

Leyte MSMEs gross 8.3M trade fair sales in 1st Sem 2018



Left Photo: Opening of Pintados Kasayaan Trade Fair by Leyte Governor Leopoldo Dominico L. Petilla (center of Palo Mayor Remedios Petilla (4th from left) and DTI Leyte Provincial Director Desiderio P. Belas, Jr., (2nd from right)) with DOST Undersecretary for Regional Operations Dr. Brenda L. Nazareth-Manzano, DOST Regional Director Edgardo Esperancilla, DOST Leyte Provincial Director Glenn Ocaña and DTI Leyte BDD Chief Faustino V. Gayas, Jr.. Right photo: Guests and buyers patronizing Leyte-made processed fruits & nuts, delicacies, food products, and housewares and wearables.

INSIDE THIS ISSUE:

DTI Leyte
2018 1st Semester Accomplishments 4

DTI Leyte, FTEB intensifies awareness on Fair Trade Laws... 7

Success Story: Chilitops Food Products 8

Activities in Photos 10

Gross sales of Php8.3Million pesos was generated by Leyte micro small and medium enterprises in the First Semester of 2018 for participating in eight local, national and international trade fairs organized and coordinated by DTI Leyte Provincial Office. Fifty-five percent (55%) of the total sales or Php4.5Million were cash while forty-five percent (45%) or Php3.7Million came from booked sales.

Fifty-four percent (54%) or Php4.4M cash and booked sales were generated from the local trade fairs organized by DTI Leyte namely: the Trabaho, Negosyo at Kabuhayan (TNK) Trade Fair Exhibit last April 14-17, 2018 at Robinsons Marasbaras, Tacloban City; the Leyte Negosyo Center Services Caravan Trade Fair at ViSCA Baybay City last April 23 to 27, 2018 and the Pintados **TRADE FAIR** continued on Page 2

92 Leyte MSMEs, SSF Cooperators graduate KMME 2018

Sixty-six (66) Micro Small and Medium Enterprises and 26 Shared Service Facility (SSF) Cooperators of Leyte (2 pax per SSF Project) finished the Kapatid Mentor Me Program and received their diploma during the KMME Graduation Activity held at Summit Hotel, Marasbaras,

Tacloban City last May 30, 2018.

Present during the graduation rites were DTI-Bureau of Small and Medium Enterprise Development (BSMED) Director Jerry Clavesillas, DTI8 Regional Director Cynthia R. Nierras, DTI Leyte Provincial Director **MSMEs** continued on Page 3

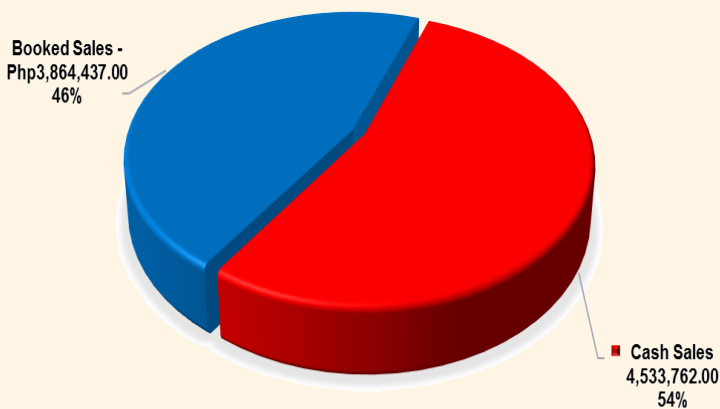
NEWS

TRADE FAIR from Page 1

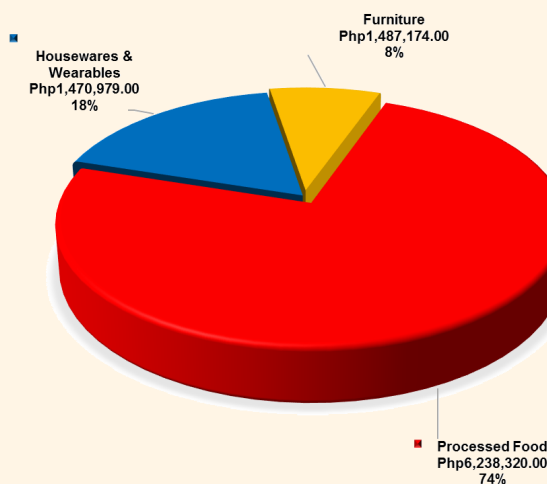
-Kasadyaan Trade Fair Exhibit at RTR Plaza, Tacloban City last June 26 to 30, 2018. On the other hand, forty-six percent (46%) of the sales came from the Bahandi Eastern Visayas Trade Fair Exhibit organized by DTI Regional Office VIII last June 12-15, 2018 at Robinsons Marasbaras also in Tacloban City, and from national and international trade fairs namely: the National Food Fair 2018 (March 14-18, 2018) and the National Arts and Crafts Fair (June 14 to 17,

2018) both in SM Megamall, Mandaluyong City; Manila FAME (April 19-21, 2018) and International Food Exhibition last May 25-27, 2018 with both events held at World Trade Center in Pasay City. Trade fairs are organized by DTI to showcase and demonstrate the latest local products and services of MSMEs, give them opportunity to expand their market both local and foreign, and most of all, it increase their profit.

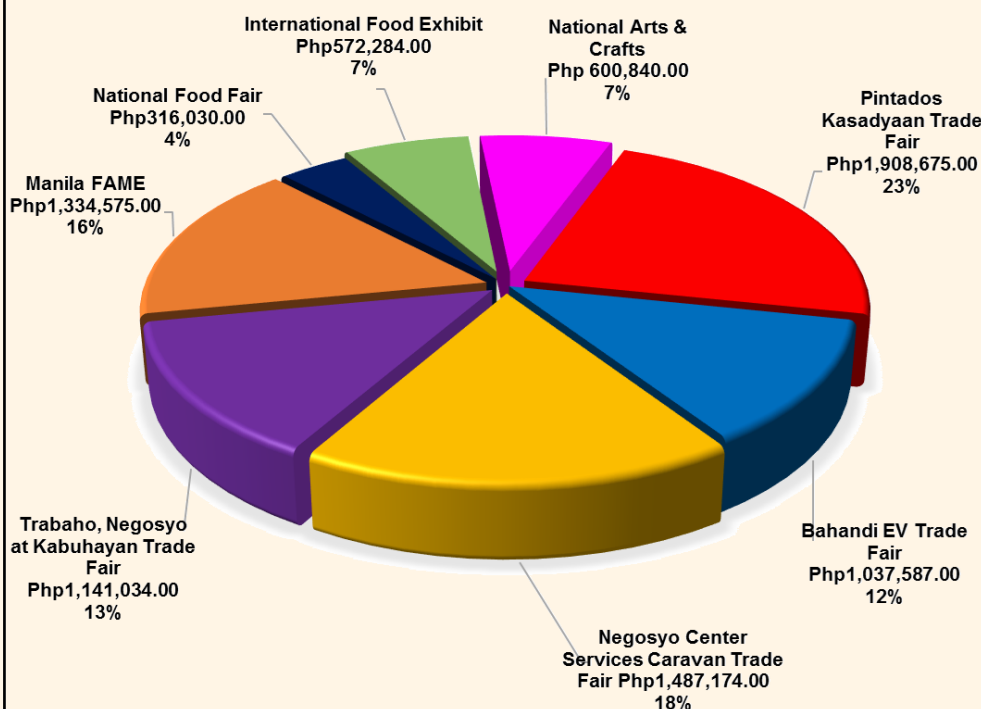
TRADE FAIR SALES FOR 1ST SEM 2018



TRADE FAIR SALES DISTRIBUTION PER SECTOR



TRADE FAIR SALES DISTRIBUTION PER ACTIVITY



NEWS

MSMEs from Page 2



KMME graduates with Javier Mayor Leonardo M. Javier, Jr., DTI BSMED Director Jerry Clavesillas, DTI 8 RD Cynthia R. Nierras, DTI Leyte PD Desiderio P. Belas, Jr., KMME Mentors and DTI 8 Division Chiefs Ma. Delia Corsiga, Araceli D. Larraga and Faustino V. Gayas, Jr.

Desiderio P. Belas, Jr., along with Andoks Corporation CEO/Owner and Javier, Leyte Municipal Mayor Leonardo M. Javier, Jr. as Keynote Speaker.

DTI Leyte Provincial Director Desiderio P. Belas, Jr. gave his Message where he enumerated the ten modules which the mentees have undergone for 10 weeks, with the Business Improvement Plan (BIP), Business Model Canvass and Operating Plan prepared by each mentee as part of the requirements for the completion of the mentoring activity.

“Improving business through your BIP begins now”, says DTI Leyte PD Ed Belas.

“The Kapatid Mentor Me in summary builds up self-confidence and increases the entrepreneurial competence of mentees”, he added.

DTI 8 RD Cynthia R. Nierras also gave her Message and congratulated the mentee graduates

for completing and passing the KMME course. She encouraged them to apply the 7M’s of Marketing and use it as a tool to improve their respective business operation.

Meanwhile, Mayor Sandy Javier of Andoks Corporation shared his entrepreneurship journey in his Keynote Speech, stating two important things he learned by running his business: Customer Feedback and Signage. He said that Customer Feedback is very necessary because through this, you can get the idea on how to improve your product.

“Through the taste suggestion of customers, Andok’s chicken is now a Filipino Taste”, Mayor Javier said.

Further, he said, *“The Signage must be catchy to the eyes of the*

customers to get their attention.”

The company now employs 8,000 people and sells 80,000 to 90,000 chickens a day in over 400 stores nationwide. Like a common businessman, Mayor Javier started with nothing.

“If you want to do something, do it now...action agad.”, he stated. His other notable quotes included: *“A simple business can do more”....Dapat may isang salita”....“Sometimes mistakes are the best teacher towards perfection”.*

As a final note, he emphasized how lucky the KMME Graduates are as DTI is readily available to assist them together with banks and information technology nowadays.

The Kapatid Mentor Me, also known as KMME is a ladderized program of DTI in partnership with the Philippine Center for Entrepreneurship, which aims to assist MSMEs improve and sustain their businesses through a weekly coaching and mentoring by successful business owners and practitioners from the different business/entrepreneurship sectors. ###



Andok’s Corporation Owner and Javier, Leyte Municipal Mayor Hon. Leonardo M. Javier, Jr. as Keynote Speaker during the KMME Graduation at Summit Hotel, Tacloban City

NEWS

DTI Leyte 2018 1st Semester Accomplishments



10,465 Clients Served



Php 40.M total approved budget (2018 fund) for 7 SSFs in Leyte; Php30M approved by NTWG

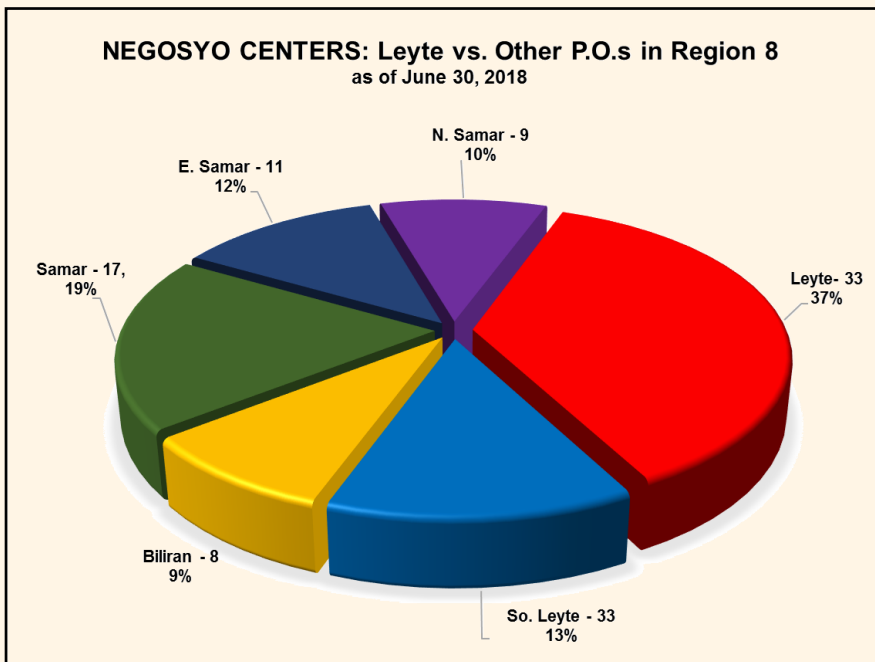
26  Operational SSFs

40  Number of prototypes developed



33 Negosyo Centers Maintained & Established

5 Newly Established NCs (Inopacan, Leyte, Merida, Babatngon, La Paz)



37% of Region 8's total NCs of 90

3.6% of the country's total NCs of 892*

(*as of July 6, 2018)



DTI Leyte 2018 1st Semester Accomplishments



80 MENTEES

66 KMME Regular
14 KMME SSF



Php1,203,358.35

1,868

Sales generated

Consumers benefited



8 Endorsed Bagwis Awards Applications



54 Firms Monitored (Price Trending)



57 No. of mediation complaints resolved within 10 working days

100% Resolution rate

DTI Leyte 2018 1st Semester Accomplishments



4,262 Business Name registered

3,770 – New; **492** - Renewal



98 Sales Promo Permit



88 Shop Accreditation

2

PETCs

**Imported Cement
Inventory and Random
Sampling**

46,848 Metric Tons

(23,174 Sling Bags) &

3,696 Metric Tons

(3,696 Jumbo Bags)



NEWS

DTI Leyte, FTEB intensifies fair trade laws awareness

Left: Consumer Protection Division Chief Araceli D. Larraga encourages business owners and representatives to comply with existing trade laws to avoid legal sanctions. Right: FTEB Enforcement Chief Werlina R. Lim talks on Product Standards and the Adjudication process observed for violators.

DTI Leyte Provincial Office in cooperation with the Fair Trade Enforcement Bureau (FTEB) conducted a Seminar on the Legal Basis of DTI Fair Trade Laws (FTL) Monitoring and Enforcement last June 6-8, 2018 in key municipality and cities in Leyte, to increase retailers' awareness of the different fair trade laws.

A total of 263 establishments composed of hardware stores, repair shops and department stores attended the seminar which was held in three clusters. The first cluster was for Districts 1 & 2 which was held at Palo Municipal Hall, Palo, Leyte on June 6, 2018. The second was for District 5 held at the City Auditorium of

Baybay City last June 7, 2018 and finally, the third was for Districts 3 & 4 which was held at Sutuwaki Restaurant in Ormoc City the following day.

Business owners and representatives were oriented of the different fair trade laws existing in the Philippines as well as the DTI's adjudication proceedings for violators of these laws. CPD Chief Araceli

D. Larraga discussed the different fair trade laws. FTEB Adjudication Chief Perpetua Werlina R. Lim tackled the Product Standards Law while FTEB Accreditation Chief Lucila Salili oriented the participants of the Accreditation Law specifically for the repair shops.

"This seminar was very important to us as it gave us a better understanding of laws covering the businesses operations in the country," says Ms. Leizel Cua of Ultra Steel Corporation.

"I thank DTI Leyte for its efforts of helping us comply with said laws and better serve our customers", she added.



SUCCESS STORY

CHILITOPS FOOD PRODUCTS

By Christian B. Soledad, NCBC Alang-alang



Photo courtesy: ChiliTops Food Products

ChiliTops Food Products is owned by Mr. Wilbur R. Borja Jr., 39 years old and a resident of Real Street, Alangalang Leyte. It was around February of 2017 that a mere freebie from a seed seller would turn out to be the birth of ChiliTops. It was a small pack of chili flakes that was re-cooked with the Filipino taste in mind. The owner were prodded by their friends to create more and sell it and believed it has something that local foodies are looking for.

With a vision of becoming a global brand of chili and garlic in oil-based condiment and a mission of committing customer satisfaction by providing superb-tasting condiment that fits every Filipino meal, Mr. Borja decided to enrol and be part of the Batch 4 of Kapatid

Mentor Micro-Enterprise (ME) spearheaded by the Department of Trade and Industry-Leyte Provincial Office.

Mr. Borja registered his business with the help of the Negosyo Center Alangalang, Leyte and subsequently availed the Barangay Micro Business Enterprise (BMBE) program at the same office. Furthermore, the ChiliTops Foods Products also joined some DTI-Leyte initiated product development seminars and trade fairs in the cities of Tacloban and Baybay. *(continued in next page)*



Photo courtesy: ChiliTops Food Products

SUCCESS STORY *Chilitops Food Products...*



Last April 2018, along with the Trabaho, Negosyo, Kabuhayan (TNK) Caravan, ChiliTops generated a total sales of Php15,960.00 and brought about 30% of the total quarterly income of the business.

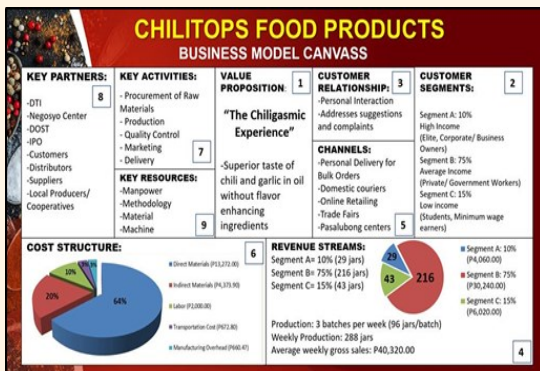
With the help of the KMME program, Mr. Borja acquired

knowledge on vital business concepts and standards which he eventually applied into his business. "KMME has changed my traditional view in operating and managing a business" Mr. Borja said in his Mentee's testimony in the KMME program. Moreover, during the Business Improvement Plan (BIP) presentation at Hotel Alejandro, Tacloban City, Mr. Borja ranked Top 1 from Group 2 of BIP Presenters with a rating of 91%. Thus, the ChiliTops Food Products graduated from the KMME Batch 4 program with flying colors.

Nowadays, Mr. Wilbur actively attends to DTI-Leyte and NC-Alangalang initiated programs and seminars. He also joined the Pintados-Kasadyaan Trade Fair at RTR

Plaza, Tacloban City this last June 25-30, 2018.

He also successfully launched his new product variant, the ChiliTops Mild and Sweet which is created to cater to people who find the original variant a bit hot to their taste at Robinsons Place Marasbaras and Ormoc City and is also planning to reach Samar, Cebu and Bohol. ###



Mr. Wilbur Borja during his Business Improvement Plan Presentation at Hotel Alejandro, Tacloban City

DEPARTMENT OF TRADE AND INDUSTRY

LEYTE PROVINCIAL OFFICE
2nd Floor Himalayan Building
Brgy. 78 Marasbaras, Tacloban City

LEYTE NEGOSYO CHRONICLE EDITORIAL BOARD

DESIDERIO P. BELAS, JR., CESO III
Editor-in Chief

FAUSTINO V. GAYAS, JR.
Managing Editor

DIANA M. QUIZA
ARTEMIO T. ALMAZAN III
MARIE BIANCA I. GENOSA
Associate Editors

DENNIS BALOTITE
Layout Artist

ANNA EUNICE R. ALEJANDRE
VIRGILIO A. BONJOC, JR.
REBECCA M. CORMANES
FATIMA CLAIRE A. BARTOLOME
CHRISTIAN B. SOLEDAD
Contributors

r08.leyte@dti.gov.ph
(053)832 - 4167



ACTIVITIES IN PHOTOS



The Leyte Negosyo Center Caravan Trade Fair generated Php 1.35M sales or 121% of Php 610k target sales at April 24-27, 2018 at VSU Baybay City. Thirty-five (35) exhibitors participated the fair led by top 3 sellers: Naty's Furniture(246k Php), GM Antique Furniture(226k Php) & Todoc's Delicacies-moron(160k Php). Sectoral sales broken down: Php 809k for Housewares & Wearables Php 547k Processed Food respectively. The selling fair was organized/ implemented by the Negosyo Center Business Counselors in the 5th District of Leyte.



DTI Leyte Assembly and Organizational Cultural Initiative held last June 1, 2018 at Patio Victoria, San Jose, Tacloban City. After reviewing our PREXCfied Scorecard and capacitating the Leyte Negosyo Center Business Counsellors on Credit Facilitation, DTI Leyte staff compete for cash and fun through a Hawaiian dance presentation.

ACTIVITIES IN PHOTOS



BAHANDI Eastern Visayas Trade Fair 2018 at Robinsons Marasbaras, Tacloban City June 12-15, 2018. The exhibit generated a total Sales: of P1,064,937 breakdown as follows: Cash Sales: P540,297 (51%); Booked Sales: P497,290 (47%) and Under Negotiations: P27,350 (2%)



108 MSMEs had one-on-one consultation with representatives from SBC, Landbank, OCCi and other financing institutions during the Financing Forum held at Inopacan, Leyte last June 13, 2018. The activity was facilitated by NCBC Arthur Varron of Negosyo Center Inopacan.

ACTIVITIES IN PHOTOS



Provincial Technical Quality Working Group Meeting with CARE and FATIMA at Sutuwaki Restaurant Ormoc City, June 14, 2018 with DTI Leyte PD Desiderio P. Belas, Jr. & STIDS Rebecca Cormanes



Consumers' & Retailers' Forum at Javier, Leyte last June 21, 2018. One hundred six consumers and retailers attended the activity which was facilitated by Consumer Protection Division team headed by CPD Chief Araceli D. Larraga

ACTIVITIES IN PHOTOS



Ninety-one (91) micro, small and medium enterprises attended the Pre-investment Opportunities, Financing Forum & Skills Training: Meat Processing & Coco Sweets Making @ JC's Catering Place, Palompon, Leyte, last June 21, 2018 . The activity was facilitated by NCBC May Carolyn Aban of Negosyo Center Palompon.



Business Records Keeping for OFWs Micro Enterprise at Graduate School Conference Hall, EVSU, Tacloban City last June21-22, 2018. The activity was participated by 100 OFWs from the different municipalities in Leyte and was facilitated by STIDS Ernesto B. Montes, Jr. & NCBCs Louise Lado, Christine Candare & Alyanna Alcober of Negosyo Center EVSU.

ACTIVITIES IN PHOTOS



Financial and Credit Management for Micro Enterprises (MEs) @Holy Child Parish Function Hall, Villaba, Leyte last June 22, 2018. The activity was attended by 56 MSMEs of the locality and was facilitated by NCBC Shiela Q. Devocion of NC Villaba.



NCBC Mary Katherine Yacap of NC Carigara facilitated the BCP activity during the Green Business Orientation and Business Continuity Planning (BCP) Workshop last June 27, 2018 in Tolosa, Leyte. This was attended by 101 entrepreneurs of the municipality.