



Les histoires d'entrepreneurs

M

ay slipped in as DTI continued its second run of e-commerce training of mentees composed of small enterprises coming from Cebu, Bohol, Negros Oriental and Siquijor.

Fourteen participants from food, furniture and home accessories, among others, were the first graduates of the program which was mentored by Janette Toral of Digital Filipino.

DTI's e-commerce and digital marketing mentoring program aims to usher in a new breed of businesses that will thrive in the innovation and digital economy and create an enabling environment that supports the growth of the number of SMEs doing digital marketing. The e-commerce mentoring program essentially adopts a hands-on methodology wherein selected MSMEs will be guided through the various steps of setting up an e-commerce presence.

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Creativity is brewing at Ms Ferns



"Mika Salvado, a fourth year graduating student of the Product Design program in UP Cebu, tells stories through different artistic mediums.

During one of DTI's activities with the Fablab, a Packaging and Labelling Workshop, Mika was one of the creatives who joined. She participated in the workshop in order to practice her skills in graphic design and also to acquire additional knowledge in packaging and labelling of food products.

At first, she didn't know that she was to be partnered with a local business, so she was not prepared to interview her client. According to Mika, the process was not Q&A, it was more like listening to a friend's story. She tried to interpret the story of her client into a brand design.

The workshop not only added a new branch of design in her tree of knowledge but also prepared her on the proper way to deal with future clients.

"Working with Ms. Ferns is pretty laid-back. She

was very straightforward with what she wanted and how her brand is to be translated. "She just let me experiment with the different interpretations I had with the story she wanted to tell," Mika narrated.

"We first established her brand identity so as to fit with the various products she had and from there we used the brand's aesthetics to go with the product's package graphics. Her son, who is also a creative, helped in the process." Mika added.

As a designer, her goal is to use art and design as a medium to call for action, to tell stories and break mindsets and to stand up for what she believed in. This may also include the promotion of Filipino branding in order to be globally competitive.

She wanted to encourage other design students that they should not just focus on aesthetics but also on the message and values behind every brand.

Mika hopes that she can apply her talent to more local products and help MSMEs establish their identity through design.



Saturday is Fablab day!

Fablab UP Cebu
new work hours:
Monday - Saturday
9:00 AM - 6:00 PM

Activities in Photos



(Photos above and below) The Department of Trade and Industry – Bohol Provincial Office launched on May 17 the Kapatid Mentor Me Program (KMMP), in partnership with the Philippine Center for Entrepreneurship (PCE) and the Bohol Chamber of Commerce and Industry (BCCI).



The rise of the native backpack

Subida showcases Filipino creativity in arts and crafts, offering an expansive range of keepsakes made from indigenous materials that best reflect Philippine heritage and contemporary culture.

More recent times have seen the emergence of the ubiquitous backpack. Its rise to prominence and popularity is because of useful features: they can be made in any size to suit different users, and they're designed to be carried in such a way as to leave both hands free.

Now it's time to meet Subida's reinterpretation of the backpack.

Subida uses fibers of pandan leaves that are stripped and air-dried to the desired size. After stripping, the pandan fibers are dyed then triple-woven in three layers as weaving materials for our native backpacks.

- **HANDMADE** – This unique native backpack is 100% handmade with love by Subida weavers hailing from the town of Guihulngan where pandan weaving is a thriving industry.
- **CONSCIOUS** – Subida adheres to a conscious responsibility of fair trade with weavers. All bags are also produced using sustainable farmed pandan fibers.
- **UNIQUE** – The backpack is an excellent answer to a younger population while using traditional mate-



rials. Thoroughly finished throughout and an excellent attention to detail makes this woven backpack a unique piece.

- **SPACIOUS** – Perfect for 13" laptops but it can fit 15" machines as well. Throw in a book and some gadgets in the mix and it will still have some room to spare
- **TOUGH** – Your satisfaction is Subida's #1 priority. The company makes sure this bag is built to last.

Based in Negros Oriental, the company's talent pool is made up of expressive local artists, skilled craftsmen and in-house designers., who come up with local keepsakes that overflow with national identity, emotional intelligence, and sheer humanity.

Source: <http://subidasouvenirs.com/product/native-backpacks-subida-backpack/>



Activities in Photos



(Photo above) Last month, DTI launched the Yolanda Corridor Project Management Unit , a 39-square-meter office beside the DTI Cebu office in Cebu City. This will be the same unit, a four-person team, which will roll out the projects planned by DTI for the Yolanda-affected areas in the province of Cebu. DTI is slated to open 11 more Negosyo Centers in 2017 as part of the trade department's rehabilitation efforts for Northern Cebu.

(Photo below) DTI-Cebu Intellectual Property Rights Seminar was held at the UP Cebu Negosyo Center & CoWorking Space. Participants to the activity included creatives, tech communities and startups.



Activities in Photos



(Photo above) The public consultation on the Draft Department Administrative Order (DAO) on the "Implementing Guidelines on the Grant of Bagwis Award to Business Establishments that Uphold Consumers' Rights and Interests, and Practice Business Ethics" was conducted on May 9 at the Bayfront Hotel in Cebu City.

(Photo below) An educational talk on "Starting a Business" was held at Qualfon Dumaguete, Negros Oriental with Negosyo Center counselors Frezhe Bacongallo of NC-BAIS and Nathaniel Amores of NC DTI Negros Oriental Provincial Office. Also present during the activity was DTI Senior Trade and Industry Development Specialist Her-mel Sun.



DTI BOHOL LAUNCHES KAPATID MENTOR ME PROGRAM

The Department of Trade and Industry – Bohol Provincial Office launched on May 17 the Kapatid Mentor Me Program (KMMP), in partnership with the Philippine Center for Entrepreneurship (PCE) and the Bohol Chamber of Commerce and Industry (BCCI).

The KMMP is a 12-module mentoring session for Micro and Small Enterprises (MSEs), to help scale-up their business through weekly coaching and mentoring by business owners and practitioners on the different areas of entrepreneurship. The goal of the program is to produce confident entrepreneurs with the right mindset and business knowhow that will enable them to sustain and scale-up their business.

More than 300 participants coming from the business sector, government and other private institutions attended the whole day activity, which included a signing of the Memorandum of Agreement among DTI, PCE and BCCI to make official their partnership under the program.

Twenty five (25) mentees who earlier signed their commitment contract to the 9-week mentoring sessions began their modules 1

and 2 early in the afternoon together with the rest of the participants.

Speakers and KMMP mentor Mr. Rey Calooy of RNC Marketing Philippines delivered Module 1: Entrepreneurial Mind-Setting and Values Formation while local mentors Engr. Arnold Labunog of Jojie's Bakeshop/Jojie's Painitang Bolanon and Dr. Ed Escalona of Our Delibread also shared their stories during the Inspirational Forum. On the other hand, Mr. Henry Tenedero of the Center for Learning and Teaching Styles-Philippines (CLTS) also delivered Module 2: Marketing.

KMMP Modules 3 to 12 will be held every Wednesday until July 12, 2017 with KMMP mentors from Cebu and Manila. The graduation ceremonies will be on July 21, 2017 during the Sandugo Regional Trade Fair, where the mentees are expected to showcase their products.

Among those who were present during the launch were retired DTI Undersecretary Engr. Merly Cruz, who is currently the PCE Advisor for SME Development, DTI-7 Regional Director Aster Caberte, PCE Visayas Coordinator Dean Virgilio Espeleta, BCCI President Engr. Albert M. Uy. [DTI Bohol]



OTOP STORE—TINDAHANG PINOY CEBU.

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



Organic farming in Bogoro

The sweeping public opinion that organic food is healthier than conventional food is quite strong, and is the main reason for increase in its demand over the past few years.

The taste, the freshness, color and variety are dramatically noticeable when one starts buying seasonal, local, fresh produce. The tastes of summer come alive in fresh vegetables and meats as it is perfect for a satisfying soup or to add much-needed color to gray days ahead.

And with the rise of whole foods, local farmers' markets as well as public awareness campaigns regarding organic produce, many are encouraged to buy organic and eat organic foods whenever possible because they have greater benefit than non-organic produce.

Organic farming practices are designed to encourage soil and water conservation and reduce pollution. Organic livestock raised for meat, eggs, and dairy products have access to the outdoors and are given organic feed. They are not given antibiotics, growth hormones, or any animal by-products.

In the mountainous part of Bogoro City, north of Cebu, there is huge track of land that is developed to yield organic products for the Arapal Livelihood Center.

Established in 2006, the livelihood project was initiated by a group of friends in faith. Some of them are foreigners that are based in Australia and New Zealand. The livelihood center was named after a site in Barangay Anonang Sur where the center is located.



Danny and Nenita Bastonero, a dynamic couple, are the administrators of the center. The husband and wife team cultivated the land with the help of the people of the community and in return they shared their harvest with residents of the community until such time that the center was registered in 2011.

Meat processing and soap-making are some of their livelihood activities. The unique thing about their meat processing is that their hogs are pure organic because they feed them with food that has absolutely no chemical additives. Also, the soap they produce is made from pure goat's milk and nothing else.

The livelihood center has so far employed 48 residents of the community. The Arapal Livelihood Center has also received government assistance in the form of livelihood activities such as meat processing. In addition, the center received a meat processing equipment from DTI because the agency saw potential for the undertaking.

The biggest challenge that came to the center was super typhoon Yolanda. According to Mrs. Bastonero, they sustained damage to their property when the hurricane hit their area. Fortunately, after the disaster, many kind hearted people sent donations for the rehabilitation and repair of their building. Thus, they were able to gradually recover from the effects of the storm.

Activities in Photos



(Photos above) The Department of Trade and Industry Bohol Provincial Office in coordination with the Bohol Investment Promotion Center is conducting a Consumer and Business Seminar every Thursday from 10 AM to 12 Noon at the Negosyo Center Bohol located at the back of the the Bohol Provincial Capitol Building, Tagbilaran City, Bohol. Eight Basic Consumer rights, 5 Basic Consumer responsibilities, DTI Regulation, and Standard Conformance are the topic discuss during the seminar. The seminar is open to all interested entrepreneurs and business representatives.

(Photos below) The DTI conducted the second run of the agency's e-commerce mentorship program. The training started in the third week of April and will end in June. Of the total mentees, half are from Cebu while the rest are from Bohol, Negros Oriental and Siquijor. Fourteen participants from food, furniture and home accessories, among others, were the first graduates of the program which was mentored by Janette Toral of Digital Filipino. The eCommerce and Digital Marketing Mentoring Program aims to usher in a new breed of businesses that will thrive in the innovation and digital economy.



When the government does good

by: Cielito F. Habito / Philippine Daily Inquirer



For many years, dozens of housewives from Barangay Pina-yagan Norte in the town of Tubigon, Bohol, have been weaving raffia, a natural fiber from palm trees, into fabrics that find their way in the form of various products to buyers overseas. For most of these women, their world is Bohol, and many will probably never get to step out of the island-province in their lifetime. And yet they are very much globally connected. They are part of a value chain that spans all the way from their humble homes in this coastal fishing community to the rooms of luxury homes or hotels in Malaysia, Japan, Europe, or the United States.

From a small loose group of women home weavers in 1989, the Tubigon Loomweavers Multipurpose Cooperative (TLMPC) employed, as of last year, 65 plant-based weavers and up to 100 home-based weavers, spurring a local value chain of some 650 raw materials suppliers and five product converters. They are now a prominent supplier of raffia fabrics that export manufacturers turn into various articles ranging from clothing to decorative pieces that find eager buyers overseas.

The women loomweavers of Tubigon, many of whose husbands have since joined them in the enterprise, have a remarkable story to tell. It is a story of how, with the right support from the government, nongovernment groups and the private sector, the poorest of households can be transformed into productive wealth-creating communities offering sustainable livelihoods for their residents. Starting with an original 30 members with no particular skills, the Department of Trade and Industry organized the women in 1989 under the government's package of support for agrarian reform beneficiaries. The women formed a cooperative, and the DTI gave them an initial grant of P5,000. The DTI nurtured them with training in basic skills, particularly in loomweaving, at a

time when Tubigon was mostly a fishing community best known for its lambay crabs. Further training was later provided on product development and enterprise management, and the women were soon in

Through the DTI's Shared Service Facilities program, the cooperative later received a P1.26-million handloom facility that helped them produce better and wider sheets of the fabric, which yielded them annual sales of nearly P6 million. The DTI partnered with Cebu-based French designer Francis Dravigny—who counts international luxury brands Cartier, Neiman Marcus, and Sonoma among his clientele—to help further improve the product and bring it much wider attention. Through his export firm, Dravigny gave a big break to the TLMPC with an order of 661 rolls of raffia fabric blend totaling 13,887 meters, used for products sold to a Malaysian hotel chain.

From 24-inch-wide sheets, the Tubigon loomweavers can now produce the fabric up to 72 inches wide, thus finding even wider applications. Their blooming success story has also attracted assistance in various forms from other groups, including international and private-sector organizations. With all these, the group has moved up the value chain and now goes beyond selling only rolls of fabric; it now produces bags and wallets, place mats, coasters, table runners, and other home accessories as well. It aims to be able to export its products directly, and appears well on the way to doing so.

The Tubigon loomweavers' experience shows how far even the smallest of producers can go, with the right support from the government and other parties. It is clear that such support is necessary, as the realities of the economic environment will remain lopsided in favor of bigger businesses for time to come, whether in access to financing and technology, in rules and policies, and in many other things. But promoting a more inclusive economy by fostering micro, small and medium enterprises—including helping them integrate into the international markets directly or indirectly through the global value chains for various products—does all of us good.

The story of the Tubigon loomweavers is only one of many nationwide that the DTI and other partners have caused to happen. With even wider help and support for our smallest producers, there is so much more we can do. (source:: *Philippine Daily Inquirer*)

Activities in Photos



(Photos above & below) Monitoring on the utilization and maintenance of shared service facilities in Cebu under the SSF Project of the DTI.



DTI ISSUES DAO ON NEW GUIDELINES FOR MANDATORY CERTIFICATION OF PORTLAND AND BLENDED HYDRAULIC CEMENT

The Department of Trade and Industry (DTI) issued the new guidelines for mandatory certification of portland and blended hydraulic cement with pozzolan through the Department Administrative Order (DAO) 17-02:2017.

The DTI DAO 17-02:2017 specific for the mandatory certification of Portland cement and blended hydraulic cement with Pozzolan covered by PNS 07:2005 and PNS 63:2006 respectively, states specifies that only cement manufactured by a Philippine Standard (PS) Quality and/or Safety Certification Mark License holder shall be permitted to be imported into the Philippines.

Under DAO 17-02, all cement importations sourced from a foreign-based manufacturer holding a valid PS license, now requires an Import Commodity Clearance (ICC) certificate on a per shipment per Bill of Lading basis, and is subject to existing ICC procedures.

The order also specifies that, cement importations of local cement manufacturers operating an Integrated Cement Plant/s (ICP) in the Philippines are exempted from applying for an ICC application, provided that the imported cement was sourced from a foreign-based manufacturer holding a valid PS License and bears the same brand vis-à-vis the brand reflected in the local PS license of the importer-manufacturer. Importations by ICP shall apply for exemption on a per shipment per Bill of Lading basis and shall be subject to random sampling at the point of sale and independent testing.

In addition, it states that PS applications shall be filed by a business entity registered under the Securities and Exchange Commission (SEC). Foreign-based manufacturers are required to file their application by its local branch duly registered and in accordance with Philippine Laws.

DAO 17-02 further specifies that for ICC applications, all cement importers must be registered

with SEC or DTI prior to receiving cement import shipments with a minimum capitalization of Php 20 Million paid up capital for SEC registered companies and a surety bond of 10% of the declared value per ICC application.

PS Licenses (local and foreign) issued under the DAO 04:2008 or The new rules and regulations concerning the Philippine Standard (PS) Quality and/or Safety Certification Mark Scheme of the Bureau of the Philippine Standards (BPS) prior to the effectivity of DAO 17-02 shall remain valid until the date of its expiration and PS applications received prior to the new DAO shall be processed in accordance with DAO 04:2008.

“DTI is committed to ensure public safety, traceability and accountability by meeting with DTI’s Regional Operations Group (DTI-ROG) and the cement industry to present and discuss the new guidelines for the mandatory certification of Portland and blended hydraulic cement with Pozzolan,” DTI-Consumer Protection Group (DTI-CPG) Undersecretary Atty. Teodoro C. Pascua emphasizes.

Signed last 17 March 2017, the DTI DAO 17-02:2017 or the New Guidelines for Mandatory Certification of Portland Cement and Blended Hydraulic Cement with Pozzolan covered by PNS 07:2005 and PNS 63:2006 respectively takes effect seven (7) days after its publication in a national newspaper of general circulation.

The DTI published the said DAO in the Philippine Star and Manila Times last 05 April 2017 and shall be effective on 13 April 2017.

For a copy of the Department Administrative Order DAO 17-02:2017, [visit the BPS Standards and Conformance Portal](#). For more info on the said MC, call BPS at (02) 751.4720/ 507.7307/ 507.7435.

For more information on the services of the DTI, log-on to <http://www.dti.gov.ph> #

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