

DTI 11 LAUNCHES 27 NEW BRANDS



Twenty-seven (27) new brands, as a result of the Department of Trade and Industry Region 11's Brand Equity Development Program, were launched at the opening of Mindanao Trade Expo – Christmas Event last December 11, 2017.

The Department of Trade and Industry started its Brand Equity Development Program as part of its newly launched programs in 2017. It is part of DTI's strategic initiatives in a bid to develop and promote new and highly potential homegrown brands, recognizing that brand equity is important in increasing the competitiveness of the Philippine MSME sector.

The micro, small and medium enterprises enrolled in the program underwent the following set of activities: Phase 1 – Brand Equity Development Awareness Seminar and Consultation by GeiserMaclang (September 21-22), Phase 2 – Brand Design Seminar/Workshop and Consultation by Bluethumb Design Studio (October 24-25) and Phase 3 – Digital Marketing and E-Commerce Seminar/Workshop and Consultation by Sinag Consultancy Group (November 13-14).

Furthermore, local graphic designers were hired to improve the brand logo and trademark of the participating MSMEs and eventually, had their trademarks registered in coordination with the Intellectual Property Office – Philippines (IPOPHIL).



TOP STORIES INSIDE



DTI 11 ACHIEVES 2017 TARGETS

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DAVAO REGION HAS 215 KMME GRADUATES

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DTI 11 ACHIEVES 2017 TARGETS

The Department of Trade and Industry (DTI) 11 has successfully hit its 2017 targets.

These achievements include the number of micro, small and medium enterprises (MSMEs) assisted, number of MSMEs and exporters assisted in the priority industries, number of Negosyo Centers established and maintained, percentage of Kapatid Mentor ME (KMME) mentees who graduated, and percentage of consumer complaints resolved within prescribed time.

In hitting the figures of its 2017 targets, DTI 11 Regional Director Maria Belenda Q. Ambi attributed these to the various interventions the agency has implemented. She also underscored the commitment of everyone, including the staff and partner institutions, as vital factors in this newest feat.



10,440

MSMEs ASSISTED



7,392

REGISTERED
MSMEs WITH
MAYOR'S PERMIT



18

IP APPLICATIONS
FILED



2,274

MSMEs ASSISTED
IN THE PRIORITY
INDUSTRIES



44

INVESTORS ASSISTED
IN THE PRIORITY
INDUSTRIES



49

PROTOTYPES
DEVELOPED



115

MSMEs DOING
E-COMMERCE



115

EXPORTERS ASSISTED
IN THE PRIORITY
INDUSTRIES



98%

CONSUMER COMPLAINTS
RESOLVED WITHIN THE
PRESCRIBED TIME



37,043

JOBS GENERATED



16

NEGOSYO CENTERS
ESTABLISHED IN 2017



840

MSMEs WHO
AVALIED LOANS



21

NEGOSYO CENTERS
MAINTAINED IN 2017



P1,667.23M

DOMESTIC SALES
GENERATED



215

KMME GRADUATES
FOR 2017

DTI LEADS DAVAO REGION MSME CONFERENCE 2017



The Department of Trade and Industry (DTI) Regional Office 11 conducted the Regional Micro, Small and Medium Enterprise (MSME) Conference 2017 on July 27-28 at the Marco Polo Hotel, Davao City. This is in coordination with the Regional MSME Development Council-Mindanao Chapter.

The conference was centered on the 7Ms of successful entrepreneurs, the current mantra for entrepreneurship which DTI and the Philippine Center for Entrepreneurship (PCE) promote. The 7Ms refers to Mindset Change, Mastery, Mentoring,

Markets, Machines, Money and Models of Business.

DTI- Bureau of Small and Medium Enterprise Development (BSMED) Director Jerry T. Clavesillas discussed the strategy thoroughly during the conference's first day. He also presented the 2017 Association of Southeast Asian Nations (ASEAN) Summit Action Plan.

Aside from the topics of Clavesillas, relevant issues like the adoption of Green Economic Development (GED) and Business Continuity Plan (BCP) were presented on the first day.

DTI-Davao Regional Director Maria Belenda Q. Ambi said these breakthrough goals – the GED and BCP – are now considered as 'must-haves' for MSMEs.

"These initiatives are very necessary for the MSMEs to sustain their development. We have invited successful entrepreneurs and practitioners to discuss these topics, so that they can clearly explain to the MSMEs how the GED and BCP have helped them improve their operation and made them become more competitive," she said.

On the second day, a Financing Forum was held for MSMEs who are in need of additional working capital for their business. This is an opportunity for MSMEs to access products and services from invited banks and other financing institutions.

In the meantime, indigenous products, which underwent Screening, Assessment and Triage by the Design Center of the Philippines (DCP) and the Center for International Exposition and Mission (CITEM) were displayed in a mini exhibit area. These products are part of DTI's new program called One Town One Product (OTOP) Next Gen.

The two-day event was participated by the MSMEs from the six provinces of the region and members of their respective provincial MSME Development Councils.

DAVAO REGION HAS 215 KMME GRADUATES

The Department of Trade and Industry (DTI) in Davao Region takes pride of the 215 graduates it has produced under its Kapatid Mentor ME (KMME) program which started last October 7, 2016.

The agency revealed that the initiative which deems to develop more successful micro entrepreneurs was able to record 20 graduates in 2016 and 215 this year.

For 2016, all 20 MSMEs who graduated were from Davao City. Meanwhile, for 2017, 41 were from Davao City, 46 from Davao del Sur, 19 from Davao Occidental, 42 from Davao del Norte, 20 from Compostela Valley and 47 from Davao Oriental.

The 10-week program of the KMME had weekly modules on marketing, financial management, human resource management, and operations management, among others. These graduates were provided with high calibre mentors who shared their time, knowledge, skills, expertise and tips. On the 10th week, the mentees presented their Business Improvement Plan (BIP), incorporating the learning from the lectures and mentoring sessions in front of a panel composed of marketing/operations management mentors and micro financing institution (MFI) representatives who can possibly assist them on their financing needs.

DTI and the Philippine Center for Entrepreneurship



(PCE) – Go Negosyo conceptualized the KMME program to serve as the entrepreneurs' guide to become a globally competitive enterprise, this being one of the strategies of the government to provide jobs to Filipinos and boost economic growth focusing on the micro, small and medium enterprises (MSMEs) as they soar to greater heights.

DTI-Davao Regional Director Maria Belenda Q. Ambi, during her inspirational talk in Mati City during the KMME graduation in the province, expressed her appreciation for the mentees who religiously attended the 10-week program.

"This only shows that MSMEs nowadays are inspired to improve their productivity, be involved in

value-adding activities and be of help to other people by creating job opportunities and become engine of growth," Ambi said.

For 2018, DTI, through its field offices in the five provinces and one chartered city in Davao Region, will still be conducting the KMME. Thus, MSMEs who are interested to avail of the mentoring sessions may contact DTI-Provincial Office nearest them.

TRABAHO NEGOSYO KABUHAYAN

HIGHLIGHTS

OCTOBER 26-27, 2017 AT
FELCRIS CENTRALE



JOB FAIR

- 398 job applicants; 24 hired on the spot
- 15,628 vacancies; 3,424 local and 12,204 overseas



ENTREPRENEURIAL SEMINARS

participated by 490 potential and start up MSMEs.



FINANCING CLINIC

participated by 142 MSMEs who sought assistance in financing



TRADE FAIRS

generated sales amounting to P40,475



ON-SITE BUSINESS LICENSING

served 218 clients



COIN RECIRCULATION PROGRAM BY BSP

exchanged P5,218 worth of 5, 10 and 25 centavo coins

DTI 11 LAUNCHES 16 NCS IN 2017

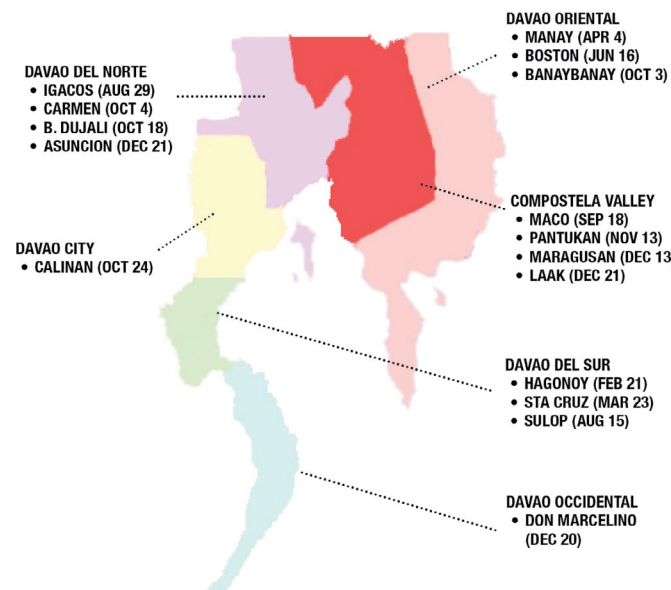
The Department of Trade and Industry XI has successfully launched 16 Negosyo Centers in 2017. This brings a total of 37 Negosyo Centers already established in Davao Region since 2015.

The launching of these Negosyo Center are in line with the Republic Act No. 10644 or the Go Negosyo Act to provide aid to micro, small and medium enterprises (MSMEs), promote ease of doing business, facilitate access to grants and other forms of financial assistance, ensure management guidance and facilitate market access and linking services for entrepreneurs.

Of the 16 Negosyo Centers launched in 2017, four were launched in Davao del Norte, four in Compostela Valley, three in Davao del Sur, three in Davao Oriental, one in Davao City and one in Davao Occidental.

The presence of the Negosyo Centers in the region will bring in more business opportunities, provide better and more efficient services to communities and MSMEs, contribute in the rapid development of various municipalities in the region.

NEGOSYO CENTER ESTABLISHED IN 2017



CACAO INDUSTRY RECORDS MILESTONE IN 2017



PARTICIPATION TO CACAO OF EXCELLENCE PROGRAM

- The Cacao of Excellence Program is a global competition recognizing the work of cacao farmers and celebrating the diversity of cocoa flavours.
- 5 cacao producers from the region participated in the Cacao of Excellence Program. These are the Puentespina Farm, Chocolate de San Isidro, Kenemer Food Int'l, Filipinas Oro de Cacao and ComVal Tropical Harvest. DTI-DCFO shouldered the freight of beans samples to Paris.
- This is the first time for the Philippines to participate in the said competition as part of the thrust and development directions to be certified as supplier of fine flavor cacao beans.
- Puentespina Farm was included in the Top 50 Best Cacao Beans, out of the 166 beans sample submitted by 44 countries for the Cacao of Excellence Program.
- This is the first award of the Philippine cacao beans.



KAKAO KONEK 2017

- Held on December 5-6 at SMX Convention Center, Davao City
- Attended by 560 participants with Mayor Inday Sara Duterte as the special guest
- Launched Department of Tourism's (DOT) Davao Chocolate Overload, a project with department of Agriculture (DA) and Trade and Industry (DTI), Davao City Tourism, Cacao Industry Development Association of Mindanao, Inc. (CIDAMI) and Visit Davao Consortium. This is one of the project of DOT to brand Davao. This is an educational tour highlighting the process in chocolate-making



PHILIPPINES' 1ST PARTICIPATION TO SALON DU CHOCOLAT

- The Philippine Cacao Industry Council, in coordination with DTI-EMB, CITEM and DTI 11, was part of the Salon du Chocolat last October 28 to November 1 in Paris.
- This is an international trade exhibit featuring the best chocolates in the world.
- 7 Philippine chocolate processors joined to meet potential partners and buyers. These are the Malagos Agri Venture, Nutrarich Nutraceutical Innovations, Theo and Philo Artisan Chocolates, Hiraya Artisan Chocolates, Kablon Farms Food Products, Auro Chocolates and Ginto Chocolates
- DTI-Paris facilitated a meeting with the Philippine Embassy in Paris on the first day of the delegates' arrival



CACAO CITY

- Launched on October 2 to serve as a show window and retail outlet of the local cacao products produced by various MSMEs
- A project of CIDAMI, in partnership with the City Government of Davao and DTI-Davao City
- Located at the Davao City Pasalubong Center along Palma Gil St.



DAVAO CHOCOLATE FESTIVAL 2017

- CIDAMI, together with SM City Davao, conducted the 2017 Davao Chocolate Festival last October 12-15 inside the mall's Activity Center
- It brought together the best cacao growers and processors in the region.

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CO FEDERATION TO HELP STRENGTHEN CONSUMER WELFARE

In its continuous quest to protect consumers against deceptive, unfair and unacceptable trade acts and practices, consumer organizations in the Davao Region federated during the culmination of the Consumer Welfare Month last October 26, 2017 at Felcris Centrale.

In her opening remarks, Department of Trade and Industry XI Regional Director Maria Belenda Ambi emphasized the role of consumer organizations being one of the agency’s partner in its mandate of empowering consumers. Ambi also recognized the efforts exerted by consumer groups in DTI’s advocacy initiatives, adding that DTI cannot do everything alone.

ELECTED OFFICERS

PRESIDENT	Emilio Baguio - Konsumo Tagum, Inc (KTI)
VICE PRESIDENT	Representative of Consumer Action of Sustainable and Healthy Lifestyles (CASH-L), Davao (represented by Ms. Victoria Horfilla)
SECRETARY	SHERLINA HAO - Nagkahiusang Konsumante sa Bansalan, Inc. (NKBI)
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MINDANAO TRADE EXPO GOES TO GLORIETTA, OPENS WITH P1-M SALES

Several products of the island-region’s 32 entrepreneurs were highlighted as the Mindanao Trade Expo Foundation, Inc. brought them to Manila last October 2 to 5 to expand their market.

Tagged as “MTE Goes to Glorietta” and banner the theme “Connecting Mindanao” to promote Mindanao products to new local and foreign markets, MTE Foundation, Inc. (MTEFI) has brought MTE, one of Mindanao’s most thriving market encounters, to on the country’s capital from October 2 to 5.” It took pride as well of the fact that it opened with almost P1 million in sales.

In her message during the opening ceremony on Monday, MTEFI president Dr. Rosevic del Rosario-Cembrano said the exhibit in Glorietta was carefully planned and they took this opportunity as soon as an offer from Ayala Malls came.

“We wanted to maximize this opportunity from the Ayala Malls. It has always been the desire of MTEFI to provide all avenues where the Mindanawon entrepreneurs can promote their products and services and expand their markets,” the business leader said.

Present during the opening of the fair were Ayala Malls Group head Rowena Tomeldan, Foreign Buyers Association of the Philippines (FOBAP) president Robert Young, Philippine Exporters’ Confederation, Inc. (PhilExport) trustee Myrna Bituin, Association of Negros Producers (ANP) president Christina Gaston,



Department of Agriculture (DA) Undersecretary Evelyn Laviña, Department of Trade and Industry (DTI) Davao regional director Maria Belenda Ambi, DTI-Davao assistant regional director Edwin O. Banquerigo, Philippine Information Agency – NCR (PIA-NCR) regional director Liza Baldoria, Therma South, Inc. Reputation and Stakeholder Management head Jason Magnaye, MTEFI officers and the Matigsalug tribe leaders.

Also gracing the second day of the fair were DTI Secretary Ramon Lopez, DTI Undersecretary Nora Terrado, DTI Assistant Secretary Ameenah Fajardo and DTI Assistant Secretary Demphna Du-Naga.

The four-day MTE Glorietta 2017 highlights the following: (1) a showcase of Mindanao’s best highlighting the products qualified for DTI’s banner

programs, Go Lokal and OTOP Next Gen; (2) a special setting of new product designs as an offshoot of the previously conducted design consultations; (3) business matching between Mindanao entrepreneurs and Manila-based companies; and (4) another special setting featuring the culture and products of the Matigsalug tribe of Davao City.

It can be recalled that the Matigsalug tribe’s products and their brand, “Nasabeka,” was two months ago at the MTE 2017 in Abreeza Ayala Mall, Davao City.

The project is a product of the partnership among DTI-Davao Region, AboitizPower subsidiary Therma South Inc., Aboitiz Foundation, Inc. and the Matigsalug Council of Elders Marilog District Davao City, Inc. (Macoemddci).

DTI 11 TO INTENSIFY CMCI 2018 SURVEY

The Department of Trade and Industry 11 is set to intensify the Cities and Municipalities Competitiveness Index (CMCI) survey in 2018.

The index is an annual ranking of the Philippine cities and municipalities developed by the National Competitiveness Council (NCC) and with the assistance of the United States Agency for International Development (USAID). It is designed to capture four key competitiveness pillars, namely, government efficiency, economic dynamism, infrastructure, and resiliency. These pillars are aligned with the competitiveness indicators used by IMD Competitive Survey, International Finance Corporation (IFC) Doing Business Survey, and the World Economic Forum (WEF) Global Competitiveness Index.

Considering this objective, the agency, being a part of the Regional Competitiveness Committee (RCC) of the region, will implement interventions that will produce a more sound survey result.

It can be noted that the RCC 11 recently concluded its 2017 CMCI Survey, which was participated by all local government units (LGUs) in the region.

Started in 2013, seven cities and 10 municipalities of the 49 LGUs here were selected to participate in the CMCI rankings. Due to the project’s expansion, 49 or 100 percent have already participated in the said rankings since 2015.



As LGUs in the region have been gaining multiple recognitions and awards in the national competitiveness rankings, the agency has already made plans on elevating next year’s round of CMCI Survey.

“DTI 11 will strengthen its efforts to support the LGUs, through inter-agency collaboration, roadshows and exit conferences. This will not only intensify data generation, but also make its validation more efficient,” DTI 11 Regional Director Maria Belenda Q. Ambi said.

In 2017, RCC 11 pushed for the improvement of data collection and generation. In partnership with the Department of the Interior and Local Government (DILG) 11, provincial CMCI roadshows were conducted. One of its objectives was to encourage the LGUs to organize a Technical Working Group (TWG) that would facilitate the generation of

CMCI data. Also, exit conferences were piloted in Davao City, Malita (Davao Occidental), and Compostela Valley.

Back in December, the LGUs that scored high in the 2017 survey were awarded and recognized during the 1st Regional Competitiveness Awards. The ceremony was organized by DTI 11 as chair of RCC 11.

Regional Development Council (RDC) 11 chairperson Gov. Anthony G. Del Rosario extended his congratulatory remarks and support to the said project at the awarding ceremony.

“Local competitiveness is the building blocks of national competitiveness. Working alone is insufficient but working together is essential in leading us to a more competitive nation,” he pointed out.

1st REGIONAL COMPETITIVENESS AWARDS CITIES AND MUNICIPALITIES INDEX

HIGHLY URBANIZED CITIES

- DAVAO CITY
3rd Overall Most Competitive

MOST COMPETITIVE PROVINCE

- DAVAO DEL NORTE
1st Place
- DAVAO ORIENTAL
2nd Place
- DAVAO DEL SUR
3rd Place

COMPONENT CITIES

- TAGUM CITY, DAVAO DEL NORTE
Overall Most Competitive
- PANABO, DAVAO DEL NORTE
2nd Most Competitive
- DIGOS, DAVAO DEL SUR
3rd Most Competitive

MOST IMPROVED LGU

- PANABO, DAVAO DEL NORTE
Most Improved Component City
- KAPALONG, DAVAO DEL NORTE
Most Improved 1st to 2nd Class Municipality
- TARRAGONA, DAVAO DEL NORTE
Most Improved 3rd to 6th Class Municipality

1ST TO 2ND CLASS MUNICIPALITY

- COMPOSTELA, COMPOSTELA VALLEY
Overall Most Competitive
- NABUNTURAN, COMPOSTELA VALLEY
Overall 2nd Most Competitive
- KAPALONG, DAVAO DEL NORTE
Overall 3rd Most Competitive

3RD TO 6TH CLASS MUNICIPALITY

- SULOP, DAVAO DEL SUR
Overall Most Competitive
- SAN ISIDRO, DAVAO ORIENTAL
Overall 2nd Most Competitive
- BRAULIO E. DUJALI, DAVAO DEL NORTE
Overall 3rd Most Competitive

COMPETITIVENESS PILLARS

ECONOMIC DYNAMISM

- TAGUM CITY, DAVAO DEL NORTE
Top Performing Component City
- BANSALAN, DAVAO DEL SUR
Top Performing 1st to 2nd Class Municipality
- SULOP, DAVAO DEL SUR
Top Performing 3rd to 6th Class Municipality

GOVERNMENT EFFICIENCY

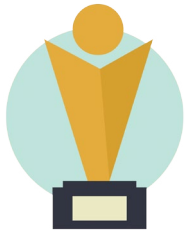
- TAGUM CITY, DAVAO DEL NORTE
Top Performing Component City
- NEW CORELLA, DAVAO DEL NORTE
Top Performing 1st to 2nd Class Municipality
- BRAULIO E. DUJALI, DAVAO DEL NORTE
Top Performing 3rd to 6th Class Municipality

INFRASTRUCTURE

- TAGUM CITY, DAVAO DEL NORTE
Top Performing Component City
- COMPOSTELA, COMPOSTELA VALLEY
Top Performing 1st to 2nd Class Municipality
- SULOP, DAVAO DEL SUR
Top Performing 3rd to 6th Class Municipality

RESILIENCY

- TAGUM CITY, DAVAO DEL NORTE
Top Performing Component City
- COMPOSTELA, COMPOSTELA VALLEY
Top Performing 1st to 2nd Class Municipality
- SULOP, DAVAO DEL SUR
Top Performing 3rd to 6th Class Municipality



MILESTONES



SPRINT AWARDS 2016 SEPTEMBER 18, 2017

DTI-XI bagged major recognitions during the 2016 SPrints (System on Performance Reward and Incentives) held at PICC, Pasay, Manila. Arriel Nengasca was awarded as the Huwarang DTI Employee of the year. Likewise, Regional Director Maria Belenda Ambi was among the semi-finalists for the Huwarang DTI Executive of the year award. Adding to the roster of achievers were the winners of the DTI Value Photo Contest. Bagging the 1st place was DTI-Compostela Valley for its photo entry on 'competence'. While DTI Regional Office and DTI-Davao del Norte both placed second for their photo entry on 'love for country' and 'synergy' respectively.



PRIME HRM ACCREDITATION SEPTEMBER 26-27, 2017

DTI-XI was awarded with the PRIME-HRM Level 2 Maturity in all of its four pillars namely Performance Management System (PMS), Recruitment, Selection, and Placement (RSP), Learning and Development (L&D) and Rewards and Recognition (R&R). PRIME-HRM is a mechanism that empowers government agencies by developing human resource management competencies, systems, and practices toward HR excellence.



ISO 9001:2015 CERTIFICATION SEPTEMBER AND DECEMBER 2017

DTI-XI was recommended for ISO 9001:2015 certification after the 3rd Party Certification Audit initiated by the CIPI Philippines Inc. The audit team assessed the effectiveness of DTI-XI's quality management system and ensured incorporation of risk-based thinking in all of its processes and requirements in compliance to its transition from ISO 9001:2008 to ISO 9001:2015 version.



SSF AWARDS 2017 DECEMBER 5, 2017

DTI-XI brought home major awards during SSF Awards 2017 held at the Philippine Trade Training Center, Pasay City. DTI-XI won first place for SSF regional documentary for its immense creativity in capturing the impacts of SSF in the region in a documentary. Likewise, DTI-XI placed second as the most Internal Audit Service (IAS) compliant region.



RED ORCHID AWARD DECEMBER 6, 2017

DTI-XI Regional Office/Davao City Field Office and Compostela Valley Provincial Office were recognized as "Smoke Free Establishments" and conferred the Red Orchid Award. Organized by the Department of Health, the Red Orchid Award is an annual search for 100% tobacco-free provinces, municipalities, cities, government offices and hospitals for health development.