



ovember witnessed the continued implementation of DTI's "Mentor Me" Program to scale up businesses of Micro and Small Entrepreneurs in Cebu through weekly coaching and mentoring by practitioners on different functional areas of entrepreneurship. The Mentor Me sessions were held at the Negosyo Center, UP Cebu City.

Shared Service Facilities in Region 7 & 18 were monitored to ensure that these machinery and equipment are well utilized. The Shared Service Facilities (SSF) project aims to improve the quality and productivity of microenterprises and SMEs by addressing the gaps and bottlenecks in the value chain of priority industry clusters through the provision of processing machines/equipment for the common use of the Microenterprises and SMEs within the said industry clusters all over the country.

DTI also assisted MSMEs in establishing sustainable businesses under its Inclusive Business Program. It is a business initiative that keeps its for-profit nature and contributes to poverty reduction through the inclusion of low income communities in its value chain.

### INSIDE:

- Building a business on the strength of a dream
- Nature's Legacy follows the green path
- From employee to employer
- NOAH's exquisite stones
- A social enterprise can be profitable
- Glamorizing the tuyo for the international market

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## From employee to employer

A few years ago, Cristina Anggana was just an employee for a handicraft manufacturer in the booming town of Minglanilla, Cebu.

However, her sister, then a fashion accessories designer, encouraged her to take a big leap of faith and venture into her own handicraft business.

In 2005, she decided to develop her own line of bags, home decors and accessories made from local natural fibers. Her husband managed the manufacturing side while Cristina focused on marketing and finance.

After a few bumps on the road, Cristina's products are finally sold under the name Hannah's Handicrafts.

Today, Hannah's Handicraft is ex-

porting homemade products to the United Kingdom and Malaysia through the help of her sister. Cristina's products have garnered total annual sales volume of around USD 100,000 - 500,000.

Cristina's products are also available in the tourist island of Boracay and Bohol. Selling within the tourist areas has so far been a good marketing ploy considering that this has made her products more known to foreign visitors.

Hannah's Handicrafts employs around 51-100 people who look into the details and designs of each products like ladies handbag, necklace, earrings, pillows, and placemat



and household items.

Indeed, Hannah's Handicraft has enticed both domestic and international buyers with their good quality products.

Hannah's Handicraft is among the MSMEs assisted by the Department of Trade and Industry (DTI) through trade fairs and business development seminars organized by the department. #



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Enabling Business Empowering Consumers 2

## Nature's Legacy follows the green path

## Inventions 15>19 avril 2015-Genève



Who would have thought that by just combining the creativeness of one's mind with those discarded scraps that we never thought useful, export quality products can be produced like those manufactured by Nature's Legacy in Cebu, Philippines.

Known for its green innovation, Nature's Legacy is the brainchild of husband and wife tandem Pete and Catherine Delantar, whose successful collaboration since 1996 catapulted their company's rise as a world-class Filipino brand specializing in eco-art products.

It was not an easy journey for the couple who started out Nature's Legacy as a backyard business in Compostela town in Cebu province. But with Cathy's vision and audacious ideas and Pete's sound innovations, they have executed pioneering product developments resulting in breakthrough designs and processes.

Nature's Legacy material innovations are used the world over in creating a variety of products such as furniture, fashion and home accessories.

The company is well known for Naturescast®, a line of natural scrap materials like fallen debris and twigs and other agroforest waste treated with proprietary odorless water-based

binders and outdoor resistant coatings. Nature's Legacy flagship products are chairs made of recycled mango seeds that have been featured in a Grammy Awards event in California.

Nature's Legacy now owns patent and copyright in the US, Europe, Philippines, Vietnam and China of the following product lines: engineered Stonecast material Brauncast®, handmade polymer and polyester resins line called Marmorcast®, and recycled paper material NuCast®.

With the help of DTI's programs and services, in addition to the couple's innovativeness and determination, Nature's Legacy grew by leaps and bounds to become what it is today. Currently, the company has around 120 employees, with a showroom at Mandaue City and clients in over 25 countries in Asia, Europe, and Middle East, including Turkey,Russia, Poland, India , Spain, Greece, United Kingdom, Japan, Australia, New Zealand and the U.S.A.. The proudly Filipino-made products are available at high-end home stores in the US and Europe such as West Elm, Pottery Barn, and Neiman Marcus. Locally they are available at Rustan's, Echostore and Kultura.

The couple also received the 34th Agora Awards Marketing Excellence given by the Philippine Marketing Association in 2013, Environment-Friendly Entrepreneur of the Year by the Cebu Chamber of Commerce and Industry and Excellence in Ecology and Economy (E3) Award by the Philippine Chamber of Commerce and Industry in 2007. The couple was included in the list of finalists at the 2005 Ernst and Young Entrepreneur of the Year award, and received the 2004 Golden Shell Award for Excellence in Design and Manufacturing, among other achievements.

This year, the company continues to diversify its product lines to expand its business through continuous improvement of its production process, responsible use of natural materials, and product quality.

The company remains committed to its vision of becoming a global leader in the home furniture and accessories industry founded on its core values of integrity and competence, with strategic focus on customer satisfaction, corporate social responsibility and commitment to the total human development of its workforce.#

### Activities in Photos



(Photo above) DTI Bohol Provincial Office conducted on November 8 a Standard Monitoring and Enforcement on Christmas Lights in 7 establishments in Tagbilaran City, Bohol. These establishments included Island City Mall (ICM), BQ Mall, Alturas Mall, Shoppers Mart, Unitop, Handyman and Plaza Marcela.

(Photo below) DTI-Negros Occidental Director Lea Gonzales (left) and Senior Trade and Industry Specialist Engiemar Tupas (right) turnover the check worth P255, 000 as BUB fund to Pontevedra Mayor Jose Benito Alonso (center) at the DTI Provincial Office in Bacolod City yesterday.



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Enabling Business Empowering Consumers 4

## Glamorizing the Tuyo for the International Market



After training abroad in the culinary arts, who would have thought that she will go back to her hometown and develop an export-quality product from the lowly tuyo?

April Lacson-Justiniani has a lot of trainings under her belt. A graduate of Bachelor of Science in Hotel Management from the University of St. La Salle (USLS)-Bacolod, she proceeded to finish culinary arts from the Institute of Culinary Arts Bacolod, also under USLS. She then underwent a six-month internship on molecular gastronomy in Mexico and attended various vocational courses in the United States.

After her exposure outside the country, April found her way back to Bacolod, settled down, and started working on improving her family's gourmet tuyo recipe for the market. She has been doing this for the last two years and her product has been well-accepted by both locals and tourists.

What makes April's gourmet tuyo unique is that the fish are not filleted but rather shredded so you get the fullness of the flavor in every pinch. The fish was cooked several times, manually shredded to remove the bones and cooked in olive oil and special spices.

Hailing from two of the oldest clans of the province of Negros, April says that her gourmet tuyo has strong Spanish influence handed down in her family. Her mom introduced the addition of sliced olives and they would just make them regularly for family gatherings and picnics. It was actually common fare in their circle. Eventually, April found the technology to make the shelf life longer and the business was born.

Ading's Gourmet Tuyo joined the Association of Negros

Producers (ANP) a few months after April started bottling their gourmet. She named her gourmet tuyo after her daughter Adi and then just added "ng" to make it sound like a vintage nickname. April says that she's happy that she belongs to a group like the ANP that celebrates and promotes local products. She has benefited greatly from the seminars held for the producers while Ading's Gourmet Tuyo became more popular because of the product's exposure in local and national trade events.

DTI has been part of Ading's success, likewise. The agency extended managerial seminars and technical trainings, packaging and labeling development assistance and participation to trade fairs to Adings, like any other members of ANP and MSMEs in the province.

One of the highlights that April received in her young venture is being offered a private labelling arrangement with a popular resort in Manila, but she had to decline because she would like to be able to market her product under its own brand.

At present, April can produce up to 100 bottles per week. But she is looking at increasing her production as well as her exposure in the market in the near future.

Adings Gourmet Tuyo is available online through their Facebook page and at the Negros Showroom, Bacolod City.



Enabling Business Empowering Consumers 5

### Building a business on the strength of a dream

Arden and Jen Elizabeth Siarot easily blend into a crowd. But this unassuming couple is the dynamo behind the successful Cebu-based Arden Classic Inc.

Arden's miniature metal furniture pieces have found a market not only here but abroad. The company's products are carried by some of the world's most prestigious art and decor houses. Clients of this Cebu based manufacturer of elegant home furnishings and accessories have included at one time or another big international names like Ralph Lauren, Lane Crawford, Harrods, Neiman Marcus and Armani Casa. Arden's creations include intricate timeless pieces using seashells, ostrich egg, mother-of-pearl and even animal bones accented with silver-plated brass and other metal accessories. "It's hard to imagine that the items we used to make in our kitchen from a small Cebu City apartment have found their way into department stores, and even are patronized by some world-renowned brands," begins Arden Siarot.

Even as a child, Arden's creativity and entrepreneurial skills were already apparent. Coming home from school, he often went with his father to collect melted candle wax, make designs out of it, and sell them to candlemakers for a meager amount. As a teenager, he and his siblings peddled bananas and sweet potatoes to their neighbors to augment their meager family income. A technical-vocational course in Electro-Mechanics at the Don Bosco Manpower Training Program equipped him with skills in machinery maintenance and fabrication. To further his studies, he took up Electrical Engineering at the University of San Jose Recoletos.

Arden's technical skill and creativity were further developed when an Italian jewelry manufacturer at the Mactan Export Processing Zone hired him to head its engineering department. Then 30 years old, he was practically running the company's operations where he also developed his craftsmanship. Eventually, he ventured on his own.

In 1994, Arden Classic Inc. became a furniture subcontractor of the biggest high-end furniture maker in Cebu. The business became part of the heyday of wrought iron furniture. Their expansion was fast — until the industry died down. "Since jobs were few, we started joining international trade shows with the help of the Department of Trade and Industry (DTI) and then we diversified. We included home decor and accessories like picture frames to our wrought iron furniture," he shares.

In 2000, he was inspired by a German book which showed art pieces that combine shells and metals. He



relates, "It was a slow start: I finished my first creation after three months. But I got hooked. Every time I saw a shell, I would imagine designs."

Arden himself trained their now 80 employees. "At first, our employees knew nothing in this industry, but I've painstakingly trained them one by one." He also fabricated his own equipment to save on cost. That's when he learned that nothing is impossible. He explains,

"In the beginning, we didn't know everything that had to be done but somehow, we knew we'd eventually learn them. We also didn't know how to make lampshades, but we were receiving bulk orders. We kept improving on our process until, finally, we got it right."

When their competitors started cutting prices, Arden Classic Inc. even raised the price of their products. He says, "Everybody was trying to compete with China. I also tried to make low-end products so I can drop pricing — but there were no takers. So, I changed my mindset and created the best quality products without minding the cost."

Since 1997, Arden Classics Incorporated has exported their products to Central & South America, Hong Kong, Middle East, North America and other Asian Countries with an annual turnover of around US\$ < 50,000. "Back then, I felt that our high quality creations would speak for themselves," he continues. The rest, as they say, is history.

Today, in recognition of his creativity and passion, Arden Siarot has received recognitions for product excellence and innovation such as the President Ramon Magsaysay Award from Technical Education and Skills Development Authority (TESDA) and the Golden Shell Award for Manufacturing Excellence from Citem-DTI in 2002. He was also given the Entrepreneur of the Year Award by the Cebu Chamber of Commerce and Industry in 2003. #

#### Activities in Photos



(Photos above) DTI BPO Price Monitoring Team conducted a price monitoring on noche buena products in 3 supermarkets (Island City Mall,BQ Mall and A.H. Shoppers Mart) in Tagbilaran City, Bohol on November 21. This is to ensure that noche buena products are within the given Suggested Retail Prices (SRPs).

(Photos below) A set of fish processing equipment was recently turned over to the Southern Negros Agrifisheries Multi-purpose Cooperative in Negros Oriental by the Department of Trade and Industry (DTI) in November. The equipment that was handed over to the fisherfolk-beneficiaries under the Shared Service Facility (SSF) project which aims to help Micro, Small and Medium Enterprises (MSME). DTI-Negros Island Region (NIR) Director Asteria Caberte spearheaded the turnover ceremony and opening of the fish processing center located in Sumaliring, Siaton with DTI Provincial Director Javier Fortunato Jr. and DTI-Negros Oriental staff.



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Enabling Business Empowering Consumers 7



Living a sustainable lifestyle is living whole and connected. It's the ECHO everyone who believes in clean living wants. It's about conscious and caring consumerism that chooses fair trade and green products to help drive livelihood to the marginalized while helping our planet.

This idea paved the way for the birth of ECHOstore, a sustainable lifestyle store offering natural and organic food, cosmetics and even fresh produce is definitely a business that is riding the global trend for sustainable choices. Echo is the acronym for Environment, Community Hope and Organization.

Today, ECHOstore is spreading its mission. The EchoStore in Banilad, Cebu is meant to support this green movement with environmentally friendly practices that support local products.

For husband and wife team Johann and Meyan Young, acquiring the EchoStore license from Manila just made sense. They wanted more natural alternatives at home, and they could also see that Cebuanos were looking for healthier choices. The couple initially thought of opening a salad bar when they acquired the commercial space, but EchoStore comes with the concept of sustainability and community, not just providing healthful products.

This is the sixth EchoStore in the country; there are currently four in Manila and one in Davao. Since its opening in Cebu in 2015, it has been receiving great feedback. "It's amazing to see how many Cebuanos are aware of and support this lifestyle," the couple says.

Customers come to EchoStore Cebu for different reasons, whether it's looking for healthier products for





themselves and their families, wanting to support local businesses, or an environmental advocacy.

DTI has been assisting the EchoStore Cebu in finding local product suppliers and farmer cooperatives that produce their needs.

Apart from food items available for consumption and for purchase, half of one wall of EchoStore has floor-to -ceiling shelves full of all-natural home and body products, with different kinds of soap, shampoo, body wash, room spray and more.

Because most of the makers of these products are small and medium enterprises, they don't mass produce. As they need time to replenish their products and there are always new suppliers being discovered, there's almost always something new on the shelves at EchoStore.

As the store's purchaser, Meyan deals directly with suppliers, and she hears their stories first-hand. The store's danggit comes from a community of fishermen in Bantayan supported by Gawad Kalinga. Through fair trade, EchoStore directly sources the danggit from the fishermen, instead of acquiring it through a middleman. This is just one story of how EchoStore serves as a hub for sustainable living, fair trade and supporting local.

EchoStore Cebu is located in Streetscape, Ma. Luisa Road, Banilad, Cebu City. It is open daily from 10 a.m. to 10 p.m. #

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#### Activities in Photos



(Photos above) DTI-Bohol held a franchising orientation seminar entitled How to Invest in the Right Franchise Wisely. This activity was conducted under the SMERA Program and in collaboration with the Philippine Franchise Association.



(Video left) The AVP is on the Shared Service Facility at the Tubigon Loomweavers Multi-purpose Cooperative (TLMPC). TLMPC is a social enterprise with a PAS-SION to create products from indigenous and endemic local materials with a strong DESIRE to sustain and develop the century old weaving traditions of Bohol and is COMMITTED to support local artisans to further their design expressions.

(Video right) The AVP is on the Shared Service Facility Project in Central Visayas. The SSF Project is a major component of DTI's MSME Development Program and aims to improve the competitiveness of MSMEs in the Philippines by providing them with machinery, equipment, tools, systems, skills and knowledge under a shared system. The project is being implemented with partners including NGOs, people's organizations, cooperatives, industry/trade associations, local government units, and state universities/colleges.



## NOAH's exquisite stones

Divinagracia Yee could have just accepted the fate that befell her after a series of business setbacks hit the Yee family during the mid-'80s. Their establishments in Dumaguete City-a restaurant and a department store-were losing money heavily until they had to be closed down.

One day, a man approached her looking for a job. "He was a displaced worker from a local stone craft factory which had also closed shop," recalls Didi adding that many businesses at that time were having a hard time and closures were common. The man had a family to support and was desperate to find a livelihood. "I wanted to help the fellow so I tried looking for what he could do," she relates. The guy gave her a stone tablet he had made with an inscription from the Bible made of India ink. The quote was from 2 Kings 3:17 which states: "For this is what the LORD says: You will see neither wind nor rain, yet this valley will be filled with water, and you, your cattle and your other animals will drink." "It was like God talking to me telling me that it was what I should do. God gifted me with an eye for nice things," says Didi.

The tablet became her inspiration to do more. She began crafting more of those stone tablets with inscriptions of Bible verses. Soon, friends started buying them using them as gifts or decors to their homes or offices. After a few more experiments using stones of various colors in new designs, the stone craft factory went into full operation in 1989 with only two workers. Still inspired from the verses from the Bible, she named her factory Negros Oriental Arts and Heritage (NOAH). That year was also the time when the Department of Trade and Industry and the Negros Oriental Centennial Commission were aggressively promoting handicrafts and other locally made products. Thus, Didi was able to get as much assistance from the two government agencies.

From stone tablets, the factory began producing other stone craft items like jewelry boxes, costume jewelry, wall decoration, coasters, mirror frames and picture frames, paper weights, and beautiful chests and furniture in-laid with stone. Along with new stone craft items, her designs also became more elaborate. Various precious stones are used in each stone craft depending on the design and color. Jade is used for color green, a red coral for red and a blue coral for blue. In one wall panel, stones of various colors are utilized. Paint enhances a stone craft's design and each is laminated to protect it.

In choosing the designs, Didi says that she always make sure that each has a touch of being Pinoy. Sometimes, designs come in a series, like the wall panels that carry themes like "Coco Gatherer," "Cane Gatherer," "Fishermen," and "Planting Rice." These are popular among foreigners. "This prompted me to hire more workers. I tapped the local folk from Bacong, a town in Negros Oriental, where the factory is located. I was happy because I was able to give them livelihood," she says.



Two years after it went into full operation, NOAH had 140 skilled and semi-skilled workers in its factory in Bacong. It now has more than 200 workers. Didi says that after creating more stone products, she developed her distribution network. "I joined trade fairs both here in Negros Oriental, Bohol and in Manila. For this reason, I met some distributors who began to place a few orders, then they doubled it, tripled it. So when the orders grew, I was again compelled to add new workers." Later, department stores such as Rustan's, SM and local handicraft shops like Balikbayan Handicrafts and Tesoro's started to carry NOAH's products.

The export market, she says, definitely would not be left behind. Presently, the stone crafts are exported to Italy, Spain and Germany and the United States. "The bulk of our produce now goes to the export market. I attribute it to the quality and the design of our products.

Didi says they have continued to participate in trade fairs being organized annually by the DTI. "Our efforts in trade fairs did not go for naught because every year we are able to get new and bigger clients. We are also able to showcase the best Filipino-made crafts to foreigners as well as to the locals," relates Didi.

Didi is Noah's general manager while her husband Romulo is the production manager. Romulo is in charge of processing of the stone crafts-from color management, design to the overall finish. He also makes sure that each hinge or hook is in its proper place and functions according to its purpose. At the start of each week, he prepares all the materials needed for production and even attends to the specific request of each worker. Their son Kerwin handles NOAH's Manila office.#

## A businesswoman rises-up to the challenge

Life hasn't been easy for Ruth Marigomen.

With no college diploma and with four children to raise, she setup an eatery in San Remigo, Cebu in January 2012.

Together with her husband, she also opened a Ready-to-Wear business. However, this second venture was not successful. Thus, they decided to focus their energy in managing their small restaurant.

With a start-up capital of just Php10, 000.00, the couple earned well from their business. That was before Super typhoon Yolanda barrelled through San Remigio. After the hurricane left, all business establishments in that part of Cebu including Carlo Eatery, were severely damaged. People would have understood if Ruth had decided to give –up on her business and sulk. But for Ruth, she refused to take that option. She never ceased believing that she could move through this obstacle.

Luckily, DTI was there to assist her. Ruth and her husband underwent a Retail Trade Management Seminar organized by the department and gained additional knowledge on how to manage their business. Moreover, the couple was given P 5,000.00 worth of grocery items to start over.

### Her thoughts on Success:

Ms. Ruth said that many entrepreneurs like herself, who suffer from tragedies usually feel defeated and want to quit on their dreams. But she said this is the wrong attitude to take.



"Don't give up, don't give in — just get back up and start rebuilding your life as quickly as possible," Ruth advised. "You will always have customers as long as they continue to be satisfied with the service you give them." #



OTOP STORE—TINDAHANG PINOY CEBU.

OTOP Store, Cotcot, Lilo-an, Cebu, Philippines.



November 2016

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# Manufacturing for the export market



Maribelle Cruz started 33 Point 3 Exports Incorporated as a manufacturer and exporter of fashion accessories to Japan, Europe and United States of America (USA).

The company was established with the goal of producing high quality crafted products that are made of indigenous materials.

Because of the growing demand in the export market, the company ventured into the production of housewares and gift items made of indigenous materials such as shells, coconut, bamboo, abaca, coco midrib and other local materials. They also make articles using plated base metals combined with synthetic gemstone, plastics, textiles and a variety of natural materials.

In its noble intent to exercise its social and environmental responsibilities, the business annually conducts livelihood training programs, feeding programs, tree planting, classroom donations and much more. For more than 10 years, it has tapped the basket weavers in Bohol as its main suppliers. The business was also very responsive to the need of the people after the devastation of super typhoon Yolanda by doing relief operation in the affected areas.

Currently, one of the sons of Maribelle is working as the Marketing Manager of the company. The business enterprise employs around 125 people, of whom 72 are male and 53 are female.

33 Point 3 Exports Inc. was conferred Excellence in Manufacturing and Marketing during the 17th Golden Shell Award on December 13, 2004 at Malacanang Palace, Manila. The company also

received from the Cebu Chamber of Commerce and Industry the Socially Responsible Entrepreneur for the year 2009.

Through the assistance of the Department of Trade and Industry, (DTI) the company continues to scale new heights in product quality and excellence, as well as takes part in the department's Inclusive Business Program that aims to contribute to poverty reduction through the inclusion of low income communities in its value chain.#



## With recovery, a voice

By Jeandie Galolou for Sun Star Cebu

Businesswoman Crystal Claire Cantillas-Villasin lost millions when super typhoon Yolanda wreaked havoc in Bantayan Island in November 2013. Three years after, she has recovered from the loss and finds time to help the business community in the island.

The 29-year-old entrepreneur owns a hardware and a poultry farm in Bantayan. While the hardware business incurred minimal damage, the poultry farm was destroyed, with losses estimated at between P3 million and P5 million. The recovery was a tedious one. Villasin recalled how she sacrificed her income from her hardware business to reconstruct the poultry and resorted to obtaining a bank loan. At present, the loan hasn't been completely paid off yet, but the entrepreneur said she might complete it over the short-term as she is on her way toward full recovery.

Villasin is now vice president for internal affairs of the Bantayan Island Chapter of the Cebu Chamber of Commerce and Industry (CCCI-BIC). She was also one of the seven founding members of the chapter that has 38 members to date. As chamber officer, she coordinates with the CCCI officials and, through the organization, serves as the voice of the business community in the island. "We organize seminars and trainings, and hold meetings with the business owners here in Bantayan through the chamber," Villasin said.

CCCI Bantayan Chapter was first organized in 2013, prior to the super typhoon, said Lito Maderazo, who was president of CCCI at that time. Maderazo also hails from Bantayan, where he spent his younger years. The Bantayan chapter, Maderazo's brainchild, intends to be the voice of the business community in Bantayan, Sta. Fe, and Madridejos.

After the typhoon, Villasin said that CCCI helped the island's business community recover faster, by introducing them to credit facilities or loans provided by the Department of Trade and Industry (DTI) and bringing skills training to the people of the island, especially in the areas of hospitality, food and beverage, and construction. Villasin herself has been granted a loan of about P2 million from DTI to rehabilitate her poultry farm business. The mother chamber was also responsible for facilitating the help of the private sector and foundations for the people of Bantayan Island. One of them was the AFOS Foundation, which has funded four proposals for candle-making, fisheries, and livestock.

"It is important that we now have a working business group



in the island. The businesses, even small, have organized themselves so they could have a voice," Maderazo said.

Like Villasin, crab exporter Maria Jimenez has also been helping out the local business community in Bantayan. As a trustee of the Bantayan Chapter for fisheries, she said having a business chamber in the island has given more power to the entrepreneurs, in terms of training, access to funds, and helping facilitate the issuance of business permits. She said the chamber has helped her fellow entrepreneurs have their businesses legally registered.

"We (business owners) have become united now, unlike before," Jimenez said, referring to the CCCI Bantayan Island Chapter. While most were devastated by the typhoon, the crab meat exporter said she received a large number of orders within days after Yolanda, since it was only her facility in the island that was not largely damaged and was capable of operations immediately after the typhoon.

More than just witnessing the synergy among business owners, entrepreneurs have also brought with them some lessons after Yolanda. This time, Villasin and Jimenez said that they have come to appreciate the importance of having typhoon-resilient establishments. After Yolanda, we learned the importance of not being complacent)," said Villasin. Instead of using light materials for their poultry farm, Villasin said she chose concrete when she began rebuilding, so it would have a better chance of surviving typhoons. (*Published in the Sun.Star Cebu newspaper on November 07*, 2016.)

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OIC - PD MARIA SOLEDAD LAXA BALISTOY 2F FCB Bldg., CPG Ave., Tagbilaran City Tel. # (63) 038-501-8260 Fax # (63) 038-412-3533 email: dtibohol@yahoo.com

### **CEBU PROVINCIAL OFFICE**

Provincial Director: MA ELENA C. ARBON DTI Building, Osmena Boulevard, corner Lapulapu Street, Cebu City Tel. # (63)(032) 255-6971 / 255-3926 (63)(032) 412-1944 / 412-1945 email: dticebuphil@yahoo.com / dticebuphil@gmail.com

### SIQUIJOR PROVINCIAL OFFICE

Provincial Director NIMFA M. VIRTUCIO CF Bldg., Legaspi St., Siquijor, Siquijor Tel. # (63)035-480-9065 Fax # (63) 035-344-2238 Email: dtisiquijor@yahoo.com

### NEGROS ORIENTAL PROVINCIAL OFFICE

Provincial Director JAVIER FORTUNATO, JR 2F Uymatiao Bldg., San Jose Street. Dumaguete City Tel. # (63)(035) 422-2764 Fax # (63)(035) 225-7211 Email: dtinegor@gmail.com

### NEGROS OCCIDENTAL PROVINCIAL OFFICE

Provincial Director LEA T. GONZALES 3F Prudential Life Building, San Juan & Luzurriaga Streets, Bacolod City Tel # (63) (034) 396-9084 Telefax # (63) (034) 433-0250 / 704-2203 Email : RO6.NegrosOccidental@dti.gov.ph