



KALAMPUSAN



A PERFORMANCE MAGAZINE OF DTI REGION 7

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April started on a happy note as the DTI regional and provincial offices in Central Visayas were found to be ISO 9001:2015 compliant during the 3rd party follow-up audit.

ISO 9001 is the international standard that specifies requirements for a quality management system (QMS). Organizations use the standard to demonstrate the ability to consistently provide products and services that meet customer and regulatory requirements. It is the most popular standard in the ISO 9000 series and the only standard in the series to which organizations can certify.

A quality management system (QMS) is a set of interrelated or interacting elements that organizations use to formulate quality policies and quality objectives and to establish the processes that are needed to ensure that these policies are followed and these objectives are achieved.

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Negosyo Centers conduct marketing seminar for MSMEs



Micro and small entrepreneurs from the towns of Consolacion and Carcar attended a seminar recently conducted by the Department of Trade and Industry (DTI) Negosyo Centers (NC), entitled "Marketing Your Business".

According to NC Carcar business counselor Jessa Joyce Apas, the topics discussed during the activity included the concept of marketing and how it can be applied into the MSMEs' perspective.

DTI believes that a business doesn't end with a product development. It is equally important to know how to penetrate the market thus the introduction of marketing seminars.

In line with Republic Act No. 10644 or the Go Negosyo Act, the DTI Negosyo Center continues to assist MSMEs in all aspects of business, from finance, marketing, branding, labeling, among others.

Since DTI wants to cater not just to existing MSMEs but to would-be entrepreneurs as well, the department, through its Negosyo Centers, also offers How to Start a Business seminar which can be complemented by a Simple Business Plan Preparation.

A Financial Management seminar is also prepared for would-be entrepreneurs in order to help them manage well their finances.

For more information on seminars and trainings conducted by DTI, interested parties can visit the nearest Negosyo Center in their area.

Negosyo Centers have been set up by the DTI to promote ease of doing business, facilitate business registration, provide business advisory services and business information, particularly in the countryside. Other support for MSMEs ensure management guidance, assistance and improvement of the working conditions of MSMEs; and facilitate market access and linking services for entrepreneurs. (ends)

Activities in Photos



(Photos above and below) During the 3rd party follow-up audit on April 10-11, 2018 wherein the DTI Central Visayas regional and provincial offices were found to be ISO 9001:2015 compliant!



Activities in Photos



(Photos above) The blessing and inauguration of Negosyo Center - Larena. Now located in Port Area, South Poblacion, Larena, Siquijor. Some of the honored guests were the following: Asteria C. Caberte, Regional Director of DTI 7 , Gov. Zaldy Villa of the Province of Siquijor, former DTI - Siquijor Prov. Director, Nimfa M. Virtucio, Mayor Gerold Pal-ing of Enrique Villanueva, Engr. Judy Booc of the Siq. Chamber of Commerce and Industry, former ARD of DTI-7 , Nelia V. F. Navarro. And with the hosts, the very active and hands-on Hon. Mayor Dean S. Villa with Vice-Mayor , Cyrus Vincent Calibo.

(Photo below) The Consumer's Advocates, Inc. (CAI), the lone registered consumers group in Negros Oriental and one of the first accredited consumer groups in Region, conducted the Organizational Development and Planning Seminar-Workshop for the Vigilant Consumers Association of Siquijor (VICAS), the first SEC-registered consumers group in Siquijor Province, last April 14, 2018 in Siquijor, Siquijor.



DTI SAYS SURCHARGES ON CREDIT CARDS ARE ILLEGAL

Department of Trade and Industry (DTI) Regional Director Asteria Caberte strongly warns unscrupulous business establishments that are taking advantage of credit card holders by imposing surcharges.

Caberte revealed the illicit tactics of some business establishments that are imposing additional charges on items purchased through credit cards of buyers who are not aware that these surcharges are illegal. "All retailers who accept credit cards for payment should not require the cardholders to pay additional charge over and above the price tag on the consumer goods and services," Caberte said.

Under Article 81, or the Price Tag Requirement of Republic Act 7394, otherwise known as "Consumer Act of the Philippines, goods and services must have an appropriate price tag or label. It must not be sold at a higher price than what is stated and without discrimi-

nation to all buyers. To ensure that consumers' rights are upheld, Caberte added that the DTI is regularly monitoring business establishments. "Violators shall face administrative fines of not more than Php 300,000 and/ or imprisonment of not more than 6 months", she said. Caberte advised consumers to report establishments that impose surcharge on use of credit cards to the Department of Trade and Industry (DTI).

For complaints and queries, one may call or visit the Consumer Protection Division at the following DTI provincial offices: **BOHOL PROVINCIAL OFFICE**, 2F FCB Bldg., CPG Ave., Tagbilaran City. Tel. # (63) 038-501-8260; **CEBU PROVINCIAL OFFICE**, DTI Building, Osmeña Boulevard, corner Lapulapu Street, Cebu City, Tel. # (63)(032) 255-6971 / 255-3926 . (63)(032) 412-1944 / 412-1945; **SIQUIJOR PROVINCIAL OFFICE**, CF Bldg., Legaspi St., Siquijor, Siquijor, Tel. # (63)035-480-9065 ; **NEGROS ORIENTAL PROVINCIAL OFFICE**, 2F Uymatiao Bldg., San Jose Street, Dumaguete City Tel. # (63) (035) 422-5509.(ends)

CIAP Decentralizes Evaluation of Contractor's License in the Visayas

The Philippine Contractor's Accreditation Board (PCAB) of the Construction Industry Authority of the Philippine (CIAP), an attached agency of the Department of Trade and Industry has come up with an innovative and efficient way to serve its stakeholders in the Visayas by decentralizing the evaluation of Contractor's License through the CIAP Window in Cebu effective this year 2018. CIAP's Window Cebu services include pre-screening and evaluation of application for a contractor's license; acceptance of complaints or cases, staff logistics, coordination support during hearings and orientation on mediation for small claims and information dissemination and promotion, acceptance of new and renewal application prior to registration/ authorization.

The decentralization of the evaluation process aims to provide more access and faster transaction of the contractors from region 7 to easily avail of the service. Through this facility the contractors from different provinces of Central Visayas need not travel to Manila to Transact business, thus, saving time and reducing cost of doing business. For the period January to March 2018, 215 applications were evaluated and forwarded to CIAP Makati for approval. This is a 51% percent increase compared to January- March 2017. About 68% (146/215) of the applications were approved while 32% or 69 applications are still in process. All applications filed in January and February 2018 were already approved but there are still pending applications for the month of March 2018. Meanwhile, the construction industry in Central Visayas is expected to grow further in the next four years as the Philippine industry is driven largely by the residential and the infrastructure markets.

The infrastructure market is said to be the fastest-growing sector in the construction industry, with growth rate driven by Philippine government plans to develop high-speed rail links, highways and seaports through Public Private Partnerships (PPPs). To boost construction activities further, the Department of Trade and Industry – Construction Industry Authority of the Philippines (DTI-CIAP)

lead the creation of the country's construction roadmap during the 2nd Philippine Construction Congress at the Philippine International Convention Center (PICC) held last year. The Philippine Construction Congress united the country's key industry players and laid out the conceptual framework in drafting the Philippines' Construction Industry Roadmap for 2017-2022, anchored on the infrastructure projects under the Duterte administration's "Build. Build. Build" program. Aside from creating a road map, the Philippine Construction Congress streamlined public and private efforts to come up with lucrative public-private partnerships and augment the government's vision of the Build, Build, Build program to increase the productive capacity of the economy, create jobs, increase incomes and strengthen the investment climate leading to sustained inclusive growth. Infrastructure is among the top priorities of the current administration. In his 10-point Socioeconomic Agenda, President Duterte envisioned the reduction of poverty from 21.6 percent in 2015 to between 13 percent and 15 percent by 2022. Among the reforms that will drive this agenda is the acceleration of infrastructure and the development of industries that will yield robust growth across the archipelago, create jobs and uplift the lives of Filipinos.

In 2016, the share of the construction industry to total employment of the country stood at 8.2 percent. In Central Visayas the share of construction industry to total employment is 7.3 percent. The Philippine construction industry expanded its work force by 675,000 last year—equivalent to the combined employment generated from 2011 to 2015—to end at 3.3 million in 2016. The industry is expected to employ 5.8 million workers by 2022. Data from the Philippine Statistics Authority (PSA) showed major drivers of the country's economic growth in 2016 were the accelerated performances of the industry and service sectors. PSA data indicated the growth in the industry sector was due partly to the robust performance of the construction industry. (ends)

Activities in Photos



(Photo above) Negosyo Center Consolacion Business Counselor Karen Ann Sayson conducted a business marketing seminar for CARP Farmer beneficiaries of Cabadiangan Mulao, Liloan Cebu.

(Photos below) Provincial visits were conducted by the regional planning, budget and by the regional director .



News Bite

BOHOLANO MSME WINS KATHA AWARD IN 2018 MANILA FAME

A Boholano MSME exhibitor to this year's Manila FAME bagged the most coveted KATHA Award for Best Product Design for Holiday Gifts and Décor: Placemats and Coasters, held at the World Trade Center from 19-21 April 2018.

Christine Virtucio, owner of Christine Virtucio Designs, is a graduate of DTI's Kapatid Mentor ME (KMME) program in 2017. Her products include high end fashion jewelry and lately has ventured into holiday gifts and decors with her placemats.

"This is a big challenge for us [Virtucio] since we have started with fashion jewelry," says Christine on winning the award.

Prior to joining trade exhibits, Virtucio has been a beneficiary of the DTI's BUB project with Tagbilaran City Government and since then, has been assisted through product development provided by DTI under the OTOP Next Generation program. Recently, designers Tes Pasola and Detlef Klatt challenged her creations with the introduction of a new product line, home decors and housewares, which she readily accepted.

"With their guidance and support, I am able to bag the prize," Christine beams with pride. This, according to her, is a new journey for their brand as she plans to venture further into the global market with her upcycled plastic products. She is hopeful that this will help abate the city's problem on plastic wastes. Plastic waste up-cycling is a banner project of DTI-Bohol, FabLab Bohol, Tagbilaran City, TAGBTIC and Virtucio.

Christine is one of the first batch of graduates of DTI Bohol's Kapatid Mentor ME Program, a 12-module mentoring session for Micro and Small Enterprises (MSEs), to help scale-up their business through weekly coaching and mentoring by business owners and practitioners on the different areas of entrepreneurship. (VCLigan, DTI Bohol)



Activities in Photos



(Photo above) The DTI Export Marketing Bureau brought to Cebu the Information and Consultation Sessions on Digital Marketing Platform with Alibaba Global Partner Yuncang Philippines on April 24, 2018.

(Photos below) The Department of Trade and Industry in cooperation with the Food and Drug Administration conducted a training entitled: Documentation–Writesop for FDA License-To-Operate Application Requirements and Good Manufacturing Practices on March 21-22, 2018 at DTI Conference Room, Dumaguete City, Negros Oriental with the aim of increasing the number of Food MSMEs in Negros Oriental operating with valid FDA Authorization.



Activities in Photos



(Photos above) The Department of Trade and Industry – Negros Oriental Provincial Office Consumer Protection Division conducted a briefing session for BAGWIS applicants at the DTI NOPO Conference Room.

(Photos below) The DTI – Negros Oriental Provincial Office Consumer Welfare Division met with the Bureau of Fisheries and Aquatic Resources (BFAR), City Veterinary Office Dumaguete City, Dumaguete Economic Enterprises, Consumer Advocates Inc.,(CAi), and Fish and Meat Vendors Association on April 26, 2018 at the DTI-NOPO Office to discuss on the rising fish and meat problem in Dumaguete City.



DTI Siquijor supports Women's Month Celebration

Every March, during the Women's Month Celebration, all government agencies in the Philippines join the Filipino people in acknowledging the contribution of women in building a strong, prosperous and equitable society.

For its part, the local government unit of the province of Siquijor initiated a caravan wherein its constituents they can avail of various government services. DTI, as an active partner in business development of every LGU brought the services of the Negosyo Center to Siquijor and encouraged those with a strong interest in entrepreneurship to go into business.

For a one day rendering of service, DTI Siquijor assisted a total of 35 MSMEs. These MSMEs were provided with business consultancy services and were given relevant information materials. (ends)





THE CITY OF BOGO HAS A NEW DIGITAL FABRICATION LABORATORY and it's ready to serve not only Bogohanons but also neighboring municipalities of Bogo.

In partnership with the Department of Trade and Industry (DTI) -Cebu, the local government of City of Bogo and the Department of Information and Communications Technology (DICT), the Fablab aims to inspire people and entrepreneurs to turn their ideas into new products and prototypes by giving them access to a range of advanced digital manufacturing technology.



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Calendar Art

APRIL 2018						
SUN	MON	TUE	WED	THU	FRI	SAT
1	Provincial visit	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	30
31						

Enabling Business Empowering Consumers 11

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