

# அமைதியான நாடு, வளமான வணிக ஒளி வெற்றி



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# KALAMPUSAN



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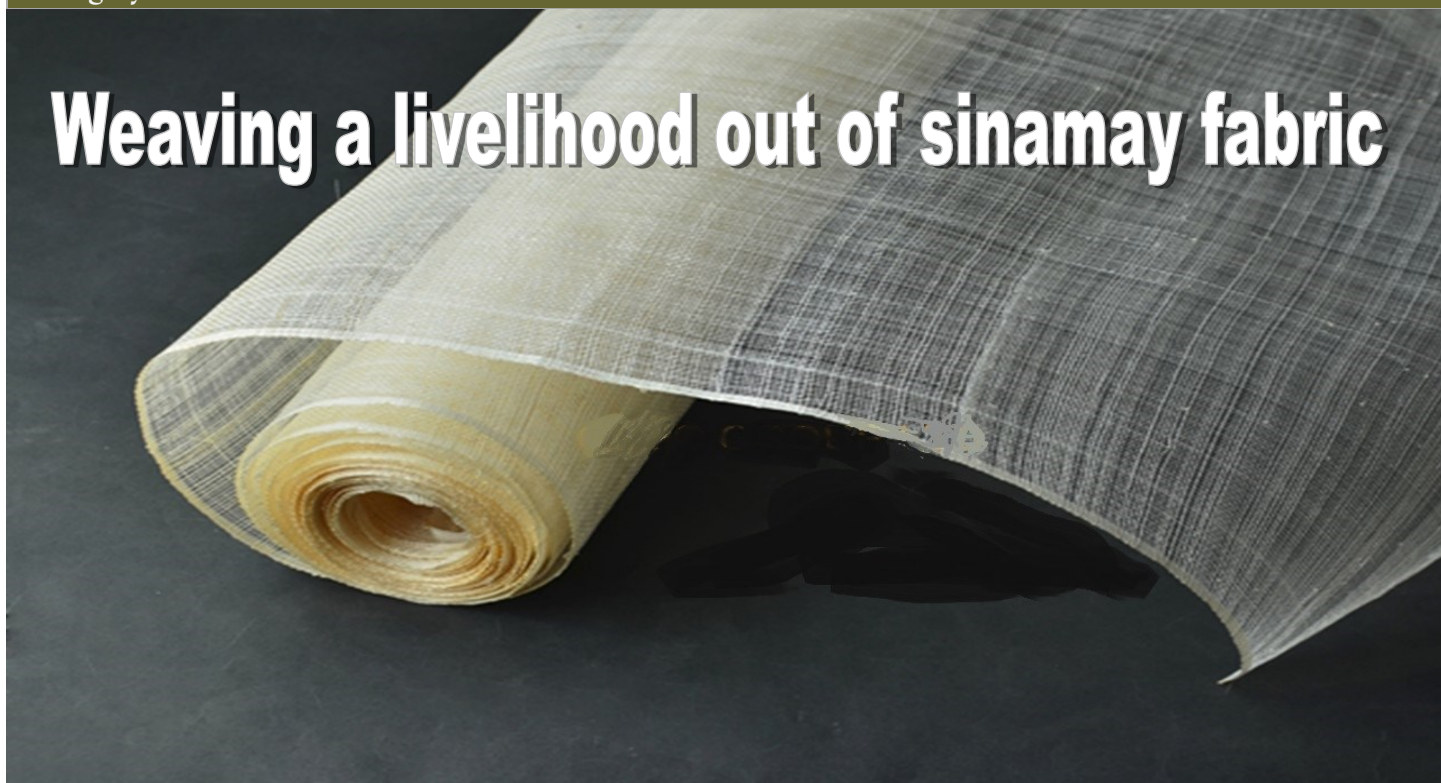
ugust did a jig as it welcomed the DTI organized Slingshot Cebu 2017. The activity was held in hopes of continuing economic innovation by empowering MSMEs to adapt Digital Transformation. By definition, Digital Transformation is the application of digital technologies to fundamentally impact all aspects of business and society. In this time and age, marketing has evolved to include the digital aspect, thanks to the emergence of the internet. Social media plays the most crucial role, as it has paved the way to connect users around the world, regardless of timezone or location. It is for this very reason that MSMEs are encouraged to adapt Digital Transformation, since the marketing scene has changed largely due to the adaptation of technology.

Meanwhile, a two-day congress was mounted by the Philippine Cacao Industry Council (PCIC) in Cebu. The activity was held to discuss issues and concerns of the different regions in the country and to come up with appropriate solutions to further the cacao industry. The National Cacao Congress opened at the Grand Convention Center with Senator Cynthia A. Villar as keynote speaker and with the aim of gathering key stakeholders, national government agencies, and local government units. Seeking to revive the dwindling Philippine cacao industry and to provide additional income to local farmers, Sen. Villar crafted and filed Senate Bill No. 320, an act establishing a national program for the industry.

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# Weaving a livelihood out of sinamay fabric



In 1994, municipal employees in Carmen, Cebu organized themselves to set-up a cooperative that they hoped will serve as a source of livelihood for them as well as for local sinamay weavers.

Merlita Villamor, one of the members of the cooperative, said that the Unified Carmenanons Multi-Purpose Cooperative (UCAMPCO) started with just over 20 municipal employees.

Merlita narrated that their business had a rough start since their products were then not known to many. Marketing their products was a big challenge to them. But as luck would have it, their cooperative was invited by DTI to participate in trade fairs and various product exhibitions. These activities exposed them to new markets and attracted new buyers outside Carmen.

In 2004, the cooperative applied for a loan through DTI and was granted the amount of 1 million pesos. This enabled them to boost their production capacity and expand their market reach. It was at this time that the cooperative lured numerous new members due to its growing business.

But in 2014, one of the members of the coop decid-

ed to pull-out of the coop and build her own business producing the same products. Some of the local weavers continued to supply her the sinamay rolls because the weavers thought that she was still part of the cooperative and this became a problem to members of the coop. It was difficult for the cooperative to secure the loyalty of their suppliers during that time because their competitor offered them more attractive prices for the products. Because of this debilitating situation, the cooperative experienced substantial financial losses.

But the coop gradually recovered when DTI started providing the members with business development trainings and seminars. The cooperative was also a recipient of equipment from DTI through the agency's Shared Service Facility Project which aims to increase productivity of recipients through provision of machineries.

Despite the obstacles that came their way, the cooperative managed to survive and thrive. Today, the coop is successful in its aim of helping its members as well as the community through the business that they manage. #



# National cacao congress opens in Cebu



(Photo above) The National Cacao Congress opened at the Grand Convention Center in Cebu City with Senator Cynthia A. Villar (second from left) as keynote speaker and with the aim of gathering key stakeholders, national government agencies, and local government units.

A two-day congress organized by the Philippine Cacao Industry Council (PCIC) opened on Tuesday (August 8) to discuss issues and concerns of the different regions in the country and come up with appropriate solutions to further the cacao industry.

The National Cacao Congress opened at the Grand Convention Center with Senator Cynthia A. Villar as keynote speaker and with the aim of gathering key stakeholders, national government agencies, and local government units.

Seeking to revive the dwindling Philippine cacao industry and to provide additional income to local farmers, Sen. Villar crafted and filed Senate Bill No. 320, an act establishing a national program for the industry.

"I already filed the bill last year and I'm looking forward to its passage next month," Villar said, adding that she is also considering amending the bill to include the coffee industry.

"After seeing the road map of the coffee industry, I might include it with cacao to justify the overhead of the bill. It

will be a cacao/coffee development law," she said.

The Philippines is among the countries in Asia to have a competitive edge on cacao production given its strategic location, growing condition and taking into account the over two million hectares of coconut farms which are ideal for coconut-cacao intercropping -- cacao being a shade-loving crop.

Despite the Philippines' competitive edge, Department of Trade and Industry (DTI) National Cacao Cluster co-ordinator Engr. Edwin Banquerigo said cacao production stands only at 10,000-12,000 metric tons (MT) from 30,000-35,000 hectares planted.

However, Philippine Statistics Authority data shows much lower figures at 13,910 hectares producing 6,020MT.

The biggest cacao plantation is in the Davao Region with 23,000 hectares, accounting for 80% of the national production, but current productivity level ranges from 0.5 -1.0kg per tree per year -- way below the national industry target of 2kg/tree/year.

"This industry data gap is a major concern that the PCIC must address," Banquerigo said. "Expanding cacao beans production and improving farm productivity levels are the primary challenges that must be address to bring the industry to the next level."

With Sen. Villar and Banquerigo at the Congress opening were Department of Agriculture Undersecretary Evelyn Laviña, Cebu Gov. Hilario Davide III, and PCIC chairperson Valente Turtur, among many other government officials.

Ralph Bean of the U.S. Department of Agriculture's Foreign Agricultural Service and Haya Ramba of the Malaysian Cocoa Board were also invited as speakers in the Congress along with several international players who will share their industry development experiences and provide global market updates to the participants.

An exhibit featuring the products of local cocoa processors and suppliers is among the highlights of the National Cacao Congress. Department of Agriculture Secretary Emmanuel F. Piñol is expected to arrive Wednesday for the closing rites of the Congress.

*(Source: Philippine News Agency)*

Activities in Photos



(Photo above) During the National Cacao Congress with Senator Cynthia Villar at the Cebu Grand Convention Center.

(Photo below) The DTI-Cebu team, DTI Mla-SEDP Team, the DTI ASEAN CBIP group and DTI Usec Nora Ter-rado during Slingshot Cebu 2017.





## Activities in Photos



(Photo above) DTI Bohol Provincial Office through its Consumer Advocacy Division (CPD) approved the Consumer Welfare Desk (CWD) Accreditation application of two (2) business establishments. The 2 business establishments are, namely: 1. Bohol Machine Shop & Engineering Works that is located at #100 P. Belderol St., Cogon District, Tagbilaran City, Bohol; and, 2. Davao Citihardware, Inc. that is located at 0423, corner CPG Avenue & Airport Road, Cogon District, Tagbilaran City, Bohol. Both were given a CWD Accreditation Certificate and CWD Logo.

CWD is a flagship program of DTI to forge efforts between the government and the private sector in the promotion of consumer welfare. As of July 2016, DTI BPO accredited 22 business establishments.

(Photo below) The Department of Trade and Industry Bohol Provincial Office conducted Consumer education Seminar in a far flung island of Pamilacan in Baclayon, Bohol on July 27, 2017. It was participated by 104 students of Pamilacan High School headed by their school officer in charge, Mr. Salvador C. Tupaz. STIDS Mary Lou P. Torreon and TIDS Miguel C. Abuyabor facilitated the activity. The seminar received a very satisfactory rating from the 65 surveyed participants.





## SCHEDULE:

**SEPT 25 - 26**

Creating a Fascinating Brand  
Website Creation, Product Photography and Write-up on Website

**OCT 03 - 04**

Customer Relationship Management set-up & Buyer Persona Creation  
Website Policies Creation for Website

**OCT 10 - 11**

Website Payment & Personal Account Setup  
Email Marketing Templates & Automation

**OCT 17 - 18**

Search Engine Optimization & Search Advertising  
Social Media Presence Creation & Content Planning

**OCT 24 - 25**

Blogging for Business  
Social Media Marketing & Advertising

**DEC 05 - 06**

Session 1 to 10 Accomplishment Reporting  
Wrap-up & Graduation

**VISIT THE NEAREST NEGOSYO CENTER IN CEBU TO APPLY**



## Young Japanese designer lends branding and design assistance to MSMEs in Negros Oriental



(Photo above) JOCV Kaori Nemoto assists MSMEs in Negros Oriental in branding and designing their products to boost its marketability;

As the Philippines focuses on creating opportunities for micro, small and medium enterprises (MSMEs) to further boost trade in ASEAN, a young Japanese designer dispatched under the Japan Overseas Cooperation Volunteers (JOCVs) Program is providing branding, promotions, and design support to MSMEs in Negros Oriental.

Kaori Nemoto, 31, a graduate of the Department of Design Informatics of Japan's Musashino Art University has teamed up with the Department of Trade and Industry (DTI) in Negros Oriental to design and market new souvenir items (earrings, bracelets, and holiday ornaments) using plastic yarn and other recycled materials.

"Negros Oriental already has existing souvenir items. My goal is to help improve their branding and designs to boost the products' marketability and promotions," said Nemoto, who previously worked in a Japanese manufacturing company in Tokyo.

In line with the inclusive development agenda of the Philippine government including providing gainful employment to all, the DTI and Nemoto are currently tapping the skills of some 30 prisoners in Guihulngan, Negros Oriental.

The prisoners have created products called

PLARN or items made of plastic yarns, that local MSMEs in Negros can further develop and market into souvenirs. "The prisoners in Guihulngan have unappreciated unique skills like weaving and the DTI with help from Nemoto are trying to help them design new items that we can sell at trade fairs," said Mr Jong Fortunato, provincial director of DTI-Negros Oriental.

"Their products (earrings and bracelets) are called 'prison crafts' and has good potential since they are easy to make, has a target audience (fashionable women and teenagers), and has good profit margin," he added.

There are about 200 MSMEs in Negros, data from the DTI showed and Nemoto aims to support some of them develop new product prototypes they can sell in the future.

"Philippine MSMEs need support in marketing and promoting their products so this activity also aims to give them ideas on transforming available materials into new products," added Nemoto.

"When I came here, their souvenirs had no branding and I thought helping them in that area through sales promotions (packaging, pop-up displays) will help more people appreciate their back stories."

The Japan International Cooperation Agency (JICA) has been dispatching young volunteers like Nemoto in the Philippines since 1966. The JOCVs are usually Japanese professionals trained in a variety of technical disciplines tasked to support JICA's development work in partner countries. At the DTI, JICA has dispatched Japanese volunteers to support product design and development.

In 2013, a JOCV introduced the Philippines' first fabrication laboratory (FabLab), a co-creation platform that supports the design needs of MSMEs.

MSMEs form the backbone of the Philippine economy, accounting for 99.6% of the country's total enterprises and contributing 32% to the country's GDP and 61% of the local workforce. (source; [source: https://www.jica.go.jp/philippine/english/office/topics/news/170721.html](https://www.jica.go.jp/philippine/english/office/topics/news/170721.html))





# Activities in Photos



(Photo above) The Kapatid Mentor ME launched on July 10 at the Negros Oriental Convention Center was participated by 350 MSMEs from Negros Oriental and Siquijor MSMEs,

(Photos below) Graduation Ceremony of first batch of Bohol mentees under the Kapatid Mentor ME Program was held at the Island City Mall Tagbilaran City Bohol on July 21, 2017.





## Slingshot Cebu 2017 encourages MSME's to adopt Digital Transformation for their Businesses



Last August 8-9, 2017, the Department of Trade and Industry (DTI) organized the first Slingshot Cebu 2017 in hopes of continuing economic innovation by empowering MSMEs to adapt Digital Transformation. By definition, Digital Transformation is the application of digital technologies to fundamentally impact all aspects of business and society.

In this time and age, marketing has evolved to include the digital aspect, thanks to the emergence of the internet. Social media plays the most crucial role, as it has paved the way to connect users around the world, regardless of timezone or location. It is for this very reason that MSMEs are encouraged to adapt Digital Transformation, since the marketing scene has changed largely due to the adaptation of technology.

It is interesting to note that a company's lifespan has shortened from centuries, to decades and then to years. This is due to the disruptions that had happened throughout the history of business. At present, digital transformation has greatly influenced marketing, and as a result, several companies have received disruptions.

Competitors' actions now are far from foreseeable, and market changes rapidly. Employees start to have more diverse needs, and many customers can now access information on several options through other customers. Customer expectations and tastes are now more varied

and are easily influenced by social media.

Back when the internet was nonexistent, corporations turned to traditional tri-media — print, radio and television. However, since radio and broadcast advertising were costly, only giant companies or conglomerates could afford such, leaving MSMEs no choice but to stick with print. Thus, MSMEs had difficulty establishing brand awareness.

But today, MSMEs who are considered early adapters to digital transformation, are slowly gaining success, and are able to thrive in fields where conglomerates would have overshadowed them in the past.

It is worthy to remember, however, that long-standing companies are having a hard time thriving, most probably due to their unwillingness or difficulty in adapting to the digital world. Technology has become a double-edged sword — newer, millennial owned companies are slowly climbing the corporate ladder, while older, more traditional companies who have not made the switch to digital just yet are struggling to survive their day to day operations.

It is a fact that 80% of the businesses in the Philippines are MSMEs, yet majority of these are urgently in need of change in their marketing strategy in order to move forward economic innovation. Instead of going against one another, shouldn't we work hand in hand as we explore the new age of marketing in the ever changing business world? Would you want to be a disruptor, or be disrupted? (source: <http://thesocialjeep.com/slingshot-cebu-2017-encourages-msmes-adopt-digital-transformation-businesses/>)

## Negosyo Center staff undergoes small business counseling course on operations management

The Department of Trade and Industry (DTI), in partnership with the Association of Development Facilitation and Enterprise Counselors Incorporated (ADFEC Inc.), conducted a Small Business Counselors' Course on Operations Management (SBCC104) for DTI's Negosyo Center business counselors on August 14-19 this year at Dohera Hotel in Mandaue City, Cebu.

According to DTI Assistant Regional Director Nelia Navarro, the six-day SBCC training was meant to enable the business counselors to know the intricacies of operations management in order for them to offer relevant information to clients as they counsel new and aspiring entrepreneurs who want to develop their business enterprise.

The recently concluded training participated by Negosyo Center business counselors in Central Visayas also included plant visits to expose them to operations of various companies. After the visits, participants were tasked to produce a report on their observations based on the measures given by the facilitators.

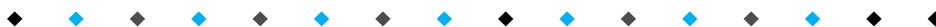
Dir. Navarro explained that the training of business counselors is one significant step to developing the economy in the countryside.

"DTI wants to inspire those living in the provinces to engage in entrepreneurship by having well trained business counselors who can assist them and guide them as they navigate the complex world of business." ARD Navarro explained.

"We really have to capacitate our business counselors because they are DTI's frontline staff. Moreover, majority of those they assist through our programs are situated in the countryside." ARD Navarro added.

After SBCC 104, Dir. Navarro disclosed that the agency is currently preparing to complete the series of trainings for business counselors. "We hope to finish the remaining two sessions before the year ends."

Negosyo Centers serve MSMEs and promote entrepreneurship in order to generate more job opportunities in the country. The centers also facilitate the access of MSMEs to capacity building programs, technology transfer, production and management training as well as marketing assistance. #



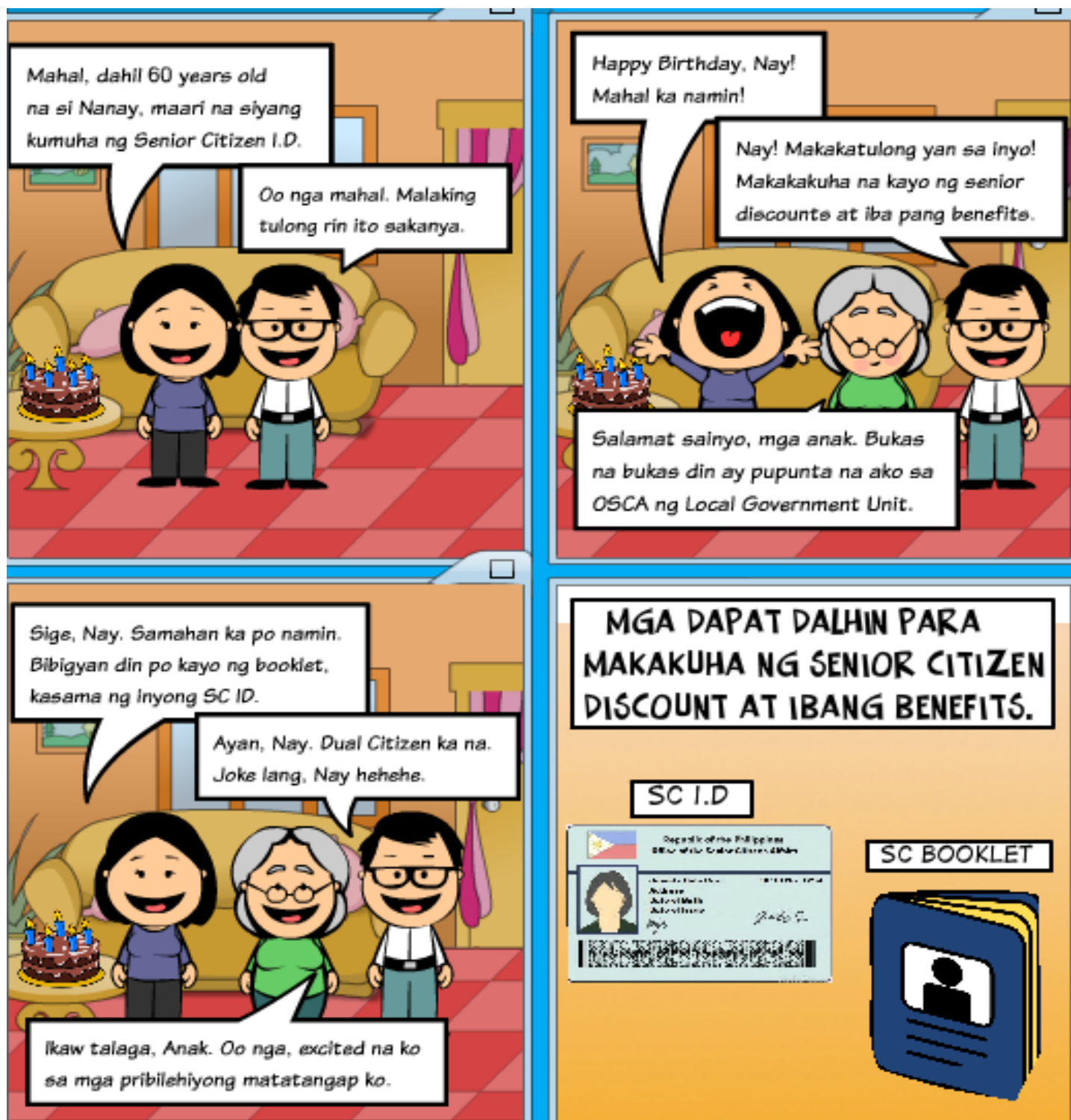
## Calendar Art

August 2017

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
30	31	1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31	1	2



# Sino nga ba ang puwedeng makakuha ng Senior Citizens discount?



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