

TARLAC MSMES WOW EUROPEAN BUYERS IN AMBIENTE FAIR



Frankfurt, Germany



**Eight MSMEs from Tarlac showcased their products at the Ambiente Trade Fair in Frankfurt Messe, Frankfurt, Germany on February 4-11, 2020, catching the attention of European buyers and enabling the MSMEs to get into the international market in Europe.....
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**DTI HOLDS NC BC GENERAL ASSEMBLY
2020 STRATEGIC PLANNING FOR ISO 9001:2015
4TH SSF SUMMIT HELD
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From page 1...Tarlac MSMEs

With the help of the Department of Trade and Industry Region III, the Provincial Government of Tarlac and the Center for International Trade and Mission (CITEM), eight promising micro small and medium entrepreneurs (MSMEs) from the province of Tarlac recently made an impact at the famous Ambiente Trade Show 2020 in Frankfurt, Germany.

The eight participating exhibitors who were invited to join the trade show had an initial booked and negotiated sales of Php 15.17 Million pesos for the fair, a significant amount for just one week of exposure in the trade show. Regional Director Judith P. Angeles, head of the delegation, said that the Filipino exhibitors from Central Luzon got the nod of foreign buyers because of the quality and workmanship of the products brought at the exhibit. She noted that the Tarlac MSMEs assisted by DTI were able to offer their products to at least 68 foreign buyers. In total, the Tarlac MSMEs booked a total sales of \$ 17,500 while sales under negotiation amounted to \$ 522,992.

The event was held from February 4 to 11, 2020 at the Messe Exhibit Hall in Frankfurt, Germany. The Ambiente Trade Show is generally considered as one of the world's leading international trade show for the consumer goods industry from the global market spectrum to industry trends and future visions. The great number of buyers makes it even more attractive.

The eight (8) participants are Red Slab Pottery, PumiceUnlimited Ventures, Woodinspirations, Betiscrafts, Pascasio Pottery, Northshine Enterprises, Southeast Metroarts and Oricon Enterprises. Five of the eight participant MSMEs joined the fair for the first time. Products on display at the fair include wall decors, furniture, pottery, lanterns and other ornaments.

The provincial government of Tarlac, through the DTI, has assisted MSMEs in participating in international trade fairs to help promote locally made products. Through the help of DTI and CITEM, eight(8) MSMEs joined the International Furniture Fair Tokyo in Japan in 2017. In 2018, six (6) MSMEs joined the CAEXPO in China, while eight MSMEs joined the IFFT in that year. In the last two years, three MSMEs subsidized by DTI regularly participated at the Ambiente. Because of the good results from these fairS, DTI Tarlac and the provincial government of Tarlac initiated the talks with CITEM for the province to be featured in the Philippine Pavilion at the Ambiente 2020.



DTI holds NC Business Counselors regional assembly



Negosyo Center business counselors, staff and coordinators from the seven provinces of Central Luzon were recently gathered on January 31, 2020 at the NEDA Conference Room in the City of San Fernando, Pampanga. The assembly was called upon by RD Judith P. Angeles at the start of the year to assess the accomplishments of the Negosyo Centers in the past year and to plan their activities in 2020 to further improve on their services. The assembly was also attended by the DTI-3 Assistant Regional Director Zorina D. Aldana and all the Provincial Directors who helped in the assessment.

Province	DTI	NEDA		
Bataan	293	5,655	14,240	7,791
Bulacan	489	21,872	32,570	8,103
Nueva Ecija	645	11,687	27,318	12,093
Pampanga	427	11,396	22,117	8,674
Tarlac	313	8,499	16,155	6,656
Zambales	1,304	8,782	19,296	9,492
Total	3,858	69,366	135,984	54,979



ISO 9001:200 Strat Planning held in DTI-3



The Department of Trade and Industry-Region 3 conducted the Briefing on Planning Tools and Strategic Planning for 2020 ISO 9001:2015 Implementation last January 27, 2020 at the DTI-R3 Conference Room in City of San Fernando, Pampanga. The briefing was facilitated by DTI's consultant, Mr. Aurelio Ebita of InfoAdvance, Inc. Said briefing was participated in by members of the Management Committee as well as key ISO personnel all over the region.

The facilitator, discussed the bid of the Agency in the ONE DTI ISO Certification as well as the different Planning Tools each unit of the Department needs to come up with to satisfy the requirements of ISO 9001:2015. During the one-day briefing, the participants were able to present the different planning tools for 2020 such as the Risk Registers, Stakeholders' Analyses, and SWOT Analyses for the different Service Processes enrolled in the ONE DTI ISO.

4th SSF Stakeholders' Summit held



On its fourth run, the Department of Trade and Industry once again gathered its Shared Services Facilities Stakeholders to its 4th Regional Summit at the Kingsborough Convention Center in the City of San Fernando, Pampanga on January 15, 2020.



Around 500 SSF cooperators, LGU representatives, members of the academe and national government agency representatives attended the summit.



BSMED Director Jerry T. Clavesillas provided an update on the SSF project while Crispina Almonte of UP ISSI shared a lecture on Business Continuity Planning. Officers of selected SSF cooperators also provided their testimony on how the SSF project have tremendously helped their members improve their livelihood capacity.



A mini-trade fair showcasing the products of cooperators was also featured.



Regional MSMEDC holds early meeting for 2020

The Regional Micro Small and Medium Enterprises Development Council Region 3 held its first quarter meeting on January 30, 2020. The meeting was held at the DTI-3 Conference room and was aimed at planning the activities of the Council to support MSMEs in the region.

The meeting was attended by key DTI officials led by RD Judith P. Angeles and ARD Zorina D. Aldana. Also in attendance are representatives from the provincial MSMEDCs including Amanda Battad of Bataan, Dr. Renato Arimbuyutan of Nueva Ecija, Benjamin Farin of Zambales and representatives from the Department of Tourism and other agencies. Malou Balano of the Philexport Region 3 also attended the meeting.

The Council meeting resulted with the Convergence Plan of all member agencies which mostly focused on trade fairs and different training and seminars to be conducted for MSMEs for the year 2020.



DOH, AGIO-CL gather to combat fake news on Covid-19



More than 50 representatives and officials of government agencies in Central Luzon gathered at the DTI-3 conference room on February 13, 2020 to plan and act to combat fake news and misinformation about the rising Covid-19 threat. The meeting was spearheaded by the Department of Health, led by RD Cesar Cassion together with the Philippine Information Agency led by RD William Beltran. The forum was also done with the assistance of the AGIO Central Luzon.



DTI turns over PHP 8.7 M worth of equipment to Bulacan cooperators

by: Mary Grace S. Reyes



The Department of Trade & Industry Bulacan Provincial Office recently turned-over P8.7 million worth of Shared Service Facilities to seven (7) cooperators namely: Bagong Barrio MPC (SSF for Computerized Embroidery Machine), Casechcom MPC (SSF for Food Processing), Luzon Dairy Cooperative (SSF for Dairy Processing), Meycauayan Jewelry Industry Association (SSF for Fashion Accessories/Jewelry Making), San Francisco MPC (SSF for Food Processing), San Miguel Waterlily Producers Association (SSF for Water Hyacinth Products Processing) and Sta. Maria Dairy MPC- Division of Catmon MPC (SSF for Dairy Processing).

According to DTI Regional Director Judith P. Angeles, she is very happy that after 6 years, DTI will now turn over full ownership of the machineries to the 7 cooperators through donation. She also mentioned the market-driven industries that were developed through the 7 SSF projects such as, processed food, dairy, garments, and jewelry industry.

A total of 15 SSF projects worth P12.4 million have now been turned over to the different cooperatives and associations in the province since 2019.

Under the SSF project, the qualified cooperators under the identified industry clusters were provided with processing or manufacturing equipment for the common use by MSMEs. The equipment will remain under the ownership of DTI until the end of the agreement and until the cooperator or the beneficiaries have proven that they can sustainably manage and operate the facility in accordance with the objectives of the project.

CMCI briefing held in Aurora

by : DTI Aurora



The Department of Trade and Industry-Aurora Provincial Office, in its move to level up the capacities of the Local Government Units (LGUs) in the province for better improved rankings on the Competitiveness Index, partnered with the Provincial Planning and Development Office and Investment Promotion Office in the conduct of Cities and Municipalities Competitiveness Index Orientation Briefing on March 10, 2020 at the Investment Promotion Office in Baler, Aurora. The orientation activity, which was attended by all Local Government Units (LGUs) Business Licensing, Investment Promotion and Municipal Planning and Development officers, served as an appropriate venue to inform LGUs on their recent rankings in the CMCI pillars on Economic Dynamism, Infrastructure, Government Efficiency and Resiliency. The briefing was facilitated by Barry Pangilinan of the Industry Development Division of the DTI Regional Office 3. He was accompanied by Rona Dizon of the Central Luzon Growth Corridor Foundation, Inc. Mr. Pangilinan raised the concern on the need for LGUs to keep their data on track for better data capture.

As relayed, most LGUs failed in the local data capture. This meant that data are either lacking, not available at the time of survey or there was no available data. The LGUs' lapses are basically on understanding the question and the manner of providing the data to the questions being asked. There were many errors in filling up of the data due to misrepresentation and lack of understanding of the definitions. An open forum followed the presentation of list of indicators that matter in the CMCI rankings. There were issues raised on how to treat the data. The manner and capacity to answer every question in the questionnaire really has impact on the evaluation and scoring. Thus, each LGU was advised on how to deal with data and most importantly, the building of data inventory by LGUs was given utmost attention.

DTI Bulacan fetes retailers with Bagwis Awards

by: Mary Grace S. Reyes



The Department of Trade and Industry Bulacan Provincial Office continues its efforts in empowering consumers and upholding the practice of fair, honest and responsible business as it awarded Gold Bagwis Excellence for Consumers award to SM Hypermarket Pulilan and Pandayan Bookshop in San Rafael last March 4, 2020.

Now on its 14th year, DTI Bagwis Program formerly known as DTI Certified Business Establishment Program was launched in 2006. The program gives due recognition to establishments that uphold the rights of consumers and practice responsible business where consumers get value for their hard earned money. The program also encourages the setting up of Consumer Welfare Desks or an equivalent customer relations office inside the establishment that will provide information to consumers and serve as a mechanism for the speedy resolution of consumer

complaints. The objectives of the program are to create an environment where entrepreneurs uphold fair and honest business practices through voluntary self-regulation and to ensure that quality and safe goods, products, and services at affordable prices are available at DTI-certified establishments. According to DTI-Bulacan Director-in-Charge Ernani M. Dionisio, there are three levels of awards, the Bronze is given to establishments that complied with fair trade laws and established a Consumer Welfare Desk or an equivalent consumer relations office inside their establishments; Silver is given to establishments that have achieved the requirements of the Bronze Award and exhibited outstanding qualities in social responsibility. Gold is given to establishments that achieve the requirements of the Silver Award and adhering to some elements aligned with ISO 9001.

Bataan's consumer organizations are getting stronger

by: DTI Bataan



On March 13, 2020, the Bataan Consumer Affairs Council (BCAC) conducted an annual General Assembly at Amanda's Events Place located at Fournalane, Brgy. Tuyoy, Balanga City, Bataan. The activity was attended by 53 officers and members of the six member COs of BCAC, namely Morong Consumer Welfare and Protection Association (MCWPA), Bagac Consumer Organization (BCO), Mariveles Consumer Welfare Association (MCWA), Balanga City Consumer Organization (BCCO), Orani May Pag-Asa Consumer Organization (OMPCO) and Orani Consumer Affairs Council (OCAC).

The main objective of the event was to review and update the Articles of Incorporation and By-Laws of BCAC and its 6 member COs. STIDS Filipina Mon of the DTI Regional Office Consumer Protection Division facilitated the review and updating of the By-Laws and Articles of Incorporation. Mr. Rolando A. Dizon, President of BCAC along with the six (6) presidents of its member COs shared with the group their respective 2019 accomplishments as well as their 2020 plans and activities. They expressed their sincerest gratitude to the DTI for the all-out support and assistance that it is extending to the consumer organizations.

Bringing more SSF for Bataan's Cashew Growers



Alion Kapit-Bisig SEA-K Association of Brgy. Alion, Mariveles, Bataan, is a processor of cashew products like roasted cashew nuts and cashew spread. The association started their livelihood in 2007 and acquired their Shared Service Facility (SSF) on Cashew Processing in 2016. Their production in cashew processing increased while easing the process flow in cashew spread making. Through their participation in trade fairs, more buyers and repeat buyers have been served. Because of this, they were able to increase their sales by 80% in 2019.

On March 11, 2020, the launching of the SSF upgrading on Production Facility for cashew processing was held and witnessed by the 16 members of Alion Kapit-Bisig SEA-K in barangay Alion, Mariveles, Bataan. The ceremony was led by DTI-Bataan Provincial Director Nelin O. Cabahug and Alion SEA-K President Elizabeth D. Paglinawan. The purpose of the launching was to formally receive the SSF upgrading machinery particularly the colloidal/emulsifying machine and paste filling machine. The current volume of production is 300 jars per quarter and is expected to rise in 800 jars per quarter depending on the supply of cashew nuts as primary material for cashew spread. The project aims to further enhance the production capacity for cashew processing. It envisions to developing a sustainable community-based livelihood complete with all the equipment and amenities.

DTI R3 - CARP

1st Quarter Performance



Training &
Seminar
5



65
ARCs
Served



Jobs
1,495



Studies 3
Consultancy 2



2,043
ARBs
& SLOs
Served



Sales
Generated
P40,957,587

82
MSMEs
Assisted

2
MSMEs
Developed



Product
Development
1



Market Development
Market Matching - 19
Trade Fair - 7



Investment
Generated
P20,374,463

Congratulations and Welcome !

Personnel movement for the 1st Quarter of 2020

Zarah Tangson

promoted as STIDS, DTI Aurora

Debbyriza Hidalgo

promoted as TIDS, DTI Nueva Ecija

Jeypy Ocampo

promoted as STIDS (CARP), DTI Bataan

"Effective people
do two things:
they strive to do
excellent work,
and they
prioritize." -
Stephen Covey

Other personnel action for the 1st Quarter of 2020

STIDS Eileen Ocampo

reassigned to DTI Bataan as **OIC-DC CPD**

CTIDS Connie Sanico

reassigned to DTI Bataan as DC BDD

CTIDS Ma. Cristina Evangelista

reassigned from Bulacan to Pampanga as DC BDD

STIDS Ma. Cristina Valenzuela

designated as **OIC-DC of BDD**, DTI Bulacan

5th Moringa Festival held in Nampicuan

by: DTI Nueva Ecija



On its 5th year, the Moringa Festival was held in Nampicuan from March 8-10, 2020. Initiated by the Department of Trade and Industry – Nueva Ecija, in partnership with the Local Government Unit of Nampicuan, the fair was meant to highlight products of MSMEs in Nampicuan that incorporated “Moringa” or “Malunggay” where said vegetable is abundant in the locality.

Over the years, MSMEs from other nearby municipalities such as Cuyapo and Guimba are also invited as exhibitors to provide variety of products. This year, the Moringa Fair 2020 was participated in by 20 MSMEs, eight from which came from Nampicuan, 93 from Cuyapo and the rest from other municipalities such as Guimba, Talavera, Llanera, San Jose City and Cabanatuan City. Products on sale included mushroom chips, banana chips, native “kakanin”, veggie noodles, processed carabao’s milk, dried fish, herbal supplements, chili sauce, vinegar, home decors, footwear, succulents, handicrafts, and more. The total cash sales for the 3-day fair amounted to P 88,664, 53% of which are on food and the rest on non-food. The fair was held along the Nampicuan road in front of the municipal hall and the OTOP Pasalubong Center and Negosyo Center.

The formal opening of the fair was held on March 9 at 10:00 in the morning. Leading the ribbon cutting ceremony was Mayor Victor Badar and assisted by PD Brigida Pili of DTI-Nueva Ecija and other department heads. Witnessing the ribbon cutting were BDD associates from DTI-Nueva Ecija headed by DC Richard Simangan, faculty of Nampicuan National High School, MSME exhibitors, employees of LGU Nampicuan and residents. Adding color and excitement to the opening of the fair was the street dancing performed by students of the Nampicuan National High School.

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