

# Diskwento Caravan

With participation of 65 suppliers, a total of 1,035 consumers benefitted from the conduct of the Diskwento Caravan 1<sup>st</sup> Wave last April 29-30, 2016 at Oriental Mindoro National High School in Calapan City. The two-day event was sponsored by Citimart in partnership with DTI Oriental Mindoro. Consumers availed of free massage, haircut and discounts of basic and prime commodities for their household needs and school supplies just in time for getting back to school.

PD Arnel E. Hutalla attended the ribbon-cutting ceremony and judging of the Best Booth. Together with RD Joel B. Valera, PD Hutalla also visited basic and prime product booths, Balik-Eskwela zone, Libreng Gupit at Masahe Booth provided by DTI Oriental Mindoro under its Skills Demonstration Activity.

Diskwento Extravaganza is the Citimart's wholesalers convention that offers great saving and wide selection of products either basic or prime to consumers and the general public.



## • Skills Demo: Basic Haircutting and Massage Therapy

As part of the caravan, DTI offered Skills Demonstration on Basic Haircutting and Massage Therapy, simultaneous to the Diskwento Caravan held on April 29-30, 2016 at OMNHS, in which TESDA-accredited haircutters and masseuses were invited. Interested clients were provided free haircut and free massage. Pupils and students who are preparing to go back to school also availed of the free haircut. A total of 82 shoppers were served on the first day and 64 on the second day.



# NEGOSYO TIPS

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## ONE DTI SERVICES Caravan SERBISYONG HIGIT PA SA INAASAHAN

What's inside?

- Regional Economic Situationer
- 2014-2016 IPP Roadshow
- Financing for MSMEs
- Orientation on ProGED Project
- Orientation on e-Commerce
- Orientation on Fair Trade Laws
- Orientation on PCAB Licensing
- Orientation on PhilGEPs
- Product Development Consultation
- Mini Trade Exhibit
- Diskwento Caravan
- Skills Demo



# ONE DTI SERVICES

## Caravan

**SERBISYONG HIGIT PA SA INAASAHAN**

CALAPAN CITY, ORIENTAL MINDORO—The Department of Trade and Industry—Oriental Mindoro Provincial Office once again provided the much needed assistance and services to its clients in terms of business and industry development, product development and various advocacies through a three-day integrated event dubbed as “ONE DTI SERVICES Caravan: Serbisyon Higít pa sa Inaasahan” held on April 28-30, 2016.

A total count of 356 participants from 145 private and public groups/sectors attended various orientations conducted.

### • Regional Economic Situationer

Mr. Bernardino A. Atienza, Jr., NEDA's Economic Development Specialist for Region IV-B, presented the economic profile of MIMAROPA. The GDP growth of MIMAROPA had an upward movement despite decrease in the country's GDP growth from 2012-2014. The industry sector has the highest growth rate recorded compared to agriculture and services.

ARD Atienza also added that MIMAROPA region ranked 6th in terms of growth rate in 2014. In 2014, Oriental Mindoro was the greatest contributor in the region of palay, calamansi, and banana (saba). In terms of tourism, more than 1M arrived in MIMAROPA in 2015 (partial data). The Canyons in Puerto Galera was recognized as the 45th in the world best diving sites.

### • 2014-2016 IPP Roadshow

Board Of Investments' Governor Lucita P. Reyes explained that by promoting the 2014-2016 IPP at the mid of 2016, the participants will know how BOI performed in the same way that BOI will know how to improve the IPP. Subsequent IPPs aim to address more of the requirements of the business sector. She added that the BOI's main objective was to consult the participants on what BOI has to do in order to attract more investments in the Philippines, most especially in MIMAROPA.

Gov. Reyes described the investment climate in a broader viewpoint that is the national level. The Philippine's economic situation in terms of GDP reached 5.8% in 2015. Though short of the target due to calamities faced, the rate is still higher compared to other ASEAN countries. Based on the World Economic Forum's 2016



### • Product Development Consultation

As part of the ONE DTI SERVICES CARAVAN, the DTI—Oriental Mindoro conducted a Product Development Consultation on April 28, 2016 at Negosyo Center, Provincial Capitol Complex, Camilmil, Calapan City. Five MSMEs underwent the consultation particularly three handicraft makers and two food manufacturers. Mr. Luis Jose P. Manalang, Senior Design Specialist of Bureau of Domestic Trade and Promotion, shared his expertise on product development specifically in prototyping. Ms. Laureen Mendoza, Negosyo Center staff and product label designer, also assisted in the activity. Seven prototypes were designed for Bancuro Credit

Development Cooperative for their bamboo handicrafts. Likewise, two designs of bags made of anabo fiber were created for Mansalay Corn-based Farmers Scientist Association while three prototypes of coconut-made accessories and handicrafts were designed for Tibayan Designers and Crafters. Moreover, Ms. Mendoza designed two product labels of Small Livelihood Program beneficiaries of DSWD for their malunggay and squash noodles. The prototypes are expected to be executed by the MSMEs. Mr. Manalang committed to assist them from finishing to marketing.

## Mini Trade Exhibit

and further negotiations are expected after the event. A total sales of P17, 891.00 was generated. Particularly, an amount of P14,641.00 of sales in cash was generated. A booked order from CALSEDECO amounted to P3,250.00.





Ms. Joann B. Chuaquico discussed the Philippine Government Electronic Procurement System (PhilGEPS). She identified among the participants who are the suppliers and buyers. The discussion is very significant as PhilGEPS registration is required before a merchant can transact with government agencies. She gave instructions on how to use the system from registration to the awarding on the supplier's as well as the buyer's perspective. Participants were very attentive and some even raised their concerns and inquiries which were immediately addressed by the speaker.

## • Orientation on PhilGEPS

## • Orientation on Philippine Contractors Accreditation Board



As part of consumers' protection, One DTI Services Caravan included Orientation on PCAB Licensing. Engr. Rene E. Fajardo first introduced the Philippine Contractors Accreditation Board and its mandate. Under the Republic Act No. 4566 also known as The Contractor's License Law, no contractor (including sub-contractor and specialty contractor) shall engage in the business of contracting without first having secured a PCAB license to conduct business.

Securing such license is enforced to ensure the safety of the public by allowing only the qualified and reliable contractors to undertake construction in the country. During the discussion, Engr. Fajardo narrated how PCAB has been working hard to enforce compliance with unlicensed contractors. He also enumerated the requirements in securing license and the step-by-step procedure involved.

After the lecture, the contractors who attended were gathered in a smaller group and given the chance to sit with Engr. Fajardo and Atty. Alejandria G. Gomez to discuss their concerns and inquiries. They were also joined by PD Arnel E. Hutalla and Ms. Fely Joy C. Dinglasan.

On April 29-30, 2016, a Mini-Trade Exhibit of Oriental Mindoro Products was held at Gov. Alfonso Umali, Sr. Gymnasium, Oriental Mindoro National High School, San Vicente, Calapan City. The mini-exhibit showcased various food and non-food products from local manufacturers in the province. Moreover, the exhibit was a part of the

Diskwento Extravaganza organized by the Citimart Island Mall in coordination with the Department of Trade and Industry - Oriental Mindoro.

Consequently, the selling activity provided for an avenue to promote and sell local products. A number of inquiries from interested wholesaler and retailer were received

Global Economic Report, Philippines is one of the most dynamic and rapidly improving economies in Asia and the Pacific Region in terms of level of competitiveness based on international assessment. At present, agriculture's share in GDP is dropping while shares from the services and industry sectors are soaring.

From 2014-2015, BOI was able to register 431 projects, 149 are located at NCR amounting to P49B. The 149 projects are categorized as micro and small enterprises. In MIMAROPA, only eight projects were approved amounting to less than P4M. In terms of sectorial view, renewable energy project has the highest value.

The BOI has to formulate an IPP which is valid for three years and shall be reviewed annually. It will contain the list of economic activities the country has to promote both for domestic and foreign investments. She emphasized that when an investor promotes a priority economic activities, there is a corresponding incentive given provided the investor registers his project with BOI.



## Investment Priority Areas

- ◆ manufacturing (motor vehicles; shipbuilding; aerospace parts & components; chemicals; virgin paper pulp; copper wires & copper wire rods; basic iron & steel products; and tool & die)
- ◆ agribusiness and fishery
- ◆ services (integrated circuit design; creative industries or knowledge-based services; ship repair; charging stations for electric vehicles; maintenance repair and overhaul of aircraft; and industrial waste treatment)
- ◆ economic and low-cost housing (horizontal and vertical)
- ◆ hospitals
- ◆ energy
- ◆ public infrastructure and logistics (airports and seaports for cargo and passenger and air land and water transport) and
- ◆ Public-Private Partnership Projects

*Note: The 2014 IPP also covers export activities as well as those in special laws such as industrial tree plantation; exploration, mining, quarrying and processing of minerals; publication or printing of books; refining, storage, marketing and distribution of petroleum products; rehabilitation, self-development and self-reliance of persons with disability; renewable energy; and tourism.*

## BOI Incentives

### Fiscal Incentives

- ◆ Income Tax Holiday
- ◆ Exemption from wharfage dues and export tax, duty, impost and fees (GIE)
- ◆ Exemption from taxes and duties on imported spare parts (NOLCO)
- ◆ Reduction of the Rates of Duty on Capital Equipment, Spare Parts and Accessories by Virtue of EO 528
- ◆ Tax exemption on breeding stocks and genetic materials
- ◆ Additional deductions from Taxable Income
- ◆ Tax Credits

### Non-Fiscal Incentives

- ◆ Employment of Foreign Nationals
- ◆ Simplification of customs procedures
- ◆ Importation of consigned equipment
- ◆ Privilege to operate a bonded manufacturing/trading warehouse

## • IPO Registration

A native of Bansud, Oriental Mindoro, Mr. Virgilio Alo shared his knowledge on IPO registration with his fellow Mindoreños. He defined and differentiated the trademark, patent and copyright from each other. He showed sample registered trademarks of popular companies like Jollibee and Coca-Cola. He also cited some decided and pending cases associated with the topic. Reasons for not being approved were also explained to the participants. The participants were also informed of the importance and the possible value these intellectual properties can accumulate in the future.



Mr. Virgilio G. Alo willingly accommodated and addressed the inquiries of the participants regarding the registrations on trademark, patent and copyright.

## • Orientation on ProGED Project



As part of DTI's Promotion of Green Economic Development (ProGED) Project, Mr. Carlos Miguel S. Hernandez introduced the Solar Panel Energy Systems and LED Lighting Systems, how they work and how much can be saved from using such systems. What's interesting in his presentation was the part where he explained how offices specially local government

units can avail of the renewable energy systems without having to pay a single cent. According to him, their company can offer full financing option wherein only a MOA will be the requirement before installation. Once installed, the facility will be payable on a quarterly basis for a term of five (5) years wherein the cost of the system can be covered by the savings in electricity.

## • Orientation on e-Commerce (Online Marketing)



Mr. Amando E. dela Cruz III shared his expertise and knowledge on the topic of e-Commerce. He tackled online marketing by narrating the process on how products are being sold online. He also shared the popular marketing sites which participants can visit. Some of the participants raised their inquiries and Mr. dela Cruz instantly answered them.

The 2nd day was held at the AVR of Divine Word College of Calapan. Information materials were posted during the caravan in order to promote awareness on consumer rights & responsibilities. Samples of substandard and standard products were also displayed to add knowledge to the participants.



## • Financing for MSMEs

Ms. Cecilla Bautista presented the different Financing Windows of SB Corporation. Requirements for application for different financing facilities were enumerated as well as other necessary information like interest rates, grace period, payment terms, etc. She provided how interested applicants may reach their office. An open forum was conducted and after which the presentation of approved loans of Gloria Cornerstone Construction Supply and Mindoro's Native Lechon were awarded by Ms. Bautista.



## • Orientation on Fair Trade Laws

DC Noel DR. Flores focused on the consumer rights and responsibilities. He enumerated the consumer rights. He informed the participants on how to monitor the prices of basic commodities. He discussed about the online price monitoring wherein consumers can download the suggested retail price of basic commodities and other monitored products.

Moreover, DC Flores made use of the confiscated substandard items as samples to show the participants how they can determine if the product is substandard or not. According to him, due to limited manpower of the agency, it is impossible for DTI to monitor and exercise its power to control the products in the market. What can ordinary consumers do to help is to be wise consumers. He discouraged the participants to patronize these substandard products and report any violations they may encounter.

