



January MMXVIII



January saw several micro, small and medium enterprises participating in the Sinulog Fiesta Fair, which ran from January 12 to 29.

Participants in the 2018 trade expo included entrepreneurs who are selling home decors, processed food, wearables, health and wellness products.

The trade event successfully attracted both local and foreign visitors who came to witness the Sinulog festival and buy locally made products sold at the fair.

In the same month, SM City Cebu together with the Department of Trade & Industry in Region 7 and the Cebu Provincial Government opened an exhibit showcasing the best of Cebu to welcome visitors, balikbayans in time for the Sinulog celebration.

The Cebu Project is an unprecedented treasure trove of Cebuano products from furniture, home décor, and fashion accessories sectors. Meant to emulate a resort, this curated and experiential setting showcases the beautiful and world-class masterpieces designed by Cebu's pre-eminent talents and handcrafted by the island's skilled artisans.

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Sinulog Fiesta Fair 2018 opens at SM City Cebu

The Department of Trade and Industry formally launched its Sinulog Fiesta Fair on Friday, 12 January 2018 at SM City Cebu. The trade event ran until Sunday, January 29.

The exhibit was organized by the Department of Trade and Industry-Cebu Provincial Office in collaboration with the Cebu City Government and the Sinulog Foundation, Inc.

The activity was participated by 60 exhibitors showcasing the Filipino's ingenuity and craftsmanship through quality yet affordable products.

Most of the exhibitors were Cebu enterprises while others came from neighboring provinces like Bohol, Negros Oriental, Zamboanga, Palawan, Caraga Region, Davao City and Baguio.

They showcased product lines such as GDH (Gifts, Decors, and Housewares), fashion accessories, processed foods, and health and wellness products.

The exhibit was mounted to support micro, small and medium entrepreneurs (MSMEs) who need to



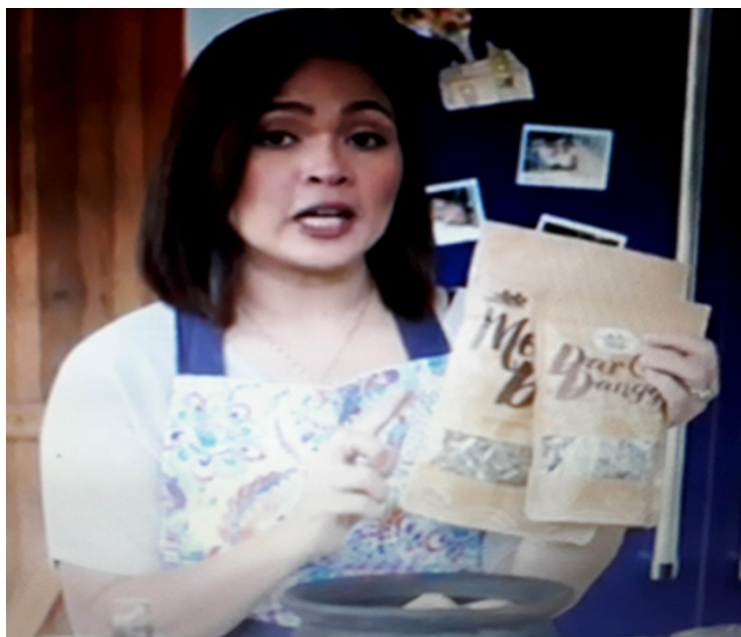
develop new markets and establish possible linkages with other suppliers.

Sinulog fiesta celebration, which attracts domestic and foreign tourists, has always been a good opportunity for producers and manufactures to meet new buyers. #





Fishing for success in Banatayan



Seeing the potential of the island's seafood processing and trading, the Department of Trade and Industry (DTI) immediately provided assistance to the local entrepreneurs through its programs.

The enactment of the law that mandates the establishment of Negosyo Centers in all towns of the country has opened more opportunities for the people of Bantayan. The Negosyo Center Sta. Fe was the first NC in the island and provided frontline services of DTI to MSMEs. Since its launching date, NC Sta. Fe provided all the assistance it can offer to MSMEs.

Fishers and Change makers Inc. is one of the recipients of many trainings and seminar workshops that is intended for MSME development. Through the consistent encouragement of DTI Cebu and NC Sta. Fe, the business enterprise joined the E-Commerce and Digital Marketing workshop bringing them a broader market.

This recent development has encouraged the Bantayanons to be more proactive in innovating and to think aggressively on how they can possibly join the complex world of business.#

The island of Bantayan in Cebu is a place known for several marine products such as the dried danggit and dried posit.

The abundance of marine life in Bantayan has prompted people in villages and nearby communities to engage in small scale manufacturing and trading of these must-try delicacies.



Activities in Photos



(Photos above and below) SM City Cebu together with the Department of Trade & Industry in Region 7 and Cebu Province opened an exhibit showcasing the best of Cebu to welcome visitors, balikbayans in time for the Sinulog celebration. "Cebu! Cebu!" featured the creations of Chambers: The Cebu Project is an unprecedented treasure trove of Cebuano products from furniture, home décor, and fashion accessories sectors. Meant to emulate a resort, this curated and experiential setting showcased the world-class masterpieces designed by Cebu's pre-eminent talents and handcrafted by the island's skilled artisans.



Activities in Photos



(Photos above and below) The University of Bohol Senior High School students of General Academic Strand with the specialization of Accounting, Business and Management conducted a seminar with the theme, "UB Leads: Engaging Young Minds into the Business World".

Business Counselor Claire Apale of Negosyo Center Bohol Business One Stop Shop (BOSS) was the resource speaker of the said activity held on January 23, 2018 at the University of Bohol-Information Resource Centre.

There were 103 students who participated in the seminar.



Bagwis Bronze Level Awardee 2017 in Siquijor



The Department of Trade and Industry – Siquijor Provincial Office awarded the first BAGWIS Bronze Award in the province to Prince Hypermart - Larena last December 20, 2017, during its first year anniversary celebration at the Queen Gate Larena, Siquijor. The award was presented by DTI's staff Engr. Percival J. Marchan and Jebe R. Mag-usara Jr. and received by its HRMO, General Manager, Marketing Managers and other staff.

Known as the “Bagwis (local term for feather or wing) Seal of Excellence”, the certification is part of the DTI's program which is recognized by the ASEAN Committee on Consumer Protection (ACCP) as one of the best practices of the country in consumer protection.

The Bagwis Program gives due recognition to establishments that practice fair business and uphold the rights and welfare of consumers. Also, the seal of excellence guides consumers and assures them on purchasing safe and quality products and service and in getting the best value for their money.

Formerly known as the DTI-Certified establishment, the Bagwis seal is further classified into Gold, Silver and Bronze. Various parameters are measured so that

establishments from supermarkets, department stores, appliance stores to hardware stores could qualify for the seal.

For the bronze seal, establishments must comply with Fair Trade Laws (FTLs) like the Consumer Act, Price Act, Price Tag and install the Consumer Welfare Desks. The silver seal, on the other hand, involves additional criteria to meet such as compliance with social responsibilities that include sound purchasing policy, good working relationship with the government by participating in the national or local government programs such as price stabilization and livelihood programs. And for the gold seal, establishments must meet the additional requirement of ISO 9001/Quality Management System (QMS) compliance.

In screening nominees, the DTI partnered with the private sectors that include the Consumer Organization and the Philippine Chamber of Commerce and Industry (PCCI). Hence, this will be a benchmark towards small businesses creating welfare to the consumers and upholding its' lawful rights.#

NEGOSYO CENTER TALIBON CONDUCTS SIMPLE BOOKKEEPING SEMINAR FOR MSMEs



Department of Trade and Industry Bohol through its Negosyo Center in Talibon, Bohol recently conducted a seminar on simple bookkeeping to some selected MSMEs in the locality.

The seminar which was conducted last November 23, 2017 aims to capacitate the participants, who are at the same time entrepreneurs, in order for them to have a complete recording of the financial transactions of their respective businesses. Through this, the owners would be able to determine if their earnings are enough to cover their expenses, and acquire information that are useful in making financial decisions. Accurate records will also help them comply with the requirements when availing financing assistance for business expansion. Hence, knowledge and skills in bookkeeping is considered as one major factor that impacts positively on the sustainability and growth of MSMEs.

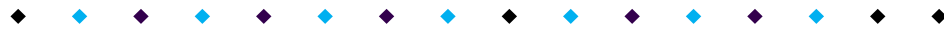
The training was conducted by Mr. Jess Bernasor and facilitated by Ms. Elsie H. Coca, NC Talibon Business Counselor. #



Digital Transformation at DTI Cebu



DTI-Cebu is working with Geopik (a local startup) to set up an MSME Geographic Information System (GIS) initially in the areas where we have a Negosyo Center (27 by EO 2018). Using their location code and map based algorithm DTI-Cebu can buildup a mapbased profile of MSMEs, resources and other info on a particular area. The program has a two-fold objective: promote digital transformation within DTI-Cebu as well as support the growth of local startups and the Cebu startup ecosystem.



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