

FTEB InFocus

FIRST QUARTER ISSUE

THE BUREAU

The **DTI Fair Trade Enforcement Bureau (FTEB)** was created last 2014 through Rationalization Plan. FTEB is mandated to ensure compliance of the business sector with trade and industry laws and standards, to regulate importation as provided by trade agreements, to conduct market surveillance and enforcement to ensure compliance with trade and industry laws, deliver speedy, just and equitable redress of cases, and to foster consumer protection and level the playing field through business regulation.

TABLE OF CONTENTS

Bureau Officials – Page 1

FTEB Directory – Page 2

Monitoring Activities – Page 3

Capacity Building – Page 4

Accomplishments – Page 5

THE DIRECTOR'S MESSAGE

More crucial than ever, it is critical that we don't lose sight of our core purpose and our mission as the regulatory arm of the country.

"TOGETHER, WE WILL WORK DOUBLE, TRIPLE TIME TO CONTINUE OUR COMMITMENT IN PROTECTING OUR CONSUMERS most especially during THESE VERY TRYING TIMES."

- Director Ronnel O. Abrenica

WELCOME BACK, AD MEL!

On January 26, the FTEB Family welcomed the homecoming of the ever supportive and hard-working Assistant Director, Atty. Marimel Dancel Porciuncula.

The FTEB Family is more than happy and excited to work with you again in our day to day operations, AD Mel!

FTEB DIRECTORY

Office of the Bureau Director	-	Dir. Ronnel O. Abrenica
Assistant Director	-	Asst. Dir. Marimel D. Porciuncula
Import Regulation Division	-	Atty. Sonia S. Tapales
Sales Promotion Division	-	Chief Rosila F. Egmlan
Business Licensing & Accreditation Division	-	Chief Lucila C. Salili
Product Standards	-	Chief Rosita P. Jaleco
Surveillance and Monitoring Division	-	Chief Eleanor N. Perez
Enforcement Division	-	Atty. Genaro C. Jacob
Mediation Division	-	Chief Gerald C. Calderon
Adjudication Division Chief	-	Atty. Joseph Manuel P. Pamittan
Planning Officer	-	Ms. Eleanor N. Perez
Information Officer	-	Ms. Claire A. Coballes
HR Partner	-	Ms. Cyions D. Antonio

SPECIAL PRICE AND SUPPLY MONITORING AND ENFORCEMENT ACTIVITIES

DTI, DA, MMDA, LGUs conduct special price and supply monitoring on Agri Products following the issuance of EO 124

On 09 February 2021, a day after the official implementation of EO 124, mandating the imposition of mandated price ceiling on selected pork and chicken products in the National Capital Region (NCR), Secretary Ramon M. Lopez of the Department of Trade and Industry (DTI), being the Chairperson of the National Price Coordinating Council (NPCC) and the Sub-Task Group on Economic Intelligence (Econ Intel), deployed the FTEB, headed by Director Ronnel O. Abrenica, to assist the Department of Agriculture (DA) in the conduct of special price and supply monitoring of agricultural products in one (1) wet market in Quezon City and one (1) supermarket in Mandaluyong City.

DTI checks Metro Manila cinemas and supermarkets in preparation for MGCQ

In preparation for the proposed transition of Metro Manila from General Community Quarantine (GCQ) to Modified General Community Quarantine (MGCQ), DTI Consumer Protection Group (CPG) Undersecretary Ruth Castelo and DTI - FTEB Director Ronnel Abrenica led a special price and supply monitoring of Agricultural and Processed Basic Necessities and Prime Commodities (BNPC) in two (2) supermarkets and two (2) cinemas in Pasig City and Quezon City on 17 February 2021.

NUMBER OF MONITORED NCR FIRMS IN COMPLIANCE WITH MINIMUM HEALTH PROTOCOLS

(January 1 — March 31, 2021)

CATEGORY	TOTAL NUMBER OF INSPECTED ESTABLISHMENTS	NUMBER OF ESTABLISHMENTS WITH REQUEST FOR CORRECTIVE ACTION
Dine-In Food Establishment	492	39
Barbershop/Beauty Salon	65	22
Personal Care and Aesthetic Services	33	4
Pet Grooming	5	3
Testing and Tutorial Center	1	0
Gyms, Fitness Center and Sports Facilities	7	3
Internet Cafe	2	2
Logistics Service Provider	17	11
Retail Sale	455	62
TOTAL	1077	146

CAPACITY BUILDING

FTEB-TEAMS

Technical Regulations Enforcement, Adjudication, and Monitoring

Master Sessions

1. Topic: Monitoring Compliance with Technical Regulations
Resource Speaker: Ms. Rosita P. Jaleco
Date: 3 March 2021
2. Topic: Procedural Guidelines on Monitoring and Enforcement
Resource Speaker: Atty. Genaro C. Jacob

Date: 10 March 2021

3. Topic: Prosecution of Fair Trade and Industry Laws

Resource Speaker: Atty. Frediswenda Beñas

Date: 17 March 2021

FTEB LAUNCHES ITS ONLINE MASTER SESSIONS ON TECHNICAL REGULATIONS

FTEB kicked off its first Technical Regulations Enforcement, Adjudication, and Monitoring Master Sessions (TEAMS) on 3 March 2021 via online conference. The pilot session of TEAMS focused its discussion on Monitoring Compliance with Technical Regulations which was extensively discussed by the chief of the FTEB Product Standards and Monitoring Division (PSMD), Ms. Rosita Jaleco.

ENFORCEMENT DIVISION (ED) CONDUCTS A THREE-DAY FACE-TO-FACE REFRESHER SEMINAR

In accordance with the Fair Trade Enforcement Bureau's annual plans, programs, and commitment for continual improvement, the Enforcement Division (ED) conducted a three-day Refresher Seminar from 26 January to 28 January 2021 at the DTI-FTEB office.

The retooling session focused on the processes that products covered by technical regulation must go through with the Philippine Standard (PS) Quality and/or Safety Mark and Import Commodity Clearance (ICC) certification scheme of the Bureau of Philippine Standards (BPS).

As part of the said retooling, the ED Team visited the BPS Testing Laboratory (BPSTL) located at Salawag, Dasmariñas, Cavite on 26 January 2021 for actual demonstration of the product testing procedures. They were also apprised of the processes on how machines and equipment work in the testing laboratory and the various stages of product testing per product category conducted by the BPS Standards Testing Division prior to market distribution. Further, they were taught techniques on how to determine whether a product is conforming or non-conforming through the use of physical testing and without the aid of machines and equipment which could be useful in the field.

“This seminar will help craft a concrete group work plan for the year and will redound to the benefit of consumers as we improve the delivery of the Office mandate.”

- Director Ronnel O. Abrenica

FIRST QUARTER 2021 ACCOMPLISHMENTS

FRONTLINE FUNCTIONS

- 9,751 Total business permits, accreditations, and licenses issued
- 5,860 Sales Promotion
- 3,249 Import Regulation
- 642 Business Licensing and Accreditation
- Php 20,316,923.75 Total amount of processing fees collected

CORE REGULATORY FUNCTIONS

Fair Trade Laws Monitoring and Enforcement Activities

- 3,995 Total number of firms monitored as to compliance with Fair Trade Laws
- 17 Total number of Show Cause Orders (SCOs) issued
- 31 Total number of Notices of Violation (NOVs) issued
- 85 Total number of violating firms penalized

Price Monitoring Activities

- 240 Average number of firms monitored (Price Trending)
- 24 No. of Letters of Inquiry (LOIs) covering Basic Necessities and Prime Commodities (BNPC) being above the Suggested Retail Price (SRP)
- Php 400,500.00 Total amount of fines collected

CONSUMER REDRESS

- 9,313 Total number of consumer complaints received and processed
- 5,438 Complaints endorsed to other government agency
- 3,392 Complaints processed through Mediation and Adjudication
- 96.77% Client Satisfactory Feedback Rating

DTI FAIR TRADE ENFORCEMENT BUREAU

315 UPRC Building, Sen. Gil Puyat Avenue, Makati City, Philippines