

CL Express

Highlighting development in Central Luzon

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OTOP Next Gen sessions open in DTI-3

Some 63 local Micro Small and Medium Enterprises in the region were part of the pilot run of the One Town One Product Next Generation (OTOP Next Gen) project of the Department of Trade and Industry. The sessions included product cliniquing, packaging and labeling advice, and evaluation. The pilot session was held at the DTI Regional Office III Conference Room from March 22 to 23, 2017.

DTI Head Office sent the OTOPI Next Gen Team composed of senior designer Luis Manalang, designers Benjamin Molina and Rowe Requeja from the Design Center of the Philippines (DCP), Food Expert Menandro Ortega of the Philippine Trade Trading Center (PTTC) and Leon Flores of the Regional Operations Group to facilitate the product development and evaluation of the potential OTOPI products. Upon evaluation, products that pass quality criteria will be endorsed by DTI for display and selling in

Negosyo Center opens in San Jose Del Monte



The "Sunshine City" in Bulacan - the City of San Jose del Monte in Bulacan recently hosted the launching of the first Negosyo Center established in Central Luzon for 2017. No less than DTI Undersecretary for Regional Operations Group Zenaida C. Maglaya graced the opening of the center on March 1, 2017.. During the opening program, Usec, Maglaya reiterated the goal of the agency in establishing Negosyo Centers throughout the country, which is to make government services accessible to Filipinos, especially entrepreneurs. City Mayor Arthur Robes expressed his sincerest gratitude to DTI for putting up a Negosyo Center in his locality, at a very convenient place within the SM Mall in the City of San Jose Del Monte. He noted that the progress and

DTI Undersecretary Zenaida C. Maglaya (center) and Mayor Arthur Robes led the ribbon cutting ceremony for the opening of the Negosyo Center at the SM Mall, City of San Jose Del Monte, Bulacan. Joining Usec. Maglaya are RD Judith P. Angeles, PD Zorina D. Aldana, SM Mall Manager Leah Casamayor, City Administrator Dr. Dennis Booth and members of the City Council of San Jose Del Monte.

development in the city will further be enhanced with the Negosyo Center providing business name registration and business support services.

The management of the mall housing the Negosyo Center also expressed their willingness to support the endeavor of the DTI and the local government in improving businesses in the area.

The new Negosyo Center is strategically located beside the One-Stop Shop of the City Government of San Jose Del Monte.

ASEAN Info Kiosk opens in Clark Airport



In line with the chairmanship of the Philippines of the ASEAN on its 50th year, the Philippine Information Agency Regional Office III (PIA-3) in cooperation with the Clark International Airport Corporation (CIAC), launched the ASEAN Information Kiosk at Clark International Airport departure lobby on March 28, 2017. The launch was made to raise awareness of the ASEAN and to enhance support from national government agencies in promoting the ASEAN.

As one of the partner agencies of PIA-3, the Department of Trade and Industry Regional Office III attended the launch and placed information materials at the ASEAN Information Kiosk to provide passengers and CIAC employees to learn more about the programs and projects of the agency.

Eight New Negosyo Centers open in CL

Eight (8) new Negosyo centers in Central Luzon were recently opened to help potential and existing Micro Small and Medium Enterprises through business consultancy, business registration, training and business information. The new Negosyo Centers opened are located in Nampicuan and Talavera in Nueva Ecija, Mexico in Pampanga, Bagac in Bataan, San Felipe in Zambales, Gerona and Victoria in Tarlac and San Jose Del Monte, Bulacan.

One of the new Negosyo Centers opened is in Mexico, Pampanga. It was launched on March 27, 2017. The Mexico Negosyo Center is also the 33rd center to be opened in the region.

In Zambales, a new Negosyo Center was also opened in San Felipe, Zambales on March 30. The center



DTI-3 RD Judith P. Angeles (2nd left) and Mexico Mayor Teddy Tumang (2nd R) are joined by (from L); DTI Pamp OIC PD Len Ordonio, DILG PD Myrvi Fabia and Pamcham Pres. Jess Nicdao in the opening of the Negosyo Center in Mexico

was opened with its Pasalubong Center. The Negosyo Centers are established with partner local government units, academic institutions, Micro Small and Medium Enterprise Development Councils (MSMEDCs) and business groups in the locality.

From page 1...OTOP major malls and supermarkets as part of its Go Lokal program. Under the Go Lokal program, the agency made arrangements with major malls and amusement parks to accommodate the display of locally made products, to expose them in big traffic stores and improve their marketability.

Among the 63 participant MSMEs, 42 are on food products while 21 are producing non-food products. Products from Aurora include banana chips and buko pie while Bulacan products which were evaluated include turmeric tea. Bataan MSMEs which participated in the sessions entered their cashew product, cookies and bottled sardines in the sessions while Nueva Ecija participants showed their dairy, mushroom and calamansi based products for cliniquing. Muscovado sugar, tinapa and taba ng talangka were some of the products brought by Pampanga MSMEs in the sessions while Tarlac MSMEs entered their Potato Wine and Cakes for further enhancement. The unique serpentine product of Zambales and its dried fruits were also included in the product development sessions.

The OTOP Next Gen program aims to LEVEL UP local products and services. Building from the gains of the initial OTOP program of the DTI, and with local MSMEs with viable products, this project aims to offer a package of public-private assistance.

Senator Bam Aquino visits Nueva Ecija Negosyo Center



Senator Paolo Benigno "Bam" Aquino met with entrepreneurs at the Negosyo Center in Cabanatuan on April 6, 2017 to monitor the progress of the establishment and operations of Negosyo Centers throughout the country. Senator Aquino, the author of RA 10644 or the Go Negosyo Act, expressed his gratitude to DTI for performing well on its mandate to help small businesses by providing adequate support to the Negosyo Centers.

During the dialogue with the MSME sector of Nueva Ecija, some of the attending micro entrepreneurs gave testimonies of their growth with the help of the Center. Former Overseas Filipino Workers (OFWs) like Monina G. Sarmiento and Almira Beltran talked about how they have established their respective mushroom and bagmaking businesses with the assistance of the Nueva Ecija Negosyo Center personnel. They said that the Center provided them valuable assistance from business registration, trainings, trade fair participation to loan facilitation. This has helped them develop their respective businesses as an alternative to overseas work. Sarmiento is the proprietor of Kabuteng Barrio while Almira owns Almira's Beadworks. DTI Provincial head Brigida T. Pili led the welcoming party for the Senator during his visit.

Consumer organizations in Nueva Ecija growing



The officers of the consumer organization in Carranglan, Nueva Ecija take their oath of office at the Municipal Hall on Feb. 22, 2017

The province of Nueva Ecija has now the biggest number of established consumer organization in the region with 16 consumer groups partnering with the agency in support of consumer protection.

With the support of the Department of Trade and Industry Nueva Ecija Provincial Office (DTI NE), seven new consumer organizations were organized by the DTI office to help the agency in its programs and advocacies on consumer protection.

The recently organized consumer organizations are located in Carranglan, San Jose City, Talugtug, Quezon, Nampicuan, San Isidro and Lupao.

The seven consumer groups will join the nine (9) established organizations which serve as DTI NE's partners in its activities like price monitoring, product standards monitoring, consumer rights advocacy and education, saturation drives on defective weighing scales and other DTI activities.

The presence of consumer organizations in 16 of the 32 cities and towns of Nueva Ecija is expected to enable consumers get the best value for their money.