



# KALAMPUSAN



A PERFORMANCE MAGAZINE OF DTI REGIONS 7 & 18

APRIL 2017

# A

April slipped in as Cebu and Bohol hosted some of the 31st Association of Southeast Asian Nations (ASEAN) Summit meetings from April 3 to 22. The ASEAN Summit meetings in Cebu took place on April 3 to April 7, while the meetings in Bohol was on April 18 to 22.

Events that were held in Cebu included Official Monetary & Financial Institutions Forum (OMFIF); ASEAN Finance Deputies Meeting; 25th ASEAN Central Bank Deputies' Meeting (AFCDMI); 3rd ASEAN Finance & Central Bank Deputies' Joint Meeting; and 12th ASEAN Finance Ministers' Investor Seminar. Also held in Cebu were the: ASEAN + 3 Finance and Central Bank Deputies' Formal Meeting; and ASEAN Finance Ministers' Retreat. Furthermore, the ASEAN Central Bank Governors' and Financial Institution CEOs Dialogue, 21st ASEAN Finance Ministers' Meeting, 13th ASEAN Central Bank Governors' Meeting, and 3rd ASEAN Finance Ministers and Central Bank Governors' Joint Meeting were also held in Cebu. The 1st ASEAN Defense Senior Officials' Meeting and ADSOM-Plus Meetings were likewise done in Cebu. Meetings in Bohol discussed trade and economic concerns.

DTI launched its Go Lokal Store Project in time for the hosting of the ASEAN Meetings in Bohol. The Go Lokal Store Project of DTI aims to promote Philippine products to the domestic market and growing demand from the tourism industry through provision of store space that offer locally-made quality products of MSMEs from across the country. The Go Lokal project is an initiative to give greater market access to MSMEs. Go Lokal stores may soon be located in malls, ports of entry and tourists spots in partnership with the private sector.

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# Total Pro Tech goes digital marketing



Total Pro-tech was created out of a marketing strategy of Epson Philippines' in 2006. Epson inquired from Amelie, one of three owners of Total Pro-Tech Providers Inc., if she could help the company create an independent service center to support the dealers and end-users of Epson products.

Total Pro-tech Solutions Inc. was established on January 2007 and publicly opened in June 2007 under the name Cebu Pro-tech Provider Inc. It is owned by those who have a wide range of technical work experience in computer servicing.

The company started out in a 22 sq. meter office at Hi-way Ibabao, Mandaue with only a few clients. CPPI strove hard to provide efficient and quality service. Through the years, clients grew forcing the company to move to a bigger and more accessible office located at the ground floor of the same building in May 2009.

CPPI clientele grew to include the home, retail, corporate, education, government and many local and provincial computer dealers.

However, there was a point when Amelie's business reached a plateau and she had a difficult time attracting big ticket clients, particularly in the months of November and December.

When Amelie joined the E-commerce and Digital Marketing Workshop offered by the DTI Cebu, she

was hoping to have her business penetrate a larger market. A lot of her clients have been expecting a website from the company where queries can be lodged. Since she was in the IT business, clients expected her to have a professional looking webpage. That was something that the business lacked and Amelie was eager to set one up.

After Amelie set up her website, she immediately got inquiries. She also noticed that for the first time her business had tripled its number of clients requesting for computer repairs, particularly in November and December which are usually lean months. She also noticed that queries were now coming from outside Cebu.

*"Giingnan na gud ko sa akong Bana nga pahinay hinyan ang online presence kay nag linya na ang daghang mga repairs"* (I was told by my husband to minimize the business online presence because there is already a long line of people wanting computer repairs) Amelie said with a smile.

Her advice to businesses that are struggling is to never stop looking for alternative ways to promote their company and to be innovative.

Total Pro Tech's future goals are to increase its revenue, hire more people, and train staff to become future entrepreneurs.

Visit Total Pro Tech's Website at <https://www.tpsiph.com/#>



## Activities in Photos



(Photos above and below) The Department of Trade and Industry Bohol Provincial Office in coordination with the Bohol Investment Promotion Center conducts a Consumer and Business Seminar every Thursday from 10 AM to 12 Noon at the Negosyo Center Bohol located at the back of the Bohol Provincial Capitol Building, Tagbilaran City, Bohol. The seminar is open to all interested entrepreneurs and business representatives.



## Activities in Photos



(Photos above ) The Logistics Efficiency Indicator Survey Workshop held on April 20 at the Golden Price Hotel in Cebu City.

(Photo below) Second run of DTI-Cebu's ECommerce Mentoring Program. The course is a 6 week, 12 module program designed to enable participants to establish and manage their own EComm presence. The program has been upscaled to include participants from the other provinces of R7: Bohol, Siquijor and Negros Oriental. Participants are both MSMEs and DTI technical staff as DTI is also capacitating itself to be able to offer ECommerce counseling services at the Negosyo Centers.





# The stores that survived Yolanda



In photo: Sari-sari store owners Annie Duarte (left) and Annalisa Villafuerte (right) from Daanbantayan, Cebu

## Annie's Story

She is probably among the longest remaining retailers in her community because until now she is still in the same business she started since 1973.

Annie Duarte is a sari-sari store owner in Daanbantayan, north of Cebu, one of the areas which suffered from the assault of super typhoon Yolanda.

With a financial capital of Php 50,000, Annie set-up a store selling small items to help raise her family and send her children to school. At that time, it was difficult for her to sell her goods because the location of her store was in a remote area. However, she persisted until she was finally able to move to an area more accessible to customers. As time passed and business grew, her grandchildren assisted her in manning the store and dealing with customers while she purchased more supplies.

One of the biggest challenges that she cannot forget and which tested her resolve was when typhoon Yolanda brought widespread damages to her community. Annie remembered that her source of livelihood after

Yolanda was negatively affected and she didn't know at that time where she could source the money to revitalize her sari-sari store.

Fortunately, Annie was chosen as one of the beneficiaries of entrepreneurial assistance from DTI. She was among the 300 plus beneficiaries of the groceries starter kit that enabled her to make a fresh start. Although she was able to recover from the destruction of the typhoon, store sales was affected due to stiffer competition. Despite this new challenge, she is hopeful that she could overcome it because of her perseverance and expertise in the retail business.

To further assist Annie and other small scale entrepreneurs, DTI conducted various trainings and seminars to enhance their skills and knowledge. These trainings included the retail trade seminar and the financing forum. These gave entrepreneurs additional ideas that they can use as they navigate travails of business expansion. *... continue to next page*

.... Continuation of "The stores that survived Yolanda"

## Annalisa's Story

There are times when boredom can somehow ignite in us to take action towards accomplishing our dream. This was what happened to Annalisa Villafuerte, the owner of Kim and Valerie Ann Sari-Sari Store in Daanbantayan town north of Cebu.

In order to break the monotony of keeping house and to earn money to augment the family income, Annalisa decided to engage in retail trading.

She put up a sari-sari store in 2005 at her hometown in Daanbantayan, Cebu. She began her business with just a capital amount of Php30,000.

Through the years, patrons of the store increased. The sari-sari store had weekly sales profit ranging from Php 2, 500 to P3000. Seeing the profitability of her venture, Annalisa's family assisted her in managing the business.

All was well with Annalisa and her small family business until monster typhoon Yolanda barreled through Daanbantayan in 2013.

The savage wind of the tropical storm brought unforgettable destruction to several properties and livelihoods of many people in this town.

Among the fatalities of the storm was Kim and Valerie Ann

Sari-Sari Store, a business which Annalisa's worked so hard to build.

As Annalisa looked at the damages the typhoon had wrought on her store and with her finances close to nil, she pondered on how she may be able to find another way to raise money to rebuild her business.

But fate gave her business a good opportunity to recover from the trauma. A few months after, DTI distributed P 5, 000 cash assistance worth of grocery products which served as starter kit to retailers who were affected by the typhoon. Annalisa was one of the 300 beneficiaries of this assistance from the DTI.

To further strengthen businesses in Daanbantayan, DTI also initiated a seminar on retail trade management.

According to Annalisa, the DTI starter kit and seminar on retailing have helped her business recover from the devastation.

Now, business is back at Kim and Valerie Ann Sari-Sari Store. Sales has nearly returned to its pre Yolanda level and Annalisa has DTI to thank for this wonderful news.

MICRO, small, and medium enterprises (MSME) in northern Cebu now have access to government services after a Negosyo Center was opened in Daanbantayan to make it easier for businesses to avail of government services,

DTI targets to open more Negosyo Centers in 2017 in the northern part of province to promote ease of doing business and facilitate access to services for MSMEs within its jurisdiction..  
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In photo: Sari-sari store owners Annie Duarte (left) and Annalisa Villafuerte (right)



## Activities in Photos



(Photos above) Sectors Capacity building seminar for GDH, Fashion Accessories and Furniture

(Photo below) The Department of Trade and Industry through Negosyo Center - Carmen conducted a Simple Bookkeeping Workshop to 15 members of the Carmen Market Vendors Association last March 20, 2017 at Chocolate Hills Complex, Carmen, Bohol. The workshop was aimed to provide MSMEs and entrepreneurs some guidance on the framework of business accounting and financial analysis through Bookkeeping. It also encourages entrepreneurs to establish sound record keeping and that conforms with the standards and compliance of the BIR.



# Sewing her way to success

By: Victor Anthony V. Silva / Cebu Daily News

Before it became a city, Carcar was considered as one of the oldest towns in the Philippines.

Located 39 kilometers south of Cebu City, Carcar hosts some of the only few heritage houses left in the province as well as other Spanish- and American-period structures.

The city is also known for local delicacies such as the famous Carcar chicharon, lechon, ampao, bucarillo, gogorias, and puso.

And if Marikina is known as the shoe capital of the Philippines, Carcar is tagged as the shoe capital of Cebu.

While the city is already known for all these things, a Carcar-based handicrafts maker wants to take it a step further by marketing the place as a source of high-quality handmade bags and other fashion accessories.

Originally intended to export crocheted bags to Japan in 2014, Sulci Handicrafts Trading has expanded to cater to the growing domestic market as well.

"We hope one day, Carcar will also be known as the home of handmade bags," Lucil Barbieros, owner of the handicrafts venture, told Cebu Daily News.

The name Sulci comes from the old Cebuano word for "sew," Barbieros explained.

Sulci was registered in Japan in 2014, but was only recognized by regulatory government agencies in the Philippines in 2015.

At present, the company sells its products to a furniture and housewares company based in Cebu City, a luxury resort in San Fernando town, and a shipbuilding firm in Midwest Cebu.

"There really is a growing domestic demand. More and more people are becoming aware of our products," she said.

While Sulci sells other items such as place mats, stuffed toys, and hats, its main products are all-natural, crocheted bags with the Bohol-sourced buli palm tree buds used as raw material.

Each bag currently sells for at least P2,000, but these cost more in Japan, Barbieros said.

She cited high labor costs and the meticulous way to



make the bags.

She said the simplest design for the bag would take two days to make, while the more complicated designs would take 7 to 10 days to make.

"The bags are popular among the elite, since they can afford it. It's also a hit with those who love handmade products. But when you think about it,

when a customer buys our products, they are not only buying, but they are also helping our women workers," said Barbieros.

Sulci currently employs 24 women, aged 22 years old to 73 years old, most of whom come from poor families in Carcar City. The company produces 120 bags each month. #



## DTI adopts international standard on anti-bribery management systems

The Department of Trade and Industry- Bureau of Philippine Standards (DTI-BPS) adopted as Philippine National Standard (PNS) the International Organization for Standardization (ISO) 37001:2016 Anti-bribery management systems – Requirements with guidance for use.

This PNS is applicable only to bribery and specifies requirements and provides guidance for establishing, implementing, maintaining, reviewing and improving an antibribery management system.

This document addresses bribery in the public, private and not-for-profit sectors; bribery by the organization; bribery by the organization's personnel acting on the organization's behalf or for its benefit; bribery of the organization's business associates acting on the organization's behalf or for its benefit; bribery of the organization; bribery of the organization's personnel in relation to the organization's

activities; bribery of the organization's business associates in relation to the organization's activities; and, direct and indirect bribery.

The standard sets out requirements and provides guidance for a management system designed to help an organization to prevent, detect, and respond to bribery and comply with anti-bribery laws and voluntary commitments applicable to its activities.

The DTI-BPS is the National Standards Body of the Philippines. It is the Philippines' member to the International Organization for Standardization (ISO).

A copy of the standard may be availed for a minimal fee from the Standards Data Centre at 751.4736/507.7307 and [bps@dti.gov.ph](mailto:bps@dti.gov.ph).

For more information on the services of the DTI, log-on to <http://www.dti.gov.ph>



## DTI enforces 30-day period of securing Sales Promotion Permit prior to its implementation

The Department of Trade and Industry (DTI) announced to the companies operating in the country that it will strictly enforce the 30-day submission of application for a sales promotion permit prior to implementation.

The Fair Trade Enforcement Bureau's Sales Promotion Division (FTEB-SPD) of the DTI conducted a forum for Philippine businesses on the strict implementation of securing a sales promotion permit 30 days prior to the start of their promotional programs and activities last 14 March 2017 at the Berjaya Hotel in Makati City.

According to Article 116 of the Republic Act 7394 or the Consumer Act of the Philippines, "No person shall conduct any sales campaign, including beauty contest, national in character, sponsored and promoted by manufacturing enterprises without first securing a permit from the concerned department at least thirty (30) calendar days prior to the commencement thereof."

Two hundred forty-eight representatives from small, medium and large companies in the country participated in

the discussions on issues that they are experiencing in securing a sales promotion permit, particularly on concerns on the digital market environment.

During the forum, DTI-Consumer Protection Group (CPG) Undersecretary Atty. Teodoro C. Pascua emphasized, "It is crucial for the private sector to adhere to the said mandatory provision. The DTI will ensure that all companies with sales promotional activities will comply by its conduct of regular enforcement activities".

The DTI-FTEB advised its stakeholders to plan and file their applications for sales promotion permit with the Department with enough lead time to meet their implementation date target.

For more information on securing a Sales Promotion Permit from the Department, call DTI Direct 751.3330 or send an email message to [ftfeb@dti.gov.ph](mailto:ftfeb@dti.gov.ph) or [cpg@dti.gov.ph](mailto:cpg@dti.gov.ph). (end)

# Making money out of art and buttons

By: Victor Anthony V. Silva

All his life, 41-year-old Jose Arjune Orbiso has loved art. He finds satisfaction in drawing and photography, taking inspiration for his works from exploring the outdoors, which he also loves doing.

In the last 10 years, he has been flying around the Philippines, taking pictures of scenic tourism spots and the fanfare of local festivals, among others. Just recently, he and his friends have been going to remote places to capture the life of tribal communities in photographs.

For the past decade as well, Orbiso has been running a business that satisfies his passion for art as well as his desire to help his family and community. Orbiso, president of the Mandaue City-based IDA Trends and Accessories Exports, Inc., has been designing and producing buttons shipped off to Germany since 2006.

It all began when, in 2004, Orbiso was introduced by his cousin to a German businesswoman looking for suppliers of buttons from the Philippines.

"The offer was made to my cousin, Lalaine, but she didn't want to get involved at first because she wasn't into fashion. She said yes on the condition that I would be a part of it too," he told Cebu Daily News.

Orbiso said what got him into the business was aside from getting a salary and shares in the company, he would also get to practice his skills in drawing through the creation of button designs.

A business administration degree-holder, Orbiso had been working as a manager at a meat processing company before he took the German's offer. He was earning well and could support his family, but he felt like something was holding him back. "Since I really like fashion and art, I resigned from my job," said Orbiso.

The German investor, 66-year-old Ute Holk, spent at least P500,000 to get the business running. IDA was formed in 2004, but only started production in 2006 after securing all the suppliers. It was then incorporated in 2008.

The exporter started out in a one-room apartment in Barangay Basak in Mandaue City and moved to Barangay Cabancalan in the same city three years later.

In 2013, the company ventured into manufacturing fashion accessories and home décor as well.

IDA currently employs eight production staff, all of whom have regular status and enjoy social service benefits.

Their products are sent to Germany where these are marketed to clients from all over the world.

Orbiso said what is good about having an exclusive buyer is that the operations of a company is safe, noting that all orders will really come from the exporter.

"The problem is that if the exclusive buyer doesn't market our products to other buyers, we also don't have production," he explained.

Making his designs can take meticulous work since most of IDA's items are customized, targeting an international market composed of high-end fashion brands from Europe, the United States, and Australia.

He uses materials such as resin, wood, metal, horns, shells, and recycled items including bottle caps, among others. Orbiso said he makes sure their items have a matte finish, preserving the authentic look of the materials used.

Prices of buttons range from P30 to P100 each, depending on size and material used; necklaces at P800 to P2,000; while earrings are priced at P400 to P600, still depending on size and materials used.

IDA has set out to conquer the domestic market, targeting local fashion enthusiasts and even national designers.

Orbiso said he hopes to launch in June a local brand under IDA called "Boton," which will still feature the same custom-made items. He said the designs will be limited so customers will be assured that the items they buy will not have any duplicate.

"In one to two years, we hope to become the first name in mind for fashion designers known in Cebu or in the whole country that are looking for accessories for their clothes," he said. #





# DTI ENSURES PROMPT, EFFICIENT REDRESS FOR CONSUMERS

With high regard for consumers, the Department of Trade and Industry (DTI) commits in providing the consuming public with a prompt and efficient resolution of their complaints.

The DTI-Fair Trade Enforcement Bureau (FTEB) reported that from January to February this year, the department received 1,460 complaints — all of which fully settled.

Of the 1,460 complaints, 337 were dismissed, 274 were archived, 269 were endorsed to other government agencies, 53 were escalated to adjudication, and 527 were resolved early through mediation.

DTI-FTEB Director-in-Charge Ferdinand Manfoste noted that 98.67 percent of those complaints resolved early through mediation were acted on within 10 working days only.

“The DTI is highly committed to working on a complaint on time and efficiently. To do this, we firmly adhere to our Department Administrative Order [DAO] No. 13-02, Series of 2013,” Manfoste stressed. Section 4 of Rules II and III of the said DAO states that resolution

of complaints falling under the DTI’s jurisdiction shall not exceed 10 working days by mediation while 20 working days by adjudication.

Manfoste also pointed out that there were 269 complaints endorsed to other government agencies because those did not fall under the jurisdiction of the DTI. He assured, though, that these were given with necessary actions by the lawful agencies.

Meanwhile, the director-in-charge explained that 53 complaints were escalated to adjudication because some complainants and respondents failed to reach an agreement during the mediation stage.

But Manfoste ensures that, as much as possible, complaints are amicably settled during mediation stage to save both parties’ time and expenses.

One consumer, who asked for help regarding his request for a refund from a company, thanked the department and said, “I hope you will continue exercising your function to protect consumers like me.”

For more information on the services of the DTI, log-on to <http://www.dti.gov.ph>



**OTOP STORE—TINDAHANG PINOY CEBU.**

**OTOP Store, Cotcot, Lilo-an, Cebu, Philippines.**

## Calendar Art

APRIL 2017						
SUN	MON	TUE	WED	THU	FRI	SAT
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
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