

## Investment Opportunities in Agribusiness cum Business Matching

New agribusiness establishments in SOCCSKSARGEN require steady supply of raw materials to ensure its viability. This situation creates an opportunity for land owners/farmers to venture on projects with assured market. This forum serves as a venue for agri-processors and raw materials suppliers to discuss arrangements suited for their business models.

The morning session will focus on brief presentation of the various opportunities and financing for agribusiness while the afternoon session will be devoted to one-on-one matching.

The business opportunities being offered are in the areas of Poultry, Integrated Coconut Processing, Sesame Seeds Production, Feed Manufacturing.

### NOTE:

There are limited slots for this session. Please confirm your participation through DTI Office in your area.

## Catapulting Business for Global Market

The information session on Trade Promotion provides the opportunity to learn how to get started in exporting or increase sales to global markets. It guides government trade promotion and business development officers, Philippine exporters, and would-be exporters in finding the right market for their product and services identified in the Philippine Export Development Plan. It also provides a venue to be apprised of global trends and available government support services and programs.

To be discussed are the following: 1) Overview of the services of the Export Marketing Bureau, (EMB) the Center for International Trade Expositions and Missions, (CITEM) Design Center of the Philippines (DCP), and the Foreign Trade Service Corps (FTSC) and Philippine Export Competitiveness Program (PECP); 2) Regional Interactive Platform of PH Exporters (RIPPLES) 3) Market Opportunities in the Free Trade Areas (FTAs); 4) Global Trends ; 5) The Philippines and the ASEAN Community.

**Schedule:**  
**July 14, 2016 ,**  
**9:00 a.m. - 4:00 p.m.**  
**Greenleaf Hotel**

**Schedule:**  
**July 15, 2016 ,**  
**9:30 -12:00 Noon,**  
**Greenleaf Hotel**

## Briefing on Business Resiliency Program

The Seminar on Business Resiliency is geared towards capacitating MSMEs on how to prepare themselves when faced with natural and man-made uncertainties or risks, so that they can resume their operations quickly after a disastrous event and avoid significant losses. This intends to address the limited knowledge of MSMEs in developing and implementing their own Business Continuity Plans (BCP). Potential and existing MSMEs across all industries, business counselors are the target participants.

Topics to be covered are: 1) Introduction to BCP and Getting Ready for BCP; 2) Formulating Business Continuity Strategies; 3) Business Impact Analysis; 4) Performing Risk Assessment 5) Exercising and Updating BCPs .

## Green and Gender Advocacy Program

Greening the Business Performance of the MSMEs focuses on raising micro, small and medium enterprises (MSMEs) awareness about climate change and its impacts on their supply chain and production processes, offering measures and methods on how the adoption of greening strategies can minimize the negative impacts on their business while enhancing their competitiveness. It facilitates the option of the inter-linkage between MSMEs and green service providers, technology suppliers, and financing institutions both from the private and public sector that can help the enterprises achieve their greening objectives. "No-Low-and-High Investments adapting green measures to the capacity of enterprises and applying comprehensiveness by using MSME Value Chain approach is its strategy.

This half day activity will cover: 1) Introduction to Green Economic Development and ProGED Processes; 2) Applicable Green Practices for MSMEs; 3) Presentation of Facts and Figures from Key MSME Sectors, Region 12; 4) Introduction to the Green Value Chain Concept; 5) Greening Strategies for MSMEs 6) Example Setting: Value Chain Mapping and Analysis to a Key Industry Sector.



## Recognition Program

The DTI will give recognition to its partners who helped the agency achieve its goals. This will be held on July 15, 2016, 9:00 am - 12:00 noon at the Greenleaf Hotel, General Santos City.

**Schedule:**  
**July 15, 2016**  
**9:00 -12:00 Noon**  
**SM City Event Center**

**Schedule:**  
**July 15, 2016**  
**1:00 pm -5:00 pm**  
**SM City Event Center**

## Halal Business Opportunity Seminar

This seminar focuses on the different business opportunities found in the nearby Islamic Countries that are part of the Brunei-Indonesia-Malaysia-Philippines-East Asia Growth Area (BIMP-EAGA).

## Treasures of SOCCSKSARGEN: Trade, Travel and Consumer Special Setting (Fair)

A Trade Fair featuring our best MSME products as well as Special Setting on Product Standards that will showcase products with PS and ICC and consumer info materials will be set-up during this event. This opens from July 13 to 15, 2016 from 9:00 a.m to 10:00 p.m. at the SM City Activity Center.

**Schedule:**  
**July 15, 2016**  
**1:00 pm - 4: 00 pm**  
**Greenleaf Hotel**

**Schedule:**  
**July 13-15, 2016**  
**9:00 am -10: 00 pm**  
**SM Event Center**



The Diskwento Caravan offers a wide array of basic and prime commodities as well as school supplies and other consumer products at discounted prices. This opens from July 13 to 15, 2016 from 10:00 am to 9:00 pm at KCC Mall, Fitmart, Gaisano, Robinsons and SM City, General Santos City.

## Launching of SSF PhilExport

The Shared Service Facility (SSF) given by DTI to the PhilExport will be launched on July 15, 2016 , 3:00 - 5:30 pm at the PhilExport Laboratory in Tumbler, General Santos City.

## Trainings at Negosyo Center GenSan

Different trainings will be held at Negosyo Center GenSan during the said period. These are: 1) Labor Law and Productivity on July 13, 2016, - 2) Bringing Spa Business Into Your Home on July 14, 2016 ; and 3) AM (KOM Academy) on July 15, 2016.

For inquiries, visit the nearest DTI Office or call our Hotline at 228-7622. Visit our website: [www.investinr12.com](http://www.investinr12.com) . Like our page on Facebook: <https://www.facebook.com/Negosyo-Konsyumer-Atbp-273341553020820/>



*Enabling Business, Empowering Consumers*

**JULY 13-15, 2016**

**SM City Trade Hall and Event Center**  
**Greenleaf Hotel**  
**Negosyo Center Gensan**  
**PhilExport SOCKSARGEN**  
**and All Malls in**  
**General Santos City**



[www.dti.gov.ph](http://www.dti.gov.ph)  
[www.negosyocenter.gov.ph](http://www.negosyocenter.gov.ph)

*You are Cordially Invited  
to Participate!*

**Opening Program will be on July 13, 2016, 9:00 a.m.**  
**at the Trade Hall, 3rd Floor of SM City GenSan.**  
**Ribbon Cutting of Treasures of SOCCSKSARGEN will**  
**follow thereafter at the SM City Event Center.**



The NEGOSYO, KONSUYER AT IBA PA(NKATBP), also dubbed as “One DTI Services Week”, is a breakthrough event that brings together the services of the Department of Trade and Industry (DTI) under one roof. It is spearheaded by the Regional Operations Group in coordination with the Investment Promotion, Industry Development, Consumer Protection, Management Service, and Special Concerns Groups of the Department of Trade and Industry as a strategy to drive at “full speed” the development of MSMEs through an integrated delivery of various assistance being offered by different DTI units.

In Region 12, the activity will be held for 3 days with at least 500 target participants during the Grand Opening and around 1000-5000 participants for the whole duration. Participants are potential and existing entrepreneurs, exporters, consumers, industry associations, LGUs, GFIs, other NGAs, and the academe

This event is aimed at bringing closer to the MSMEs focused and integrated menu of DTI Services and Programs targeted to help MSMEs address the challenges they are currently facing in their business operations and improve their competitiveness. This is also an opportunity to get MSMEs to come to DTI and be “counted” to validate, verify, and update what we may already have. The services shall include the four (4) pillars of the 2011-2016 SME Development Plan which are 1) enabling business environment, 2) access to finance, 3) access to market and 4) productivity and efficiency.

Further, this initiative also includes package of services to widen and increase awareness of consumers on their rights as provided for in the Fair Trade Laws and Knowledge on product quality and standards.

## S.U.P.E.R. Consumers Forum

This is conducted by the Consumer Protection and Advocacy Bureau (CPAB) to heighten the awareness of consumers on their rights, responsibilities and protection under the law. “Konsumer Karavan: Usapang Mamimili” is a basic course on consumerism that introduces the general concept of consumer protection in the country.



S.U.P.E.R. means Sustained, Upbeat, Protected, Empowered and Responsible Consumers. Target participants are consumers, consumer organizations, and S.U.P.E.R. consumer clubs, barangay-based consumer advocates, teachers, students and other government agencies/offices.

Topics for this half-day activity are: 1) Types of Consumers Consumer Rights and Responsibilities; 2) Consumer Act of the Philippines and other relevant Fair Trade Laws (FTLs) ; 3) Complaints Handling.

## Standards Blitz

The Bureau of Philippine Standards (BPS) developed the Standard Blitz Program to significantly increase the understanding of the general public on the relevance and uses of standards. Subsequently, the BPS aims to instill safety and quality consciousness on products and services based on the Philippine National Standard (PNS). The BPS has been guided with the slogan, “Starting them young” to effectively implement the program.

It believes that the youth is a strong influence to reckon with in molding and building a society while they live enjoyable yet proper lives. Ultimately, the BPS intends to build support on standards use and have a circle of Standard Champions.

This half-day event will focus on the following topics: 1) Overview on BPS; 2) Standards Relevance and Uses; 3) Technical Regulations; 4) Standards and Conformance to International Standards; 5) International Relations; 6) Standards Development and Alignment.

Target participants are hardwares, appliance stores, retailers, Bagwis awardees, industry chambers, federations and associations, PS licensees, academe, PCAB licensees, government agencies – procurement bodies/committees.

**Schedule :**

**July 13, 2016,**

**1:00 p.m. - 4:00 p.m.**

**Venue: SM City Trade Hall**

## Food Safety Regulations Seminar

This is designed to improve the knowledge of MSMEs in the areas of food safety, global standard, best practices in the production of fresh and processed food, and the country's Food Safety Law. This aims to increase the competitiveness of the local MSMEs in the food sector and to improve their access to both the local and global markets.

The following topics will be discussed:

- 1) Overview of the Global Food Value Chain Framework, Traceability and Barcoding;
- 2) The Food Safety Act of 2013 & Its Implementing Rules and Regulations (IRR);
- 3) Rules and Regulation for Producers of Fresh Fruits and Vegetables;
- 4) Good Aquaculture Practice
- 5) Rules and Procedures for the Registration of Processing Plants;
- 6) Good Manufacturing Practice (GMP) and Hazard Analysis Critical Control Points (HACCP);
- 7) Rules and Procedures for Producers of Meat and Meat Products

**Schedule :**

**July 13, 2016,**

**10:00 a.m. - 5:00 p.m.,**

**Venue: Greenleaf Hotel**

8) Learn how to alter your plan early on to increase your chance of success.

## Business Ethics

The Intellectual Property Office of the Philippines (IPOPHL) conducts Basic Orientation Seminars on Intellectual Property Rights (IPR) to enhance awareness and appreciation of the intellectual property (IP) system and to discuss its role in technological and economic development of a country. By educating the general public on the different IP rights and assist them in identifying their own intellectual properties, MSME are encouraged to integrate their intellectual properties in their business and marketing strategies. Further, it provides them with basic information and a practical guide on how to handle IP registration and protection process.

Topics to be covered are: 1) Overview of the IP System; 2) Relevance of Intellectual Property to Economic Development; 3) Earning From Your Inventions, Innovations and Novel Designs: An Introduction to Patents, Utility Models and Design Patents; 4) Distinguishing Your Business Through Trademarks: An Introduction to Trademarks; 5) Learning to Protect Your Creative and Artistic Works: An Introduction to Copyrights and Related Rights.

## Product Design Development Training

The Product Design Development Training will focus on bamboo furniture and handicraft. With the knowledge that bamboo is everywhere, there is a big potential to develop the industry. There are handicrafts and furniture makers that exist in the region who uses bamboo along with other materials. With this activity, our MSMEs will be able to know new trends in the market, finishing techniques and ways to a longer shelf life of bamboo products.

To be discussed are: 1) Introducing New Trends on Bamboo Furniture and Handicrafts; 2) Finishing Techniques; 3) . Technology on Bamboo Preservation.

**Schedule :**

**July 14, 2016,**

**3: 00 p.m. - 6:00 p.m.,**

**Venue: SM City Event Center**



## Entrepreneurship Training : How to Start a Business

This activity will help MSMEs understand the full scope of what it takes to start and run a small business. This is designed to specifically support them in developing a solid plan and learn what it takes to build a thriving business.

Topics to be discussed are : 1) Put your business idea to the test; 2) Build a business plan that will attract investment; 3 ) Explore real-world possibilities; 4) Reduce costly trial and error and increase your chances of success; 5) Get answers to your tough questions from our experienced facilitators and instructors ; 6) Use case studies, activities and readings to learn how others like you succeeded; 7) Utilize weekly feedback to make your plan work;

**Schedule :**

**July 14, 2016,**

**10 30 a.m. - 12:00 Noon,**

**Venue: SM City Event Center**