



ACCOMPLISHMENT REPORT

Department of Trade and Industry
Region 8

2019



ENABLING INNOVATIVE, COMPETITIVE AND JOBS GENERATING BUSINESS
EMPOWERING CONSUMERS

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IN EVERY BARANGAY



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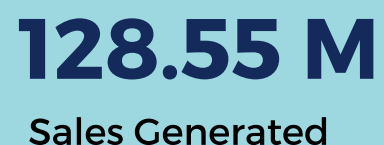
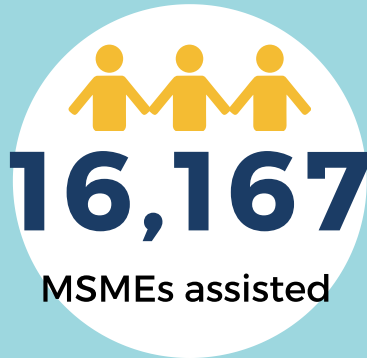
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2019 PROGRESS BY THE NUMBERS

BUSINESS DEVELOPMENT



2019 PROGRESS BY THE NUMBERS

CONSUMER PROTECTION



168

Firms Monitored



168

Mediation complaints resolved
within 10 working days



25

BAGWIS
Awardees

GOVERNANCE



100%

Employees Capacitated



100%

Disbursement Utilization



LEVEL 2

PRIME HRM Maintained and Enhanced



One DTI ISO aligned

MSME DEVELOPMENT



| MINDSET

NEGOSYO SERBISYO sa BARANGAY



576
Municipalities
reached



Brgy Malipoon,
Mahaplag,
Leyte
Aug 14, 2019
82 participants



101
Barangays
reached



43,096
Clients assisted



Negosyo Serbisyo Sa Barangay
Brgy Taoaon, Inopacan, Leyte
87 Participants
13 September 2019

A project that allows a wider reach of business development assistance by bringing government services closer to the people through partnership between relevant barangay local government units from the 4th-6th class municipalities including the communities that are seldom or never been reached by the government.



9,425
MSMEs assisted



"Happy kaming mga taga Brgy. Bool West na mismong mga taga-DTI bumisita at nagkaroon ng communication, paano masu-sustain o mag-stable yung mga iniisip manin na negosyo o mga magnenegosyo para ma-assist at matulungan kung paano umangat ang antas ng aming pamumuhay." (Participant from Brgy. Bool, Culaba, Biliran)



One good practice about the NSB is that DTI collaborates and coordinates with various government agencies such as AFP, PNP, DILG, TESDA and the LGUs, among other partner implementing agencies of Executive Order No. 70. Through consultative meetings and MSME profiling, DTI promotes various programs and services of the Department that results to the conduct of basic entrepreneurial and skills training.

MASTERY & MENTORING, MODEL



"Sobrang nagpapasalamat po ako sa programa ng Go Negosyo at ng DTI kase naayos ko ang aking packaging na ngayon po ay nakakapag compete sa market. Kase dati po plastic at sticker paper lang po ang packaging po pero ngayon maayos at presentable na po."

– Ms. Ressel Valenzuela, KMME Graduate of Northern Samar Batch 2017
(Source: Go Negosyo)



On July 12, 2019, DTI 8 with PCE gathered for the first time, aspiring and existing entrepreneurs to attend the Mentor ME On Wheels (MMOW). It is a free one-on-one mentorship encounter on entrepreneurial mind-setting and marketing with businessmen and entrepreneurial coaches from the Philippine Center for Entrepreneurship (PCE).

Simultaneously, the Money Market Encounter was also conducted to compliment the Kapatid Mentor ME program focusing on the needs of mentee-graduates to be linked to financial institutions in expanding their businesses.

Participants

Mentor ME On Wheels

485

Mentors

Mentor ME On Wheels

61

Mentee-graduates

Money Market Encounter

169



Kapatid Mentor ME (KMME) brings in the "Big Brothers" of the business sector to provide mentoring to selected MSMEs who would go through 10 mentoring modules that enhance their capabilities in the 7Ms of growing business: Mindset Change, Mastery, Mentoring, Money, Machine, Market Access and Models of Negosyo.



130
KMME Graduates



6 KMME Batches
Launched

“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.

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 years 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 a Buko Moko 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. ■

| MONEY & MODEL



Pondo sa
Pagbabago at
Pag-Asenso

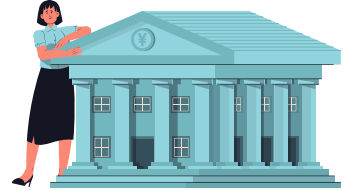
PHP 221 M

WORTH OF
LOANS RELEASED



27

PARTNER MICRO FINANCE
INSTITUTION



8,432
BENEFICIARIES

Elke's Breadhouse, six years after Yolanda



"tiyaga lang,
sumusubok
lang ulit kami"

Ms. Elke Camenforte who was encouraged by her husband to put up a bakery instead of merely being a distributor of baking goods and ingredients established Elke's Bread House. They were able to set up a café-type bake house where they serve bread and pastry along with hot and cold drinks. Their business was thriving and they were gaining a name in the bread and pastry manufacturing industry in Tacloban. Elke's slice bread was also present in major supermarkets in Tacloban like Robinson's Place.

In 2013, Elke's Breadhouse was not spared by the devastation brought by Typhoon Yolanda. Their bakeshop was ruined wherein only the tiles were left and some sturdy walls. All of their baking equipment were also damaged. Elke did not think that they will still be able to build back and build better a year after. In 2014, the Small Business Corporation opened windows for Enterprise Rehabilitation Fund (ERF) Program offering loan grants to micro, small and medium entrepreneurs in Eastern Visayas who were greatly devastated to be able to recover their business operations.

Elke was one of the MSMEs who were granted the ERF Loan worth PHP 2.5 million, enough for the rehabilitation of their bakeshop and further expansion of the business. In the ERF Program, Elke enjoyed the one year grace period for the payment of the capital and interest. They were able to restore their operation in their main branch and increased their presence in supermarkets. "Tyaga lang, sumusubok lang ulit kami, at nagtatanong-tanong ng pwede maitulong sa amin ng gobyerno," says Elke.

Aside from the loan grant, she was also able to attend the training conducted by SBC to capacitate MSMEs like her on the creation and analysis of financial statements. It helped her to better understand the financial aspect of the business and be able to apply principles that will help sustain their operations.

This September 2019, Elke is about to finish her payment and is now re-applying for a regular loan program in SBC to continue their expansion in Tacloban. ■



MACHINE |

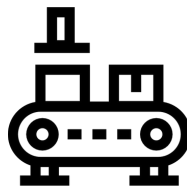


Shared Service Facilities
"Shared Success for Filipino MSMEs"

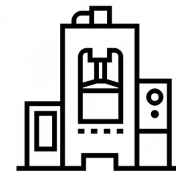
Aims to improve the quality and productivity of MSMEs by addressing gaps and bottlenecks in the value chain of priority industry clusters through the provision of processing equipment for the common use of MSMEs within the industry clusters, as well as systems and skills training.



65
 SSF Adopting the
 Greening Practices



83
 Operational



105
 Established and Maintained



Cantongtong Agrarian Rice Farmers Association (CARFA) of Jiabong, Samar bagged the Best SSF Award for 2019 during the Shared Service Facility Regional Assembly last Dec. 5, 2019

"Sana magsilbi kaming inspirasyon sa ibang asosasyon at pagbubutihin pa namin."
 Efren D. Caballa of CARFA

Launching of First Food Testing Laboratory in Region 8



DTI Leyte launched the first Food Testing Laboratory in Region 8 located at the Visayas State University (VSU) Baybay, Leyte on March 14, 2019.

This facility will provide food and beverage product laboratory analysis services to help MSMEs comply with labelling requirements; direct business development assistance; professional network and support; and research and development on food nutrition and safety.

"Facilities like food laboratories are essential for our MSMEs to upgrade, meet quality standards, and become more competitive with the foreign products in the market," says Asec. Blesila Lantayona of the DTI Regional Operations Group. She also encouraged the importance of collaborating and establishing networks with other established Shared Service Facilities to fully support product development in Eastern Visayas.



MARKET ACCESS

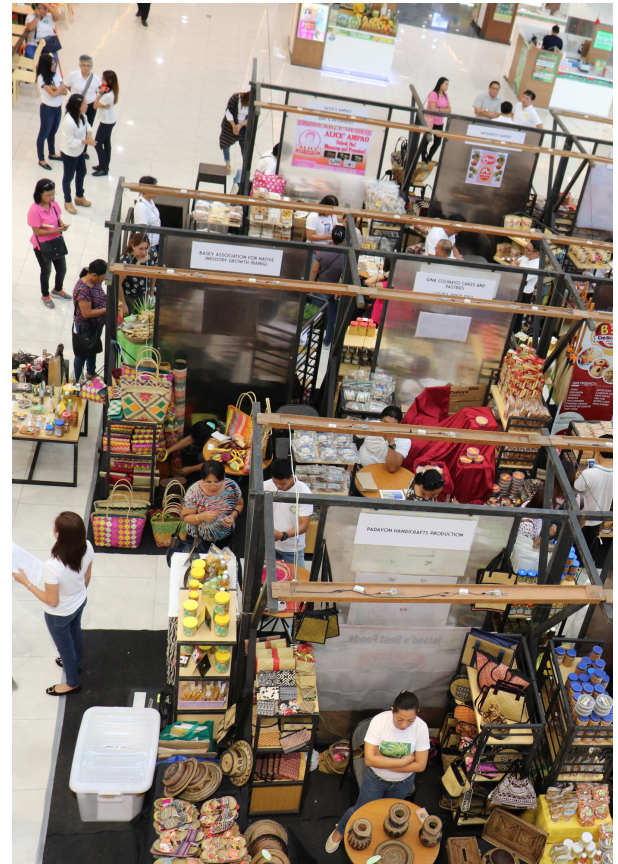
Various Municipal, Provincial and Regional Trade Fairs are conducted by DTI 8 to launch new products and emerging MSMEs, establish linkages between sellers and institutional buyers, and continually promote locally competitive products. These products underwent product development sessions, and packaging and labeling improvements through the OTOP Next Gen Program.

PHP 2.613 M

Total Sales Generated during the BAHANDI Regional Trade Fair themed "Celebrating Freedom and Festivals"

PHP 3 M

Total Sales Generated during the BAHANDI Regional Trade Fair themed "Post-Yolanda Anniversary and Pre-Christmas Trade Fair"





BAHANDI

EASTERN VISAYAS TRADE FAIR

113

Food Products

25

Decors & Lifestyle

PHP 76, 960, 620

Sales generated*

*Cash + Booked + Under negotiation



Orion is founded by Mr. Steven Olantigue, a doctor in the ministry of alternative medicine in Baybay, Leyte. The company focuses on producing and practicing the use of natural products to improve quality of life. Its main product is the Orion Herbal Oil made from the extracts of acapulco, citronella, ginger, guava and kakawate.



Kookies

Orion Herbal Herbal
Product Center

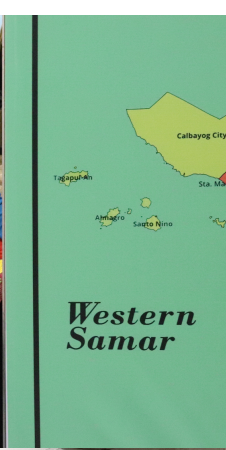
Macafe Harvests
Food Products



Macafe is owned by Mr. Stewart Magdadaro, a former OFW and a KMME Graduate from Abuyog, Leyte. They offer cookies in various flavors, chocolate moron, and tarts among others.

It's my first time to join, I'm glad and happy to be part of this. My experience is very commendable and heart-warming *kasi ang dami kong kaibigan na pumupunta* to support. Hopefully by next year I'll be coming back again with more varieties and another innovation of products.

- Stewart Magdadaro



BAHANDI – a local waray-waray term for treasures and wealth, is the brand of the DTI-initiated Eastern Visayas Trade Fair since 1987.

This serves as a marketing platform for big buyers to meet local suppliers and source products that are high-quality and uniquely Eastern Visayas.

On October 3-7, 2019, buyers and visitors flocked the SM Megatrade Hall 1 for handcrafted fashion accessories, housewares, decors, furniture, and artisan food honed from island-living lifestyle of Region 8's locals and are increasingly becoming trendy items in the local and global market.

Some of these products are now in Go Lokal! Stores situated in Rustan's, SM, Glorietta, Robinsons Place, City Mall, Duty Free Philippine Fiesta Mall, selected Shopwise Stores, Enchanted Kingdom theme park, and in the Ninoy Aquino International Airport.

There are also newly developed products

exhibited during the fair; these products came from rookies- those who participated for the first time. An example of this is the Orion herbal oil from Leyte and was awarded as the top selling rookie for the non-food sector.

The fair also featured products of 47 DTI-CARP beneficiaries, mostly associations, who have been assisted from production to the improvement of their products including the packaging and labeling.

The exhibitor-producers this year generated a total sales of PHP 76, 960, 620 which includes the cash sales, booked, and under negotiation.

Mainly dominated by food products, DTI is challenged to grow new producers under the non-food sector in 2020. Region 8 has yet to tap its local artists of furniture, accessories and home decors. ■



28
New Exhibitors

138
Producer-Exhibitors



Javier Salabat earned the highest sales for food products



Clair's Enterprise earned the highest sales for non-food products





An employee from a multi-national company in the country did his last minute shopping for his colleagues and family.



Native woven bags never leave the fad. One of the successful DTI-CAPR assisted associations is the Sto. Niño de Plaridel Multi-purpose Cooperative in Baybay, Leyte. The group specializes in creating dainty bags, mats and home decors using pandan leaves.





Former Undersecretary Rowel S. Barba (left) graced the event on behalf of Sec. Ramon M. Lopez; he encouraged the MSMEs to thrive, be competitive, and contribute to a growing healthy business environment.



In photo are government officials who serve as enablers in the promotion of enterprise development in Region 8 and in nurturing a robust economy for business in the countryside.



In this BAHANDI, the retiring Supervising TIDS and OIC BDD Chief Iluminada O. Soledad was celebrated for her tireless dedication in assisting MSMEs through trade promotion. Her strength in this area exposed and launched these local producers to be exporters establishing a wider market reach. Job well done Ma'am Lumen! Cheers!



Some local performers entertained guests and visited during the BAHANDI Trade Fair.

CONSUMER PROTECTION



SEMINAR ON ADVANCED MEDIATION TECHNIQUES & ORIENTATION ON DTI DEPARTMENT ORDERS RELATED TO MONITORING AND ENFORCEMENT



On February 27-28, 2019, DTI conducted a Seminar on Advanced Mediation and Orientation on Department Orders related to Monitoring and Enforcement. It aims to capacitate DTI officials in handling complaints, facilitating mediation, and conducting monitoring of products in the market and enforcement of fair trade laws and related regulations.

The latest closure of steel bars manufacturer in Pampanga is just one of the many incidents that the Department undertakes to heighten consumer protection against deceptive and unconscionable practices of some companies. Thus, DTI Region 8 deemed it timely to equip its people, strengthen monitoring and enforcement in the region.

The provisions of the recent Department Order No. 18-122 New Procedural Guidelines on Monitoring and Enforcement Amending D.O. 48 s. 2008"

were discussed in pieces. Now, provincial offices are duly authorized to conduct monitoring, surveillance, enforcement and other relevant activities. It was clarified that the DTI-Fair Trade Enforcement Bureau (FTEB) need not come to conduct such activities unless requested by the regional or provincial offices.

Issues such mediation of complaints related to online shopping; warranty of products; proper handling of complaints lodged to DTI which are not under the Department's jurisdiction; and the fines imposed to non-compliant companies were also thoroughly discussed.

As an end note, OIC Assistant Director Meilou C. Macabare urges the provincial teams to revisit product standard guidelines and be well-capacitated to verify, monitor and enforce so that standard qualification of products in the market are assured. ■



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





ZuMBa aCtivities



night run



funrun





“Sustainable Consumption:

Understanding its Impact on Consumer's Choices in a Shared Environment”

DTI Leyte in cooperation with the Leyte ConsumerNet member agencies conducted series of activities last October 15-17 to institutionalize networking government agencies with consumer protection functions and to present agencies' programs and services that may be availed by the public.

Activities include Seminar on Sustainable Consumption by DENR, Know your Money Seminar by BSP, the 1st Inter-School Consumer Quiz Bee, and a Poster Making Contest by Save the Children & DepEd.

DTI Eastern Samar (right), DTI Northern Samar (left below), and DTI Biliran (right below) conducted Consumer Advocacy Seminars on the Consumer Act of the Philippines (RA 7394) and Price Act (RA 7581). Participants were oriented on Handling Consumer Complaints in Business Establishments, Product Quality and Safety, Price Tag Law, No Return No Exchange, No Shortchanging Act, and the most talked about 5% discount for Senior Citizens.



Consumer Advocacies
conducted in 2019



Regional Consumer Congress



Reduce production waste and practice sustainable consumer patterns - this is the underlying message that DTI 8 conveyed to its stakeholders during the Regional Consumer Congress on October 9, 2019.

The congress, attended by 149 stakeholders, aims to foster consumerism that meets human individual needs and aspirations with the conscious efforts to conserve the environment. An action-planning workshop was conducted to address prevailing issues on solid waste management and environmental degradation faced by local government units in region 8.

This also paved way for recognizing establishments with best business practices through the BAGWIS Awards.



(L-R): CPD Chief Francisco Paragatos, DTI 8 RD Celerina T. Bato, Bagwis Awardee from Samar together with OIC-ARD Macabare, RD Bato and representatives from DTI Samar and the Provincial LGU of Samar

GOVERNANCE



|SPRINTS AWARDS



Awardees



Provincial Director Desiderio P. Belas, Jr. was recognized as Finalist for the Huwarang DTI Executive of the Year while Ms. Araceli D. Larraga was recognized as Finalist of the Huwarang DTI Employee of the Year.



Shout out to our DTI 8 Awardees!! Congratulations to our SPRInts Awards Mythical 5, the top performing employees of DTI Region 8. Among the awardees were Consumer Protection Chief Francisco Paragatos, DTI Leyte Prov'l Director Desiderio P. Belas, Jr., Finance and Administrative Chief Janet M. Avestruz, DTI Leyte CPD Chief Araceli D. Larraga and Mr. Arturo Tabuyan of the DTI Regional Office.

On the other hand, Mr. Leo G. Lora, Mr. Vicente L. Candido, and Ms. Ruthelma S. Samonte were recognized for their 15, 20, and 30 Years of Serbisyong Tapat to the DTI.

HANDOG PAMANA KM LEGACY INCENTIVES PROGRAM PILOT RUN



Handog Pamana KM Incentive Program was piloted in Region 1 and Region 8 because of the retiring top management officials.

In Region 8, the officials who have participated were RD Cynthia R. Nierras, PD Desiderio P. Belas, Jr. and other retiring staff.

The run took place at the DTI 8 Regional Office last January 22, 2019.

The Program aims to establish a mechanism that gathers tacit knowledge, transforms this into explicit knowledge, and makes available for use and reuse.

Participants of the program who are retiring DTI Officials and Employees shall be recognized and rewarded subject to these guidelines in support of the Department's knowledge-sharing culture.

| MANAGEMENT TURNOVER

Salamat Mabuhay Program



On January 22, 2019, the Management of DTI Region 8 was formally and officially turned over to ARD Celerina T. Bato.

The said event was also a tribute to RD Cynthia R. Nierras for her 43 years of invaluable service in the Department.

In the photo below are staff of the DTI 8 Regional Office, the DTI 8 Management Committee and Dir. Patricia May M. Abejo of the DTI Knowledge Management and Information Services.



(L-R): PD Desiderio Belas, Jr. turn over DTI Leyte Management to Ms. Badette Corsiga; PD Meilou Macabare during her installation as the OIC ARD of DTI 8; Ms. Araceli D. Larraga during her installation as OIC PD in DTI Samar; OIC PD George Modesto turns over DTI Eastern Samar Management to Ms. Ruthelma Samonte.

| ONE DTI ISO



ISO 9001:2015 Regional Awareness Training

The awareness training was conducted by Mr. Eric Vinluan of Macro Vision Consultancy last November 11-12, 2020 with 61 employees trained from the Regional and Provincial Offices.



I understood the standard better.

I was bale to grasp the concepts of QMS. It was thoroughly discussed.



One DTI ISO 9001:2015 Cross Post Internal Audit

The DTI Region 8 underwent a cross post internal audit led by the Internal Audit Team of DTI Region 4B. The team was led by Mr. Roniel Macatol together with Mr. Versuelo Garcia, III and Lirio Maalihan.



ORIENTATION ON GOVERNMENT PROCUREMENT REFORM ACT (R.A. 9184) AND ITS IRR



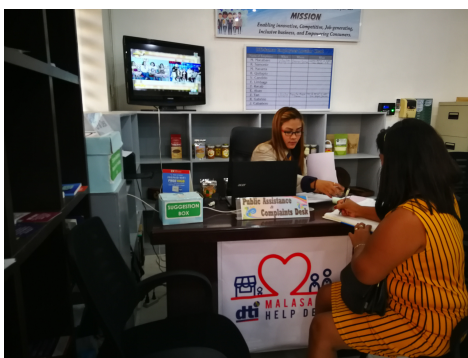
Treat your office as your own home. Have fiscal discipline, spend and operate efficiently. Procurement delayed is service denied.

Dr. Annabelle Echavez, RD, DBM RO 8

On October 28-30, 2019, DTI 8 conducted an in-house Training on RA 9184 and the 2016 Revised Implementing Rules and Regulations by the GPPB-TSODTI 8 initiated an in-house training on government procurement to capacitate 27 responsible staff for such activities and to improve its efficacy in delivering government services to the public.



The Public Assistance and Complaints Desk (PACD) was rebranded as the "Malasakit Help Desk". The Regional and Provincial Offices are required to install an MH Desk to provide assistance and help facilitate transactions and services of DTI for its clients.



2019 KEY OFFICIALS



CELERINA T. BATO
REGIONAL DIRECTOR



MEILOU C. MACABARE
OIC ASSISTANT REGIONAL DIRECTOR



MA. DELIA M. CORSIGA
OIC PROVINCIAL DIRECTOR
DTI LEYTE



MICHAEL B. NUÑEZ
PROVINCIAL DIRECTOR
DTI SOUTHERN LEYTE



ARACELI D. LARRAGA
OIC PROVINCIAL DIRECTOR
DTI SAMAR



RUTHELMA S. SAMONTE
OIC PROVINCIAL DIRECTOR
DTI EASTERN SAMAR



MIMOSA B. REGIS
PROVINCIAL DIRECTOR
DTI NORTHERN SAMAR



FAUSTINO V. GAYAS, JR.
OIC PROVINCIAL DIRECTOR
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