

## *DTI Leyte celebrates 2018 Consumer Welfare Month; spearheads 8th Consumer Info Market, Exhibit*



Left Photo: Ribbon cutting ceremony led by DTI 8 RD Cynthia R. Nierras and Mr. Jake Superable, Executive Assistant of Tacloban City Mayor Cristina Romualdez, together with the Heads of Leyte ConsumerNet Member Agencies. Right photo: Heads and Representatives of the Leyte ConsumerNet Member Agencies with DTI 8 RD Cynthia Nierras and Mr. Jake Superable.

### INSIDE THIS ISSUE:

**8th Consumer  
Information  
Market & Ex-  
hibit Highlights** 3

**DTI Leyte  
CPD educates  
100 EVSU stu-  
dents on Con-  
sumer rights...** 6

**Other Con-  
sumer Welfare  
Month Activi-  
ties in Photos/  
Announce-  
ments** 7

DTI Leyte Provincial Office celebrated the 2018 Consumer Welfare Month this October, spearheading the 8th Consumer Information Market and Exhibit held last October 10-12, 2018 at Robinsons North Tacloban in Brgy. Abucay, Tacloban City, along with a series of consumer information advocacy initiatives.

DTI 8 Regional Director Cynthia R. Nierras led the Ribbon Cutting during the Opening Ceremony on October 10, 2018 together with Mr. Jake Superable, Executive Assistant of Tacloban City Mayor Cristina G. Romualdez as well as the Heads/Representatives of the Leyte Consumer Net Member Agencies namely: Bangko Sentral ng Pilipinas Deputy Director Atty. Ronaldo O. Bermudez, National Telecommunications Commission RD Samuel Young, National Food Authority Leyte Provincial Manager Marla E. Santos, Bureau of Internal Revenue (BIR) Revenue District Officer Josephine B. Catamco, Department of Education Regional Office 8 Education

Program Specialist Ketchie Rex Barrantes, Save the Children Program Officer David S. Petronio, PENRO Management Services Division Chief Purificacion Daloos, BFAR Training Division Office-In-Charge Norberto T. Berida and FDA Licensing Officer Designate Christine Padua.

In the Press Conference conducted right after the opening ceremony, DTI 8 RD Nierras gave some tips when shopping online. According to her, "Always choose Cash on Delivery (COD) when purchasing an item online. In that way, you are protecting yourself from fraud because you will have the chance to check the quality of the item first before paying it and closing the deal."

Another highlight of the three-day exhibit is an Orientation Seminar on E-Commerce conducted to fifty potential and existing Micro, Small and Medium enterprises (MSMEs) in the afternoon of Day 1, wherein Negosyo Center Business  
*(Continued on next page...)*

## NEWS

*DTI Leyte celebrates 2018 Consumer Welfare Month continued.*



*NCBC Trixie Abellar of NC Palo, discussing on E-Commerce to potential and existing MSMEs of Tacloban City*

Counsellor Trixie Abellar of Negosyo Center Palo oriented them about electronic commerce and its benefits to aspiring entrepreneurs who want to promote their products globally by penetrating local and foreign markets using digital media, without spending too much on promotional activities.

An Inter-School Poster Making Contest was also conducted on Day 2 - October 11, 2018 which was participated by five identified schools in Tacloban City. Posters were judged according to its relevance to this year's CWM celebration theme: *"Making digital market places fairer."* For the Elementary Category, First Place winner was Lorenzo R. Badinas of San Jose Central School, Tacloban City while Second Place was John Dave Enciso of Rizal Central School. In the Secondary Category, winners were as follows: First Place - Hariel Czech Nalda of St. Therese Christian Development Center Foundation, Inc., Second Place - Emman S. Loyola of Leyte National High School and Third Place was Michael James Calipayan of San Jose National High School. Winners of the poster making tilt received Certificates of Recognition, Cash Prizes and gift items sponsored by Save the Children.

Likewise, a Retailers' Forum for Robin-

sons Tenants was held on Day 3, October 12, 2018 which was participated by fifty owners and representatives of the different tenants of the said mall. CPD Chief Araceli D. Larraga oriented them about the different fair trade laws, putting more emphasis on Republic Act 10909 or the "No Shortchanging Act of 2016".

Bangko Sentral ng Pilipinas also conducted an Orientation on the New Generation Currency (NGC) Coin Series to fifty (50) college students of St. Therese Christian Development Center Foundation, Incorporated. Ms. Erma Lagarto of BSP taught them the salient features of these new coins including how to detect counterfeit money. BSP also set up a Coin Exchange Counter where shoppers exchanged their coins to bills and vice versa.

DTI Leyte also gave recognition to businesses in Tacloban City who were compliant to the different fair trade laws through the DTI BAGWIS Awards. The Awarding Ceremony was conducted on October 12, 2018 where four establishments received the Bagwis Bronze Seal Award from DTI Leyte PD Desiderio P. Belas, Jr., assisted by CPD Chief Araceli D. Larraga. These business were: Toyota Tacloban Leyte, Inc., Mitsubishi Motors, IP Car Tech, Inc., and Puregold Price Club, Inc. Marasbaras. The fifth establishment, SM Savemore Market Tacloban will receive their Bagwis Gold Seal award this October 31, 2018.

Shoppers actively participated the Quiz Bee series and were able to win one the following prizes: one kilo of NFA rice, soft-boned bangus, eco bags, mugs, pre-paid load, t-shirts and commemorative coins, herbal soaps and many more. Shoppers also flocked the NFA Booth where NFA rice were sold at P32.00 per kilo.

The 8th Consumer Information Market & Exhibit is a yearly event organized by DTI Leyte in partnership with the different member agencies comprising the Leyte Consumer Network.###

### 8th Consumer Information Market & Exhibit highlights



Mr. Jake Superable in his Opening Message, representing Tacloban City Mayor Cristina Romualdez



DTI 8 RD Cynthia R. Nierras giving her Message of Support



Press Conference with the Heads and Representatives of the Leyte ConsumerNet Member Agencies



Orientation on E-Commerce facilitated by NCBC Trixie Abellar of Negosyo Center Palo



## 8th Consumer Information Market & Exhibit highlights



Inter-School Poster Making Contest, October 11, 2018 at Robinsons North Tacloban. Prizes were sponsored by Save the Children, member of the Leyte ConsumerNet



Retailers Forum for Robinsons Tenants with DTI Leyte CPD Chief Araceli D. Larraga



Four establishments in Tacloban City received their DTI Bagwis Bronze Seal Award during the Awarding Ceremony on October 12, 2018

## 8th Consumer Information Market & Exhibit highlights



Orientation on the New Generation Currency Coin Series by Ms. Erma Lagarto of Bangko Sentral ng Pilipinas



A shopper actively participates the Quiz Bee during the 8th Consumer Info Market & Exhibit



A Quiz Bee Winner receives her prize, an eco bag from DTI Staff Paulita Filamor



National Food Authority sells NFA Rice at their booth for only P32.00 per kilo.



A shopper visits the Coin Exchange Counter of BSP to exchange his coins to bills.

## NEWS

### *DTI Leyte CPD educates 100 EVSU students on consumer rights, responsibilities*



*DTI Leyte CPD Chief Araceli D. Larraga informed EVSU College Students of their rights and responsibilities as consumers during the Consumer Education Seminar conducted at EVSU Main Campus, Tacloban City*

Part of the Consumer Welfare Month celebration and in order to increase consumers' awareness of their rights and responsibilities, DTI Leyte Consumer Protection Division headed by Chief Araceli D. Larraga conducted a one-day Consumer Education Seminar at EVSU Main Campus, Tacloban City last October 1, 2018.

The activity was attended by one hundred (100) college students of said university. Consumer Protection Division Chief Araceli D. Larraga oriented the students of their rights and responsibilities as consumers as well as the different types of buyers. Chief Larraga also discussed the salient features of Republic Act 7394 otherwise known as the Consumer Act of the Philippines, the law that protects the consumers from illegal and unfair trade practices. The participants were also informed of their right to file a complaint whenever necessary

and what are the appropriated agencies to go to: fish and other agricultural products to DA, meat products to NMIS, sawali and nipa to DENR, medicines and other essential drugs, medical devices, cosmetics and toys to DOH, and basic necessities and prime commodities to DTI. Hence, it was clarified that not all consumer complaints can be filed at DTI. ###



*Students listened attentively as Chief Larraga tackles the salient features of the Consumer Act of the Philippines*

### Other Consumer Welfare Month activities in Photos



Capacity Building for Consumer Welfare Desk Officers of Business Establishments in Leyte conducted on October 4, 2018 at Palo, Leyte



Capacity Building Seminar for Consumer Organization at Ormoc City, October 24, 2018

**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*

**ERNESTO B. MONTES**  
*Managing Editor*

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

**DENNIS BALOTITE**  
*Layout Artist*

**ANNA EUNICE R. ALEJANDRE  
FATIMA CLAIRE A. BARTOLOME  
SIALI L. COSARES**  
*Contributors*

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

## ANNOUNCEMENTS!!!



### Seminar on Product Standards & Conformance

October 29, 2018 - Baybay City  
October 30, 2018 - Ormoc City  
October 31, 2018 - Tacloban City



### Diskwento Caravan Noche Buena Edition

November 14-16, 2018 at Plaza Rizal, Tacloban City