayla knew that it would not be easy

starting from scratch but taking the first step is more important than to surrender.

Though new to the area, Kayla showcased their creations during the Suman Ibus 2018 Festival mini trade fair facilitated by Local Government Unit of Castillejos, where they were discovered by associates of DTI Negosyo Center Castillejos. They were assisted from Business Name Registration, BMBE, Business Consultancy on Product Development and Advocacy. After being successfully registered, Kayla started to participate in DTI programs like trade fairs, seminars and OTOP Next Gen. Their dream of starting all over again was re-ignited when they were selected as one of the mentees of the Kapatid Mentor ME Batch 3 of DTI Zambales with the hope that Negosyo Center Castillejos will guide them in their journey.

Kayla Antiques and Furniture Manufacturing participated the MSME Week Trade Fair 2019 and generated a sale of Php 128,500 on July 11-15, 2019 at the Harbor Point Mall in Subic Bay Freeport Zone. Also, will be participated the Likha ng Central Luzon Trade Fair on October 2-6, 2019 at the Megatrade Hall, SM Megamall in Mandaluyong City.



Display of Kayla Antiques and Furniture's wood dining sets. PHOTO FROM R3

## Adding sweet success to the family legacy



HOW IT IS MADE. Products of Enriqueta's Sweet Delicacies undergo a special process to be able to produce their delicacies. PHOTO FROM KMME Program

From KMME Program

Life is bittersweet. We experience hardships and struggles but when we get the hang of it, we know the things that we need to do to surpass those problems and, in that moment, life gets a little bit sweeter.

Ramon Iwag, owner of Enriqueta's Sweet Delicacies, shared that the business was started by his grandmother with just a capital of Php 2,000 back in 2005. His grandmother sells bibingka and pandesal but when she learned how to make tablea, it became the business' stable product. When she passed away, Ramon took over the business and started a legacy for their family.

Ramon also experienced challenges in managing his business. He had a hard time sustaining the supplies

in Antique there is now 308 cacao farmers provincially, 141 in his own municipality in Patnongon, Antique and 167 in another municipality.

In venturing into business, it would always be helpful to consult with well-known businessmen, and that is what Ramon has been doing. He always consults with the Department of Trade and Industry (DTI) to help him manage the business. This paved the way for him to be invited in Kapatid Mentor Micro Enterprise (KMME) Program.

KMME is a project of Philippine Centre for Entrepreneurship-Go Negosyo in partnership with DTI. KMME aims to be launched nationwide with successful business practitioners who will mentor the 20 pre-selected MSME-mentees. Altogether, they underwent 10 modules on different areas of entrepreneurship which will equip them with business acumen to help them scale up.

Being one of the mentees who had a chance to be mentored by well-known entrepreneurs, he had a deeper and more personal mentorship session that taught him a lot of things in managing his business. It taught him how to manage the financial aspects of his business and also how to record the export of raw materials. During the mentoring program, Ramon had enjoyed the planning and canvassing of materials that made a big impact in upscaling his business.

Through KMME, Ramon understood the technicalities of his business. KMME extremely helped him to manage his business properly which resulted in increasing the sales of his business for approximately 15%. Through this program, DTI has been promoting his business to widen the reach of his products.

Ramon improved his business by revamping the products' packaging and labels, developing his marketing strategy, operations, and the supply chain. He also became a supplier in Bacolod, Cebu, Iloilo, and Manila. "Ang KMME ay talagang napakalaking tulong para mapalago ang aking business," he described.

In venturing into business, there will always be challenges and hardships but what is important is how you surpass it and how you get on with it. Ramon did the same thing; he continuously makes his product and business better and not waste what his grandmother had started and hopefully keep the family business going for generations. He is open to new learnings from the higher-ups to make him a successful and even better entrepreneur.



## Home-based 'Kakanin' Biz to DTI: thank you for the growth

From DTI-10

Filipinos love to eat!

Three meals a day just won't do as most will have two (2) more meals served coated in the sweet term called "merienda" (snack). Mostly eviled with people at an office, attending seminars and conferences, and even in a casual, friendly chats over a group of friends or relatives. Food, indeed, is the main bonding matter.

For truly, homegrown "Pinoys," heavyweight burgers, fries and other fast food snack items hardly talked on catchy television commercials are nothing compared to the Filipino sweet munchies called "kakanin" – a local term derived from the words "kain" (eat) and "kanin" (rice) for their morning and afternoon snacks. Why not? They're terribly mouthwatering.

But more than its popularity and affordability, these sweet munchies fill not only people's stomach but their pockets as well.

Jennie G. Bolawit, owner of Te Jenns Food Products located along the highway of Barangay San Jose in Malaybalay City, found her way to sweet success through the taste of home products.

Painful learning that sparks

Taking advantage of the prime house location beside an elementary school, Jennie started out her home-based business cooking puto, maja blanca, biko, ube halaya and binangkal for her avid customers – the students. She operates a small sari-sari store, too.

"Akong puhunan adto (Sir) gikan sa bonus sa akong bana (My capital then came from the cash gift my husband got from work)," Jennie said. To her, it was the best way to compliment Julius' – her husband – income from working at the local municipal government office.

Jennie's small selling activity ran for quite sometime since she jumped in Malaybalay, after holding a regular position in a trading company back in Koronadal City, South Cotabato – the place where she was born, and raised.

As she recalled, life in her hometown was hard. "I lost my mom when I was six, and my dad when I was seventeen," she sadly remembered. "And so, I had to fund my own studies, as well as my siblings. I even stopped studying at some point, to let my siblings graduate first."

"Despite the crisis I was in, I persistently pursued studies as a working student in all my

high school and college days. In college, I took up a course in Food Technology," Jennie furthered. "It was just unfortunate for me that I did not finish the two-year Food Tech course because I failed to take the required On-the-Job-Training (OJT) due to financial incapacity."

Because she was advised to shift, Jennie graduated with an Office Administration course. To her, not graduating with the course she loved seemed that fate took her dreams & passion away. "It was through Food Tech that I learned cooking and preparing the food products I now serve to my customers," she shared in an interview.

Eagerness rekindles passion

In October 2017, Te Jenn Food Products gained legal identity when Jennie went to the Department of Trade and Industry – Bukidnon. "It happened after a customer urged me to get DTI's registration certificate," she said.

Since then, she constantly consulted DTI Business counselors, and was invited to several seminars in the Negosyo Center (NC) – Malaybalay, which she attended in return.

Learning upon the seminars' lessons, Jennie gained eagerness to grow her business. "Gusto jud ko nga molambo (I really wanted [my business] to grow)," Jennie added.

This eagerness brought her courage to add another product she finds interest with – the Kamote (Sweet Potato) Chips, tagging along an improvement plan for her Binangkal product.

"At first, gikantsyawan gyud mi kay ngano kuno magbaligya mi ug kamote nga kada adlaw man na ginakaon sa mga tawo diri (We were ridiculed [by people] at first and were questioned why will we sell the common kamote eaten by people almost every day)," Jennie said recalling how bad the people's feedback was when they started.

"Pero niingon gyud ko sa akong bana (Sir) nga go lang ta ng go (But I told my husband to pursue [the business])," she added.

Diligent product research and relentless efforts yielded sooner than she ever thought.

From then onwards, Jennie found a promising demand on her flagship products. Buyers who tasted it kept coming back; even visited her production area. Phone in orders & inquiries flooded her phone. Then, she realized to focus in producing the two products.

Rewarding efforts

"Tungod sa DTI (Sir) nilambo

mi. Salamat DTI (We improved because of DTI. Thank you DTI)," Jennie remarked.

Apart from attending NC Seminars regularly after every invitation, Jennie's business received several assistances from DTI such as the enhancement of her packaging and labeling through product development; market promotion through trade fair and product displays; and the coaching and mentoring through the Kapatid Mentor Micro Enterprises (KMME) Program.

Jennie's Food Products specifically the Kamote Chips and Binangkal has now reached Cebu City with a regular monthly order of 200 packs.

They're also seen in big supermarkets: Gaisano and Ororama in Cagayan de Oro City; some stores in Iligan City; local store outlets in Bukidnon such as the pasalubong outlet at the famous tourist destinations Monastery of Transfiguration, Café Sa Bukidnon and Atugan Nature Farm.

Because of the DTI's Trade Fair during Kaamulan, where Jennie came out as one of the Top 10 best sellers, they were seen by other government agencies which, now give them equally valuable assistance such as, among others, website development by the Department of Information and Communication Technology (DICT); and other Trade Fairs organized by the Department of Agriculture (DA) and the Department of Tourism (DOT).

Remarkably, Jennie's used to be home-based cooking passion for elementary students, now become a full-blast business. From a part-time passion earning Php 5,000.00 per month, now become a busy entrepreneur receiving an average of Php 100,000.00 monthly.

"I started producing only 2 kilograms of my ridiculed Kamote Chips, but now, 400 kilograms per week can hardly suffice the influx of orders I receive. Thanks to DTI," grateful Jennie told in an interview.

"Nakaingon gyud ko (Sir) nga kung wala pa ko moduol sa DTI, didto ra unta mi kutob sa kung unsa mi sauna (I told myself, had I not gone to DTI, we could've remained where we were before)," she remarked. She further added, "Dili pareha sa dati nga kami pa ang mangita ug customer, karon bali na (Unlike before, we look for buyers, now, it's the other way around)."

Kamote Chips. One of Te Jenn Food Products' flagship that generated influx of orders from the different provinces of the country. PHOTO BACKGROUND FROM R10

## From a Globetrotting OFW to a Self-made Agripreneur



Mr. Rada during a training conducted by Oriental Mindoro Provincial Demo Farm. PHOTO FROM R4B-MIMAROPA

From DTI-4B MIMAROPA

Most stories of OFWs that are often heard are those of victims of abuse by their employers, scammed of their hard-earned money and was caught in conflicts in other countries. But some unfortunate stories might not have bad people or bad circumstances in them. Some OFWs, after spending so much time abroad to earn money and invest it on a business in hopes of living comfortably after they retire but ended up failing and opting to go back to working abroad. This time around the lack of education, purpose and passion in starting up a business is the main culprit.

Mr. Roger T. Rada, a retired OFW currently residing at Oriental Mindoro have made the difference avoiding failure in his business venture. In 2017, after 18 years of being an OFW working at an oil and gas company in the Republic of Equatorial Guinea, he is finally ready to retire. A year before his retirement, he decided to start doing business in livestock and rice production. His lack of networks with logistics, sources of raw materials and supplies and little knowledge in agriculture and business makes it a rough start for him. At the beginning, all he had is the internet to rely on, doing research on the type of business he chose.

He sought assistance with the Agricultural Training Institute (ATI) and the Oriental Mindoro Provincial Agriculture in getting enhancement training in odor free piggery and

high value crops production. He then submitted a proposal to ATI and established the Rada Eco Farm located at Maliwanag, M a n s a l a y, Oriental Mindoro. He also tailor fitted his skills of making industrial machines for agriculture use through these trainings.

After learning the ropes in agriculture, he looked for ways to gain knowledge in operating a business. He was introduced to the Negosyo Center Roxas through a friend and had been a repeat client since then.

He actively joined seminars relating to entrepreneurship and was enrolled to the Kapatid Mentor Me Program 2019. After intervention from the Negosyo Center, Mr. Rada had seen an increase in sales, had hired additional employees and began securing legal documents for his business and is now planning in venturing into meat processing, purchasing the needed equipment and facilities and gaining FDA accreditation.

After his success, he is now looking ways to make an impact to the community. He had gain certification for the Rada Eco Farm to be a learning site and a demo farm and already catered to the Senior High Agriculture Students of the Bulalacao National High School through an immersion program. With his plans of getting into meat processing, he is also looking into involving the local community in its operation. He also wants to teach them of value adding to local surplus produce and production of vinegars and wines.

Mr. Rada's story is not a complete success story of rags to riches or of how one becomes a millionaire but the best example of a "success in the making" story where the success is through gaining more knowledge, seeking help, involving the community and giving back to the land and to the people even if the goal is not yet achieved for success and wealth is not a prerequisite of helping others.

## Coffee Princess: A Success Story

From Region 03

Princess C. Fabrigas is the current manager and heir of the Fabrigas Enterprises. Their business started way back in 1978, when their father Luisito Fabrigas began planting coffee in Diarabasin. Diarabasin is located in the coastal area of Dipaculao alongside mountain ranges, which provides good climate for growing coffee.

Most of Diarabasin's farmers back then were coffee growers. They plainly cultivated coffee trees and harvested its fruit when harvest season came. Since harvesting coffee was seasonal, they intercrop coffee trees with coconut trees to maximize the harvest of their agricultural lands. Coffee growers used to sell raw coffee beans to traders. However, when Diarabasin Coffee Producers Cooperative (DCPC) was created in 2001, they received a coffee huller from LGU, as spearheaded by Gov. Chit Ong. This paved the way for the improvement of their coffee manufacturing activity. Instead of selling raw coffee beans to traders, coffee growers hulled their harvest and produced processed coffee beans, which was more expensive than raw beans.

In the early years of DCPC, the coffee growers continued to cultivate their coffee farms. Unfortunately, members grew tired of growing coffee, because they experienced difficulty in selling and negotiating with buyers. Moreover, there were times when coffee was sold very cheap.

However, Mr. Fabrigas was determined to continue his passion. Undeterred, he carried on cultivating his land with coffee knowing that most of his co-growers already shifted to other crops and other ways of earning money. Auspiciously, the late Sen. Edgardo Angara came to the picture. He sipped and tasted the coffee brewed by Mr. Fabrigas. Unbeknownst to him, the coffee was made from defective beans, which was manually roasted and brewed by Mr. Fabrigas. Senator Angara was delighted by the taste of the traditional arabica coffee and asked him why not start his own Diarabasin's brewed coffee. Mr. Fabrigas was motivated with words of encouragement coming from a great Senator. Thus, he started processing coffee beans and among his first clients was Bahia Hotel in Baler.

In 2009, Mr. Fabrigas perseverance and hard work came to fruition when he was recognized as one of the Farmer Scientist in Central Luzon, an award given by Pres. Gloria Macapagal Arroyo. Moreover, Mr. Fabrigas' farm was selected as a demo farm by the DOST. They



THE HEIR TO THE COFFEE KINGDOM. Princess Fabrigas tells the story of her father, THE COFFEE FOUNDER. PHOTO FROM R3

received various equipment that will help in mechanizing their coffee processing. They also started packaging and labeling. They named their first product as Aurora's Giniling na Kape. More and more interventions came from government agencies including PhilMech, Department of Agriculture, Department of Science and Technology and the Department of Trade and Industry.

In 2015, an unanticipated event happened when Luisito Fabrigas Sr. had a stroke and died because of complications. The business was in a dilemma of whether to continue or not on its coffee processing because no one in the family is ready to take the place of the manager's role. However, Princess, the first-born child of Mr. Fabrigas, took the role of managing the business. She accepted the burden knowing that it was no easy task because she did not have any management background or farming background. Lucky,

DTI played its part when Princess Fabrigas was invited to the Kapatid Mentro Me Program or KMME program. She learned the basics of management, how to deal with clients, the importance of supply chain, business model canvass, and other important aspects of business. After she graduated from KMME, the business grew bigger as well as their business network. Also, the new product brand, Aurora's Blend, got more popular. She established network with different resorts in Baler, as well as famous restaurants in Aurora. Moreover, the business was featured in Byahe ni Drew, a travel blog in GMA 7. Because of the popularity of TV show, more local buyers took notice of Aurora's Blend. Almost all

## Biscuits on a Basket



Pactor Breadhauz Products. PHOTO FROM R9

By Arian Bodiongan

Success is a journey not a destination. It is earned with perseverance and determination. Along the way, problems will always arise yet it will be surpassed by anyone. It only needs hard work and patience. Life may be like a road that has ups and downs, plain and rocky but surely anyone will get to see the beauty life has to offer along the journey.

On an ordinary day comes strolling Mrs. Pactor along the municipality of Gutalac, Zamboanga del Norte. As she wandered along the streets, she observed there were a number of bakeries around this municipality. Mrs. Pactor for some time came up with an interesting idea, she thought that why not sell biscuits to the neighboring barangays of this municipality with locals who cannot come down to center of the municipality. From there, she added another creative idea with why not put her biscuits on a basket for a convenient selling throughout the Municipality.

It was not quite easy for Mrs. Pactor to establish her business. Then, an

opportunity suddenly came into her journey. The Department of Trade and Industry through Negosyo Center, invited her to attend free seminars and trainings. Thereafter, she gained another concept on how to improve her business. It is through selling via social media and her product was developed by Arian Bodiongan, a NC-BC counselor. Also, she was given a labelling by the counselor for her product to be known throughout the municipality that it was Mrs. Pactor's.

Mrs. Pactor's booming business is widely known as Pactor BreadHauz and was developed in year 2016. Her products were homemade biscuits which played a vital role in supplying Subanen locals in Gutalac by reselling her delivered biscuits. Through that the people were also gaining money that could help them in sustaining their needs financially. As of today, Mrs. Pactor's business is currently influencing 33 of the numerous barangays of Gutalac. The said business was able to generate revenue of P15, 000.00 – P30, 000.00 per month.

You will never experience success if you are not striving hard for it.

## Sulu Handicrafts : Radzhata Sangkula-Anni

From Ministry of Trade Investment and Tourism

In Sulu, when Sulu Handicrafts has been mentioned, Radzhata Sangkula-Anni will come first into your mind. She is widowed and natural born in Parang, Sulu. She developed passion on arts since she was exposed to handloom weaving, the primary livelihood in Parang, Sulu.

She experienced the difficulties and challenges of being a handloom weaver in their community. When she retired in the year 2010, she decided to put up a store named Sulu Handicrafts located in Jolo and some handloom weavers joined her and they were able to produce more products with different designs because of their collective ideas and skills.

Radzhata's store became center

of all Sulu handicrafts not only piz but also pandan mats and nito hats. With her utmost desire to promote handicrafts of Sulu, she initiated to link with businessmen in Manila.

The assistance of former DTI-ARMM, now Ministry of Trade Investment and Tourism under its Market and Promotion Development Program helped the Sulu Handicraft weavers generate more income through their consistent participations to different national, regional and local trade fairs. Sulu women are now more engaged in weaving the Sulu Piz cloth due to increase of orders.

Currently, Radzhata is successfully managing a two-door store, Sulu Handicrafts, and is well known in the Province of Sulu.

## Success of Silantup Matweavers Association

From *Ministry of Trade Investment and Tourism*

The Sama matweavers of Silantup Matweavers Association is composed of 25 females and 2 males who weave mats of brightly colored, finely-stripped pandan with intricate designs that symbolized their customs and traditions which are unique to them. In Sama society, multi-colors dominate according to significance. Their skills were handed down from one generation to another; and they are aware that the skill has to be sustained, hence, this group has a good number of younger matweavers.

Their product line includes sleeping mat and wall decors. Primary customers are different

government line agencies and Local Government Units (LGUs) and other walk-in clients. These products have already reached foreign countries like the USA.

With the continued assistance of the former DTI-ARMM, now Ministry of Trade Investment and Tourism, under its Market Promotion and Development Program, the group was already strengthened in terms of entrepreneurial skills, product development and showcasing their products to different national, regional and local trade

exhibits. The market promotion efforts of the MTIT have helped the group to generate higher sales and somehow contributed to increased income to every member of the group.



Members of the Silantup Matweavers Association  
 PHOTO FROM MTIT.

Primary customers are different

## Finding victory after moments of difficulty. The Success Story of Sophie's Gourmet

By *Arianne C. Alinios*

They say people must face and overcome challenges for them to even more enjoy the bliss of success. This is evident in the journey of Mrs. Supena S. Solis. Tita Sophie, as what most people call her, is the owner of one of the famous gourmet sardines in the City of San Pablo, Laguna, the Sophie's Gourmet. At the age of 63, she started her business when life unexpectedly threw her a curveball.

Tita Sophie's eldest daughter, Thea, was diagnosed with breast cancer in 2015. Her condition required her to resign from her work as a food technician. Receiving treatments and undergoing chemotherapy sessions was tough, but this did not hinder Thea from pursuing her interests such as cooking and experimenting. Thea picked sardines as the subject of her experiment due to its cheap price and Tita Sophie supported her.

Both Tita Sophie and Thea attempted to come up with unique and delicious gourmet sardines by using endemic Filipino natural herbs and spices for fermentation. Their equipment was limited to a pressure steamer during that time, yet they were able to produce a delicious

product. Due to the large volume of gourmet sardines that they had produced, they thought of giving them to their relatives and friends as a Christmas present.

Little did they know that they would receive awesome feedbacks about it. This encouraged Thea to pursue her interest as a business, so she asked Tita Sophie to buy a pressure canner—which is a bit expensive—to make the processing easier. As a compassionate mother, Tita Sophie agreed even though they were facing financial difficulties at that time due to Thea's medical needs; she believed that keeping Thea occupied has helped her daughter keep a positive mindset about her condition.

At first, Tita Sophie was just helping and supporting Thea until she realized that she is also enjoying everything. She even participated in a mini fair celebrating women and

## Positivity is Lilet's Mushroom Farm's Key

By *Emily T. Maniba*

"I need DTI more than they need me, DTI is my support system" said Mrs. Estrellita V. Garcia or Lilet, 61, the owner of Lilet's Mushroom Farm in Apgahan, Patnongon, Antique. A nurse by profession became an entrepreneur and a graduate of Kapatid Mentor Me (KMME) Program of the Department of Trade in Industry (DTI).

Lilet wants to promote a healthy lifestyle. She took the opportunity to go into mushroom business because of the presence of it on their area. In 2011, she started her business with 100 mushrooms grow bags. Doing fine at first, she also experienced hardships in business. Her positive perspective in life helped her to overcome those hardships. She is now a successful entrepreneur and the only mushroom producer in the province of Antique.

Having an entrepreneurial mindset, she made research to innovate her products to offer something different to her clients. From fresh

mushroom, she innovated to lumpia, tempura and burger patty. Through the help of DTI, she was able to attend seminars where she gained knowledge other than business and was able to meet other entrepreneurs. She also joined in trade fairs that really helped in promoting her products. Because of that, Lilet's Mushroom Farm became well known and was featured in I Love Pinas, Choose Philippines and Rappler.

Residing in a good location, locals and tourists can grab a taste of the famous burger mushroom. Many tourists and locals had gone to Lilet's Mushroom Farm and others still want to experience the taste of the mushroom burger. A happy mushroom as her logo made her product loved by people. As what Lilet's is, having a happy aura, she then wants to pass the positivity to her clients.

Lilet is also grateful to the Negosyo Center in their municipality that the programs of DTI became closer to her and to her fellow entrepreneurs. Through the assistance of the Business Counselor, Ms. Gracelyn

N. Berte, more opportunities came and provided market linkages. She was able to attend more trainings and seminars related to her business and KMME is one of the DTI programs she is thankful to have.

Through the KMME program she learned a lot and apply the learnings when she was able to learn on how to deal with people who are working for her business. It is really indeed an opportunity to be mentored and to meet her fellow entrepreneurs where she established friendship. Now, Lilet's market is extended to Boracay by supplying mushrooms to restaurants and already applied for Intellectual Property ownership. Lilet's Mushroom Farm is well known and still continues to serve quality products and a happy mushroom to clients. The success of Lilet's now is through her hard work, perseverance and positive outlook in life.

"Thank you, Negosyo Center, thank you DTI"- Lilet



GOURMET SUCCESS. Sophie's Gourmet comes in different variant of appetizing fish in a jar products. PHOTO FROM R4A-CALABARZON

potential. Hence, Tita Sophie was advised to register her business and consult with the Department of Trade and Industry (DTI) regarding its programs and services that can help her scale up.

Soon after, Tita Sophie met Ms. Lory Jaraplasan, one of DTI Laguna's employee, and Mr. Clarke

Nebrao, Chairman and President of the Association of Laguna Food Processors (ALAFOP). They encouraged her to take advantage of the seminars, training sessions, and other activities of DTI and ALAFOP in order to improve her product and expand her business.

Despite of the assistance given by DTI and other government agencies to Tita Sophie, she still encountered several challenges, particularly in terms of capital and manpower. "It is really difficult to operate a business when you have a small capital, so I sought help from a micro-finance company," she said. "I also only have a few regular employees, so whenever we accept series of bulk orders, I tell my family members and employees to work harder," she added.

Starting from two (2) variants,

Sophie's Gourmet now proudly offers 14 variants. It is also estimated to have increased its capital and business asset by more than by 60%. Its products are sometimes exported to Hongkong and the United States, and it regularly processes gourmet sardines for Mga Likha ni Inay's. Tita Sophie was also able to widen Sophie's Gourmet's market by participating in various events such as Kalakal CALABARZON (2016-2018), International Food Exhibition (IFEX) Philippines (2017-2019), Franchise Asia Philippines (2016-2018), and many more. Moreover, Sophie's Gourmet showcases its products at the One Town One Product (OTOP) Hubs in Tagaytay and Makati.

Until today, Tita Sophie is continuously improving the quality of her products and she has one message for aspiring entrepreneurs: "Life is not always rainbows and butterflies. The same goes for putting up and managing a business. Perseverance is the key. You need to know and love what you are doing because it will never be easy to be on top. However, once you are there, you will realize that it is all worth it. So always do your best, never give up, and keep on praying for your time to succeed to come."

## Wood you take the risk?

By *Emma Jane Domingo*

"Time is gold" and "Trash to Cash", cliché as these two phrases may seem; combined -- a much stronger pillar for Ms. Theresa Aftan Lee in the business industry now stands.

WOOD you take the risk to start a business from a scrap? WOOD you believe that scraps could go farther than you could ever imagine? WOOD you start now?

It was just an ordinary day when Theresa found an unusual piece of wood while she was on her way home. Astonished with the unusual beauty of the wood, she imagined all the possibilities that the wood she holds could do while she continued walking towards her home. As she was nearing from their doorstep, she saw her brother fixing a broken wall clock. The scene travelled her to the time she has been long awaiting for. Alas! She's now holding an alive and polished wood scrap.

From WOOD you(s) now comes she WOOD 'cos she COULD.

Theresa Aftan Lee who belongs to the Indigenous People group of Barangay Anonang in Cordon, Isabela have been in the manufacturing of wooden clock for 2 years already. She and her siblings design the wooden clock out of the scrap woods they buy from other

furniture makers.

Through the Department of Trade and Industry, her vision for her crafts to be known in the entire country is slowly unveiling. To prepare her for a wider range of competition,



quality and product designs must be improved. It is with this reason that she joined the One Town One Product (OTOP) Next Generation program of the DTI. It is a program where products, both food and non-food, undergo product development in terms of quality, branding and visual impact. The product development includes Assessment, Consultation and Triage (A.C.T.) of product prototypes. She is also active in participating to Regional and National Trade Fairs such as Padday na Lima, Manila Fame and Sikat Pinoy.

With so much passion and dedication for her craft, she also enrolled in the Kapatid Mentor Me (KMME) Program in 2018. The said program

aims to capacitate business owners with entrepreneurial knowledge and skills through the national and local mentors who guide the mentees for 10 weekly sessions.

"KMME helped me see the world of business in a wider perspective. As a business owner, you must not be too in love with your product because there is a chance that you will only focus on the product and disregard the needs, wants and expectations of your customers. You must not be too confident that your product is already good enough to compete or surpass other brands. You must be determined to think of ways to further improve your products. Customers' grievances must not be ignored as these will help you achieve a better product and excellent customer satisfaction."

Equipped with the knowledge she acquired through the various programs of DTI, with the guidance of DTI staff, and with her burning passion for her products' development, Ms. Theresa Aftan Lee is ready to dance with the trend of Tourism and Homestyle and Wearable's industry.

The piece of the wood that is often taken for granted --- once dead now came to life with a resounding tick tock of Theresa's hardwork and perseverance.

She WOOD 'cos she could.

## A Farmer's Appraisal to Success

By *Roxanne T. Dalagan*

"I really have a heart on farming, I really want to change the notion about being a farmer." This was the statement uttered by Basilio "Jun" V. Adlawan Jr., President of Adlawan Farms Corporation--a local group spearheaded by Adlawan Family that focuses on agriculture and agribusiness, when asked why he pursued cacao production and processing.

"It started merely as my hobby and as our family bonding", he shared. Sir Adlawan's family who stayed in Davao City, gathered his family every weekend in their farm at Crispin dela Cruz, Governor Generoso to bond through farming and producing cacao tablets together. He wants to ponder to his two children the beauty in seeing and nurturing a plant to develop a sense of care and attachment in them. The positive bonding within their family was the factor in the success of their family, as well as on their business venture.

Sir Adlawan, who has no Agricultural background way back his college years but greatly fell in love on farming said, "We farmers farmed so people can eat, we feed the world." Hence, his intensive promotion on farming as he just recently awarded by the TESDA and Agriculture Training Institute as a Training Center that offers NC II for Organic Farming.

"We let our friends tried our tablea as a gift and we were able to gain positive feedback from them, and they keep looking for it", Sir Adlawan said. So, the family saw it as a new

business venture.

"So there it started", Sir Adlawan joyfully stated. They seek consultation with their friends and the Department of Trade and Industry through Negosyo Center-Governor Generoso. The Negosyo Center opened opportunity of linkages to other agencies like the Food and Drugs Administration and the Department of Science and Technology.

Currently, their Cacao tablet, which locally known as Oriental Cacao, has paved its way in the market as it reached already globally through their strong social media marketing and international trade fairs like the Salon-de- Chocolate at Hongkong and Canton Fair 2018 at China.

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## Dressing up to success. The Success Story of Em's Fresh Milk Products

From *DTI R10-Bukidnon*

What should you do to turn heads?

Most people's gateway in catching one's attention comes in varied ways and means. Some may play it simple while others lean toward elegance and style.

In the fashion industry, wearing extravagantly stylish or fancy clothes comes often as the best way to impress, and capture the eyes of people. "Dress to kill" as the famous idiom goes!

But have you ever thought that the business world also applies the same idiomatic expression to get the buyers' money?

A start-up entrepreneur just recently learned dressing up her product as a business improvement strategy through the help and guidance of the Department of Trade & Industry (DTI).

Emmie Lim Daguplo, owner of

Em's Frozen Products confessed to DTI the immediate turn-out of her business' success upon adopting the use of label in her fresh milk products. According to her, selling products without label is as good as nothing. Sales and orders don't come as much as the time when she started to stick on a label on her product packaging.

Negosyo Center (NC) as Eye-Opener

In her pursuit to give justice on what she has started, Emmie continued carrying out their fresh milk business. Two (2) years later when she started in 2015, she got her business registered in the municipality and at DTI.

"I patiently sold my products only to my friends, and later to Philippine Carabao Center (PCC) in Musuan, Maramag, Bukidnon."

Few months after the NC-Don

Carlos' opening, Emmie went in and started to attend the seminars offered free to them.

"Daghan naman kaayo ko ug naapilan nga seminar [Sir] ui, dili na nako ma recall kung pila (I



The Products. Em's Fresh Milk Products come in two varieties -- the pure Fresh Milk and the Choco-mixed. PHOTO FROM R10

have attended so many seminars that I could no longer recall the numbers," Emmie said during the phone interview.

These seminars she attended made her realize the outrageous

profit awaiting her business. NC redirected her focus and has set her mindset toward incorporation of value-adding activities in her business.

"From selling raw fresh milk, it was the time when I decided to develop my own milking and pasteurization process," Emmie remarked.

Unfreezing Biz Growth

The little production of less than 10 Liters of processed milk when she started in 2015 has now grown into more than 50 Liters per week. Her product has reached as far as General Santos City and has consistently earned demands from customers

across different municipalities of Bukidnon.

According to Emmie, she gives due credit to DTI for waking her up and infusing more entrepreneurial spirit in her to do more for her business.

Her knowledge was even more intensified when DTI chose her as one of the KMME mentees in 2018. The need for a product label increased urging her to hire a layout artist to develop her first ever Fresh Milk Products' label.

She said that the DTI served instrumental role in the finalization of her fresh milk products' label through product clinic. "I also learned so much about the importance of building brand equity in marketing products," Emmie added.

Currently, Emmie has been enrolled as one of the 20 Micro, Small and Medium Enterprises (MSMEs) who are undergoing the product development project--which include packaging & labeling enhancement -- of DTI-Bukidnon, as part of the agency's core interventions to dress up and improve the aesthetic appeal of each product in the province.

# Programs & Projects serving the MSMEs



## MINDSET CHANGE / MASTERY / MENTORING



To promote ease of doing business and facilitate access to services for MSMEs, Negosyo Centers, being established nationwide by virtue of Republic Act No. 10644 (Go Negosyo Act), support MSMEs with business registration assistance, business advisory, business matching, information and advocacy, among others.



Kapatid Mentor ME (KMME) aims to strengthen the mentorship program for micro and small entrepreneurs and link them to the value chain of medium and large corporations through inclusive business models. KMME started in the last quarter of 2016 wherein 10 regions and 11 provinces were identified as roll out areas. The pioneer batch determined the viability and effectiveness of the program.

## GREEN ECONOMIC DEVELOPMENT (GED)

The GED program aims to enhance the competitiveness of MSMEs by helping them adopt climate-smart, environmental-friendly, and inclusive strategies and measures by aligning with the green value chain approach to identify hotspots for greening.



YEP or the Youth Entrepreneurship Program is a national advocacy, aimed to help the young sector improve and develop their entrepreneurial skills by offering them a comprehensive package of interventions. It is anchored on the HOORAY! Tagline, Harnessing Our Own Resources for the Advancement of the Youth!

## STRENGTHENING MSME DISASTER RESILIENCE

The undertaking on Strengthening MSME Disaster Resilience intends to develop MSMEs' resilience in the face of natural and man-made mishaps by emphasizing the importance of a Business Continuity Plan in building business resilience.



SME Roving Academy (SMERA) is a continuous learning program for the development of micro, small and medium enterprises (MSMEs) to become competitive in the domestic and international markets. Its main strategies contain, integration of the business development services for small and medium enterprises (SMEs) at the national and local levels, establishment of the Provincial, Regional, and National Entrepreneurship Development Networks, and management of an inclusive promotion program.



## MONEY



## MACHINE / MODELS



## MARKET ACCESS

## INDUSTRY CLUSTER ENHANCEMENT PROGRAM (ICE)

ICE Program facilitates the growth of the country's priority industries, creating competitive MSMEs and significantly improving the gross value-added (GVA) by 40% in the next 5 years thereby contributing to economic growth and poverty alleviation.



Pondo sa Pagbabago at Pag-aseño or P3 is a funding program to provide micro entrepreneurs an alternative source of financing that is easy to access and made available at a reasonable cost. This program gives a boost to the development of the MSME sector, particularly the microenterprises that comprise about 90% of registered enterprises in the country.



The OTOP Next Generation project offers a comprehensive assistance package, empowering MSMEs through product development, online marketing, standards compliance, and training through the convergence of services of our regional operations, Design Center, Negosyo Centers, and Tindahan Pinoy.



The Shared Service Facilities (SSF) Project, implemented by regional and provincial offices, is aimed at increasing the productivity and improving the competitiveness of MSMEs by providing them with machinery, equipment, tools, systems, accessories and other auxiliary items under a shared system.