



WHAT'S INSIDE

FREEDOM AND FESTIVALS
CELEBRATION FAIR

TRABAHO NEGOSYO
KABUHAYAN AT KONSYUMER
CARAVAN

BALIK- ESKWELA DISKWENTO
CARAVAN

WHY SHOULD YOU BUY AT THE DISKWENTO CARAVAN?

The Diskwento Caravan is a regular project by the Department since 2009 which aims to provide opportunity for consumers to access basic goods, school supplies and prime commodities at discounted or reduced prices by bringing in manufacturers and retailers.

There are a lot of affordable and practical items that can be found at the Diskwento Caravan that will definitely help parents stretch their budget.

The Diskwento Caravan Balik-Eskwela Edition provides and brings basic and prime commodities closer to the general consuming public. Products sold during the Balik-Eskwela Editions are food items, school supplies, uniforms, shoes, and other school related merchandise.

This is also in partnership with the local manufacturers who are willing to sell school related items at a discount. ■





MSMEs surpass target for the BAHANDI Eastern Visayas Trade Fair last June 10-13, 2019 at the Robinsons Place, Tacloban City.

Dubbed as "Celebrating Freedom and Festivals", the Department of Trade and Industry conducted the second BAHANDI Eastern Visayas Trade Fair in celebration of the Philippine Independence Day and Tacloban Fiesta.

The conduct of BAHANDI aims to promote and generate sales for products of Region 8 MSMEs, in anticipation of the increased presence of buyers in Tacloban City due to numerous celebrations and holidays in June.

The month-long celebration of the local fiesta annually attracts droves of balikbayans, tourists, performers, vendors, merchandisers, and other visitors.

DTI also saw the opportunity for the micro, small and medium enterprises (MSMEs) to showcase Region 8's rich cultural heritage. There was an array of processed food, wearables and homestyle products that are exhibited and sold by the producer-exhibitors. These products have been enhanced through product and packaging development and branding assistance of DTI.

One of the programs that greatly helped the MSMEs is the ONE TOWN, ONE PRODUCT (OTOP) Next Gen. OTOPI is a priority stimulus program for MSMEs. It is the government's customized intervention to drive inclusive local economic growth.

The program enables localities and communities to identify, develop, support, and promote products or services that are uniquely rooted in their local culture, resources, creativity, connection, and competitive advantage.

As their own 'pride-of-place,' these are offerings where they

can be the best at or best renowned for. This helps our MSMEs innovate and produce market-ready products and services.

Through the OTOPI funding, the trade fair was made possible and catered 60 producer-exhibitors from the six provinces of the region. Some products include binagol, suman, pili nuts and hopia, beef tinapa, keso, langka seed butter, bahalina nga tuba, turmeric, calamansi concentrate, bottled *tahong* and seaweeds, dried fish, hand-woven bags, wood furniture, and shell crafts.

In 2018, the trade fair generated more than a million sales with 36 exhibitors. Almost double the number of exhibitors this year, the BAHANDI Trade Fair generated PHP 2,613,888.00 which includes the food and non-food products. This was based from the sales received in cash, under negotiation, and booked orders. The total sales exceeded 74% of the total PHP 1.5 M target.

The sales breakdown are as follows:

PROVINCE	TOTAL SALES
Leyte	₱1,148,817.00
S. Leyte	₱ 94,940.00
Biliran	₱ 192,275.00
Samar	₱ 495,731.00
E. Samar	₱ 327,365.00
N. Samar	₱ 354,760.00
TOTAL	₱2,613,888.00

Leyte producers generated 44% of the total sales where the highest sales-generating food producer is Danny's Delicacies from Tacloban and the non-food producer is JL Aquino Enterprises and Construction Supply from Villaba.



The said trade fair proved that the enterprises in Region 8 are growing more competitive as new products were showcased, new MSMEs participated, and higher sales generated.

DTI will continue to extend assistance to MSMEs in expanding their market access to forge long term business linkages and potential partnerships. ■

Pagpupugay sa Manggagawang Pilipino



In photos: Staff from DTI Leyte and Negosyo Center who assist clients for business name registration and counselling

On May 1, 2019 Labor Day, DOLE in partnership with DTI and other government agencies conducts TNKK (Trabaho, Negosyo, Kabuhayan at Konsyumer) Job Fairs and Business Opportunities in Tacloban City "Pagpupugay sa Manggagawang Pilipino".

Now on its third year, the Department of Trade and Industry continues to support the preparation of the workforce for decent jobs in various developing and established industries.

DTI Regional Office, DTI Leyte and the Negosyo Center Tacloban, has set up an information booth where potential entrepreneurs can get free business counselling and information about DTI programs and projects. 14 people were assisted during the TNK, 4 of which were able to obtain business name registration.

DTI encourages small businesses to register and comply with all the legal documents necessary to avail various assistance from different government agencies for business development. ■



Trabaho Negosyo Kabuhayan at Konsyumer



In photos: DTI Region 8 OIC RD Celerina Bato with former DTI Samar Prov'l Dir. Meilou C. Macabare and her staff at the TNKK Samar Trade Fair, Livelihood Training and Diskwento Caravan

As part of DTI's commitment to the Trabaho Negosyo Kabuhayan at Konsyumer (TNKK) Caravan, DTI Samar together with their Negosyo Centers, brought together 16 assisted producers of DTI for the Samar Trade Fair and two distributors for the Diskwento Caravan where goods are sold at lower prices.

They also spearheaded a Training on Entrepreneurial Mind-setting for the beneficiaries of DOLE Livelihood Project simultaneously on June 18, 2019 in Catbalogan, Samar.

The caravan was done in Samar to extend the services of the DTI, DOLE, TESDA and partner LGUs to push the implementation of the Trabaho Negosyo Kabuhayan and Konsymer Blueprint for decent jobs creation through employment and entrepreneurship in the countryside. ■



L: Dir. Macabare answers questions pertaining to jobs generated in Samar from entrepreneurship during the press conference; R: Client reading an information material on consumer responsibilities



7 Caravans Conducted

Tacloban, Maasin, Naval, Catbalogan, Calbayog, Borongan, Catarman



Buyer's experience

Rachel Gabuay, a government employee in Samar and one of the customers said, "I like Diskwento Caravans as I get to buy items at a cheaper price especially now that I am pregnant and two of my children will be in school by June." (PIA Samar)



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