



THE EDGE

QUARTERLY PUBLICATION
Department of Trade and Industry 8

Positive Note

Captured from the Go Negosyo FB Page

“The experience was really good. Una, it’s for free so kahit sino pwede makakaattend. Even it’s for free it’s as if you paid for the program. Relevant yung mga tinuro and it has a pure intention of helping. Mas maganda palaguin pa tong program kasi ang daming gustong mag business pero di nila alam paano sila magsisimula.”

Emelyn Dagumay, online seller of beauty products, was one of the 485 mentees who were mentored during the rollout of Mentor ME On Wheels in Tacloban City.



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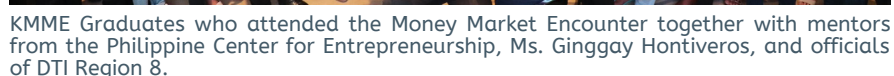
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A one-on-one discussion of basic entrepreneurial concepts and business consultation is done by the identified mentors accredited from PCE and DTI.



169 mentee-graduates gathered and participated. It is noteworthy that these MSMEs were interested in availing programs of the financial institutions to expand their businesses and forge long term partnerships with online shopping companies to widen the market reach of their products. ■



“Hindi ko tinigilan hanggang sa umabot ako sa ganito”

LODI A. CARBONILLA
KMME Graduate and Proprietor, LJ Foods
Sogod, Southern Leyte



He believed that there is much at home.

by Lorisa Joy Sacro, Business Counselor, Negosyo Center Sogod

Lodi C. Carbonilla of Olisihan, Sogod, Southern Leyte, was an Overseas Filipino Worker (OFW) for almost ten years. The sacrifices of being away from home and his family as an OFW pushed him to go back to the Philippines for good.

His first venture was an auto repair shop but it only lasted for three months and so, he decided to return abroad. After one and a half year of working again as an OFW, he was affected by the retrenchment of the company he was working for that led him again to go back home. Despite his father's encouragement that he will earn more overseas, he believed that there is much at home.

His eagerness for growth led him to actively participate in the entrepreneurial seminars conducted by the Department of Trade and Industry and other agencies. He was one of the first batch of graduates from the KMME Program of DTI So, Leyte. In an interview with Ms. Cheryl Cosim in Perfect Morning, he said, "Di ko po talaga pinapalampas kapag tinatawagan ako na may mga training at seminar and DTI." With the knowledge he gained from different entrepreneurial trainings, he ventured into agribusiness and established LJ Foods in August 2016. The company engaged in processed foods offering bottled young coconut juice, coco vinegar and salabat (ginger-brew).

Buko Moko, bottled fresh young coconut juice, is the leading product of LJ Foods. It was not easy but as he said, "Hindi ko tinigilan hanggang sa umabot ako sa ganito." Living with his vision to be the leading producer of world class coconut-based products in the region by providing and maintaining quality food products to satisfy the growing demands of consumers, he actively participated in seminars and conferences and visited coconut-related enterprises to improve LJ Foods' products and diversify its product lines as well as his entrepreneurial skills.

Buko Moko was successfully registered with the Intellectual Property Office (IPO) last January 2018 as producer of coconut products and LJ Foods is now working on securing a Food and Drug Authority (FDA) certification.

Lodi also came up with the concept of operating Buko Moko through franchise as part of his KMME learning. Last March 8, 2019 the first franchise of Buko Moko opened at Gaisano Capital, Sogod, Southern Leyte offering Buko Moko shake and bottled young coconut juice; he recently added another store in the newly opened J&F Mall in Palo, Leyte. Lodi looks forward to opening more branches in the coming years. ■



Export in focus

The Department of Trade and Industry through the Export Marketing Bureau conducted an information session on the Philippine Export Competitiveness Program with 39 food sector producers last August 16, 2019 at the Summit Hotel, Tacloban City.

This is part of the efforts to localize export-related services and boost competitiveness of domestic manufacturers by providing insights on productivity, innovation and updates on export trends.



Speakers talked about practical things to consider in entering the online market such as consistent online presence through engagement to customers; aesthetics or the user-friendly and creative design of the website; wider reach of audience to establish a wider market scope; and online solutions in accessing online shopping sites such as Amazon to promote and sell their products. Atty. Annabelle de Veyra of FDA, also tackled Food Safety and stressed that it is a right and privilege of every citizen. Manufacturers must assure that food will not cause harm to the consumer when it is prepared or eaten. Concepts of green business and sustainable packaging were also one of the most relevant topics.

The participants were eager to know and comply statutory requirements to be export-ready as most of the food producers assisted by DTI 8 are not yet exporters. ■

**“We want to
localize and
bring our
services
closer to our
MSMEs.”**

SURAIDA U. GURO

Division Chief, Export Assistance and
Business Matching Division, DTI-EMB





CONSUMER FUNRUN 2019



313 Runners



DTI Regional Office 8 kicked off its celebration of the Consumer Month with a Fun Run in partnership with the Philippine Statistics Agency Region 8 and the City of Tacloban. This was dubbed as the "Consumer and Statman Fun Run".

The celebration revolved around its theme "Sustainable Consumption: Understanding its Impact on Consumer's Choices in a Shared Environment". Participants were encouraged to be MAPANURI, MATALINO, MAPANAGUTAN at MALAYANG mga mamimili and were asked to have informed decisions by looking at how consumption patterns and production processes affect sustainability.

The gunstart happened last September 29, 2019 at the City Hall Grounds of Tacloban simultaneously with the fun run by other regions and the Head Office. The Provincial Offices of DTI 8 also held their fun runs in October to start the month-long celebration of the Consumer Month. ■

Photos below are from the Philippine Information Agency- Leyte





Quick Stat

Accomplishments as of 3rd Quarter

Negosyo Serbisyo sa Barangay



91 Municipalities covered

519 Barangays reached



43,000 Persons reached



14,127 MSMEs profiled in the e-CPMS & classified according to EDT Levels



105%

Greening the Shared Service Facility

72 Established

54

SSF Cooperators with Greening Action Plan

62 Operational

54 SSF Cooperators with Greening Training



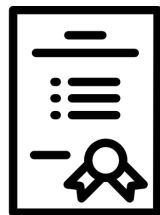
MSMEs assisted in the priority industries



8,631

Negosyo Centers established and maintained

96



BMBE Certificate issued

676



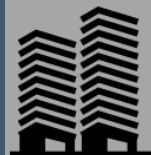
Clients Assisted

27,689

127 100% KMME Graduates



260 MSMEs doing e-commerce



168 Firms monitored

319 Prototypes Developed



430

Permits & Certificates processed



155

Mediation complaints resolved



100%

Employees capacitated



Prime HRM Maturity Level 2

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