

Հացող բիզնես, խաղաղ երկիր



KALAMPUSAN

A PERFORMANCE MAGAZINE OF DTI REGION 7 NOVEMBER 2017

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November glided in as it highlighted the massive potential of the grassroots level in Region 7's food and non-food industries.

A One Town One Product Showcase opened in the second week at the Ayala Center Cebu. The event featured products of local micro, small and medium enterprises (MSMEs) that have undergone product development workshops conducted by the department under the OTOP Program. Around 100 MSMEs in Central Visayas took part in the recent OTOP Screening, Assessment and Triage (SAT) sessions in Cebu City where experts from the Design Center of the Philippines and from the private sector evaluated potential OTOP products.

On Nov. 15-16, the DTI conducted a Brand Equity Development Seminar for Micro, Small and Medium Enterprises (MSMEs) at Harold's Hotel in Cebu City. Among the topics discussed included key concepts of branding and marketing, new trends and the basic principles of brand development. The rest of the activity was allotted for the one-on-one cliniquing with MSMEs from Bohol, Cebu, Negros Oriental and Siquijor.

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BOHOL CHOCOLATIER JOINS SALON DU CHOCOLAT



Bringing Bohol Single Origin Chocolate to the world is another breakthrough for Ginto Luxury Chocolates with the company's participation in the 23rd edition of the Salon du Chocolat in Paris, France on October 28 – November 1, 2017.

This event is considered as the biggest and most prestigious chocolate exhibition in the world.

There were seven (7) Filipino micro, small and medium enterprises (MSMEs) that participated in the event, including Auro Chocolate, Ginto Luxury Chocolates, Hiraya, Kablon Farms, NutraRich, Malagos Chocolates and Theo and Philo.

These MSMEs showcased cacao products such as cocoa powder drink and chocolate coated bean goodies, to international award-winning chocolate bars.

The Philippine cacao team also included the Philippine Cacao Industry Council Chair Mr. Valente Turtur, representatives from the Philippine Embassy in Paris, the Philippine Department of Agriculture and the Philippine Trade and Investment Center in Paris.

Ginto Luxury Chocolate is a Bohol Single Origin (one variety harvested in one region) Chocolate line of pralines — filled chocolates — from locally-produced cocoa liquor (tableya) with authentic Filipino flavors. These 75% dark chocolates are filled

with local flavors — Calamansi, Ginger, Coffee — making the Ginto Chocolates a feast of Filipino flavors.

Ginto Luxury Chocolate is managed by Ms. Dalareich Polot, tagged as the “Chocolate Princess of Bohol”. Ms. Polot is a chocolatier trained in Ghent University – Belgium. She is an active member of the Bohol Cacao Council. For their chocolates they only source their select dried fermented cacao beans from Fort Justine Farm in San Juan, Sierra Bullones, Bohol.

Apart from producing chocolates, the company is a major producer of *tableya* in Bohol with total requirement of 6 tons of cacao beans per month. They recently opened a full-scale P4 million chocolate factory and showroom in Booy District, Tagbilaran City, Bohol. #



Activities in Photos



(Photos above and below) .The Department of Trade and Industry (DTI) conducted a Brand Equity Development Seminar for Micro, Small and Medium Enterprises (MSMEs) on November 15-16, 2017 at Harold's Hotel. In Cebu City. The activity resource person was Dr. Wilfrido Arcilla, a consultant and the country's acclaimed Brand Development Specialist. Among the topics discussed included key concepts of branding and marketing, new trends and the basic principles of brand development. The rest of the activity was allotted for the one-on-one cliniquing with MSMEs from Bohol, Cebu, Negros Oriental and Siquijor.



Activities in Photos



(Photos above and below) .The Department of Trade and Industry (DTI) conducted a Consumer Empowerment Seminar in Negros Oriental.in October 25, 2017 .



Negosyo Center and OTOP Project



She should have inherited the shoe and sandal making business founded by her parents but she opted to create her very own enterprise namely Lalaine Footwear.

Juanita Carlos, a native of Carcar City in Cebu, established her business in 1988. She started her business in order to have what she believes to be a lucrative source of income that will provide for her family's financial needs. Juanita currently has 20 to 25 employees that assist her in the production of footwear. Her father serves as the designer of the company's products.

The foundation of her business was tested in 2007 when China made products entered the local market. Customers' loyalty shifted to these cheap, imported footwear. According to Juanita, this was the time that her shoe and sandal production business collapsed. She was forced to

shift to the buy and sell business as a stop gap.

As time passed, her former customers realized that cheap products do not equate to good quality. People started to patronize once again locally made footwear.

As the wave of customers' support for locally made goods regained strength, Juanita decided to revive her footwear enterprise. Gradually, demand for her shoes and sandals returned especially when she participated in DTI's programs and projects for MSMEs such as the One Town One Product Showcase which exposed her to more buyers.

At present, Juanita's business is doing well. She sees DTI trainings and seminars as a gateway to success because of the benefits these bring to her business.#



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One Town One Product Showcase 2017

Ayala Center Cebu, Cebu City

Activities in Photos



(Photos above) The Negosyo Center – Loboc, Bohol conducted a Floral Arrangement Training last September 25-26, 2017 at the JAD Complex, Poblacion Sawang, Loboc, Bohol. Participants of the activity are the flowering plant growers of Barangay Bugho, Loboc, Bohol. The activity aimed to introduce floristry to the participants as a source of income and to provide technical training on floral arrangement ideal for gatherings and special events. Ms. Edna Pernia, a flower shop owner and a florist herself, was the resource person for the said training. , *Negosyo Center – Lobo*

(Photos below) Negosyo Center – Loboc conducted a Plastic Upcycling Workshop for Souvenir Products last October 5, 2017 at Bagumbayan, Loboc, Bohol. This activity was initiated in support of the Tagbilaran Technology and Innovation Center (TAGBTIC) Plastic Upcycling Project. Participants of the workshop are housewives and out-of-school youth of the said barangay. Ms. Tamara Ansley Raut, DTI Bohol Business Counsellor and designer, was the resource person for the workshop. The activity aimed to promote recycling of waste plastics (plastic bags) and creating useable products out of it such as plastic sheets and wristbands.



Activities in Photos



(Photo above) DTI-NOPO Senior Trade and Industry Development Specialist Bing Sumanoy talks about dry coffee processing, coffee grading and standard system to seminar participants in Negros Oriental.

(Photos below) Loboc, Bohol women train on massage therapy.



DTI Conducts Brand Equity Development Seminar for MSMEs

The Department of Trade and Industry (DTI) will conduct a Brand Equity Development Seminar for Micro, Small and Medium Enterprises (MSMEs) on November 15-16, 2017 at Harold's Hotel. In Cebu City.

The two-day activity will be facilitated by Dr. Wilfrido Arcilla, a consultant and the country's acclaimed Brand Development Specialist

Among the topics to be discussed include key concepts of branding and marketing, new trends and the basic principles of brand development. The rest of the activity will be allotted for the one-on-one cliniquing with MSMEs from Bohol, Cebu, Negros Oriental and Siquijor.

According to DTI Region 7 Director Asteria Caberte, the recent developments among ASEAN

partner countries formalizing market and intellectual exchanges pose a huge opportunity for producing innovative and unique Philippine brands.

"Our MSMEs need to be sufficiently prepared and armed with competitive strengths that could define their positions in the global market", Dir. Caberte said. She emphasized that an effective brand statement and strategy will ensure a major edge in sustaining customer interest and preference.

The two-day seminar is one of the components of the Brand Equity Development Program (BrEDP) of the DTI as it seeks to register the brands with the Intellectual Property of the Philippines, improve packaging and labelling and launch the brands for a massive promotion. #



DTI SPOTLIGHTS LOCAL MSMEs AT THE OTOP SHOWCASE

Department of Trade and Industry (DTI demonstrated the massive potential of the grassroots level in Region 7's food and non-food industries with the mounting of the One Town One Product (OTOP) Showcase at the Paseo Solana, Ayala Center Cebu on November 17 - 19 this year.

The event featured products of local micro, small and medium enterprises (MSMEs) that have undergone product development workshops conducted by the department under the OTOP Program.

DTI Director Asteria Caberte said that MSMEs participating in the OTOP Showcase will also supply products for the Go Lokal stores, Tindahang

Pinoy, trade fairs and other market access platforms used by the DTI.

The DTI official explained that the current OTOP Program is a leveling up process that focuses on new variations, better products that have significant improvement in the areas of quality, design, standards, compliance, marketability and production quality.

Around 100 MSMEs in Central Visayas took part in the recent OTOP Screening, Assessment and Triage (SAT) sessions in Cebu City where experts from the Design Center of the Philippines and from the private sector evaluated potential OTOP products. #



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MANUFACTURING SURGES, BOOSTING GDP CONTRIBUTIONS BY 22.4% IN Q3 2017 - LOPEZ

“The Philippine economy smashed expectations to post a 6.9% growth as a robust manufacturing industry expanded by 9.4% and increased its share to GDP by 22.4% in the third quarter of 2017,” Secretary Ramon M. Lopez of the Department of Trade Industry stated.

“This economic feat is creating meaningful and well-paying jobs for our people and providing a compelling environment for business to thrive. This is what the Department’s Trabaho at Negosyo thrust is all about,” the Secretary added.

The growth was one of the fastest in the region, outpacing other Asian countries, such as China (6.8%), Malaysia (5.8%), and Singapore (4.6%).

The services sector accounted for the highest share to GDP at 58.9%, followed by the industry sector (33.3%), and agriculture sector (7.5%). Manufacturing accounted for 69% of the total output of industry.

Among the three economic sectors, industry accelerated the fastest at 7.5%, while the services and agriculture sectors grew by 7.1% and 2.5%, respectively.

“We are closing in on our minimum target of growing the manufacturing industry to 25% of the country’s GDP. The Department remains relentless in our efforts to revive our factories, expand production, generate employment, and enable industry to provide the catalyst that will build the seamless link between a productive agriculture and a strong services sector,” Secretary Lopez added.

“That efforts of the Department to expand exports, increase investments are finally bearing fruit is also due largely to the private sector’s support,” Secretary Lopez noted. “It is through the concerted efforts of Government and the Private Sector that an environment conducive to manufacturing and industry development can be created,” he added.

Under the Manufacturing Resurgence Program, the Department in collaboration with business and industry champions have finalized 36 industry roadmaps that will pave the way for the development of priority industries.

“We are moving towards the next phase of MRP where strong linkages between large industries and MSMEs will be fostered. The challenge is to sustain the growth and trickle down the effect to smaller industries,” Secretary Lopez said.

Secretary Lopez also emphasized the importance of innovation in sustaining manufacturing resurgence. “We are constantly reviewing our industrial strategy, as we enter the fourth industrial revolution. We are focusing our efforts towards innovation through the inclusive innovation industrial strategy or i3S.”

“This will entail training and upgrading the capability of our people, developing our own or adapting available technologies, and striving towards operational efficiency, to enable us to meet global demands and opportunities and enter a level of inclusive economic growth driven by innovation,” he added. ♦



Calendar Art

2017 NOVEMBER

SUN	MON	TUE	WED	THU	FRI	SAT
			1	2	3	4
5	6	7	8	9 NC launch in Tabuelan and Medellin Cebu	10	11
12	13	14	15	16 Brand Equity Development Seminar and Cliniquing	17 OTOP Showcase	18
19	20	21	22	23	24	25
26	27 ISO third party audit	28	29	30 holiday		

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