



RIMAT ti AMIANAN

Treasures of the NORTH

The DTI Region 1 Newsletter



Knowing the

7 M's of successful Entrepreneurs



MINDSET

M1



MASTERY

M2



MENTORING

M3



MARKETS

M4



MACHINES

M5



MONEY



MODELS

M6

RD Florante O. Leal

Sec. Ramon M. Lopez

SERBISYONG HIGIT PA SA INAASAHAN

M7

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Region 1

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Economic
Development.

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Pagbabago at
Pag-asenso

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QUALITY POLICY

*We, the DTI-Region 1, commit to champion
business and consumers.*

*We shall help build an enabling
environment for business to grow and for
consumers to get best value for money, as
we foster professionalism, integrity and
competence among ourselves in DTI.*

*We shall improve continually our Quality
Management System to deliver better,
faster and more efficient services to our
clients.*

Enabling Business, Empowering Consumers



The 7M's of SUCCESSFUL Entrepreneurs

MINDSET: Change is the starting point for building the right enabling environment for MSMEs. The entrepreneurs must replace an individualistic and defensive attitude with one that is collaborative, opportunistic and proactive. He must ensure positivity in all settings, looking for opportunities and continuous provision of quality products or services. He must have knowledge on where to look for differences or niche of his products in order for it to be highly acceptable by consumers. He should answer the question, “Why the buyers would buy his products or services over his competitors?” DTI programs like the SME Roving Academy (SMERA), the Negosyo Center (NC) and the Kapatid Mentor Me are some of the approaches that develop and enhance mindsets of both potential and existing entrepreneurs.

MASTERY: Entrepreneurs must have comprehensive technical and financial aspects of the business. It spells the difference between small firms that succeed and those that do not. Striving for excellence rather than setting for “good enough” is key for small firm to sustain itself and flourish. Firms must practice and apply systems like basic accounting and financial management for banks to give them any serious attention. They must also study the market and opportunities therein, including how to take advantage of preferential access in markets. He should answer the questions like, “How the products will be known in the market? What brand or packaging is appropriate? What image he wants to portray with his products or company? Where to market the products and what are the promotions he can do?”

MENTORING: Initiatives by government, business and or professional groups are crucial in achieving the needed mastery described above. While government has undertaken a number of business mentoring initiatives all over the country over the years, business organizations and civil society organizations have been doing their share in helping equip small producers with needed knowledge and skills. Guidance from other experts who have experiences and competencies in doing business. DTI has its Kapatid Mentor Me Program on coaching and mentoring approach where large corporations teach MSMEs on different aspects of business operations and SME Roving Academy program all over the country.

MARKET: Entrepreneurs should know that markets are more accessible to small firms when good communication and transport infrastructure link them readily with their customers. E-commerce platforms are a rapidly growing medium for this. Export market opportunities are easier tapped when small firms cluster and team up with erstwhile competitors to meet volume orders. Trade facilitation measures ease MSME's access to imported inputs that could help improve their competitiveness and business sustainability. Entrepreneurs may also maximize participations to trade fairs and events being offered by DTI such as Sikat Pinoy, Manila Fame, IFEX, etc. for them to gain buyers and highly promote their products and services.

MACHINES: Allow small firms to upgrade technology and thereby raise productivity and competitiveness. Government agencies like DTI, provide programs to ease access of small firms to various equipment, through equipment loans and grants, or via Shared Service Facilities (SSF) and Fabrication Laboratories (FabLab), Entrepreneurs must have knowledge in selecting equipment and their capacities and the right tools to ensure quality production.

MONEY: this is fundamental and often the foremost challenge to MSMEs, especially those in the small to medium category, where appropriate bank financing facilities have not been as responsive as for large and even micro enterprises. Financial consideration is a key government priority, which goes beyond access to bank loans to include creative mechanisms for tapping equity and venture capital financing for promising MSMEs. DTI is now implementing the P3 (Pondo sa Pagbabago at Pag-asenso) program, a microfinance initiative program of the Duterte Administration to assist small businesses that traditionally depend on 5-6 lenders. It provides microenterprises with an alternative source of financing that is easy to access and at reasonable interest. Thru P3, micro entrepreneurs like market vendors, agri-businessmen and sari-sari store owners can avail additional capital to expand their business.

MODELS: Inclusive business models that maximize synergies between large and small enterprises are particularly valuable. Such synergies between large and small enterprises demonstrate why a MSME-oriented policy framework need not be seen as incompatible with fostering the environment for big business owners to create synergies which are essential in matching and innovating their products and services.

DTI and DPWH launches ROLL IT Project in Region 1

More industry and infrastructure development projects seen to advance biz

San Fernando, La Union- The Department of Trade and Industry (DTI) and Department of Public Works and Highways Region 1 rolled out the new convergence program that would promote economic growth and infrastructure development in the region. The program dubbed as Roads Leveraging Linkages for Industry and Trade or ROLL IT Program aims to further the growth of investments and other economic activities in the country through more road projects leading to manufacturing and economic zones.



Launched at the Central Office last November 2016, the two government agencies signed a memorandum of agreement (MOA) for the ROLL IT project implementation. Under the agreement, DTI will identify areas where industry sectors need road facilities and connectivity. This will be submitted to DPWH who will evaluate and include it on their priority road network projects.

Speakers from the Board of Investments (BOI) and the supporting NGO, USAID COMPETE discussed the criteria, processes and mapping of the project. Around 70 representatives from different Local Government Units, Industry Clusters and Business Groups attended the consultation meeting held at DPWH R1 Conference Room last February 21, 2017. All of them showed enthusiasm towards the implementation of the project in the region. A total of 21 Project Proposals to be enrolled in the program were submitted to USAID-COMPETE for evaluation. Most of these were proposals to conduct rehabilitation and construction of access roads from manufacturing sites to marketing areas.

The ROLL IT program is part of the Duterte Administration's "Golden Age of Infrastructure" which goal is to prioritize infrastructure development in the country. It will leverage on the success and experiences of the DOT-DPWH Convergence Program or the Tourism Road Infrastructure Program (TRIP) that lead to the upgrading of roads leading to tourist destinations. ###

DTI Region 1 Basic Article Writing and Photography Workshop cum Responsible Social Media Management

To communicate is to transcend to the audience a specific goal, message or information. One unsurpassed method of disseminating information is thru effective story writing supported with visual materials.

As DTI continues to wield its commitment to implement programs and services, a Basic Article Writing, Photography



cum Social Media Management Workshop was conducted last March 2-3, 2017 at Mangaldan, Pangasinan. Its aim is to capacitate Information Officers on the basic of article writing and basic photography so they can effectively convey the message and accomplishment of the agency to the public. Honing their skills would be of great help in boosting the agency's communication advocacy strategy. Invited speakers were Ms. Venus Sarmiento who discussed about the basics of article writing and Mr. Willi Lomibao who shared his expertise on photography. ###

Pondo sa Pagbabago at Pag-asenso

A Microfinancing initiative of
Pres. Rodrigo Roa Duterte



Ang kasama natin sa Pag-unlad

Ano ang P3 ?

Bilang tugon sa direktiba ng Pangulo na maiangat ang MSME sector, nilikha ang **Pondo sa Pagbabago at Pag-asenso (P3)** ng gobyerno. Ito ay naglalayong tumulong sa mga maliliit na negosyante na humihiram sa kasalukuyan sa 5-6 lending para mapalago ang kanilang negosyo. Layunin nitong makapagbigay ng alternatibong mapagkukunan ng karagdagang puhunan na:

Mas mabilis na pautang - isang araw ang pagproseso

Mas mababang interes - maximum 2.5% kada buwan

Magaan na pagbabayad - araw-araw/ lingguhan ang koleksyon

Sino ang makikinabang sa P3?

Target ng programang ito na maabot ang mga maliliit na negosyante na humihiram sa kasalukuyan sa 5-6 lending.

Magkano ang pwedeng utangin sa P3?

Para sa mga nagnanais na mapalaki ang kanilang negosyo, makakahiram ng mula **Php5,000.00** hanggang **Php100,000.00** mula sa programa.

Saan pwedeng lumapit at mag-apply ng P3?

Upang lubos na maunawaan ang P3, pumunta sa pinakamalapit na **Negosyo Center** para sa kaukulang payo.

Mula sa Negosyo Center, maaari nang pumunta sa mga **partner conduits** ng Small Business Corporation (SB Corp) o sa mga accredited na lokal na kooperatiba at organisasyon sa inyong lugar. Ang kumpletong listahan ay maaaring makita sa website ng SB Corp (www.sbgfc.org.ph)

P3 Delivery System



Kannawidan Ylocos Festival 2017 highlights DTI's Partuat ken Patanor Trade Fair!

Vigan City- A Showcase of not just different local products but of Ilocano culture and tradition, this year's Kannawidan Ylocos Festival's Partuat ken Patanor Trade and Agricultural Trade Fair was participated by more than 200 Micro Small and Medium Enterprises (MSMEs) from Luzon. Now on its 10th year, the week-long trade fair (January 30- February 7, 2017) was a joint project of the Department of Trade and Industry and Provincial Government of Ilocos Sur.

"Partuat ken Patanor" are local Ilocano terms for "crafts and crop". The trade fair is an annual activity of Kannawidan Festival that highlights Ilocano products from different cities and municipalities of Ilocos Sur. Guest exhibitors from regions were also given the chance to sell their other local products.

The Trade Fair propelled an opportunity for MSMEs to showcase their world-class products to our domestic markets, especially to buyers and consumers in the region. Participating LGUs also exhibited their One Town One Products (OTOP) including those produce from the DTI funded projects such as SSF and BuBs. The agency aims to promote entrepreneurship and create jobs through MSME development projects. MSMEs are being assisted to identify, produce, manufacture and market their distinctive product or service using indigenous materials and local skills.

Participating LGUs showed pride in promoting their local products by embellishing their trade booths. Search for the *Best Dressed Booth- LGU and MSME categories, Most Innovative Product Design and Most Innovative OTOP* were perfect avenues for participants to show their creative knacks in presenting their products.

Meanwhile, trainings and workshops like Barista 102 were also provided to MSMEs. Local farmers also exhibited their agricultural products in the *Agri-Pinaka Contest*, the search for the heaviest, longest and unique vegetables and crops.

###



DTI empowers consumers in highland barangays of Ilocos Sur

A vigilant and well-informed consumer is a well-protected consumer, thus, DTI Region 1 intensifies its effort to empower consumers by conducting series of education and information drives to different areas including far-flung places.

DTI Ilocos Sur conducted eight runs of Saluad ti Barangay, a Consumer Education and Information (CEI) program to more than 300 residents of highland barangays of Quirino

and Cervantes, Ilocos Sur last February 8-9, 2017.

Saluad ti Barangay, an Ilocano term which means Welfare of the Barangay is a consumer education and information seminar that aims at enhancing consumer awareness by providing a direct learning approach to the consumers in the barangays to educate and empower them as they are one of the most vulnerable groups to consumer frauds, scams and other forms of unconscionable sales acts and practices.

Lecturers from the Consumer Protection Division of DTI Regional Office 1 and Provincial Office of Ilocos Sur discussed the basic consumer rights and responsibilities

Affordable school supplies, up for grabs at DTI Diskwento Caravans



The Department of Trade and Industry Region 1 in partnership with local manufacturers, distributors and retailers launched anew the Balik Eskwela- Diskwento Caravan 2017 at different areas in the region.

The annual Balik Eskwela- Diskwento Caravan aims to provide an opportunity for consumers to access basic goods, school supplies and prime commodities at discounted prices that ranges from 10 to 50% off. DTI ensures that aside from getting the best value for their money, consumers are assured of quality products as participating establishments are all standards compliant.

DTI Region 1 encouraged the parents to take advantage of the Diskwento Caravans that would run for few days to one month in some areas as this would help them stretch their budget in preparation for the coming new school year.

Meanwhile, the agency also advised the buying public to be aware of the Suggested Retail Price for School Supplies. The SRP is the consumers' guide to avoid buying deceitful and overpriced products. For any query or complaints, consumers may report it at the nearest DTI Office. ###

including the salient features of Republic Act 7394 or also known as the Consumer Act of the Philippines

Participants of the activity were residents and barangay officials. Local retailers also participated and gained awareness on how to be more responsive to consumers' needs and rights.

DTI reminded the participants to be more vigilant and conscious in selecting products and services. Quality, safety and competitive price without compromising the welfare of the consumers that would give the best value of their money.



DTI Region 1 in numbers

1st semester 2017 Accomplishments



**NEGOSYO
CENTER**

25 Maintained

9 Newly Established (2017)

34

CLIENTS ASSISTED:

20, 150

ACCESS TO MARKET:

56

PRODUCT
DEVELOPMENT:

129

TRAININGS AND
SEMINARS:

95



TRAININGS conducted:

50



SSF

SHARED SERVICE FACILITY

250 Projects



2 La Union
Pangasinan



PRODUCT SAFETY
STANDARDS MONITORING
AND ENFORCEMENT:

FIRMS MONITORED:

905

INSPECTIONS
CARRIED OUT:

905

PRICE TRENDING :

151



ADVOCACY PROGRAMS:
(Undertaken and Implemented)

134

COMPLAINTS:
(processed and resolved)

93

MEDIATION COMPLAINTS
RESOLVED:

89



LGUS ASSISTED

(BUSINESS PERMIT AND
LICENSING SYSTEM)

125 (100%)

INDUSTRY CLUSTERS	MSMEs assisted	JOBS Generated	Trainings Conducted	Trained Beneficiaries	Worth of Investments	Domestic Sales (million)
COFFEE 	238	366	17	362	1.9	2.62
CACAO 	185	452	27	219	5.7	3.69
BAMBOO 	143	206	13	106	0.26	4.72
FRUITS & NUTS 	155	466	17	288	4.2	25.34
HOMESTYLES and WEARABLES 	283	1,468	23	184	16.75	84.86

DTI rolls out Kapatid Mentor Me program in Region 1!



True to its thrust to propel micro small and medium enterprises (MSMEs) towards innovative and competitive business environment, the Department of Trade and Industry Region 1 in partnership with Philippine Center for Entrepreneurship (PCE) launched two Kapatid Mentor Me Programs (KMME) in the region. KMME La Union launching program was held last May 8, 2017 at Marand Hotel, Bauang while Pangasinan launched the same program on June 20, 2017 at Star Plaza Hotel, Dagupan City. The KMME Program is part of the Negosyo- Kapatid Project that aims to help MSMEs scale up and become globally competitive enterprises through coaching and mentoring sessions.

These two successful KMME launch were attended by more than 500 local entrepreneurs and , partner government and non-government agency representatives from both provinces. DTI ASec. Blesila A. Lantayona and Regional Director Florante O. Leal led the activity. Provincial, city and other local government also came and showed their support towards MSME development.

Meanwhile, PCE accredited mentors, Mr. Paulo Tibig , Ms. Mylene Abiva and Mr. Willy Arcilla shared their expertise on Entrepreneurial Mind Setting, Business Values Formation and Marketing. Local accredited mentors were also present to inspire MSMEs. One of the program highlights is the talkshow interview among chosen successful entrepreneurs from the two provinces. These MSMEs have shown hardwork and determination in their businesses. ,They were given the chance to share their success stories to inspire fellow entrepreneurs in seeking more business development opportunities.

The KMME program is in line with the Duterte Administration's agenda of advancing MSMEs in the country. This capacity -building program brings together experts and industry leaders to provide free mentoring sessions to be conducted by PCE-accredited mentors.

Moreover, it will allow mentees to learn strategies on marketing, financial, human resource and operation management among others during the 11-week module-based sessions. On the 12th week, mentees are also required to present their business development plans before their graduation from the program. They are expected to become confident entrepreneurs with the right mindset and business-knowhow that will be able to sustain and scale up their enterprises.

Mentees were chosen in accordance with the prescribed criteria and only limited to a minimum number of 20 and maximum of 25. Qualified mentees are business owners or managers of an enterprise with an asset of three million and below and operational for at least a year.

On her message, ASec. Lantayona encouraged the mentees to be dedicated in finishing the program. She emphasized the importance of mentoring towards the attainment of economic progress driven by empowered MSMEs.

89 areas from 16 regions in the country have been targeted to conduct the same activity within the year.

Other provinces in the region are scheduled to have the same activity; Ilocos Sur on July and Ilocos Norte on October.

###





Understanding the ASEAN Economic Community (AEC)

- MSMEs are the backbone of ASEAN Community.
 - MSME integration in the digital and global economy for greater access to trade information, global market, value chain and finance.
 - Promote youth and women entrepreneurship
- Increase cooperation within the region and connectivity to the rest of the world.



Micro entrepns to get incentives through BMBE

The DTI-Ilocos Sur together with the existing and potential Barangay Micro Business Enterprises (BMBE) registrants, and representatives of the Department of Science and Technology (DOST), Bureau of Internal Revenue (BIR) and the China Bank Savings (CBS) gathered at the Negosyo Center – Vigan City on May 22, 2017 to discuss the implementation and availment of the incentives under the BMBE Act of 2002, otherwise known as Republic Act 9178.

The BMBE Act of 2002 encourages the formation and growth of barangay micro business enterprises by granting them incentives and other benefits. These incentives include the exemption from the payment of income tax arising from the operations of the enterprise as well as the exemption from the coverage of the Minimum Wage Law. A BMBE registered firm is also a priority in the availment of credit windows by the designated financial institutions, marketing assistance programs, and



trainings which are provided by the Technical Education and Skills Development Authority (TESDA) and the Department of Science and Technology (DOST).

Representatives from other concerned agencies and partner institutions such as BIR Revenue District Office 2 and China Bank Savings-Vigan City also came to tackle their respective services and programs. The BMBE Certificate of Authority which is issued by the DTI through its Negosyo Centers is free of charge, and is valid for a period of two years. Business of any type with an asset size of not more than P3,000,000.00 (excluding land) can register as BMBE. To date, there are already 19 BMBE registered firms in the province of Ilocos Sur. Benz Ponce

Defective weighing scales, seized in Ilocos Sur

A total of 66 weighing scales were found defective during the Market Saturation Drive (MSD) conducted by the provincial Local Price Coordinating Council (LPCC) at the municipalities of Narvacan and Sinait, Ilocos Sur on June 8, 2017 and June 9, 2017 respectively.

The LPCC tested a total of 331 weighing scales, 156 in Narvacan with 40 defective and 175 in Sinait with 26 defective weighing scales.

The defective weighing scales were confiscated by the concerned LGU representatives for their appropriate action and disposal.

The activity, which included price and supply monitoring and enforcement of Fair Trade Laws, is in line with the quarterly activity of the provincial LPCC to ensure the protection of the consuming public and to guard against abuse or any unwarranted increase in the price of basic and prime commodities.

During the exit conference of the two activities, representatives of the LGUs noted all the findings and they committed to address the violations based on their existing regulations. Benz Ponce



MSMEs Benefit From Negosyo Center Business Advisory

Twenty (20) micro, small and medium enterprises (MSMEs) who are into the food processing business benefitted from the 2-day Seminar on the Basics of Business Cycle held on May 4-5, 2017 at the Negosyo Center, Lidlidda, Ilocos Sur. The activity, initiated by the NC Lidlidda Office, aimed to develop and enhance the entrepreneurial competencies, knowledge, skills and values of the participants.

Ms. Aurea E. Bilgera and Mr. Benigno Q. Ponce served as resource persons during the two-day activity. The participants were taught of understanding the basic business cycle and inculcate in them the importance of keeping records and maintaining a positive cash outflow. Thru a role playing technique, the training also educated the participants on how to estimate market size and demand, plan production and purchases to meet the demand, proper costing that will help them in negotiating prices and managing credit sales.

The participants were also taught on how to prepare financial statements. Outputs which include Income Statements, Statement of Cash Flows and Balance Sheet were presented by the participants during the closing program.

Consequently, the participants were able to gain insights, and drew conclusions on what it takes to be a successful entrepreneur.

Benz Ponce



Ilocos Region Handloom Woven Industry to join international Trade Show

2017
MANILA
FAME
PROJECTS



The Gender Responsive Economic Actions for the Transformation of Women (GREAT Women) returned to the April edition of Manila FAME after the successful Trade Show in October Edition last year at the World Trade Center Metro Manila. Manila FAME is a bi-annual showcase of craftsmanship of Philippine products. It features finely selected furniture and home furnishings, holiday gifts and accessories, designed and crafted in the Philippines for the global market

The 65th Edition of Manila Fame trade show was conducted April 21-23, 2017 at the World Trade Center Metro Manila. The Philippine Trade Training Center (PTTC), Design Center of the Philippine (DCP), Department of Trade and Industry (DTI) and Center for International Trade Expositions and Missions (CITEM) officials together with the chairman of business support organizations were present during the opening ceremony. The trade show was opened to public afterwards.

CITEM tapped DCP local designers/ Product Specialist PJ Arañador, Rachelle Dagñalan and Mon Pabillon to provide assistance in developing market-responsive products. Under this creative direction, participants produced better Home and Lifestyle products. Participating Women Micro Entrepreneurs from Region 1 include Nagbalacan Loom weavers Multipurpose Cooperative



and San Jose Multi-Purpose Cooperative of Ilocos Norte, Aleli's Buricraft, , Malamin Buricraft, Threads and Trend Crochet Products of Ilocos Sur and Bauang Crochet Association (Gantsilyo). These participating micro-entrepreneurs are enrollees of the GREAT Women Project 2. Sales generated during the 3-day Trade Show were PhP 104, 980.00. Victoria A. Ordone



Bauang Crochet Association



Threads and Trend Crochet Products

DTI Reaches Out to the Southernmost Tip of Ilocos Norte thru NC Badoc



Promoting “ease of doing business” and facilitating access to services for MSMEs. The Department of Trade and Industry- Ilocos Norte Provincial Office launched their 7th Negosyo Center in the province located at Badoc, Ilocos Norte last May 4, 2017. NC Badoc is expected to cater to the needs of MSMEs not only from Badoc but also its adjacent municipalities such as Pinili and Currimaos.

During the Launching Ceremonies, Mayor Maximo Cajigal expressed his gratitude for having chosen the Municipality of Badoc as the location for the 7th Nego Center in the province. He encouraged his townspeople to uphold the “Baro a Badoc” and appealed to the DTI for the revival of the old and the development of the new/existing industries in the municipality. DTI Regional Director Florante O. Leal, in his message assured that the DTI through the established Nego Center shall continue to work for the growth and development of the MSMEs in the area and shall revisit old industries for possible assistance.

Badoc, Ilocos Norte is the southernmost town in the province of Ilocos Norte. It is 41.1 km away from Laoag City where the DTI Provincial Office is situated. Travel time, reaches to almost 2 hours via public transport. With the launching of the Nego Center Badoc, the MSMEs of this municipality and the adjacent municipalities need not travel far to Laoag City anymore. The Nego Center – Badoc shall deliver the same DTI services provided by the provincial office and shall facilitate the needs of MSMEs in its jurisdiction. Maricor S. Racela

DTI-Ilocos Norte conducts 10th OTOP Summer Trade Fair 2017

- a decade of showcasing Ilocano craft and ingenuity

This year's OTOP Summer Trade Fair was successfully mounted on April 20-30, 2017 at the historic Bell Tower grounds in Laoag City. In recognition of the importance of the summer fair and its positive impact to the participating exhibitors, the Provincial Government of Ilocos Norte fully supported the event with its SME and Tourism Offices collaborating actively with the DTI. The fair was highlighted with the conduct of the search for the Best Dressed OTOP Booth with the LGU of Laoag City bagging the award.

Truly, the conduct of the OTOP Summer Trade Fair has reached a milestone and it shall continue to be conducted in the coming years, fulfilling its commitment to showcase the Ilocano craft and ingenuity. Maricor S. Racela



OTOP booth of Laoag City: (L) Front view (Top) back view

LET'S GO GREEN!



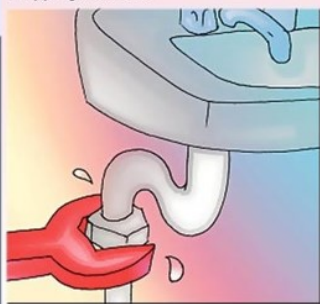
Implemented by:
giz Deutsche Gesellschaft
für Internationale
Zusammenarbeit (GIZ) GmbH

WATER



Reuse

Collect rinse water from the washing machine for flushing the toilet or mopping the floor.



Repair leaks promptly

Repair leaks and dripping taps immediately to prevent water wastage.

Start with the little things

Small changes in your daily routine can help save 10 liters of water a day.

Saving water is easy...

- ▲ **Save 9 litres**
Cut your shower time by 1 minute
- ▲ **Save 11 litres**
Rinse your teeth with a tumbler instead of under a running tap
- ▲ **Save 14 litres**
Wash vegetables and dishes in a filled sink instead of under a running tap



Turn off faucets when not in use

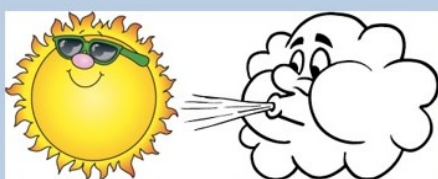
Use pail and dipper for baths, watering plants



Install rain water collectors



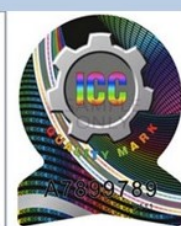
ENERGY



Use sunlight or wind whenever possible



Always wash with a full load



DTI Philippine Standards (PS) Quality and Import Certification Clearance (ICC) Scheme



Switch off/unplug/adjust

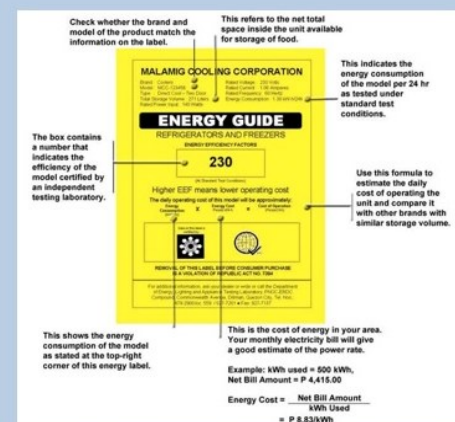
READ the label



Use energy saving options on electrical devices



Cook with a covered lid



DOE-DTI Energy label guide for air conditioners, refrigerators, lamp ballasts and bulbs



The yummy 'White Gold'

Soft, bouncy, sweet, moist and sparkling white, the bite-size steamed rice cake popularly known as *puto* has become one of the delightfully appetizing native delicacy of the municipality of Calasiao, Pangasinan. This 'white gold' delicacy has turned into a precious gem for Rudy dela Cruz and wife Leonora, owners of Bella's Puto,

Born from a poor family, Tatay Rudy, now 73 years old, became a bread winner at an early age. As much as he wanted to finish his studies, he had no choice but to stop and earn for a living by peddling "*bitso-bitso*" or twisted bread. At the age of 16, he started his own *bitso-bitso* making business with a start-up capital of P20.00. Years after, he married Leonora Aagsalud and started a family. Yearning to earn more to support his growing family, Tatay Rudy started selling additional products such as peanuts, *balot* and *puto*. Their four kids were the employees of the business from cooking to selling at markets, circus and movie houses.

"Panalangin sa Diyos at malasakit sa tao..."

- Tatay Rudy

(On his secret to success)

In 1978, they registered with DTI their business as Bella's Puto. It was named after their firstborn, Bellaflor. It was then that they also started to sell their products in front of Calasiao Public Plaza.

Their business continue to flourish as their *puto* products became popular among local and tourists. From the daily average of two gantas of rice in the production, it increases to 2 sacks of rice every day. It was then that they decided to make *puto* the star of their business.

Bella's puto started with only two puto variants, the original white *puto* and *kutsinta*. But determined to increase market and satisfy its demands, they began introducing innovations to their products by adding different flavors. After a series of experimentations, they discovered other flavors such as puto with cheese, ube, mango, pandan, mango, strawberry and banana among others. One of the most sought after flavor is the cheesy salted egg that won the 2009 Pistay Dayat's Pasalubong of the Year. With this, Bella's Puto became the first ever producer and seller of flavored puto in the province.

Bella's Puto became more popular when it joined Trade Fairs initiated by DTI. It became regular exhibitor at trade fairs conducted in Metro Manila and all over the region. Tatay Rudy also became active in joining DTI

trainings and seminars to improve their product. He realized the importance of proper labeling and packaging. Thus, from the traditional banana leaves packaging, *puto* is now sold in attractive and properly sealed packaging materials thru the assistance of DTI and DOST.

Today, Bella's Puto is not only a native delicacy store but has emerged into a Pasalubong Center destination. To optimize the viability of their products, they already have 11 Pasalubong stores in the province which include those located in the different malls. Their *puto* has also reached international market such as Canada and USA among others as pasalubong from balikbayans.

Asked what the secret of his successful business is, Tatay Rudy answered, "Panalangin sa Diyos at malasakit sa tao..." ##



Bella's Puto Old Stall



Bella's Puto New Stall

DTI RO1 maintains ISO 9001-2008 Certification Status, gears up for ISO 9001-2015 transition!



Following the annual surveillance audit for the ISO Quality Management (QMS), DTI RO1 maintains its certification status as per audit results by the Certificate International Philippines.

DTI RO1 received its first ISO 9001-2008 Certification in 2010. As an ISO certified agency, the certification is a proof in sustaining the quality service being delivered to clienteles through DTI programs and services. On top of the recertification, the agency's journey to its migration to ISO 9001-2015 has also started. Series of trainings and sessions are being done to ensure the smooth transition.

On his message, Regional Director Florante O. Leal encouraged the employees to make QMS as a way of life. "Everyday is an improvement day." he added. ###

More investment opportunities for 'competitive' Ilocos Region

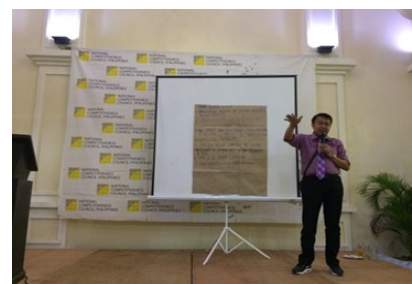


In cooperation with the Department of Trade and Industry Region 1, the National Competitiveness Council's conducted a capacity building program for the Business Permitting and Licensing System Workshop on Revised Standards (JMC 2016) and NCC Roadshow for the Regional and Local State of Philippines' Competitiveness last June 20-21, 2017 at Metro Vigan Fiesta Garden Hotel. The BPLS Workshop on Revised Standards (JMC 2016) event was attended by the participants from the Local Government Units (cities, first and second class municipalities mostly), National Government Agencies (involved in CMCI as data sources). The NCC Roadshow for the Regional and Local State of Philippines' Competitiveness, on the other hand, was attended by several participants from the Business chambers, Producers Associations, MSMEs, DTI provincial

offices' (PD or Competitiveness Focal Person), National Government agencies, and local government units.

The NCC Capacity Building Program for BPLS Workshop on Revised Standards (JMC 2016) is NCC's advocacy campaign that aims to capacitate LGUs BPLOs as well as to familiarize them with the newly signed JMC 2016.

On her message, DTI-R1 Industry Development Division Chief Merlie Membrere stated that the Ilocos Region is very competitive when it comes to Logistics. Because of this, more and more companies are investing in the region. As an example, the multi-national company Steel Asia invested in Ilocos and produced a lot of jobs for their residents. She also emphasized the importance of the CMCI tool in assessing the strengths and weaknesses of each city and municipality. The progress and innovation of Ilocos is brought by both public and private sector, they all became the catalyst of development. Thus, inclusive growth is at reach. ###





Developing Region 1's COFFEE Industry

IMPROVING COMPETITIVENESS



A Seminar/Workshop on Coffee Roasting 101 was conducted in Suyo, Ilocos Sur on May 26, 2017 for existing and potential coffee processors. This aimed to enhance the awareness of participants on the essential factors to be considered in producing quality roasted coffee. Consequently, uneven roasting and presence of defective beans on our roasted coffee which affects the competitiveness of our products will be addressed. Fifteen (15) participants coming from five (5) coffee-growing municipalities of Ilocos Sur (Gregorio Del Pilar, Cervantes, Salcedo, San Emilio, and Suyo) attended the one-day activity with Mr. Richard Abellon, a coffee roaster from La Trinidad, Benguet as the resource person.



Another initiative in support to this strategic objective was the conduct of Coffee Grading and Profiling for coffee in Ilocos Sur. Fifteen (15) coffee samples (13 robusta and 2 arabica) were subjected to grading and profiling in coordination with the Barista and Coffee Academy of Asia. The coffee grading and profiling results manifested that there is a strong potential for the coffee in Ilocos Sur in terms of quality.

IMPROVING MARKET PRICE



Last June 26-27, 2017, a Coffee Preparation Workshop was conducted in Vigan City, Ilocos Sur. The activity aimed to introduce and enhance skills of coffee service providers in preparing various coffee concoctions. Forty-nine (49) participants from school canteens, restaurants, resorts, hotels, and coffee shops attended the activity which was conducted in two runs. The participants are existing and prospective partners in creating appreciation and patronage for local coffee. Through this activity, additional market for processed local coffee can be created thereby motivating our coffee suppliers to process their coffee and increase the value of their products. Likewise, coffee service providers also gained insights on how to add value to their existing coffee concoctions.

SUPPORT SERVICES FOR ENABLING ENVIRONMENT



A coffee stakeholders meeting was conducted in Bessang Pass, Cervantes, Ilocos Sur on May 3, 2017 to present the Region 1 Coffee Industry Work Plan for 2017-2019 which was crafted during the National Coffee IC Strategic Planning Workshop held last March 2017 in Quezon City. Activities of the department to be implemented in support to each strategic objective were disseminated to the body. Likewise, Mr. David Rondal, High Value Crops Regional Coordinator of the Department of Agriculture-Region 1 discussed the eligibility criteria and requirements in order to avail of their program for the provision of various facilities in support to high value crops which includes coffee.

• BUILD • LINK • TRANSFORM •
CONNECTING MSMEs, CREATING OPPORTUNITIES

NEGOSYO
FAIR 2017



Thousands of micro small and medium enterprises (MSMEs), would-be entrepreneurs and 450 Negosyo Center Business Counsellors all over the country gathered together for the launching of the Negosyo Fair last June 19-23, 2017 held at SM Mega Trade Hall, Mandaluyong City.

With the theme “Build. Link. Transform. Connecting MSMEs, Creating Opportunities.” the Negosyo Fair 2017 featured a week-long events and activities centered to entrepreneurship development in the country.

Business Counsellors from the regions competed in the various challenges such as web design, social media, promo collaterals and best innovative strategy. To further advance their knowledge, they also attended learning sessions about latest advances in technology, operations and management audits, basic internal control accounts and confidence building on how to be an effective Business Counsellor among others.

Entrepreneurial promotion was also one of the highlights of the event. Business Counsellors were equipped with relevant information that will enable them to better appreciate and promote the value of entrepreneurship to their clients.

The 34 Negosyo Centers in the region have been regularly conducting trainings and free Negosyo seminars to MSMEs at their respective areas. These activities are part of DTI’s advocacy to promote ease in doing business by providing knowledge on how to start and manage businesses. ###

NEGOSYO CENTERS in Region 1

PANGASINAN

Alaminos City
Dagupan City
Rosales
Lingayen
Mangaldan
Bayambang
Tayug
Bolinao
Mangatarem

LA UNION

San Fernando City (RO)
San Fernando City (PO)
Santol
Bacnotan
Naguilian
Rosario
Bauang
Balaoan

ILOCOS SUR

Vigan City
Candon City
Tagudin
Sta. Lucia
Sinait
Narvacan
Sta. Catalina
Sta. Cruz
Salcedo
Lidlidda

ILOCOS NORTE

Laoag City
Batac City
Burgos
San Nicolas
Dingras
Banna
Badoc

Atty. Rolando A. Lay-at, a farmer with a great mind and a heart of GOLD

Flashback to April 26, 2017, past 11am, everyone at the office paused from their routine works. After several weeks of leave, he was back in the office. All were surprised to see him. Some swallowed hard to control their emotions, others couldn't help but shed tears. He sounded good with his big voice and usual humor, but his physical appearance indicated otherwise. He lost a significant amount of weight, fragile and could barely walk. Still, he managed to gather the group and presided an 'instant meeting' at the AFMD office. But nobody had an idea that this would be the last meeting with **AFMD Chief Atty. Rolando A. Lay-at**. He promised to be back to work soon, but nobody had an inkling it would not happen anymore. Nobody knew he would leave soon.

So many hats he wore... father, husband, son, brother, farmer, lawyer, Division Chief... but the one every DTI staff would forever cherish was when he was a FRIEND to everyone.

DTI, his second family

It was 1999 when he started his career at DTI as Attorney III. Young at 29, he was full of enthusiasm at work handling several tasks as the Chief of Staff at the Office of the Regional Director. His diligence and dedication to work paved way to a promotion in 2013 when he became the Chief of the Administrative and Financial Management Division.

Atty. Lando's friendly and positive attitude to his colleagues made him a well-loved boss. He was always ready to exchange smiles and quirky jokes.

He was a generous soul, always ready to find ways to help anyone in need. Someone who was equally smart and grounded. He would always share meals with the custodians and drivers. He was always calm and reliable when facing office woes. He was the go-to guy who was firm and responsible in making any decisions. A man of action who would just shrug his shoulder and say *"Nandyan na iyan, gawan na lang ng paraan"*. He never complained about problems for he was too busy identifying quick solutions.

RAL versus the big C

It started with pains on his right knee that was initially joked by his officemates as simple sign of 'old age' or *rayuma*. He had done several medications and physical therapies to ease the pain. Then came the sleepless nights of escalating pain that convinced him to seek serious medical attention. Series of tests were done, until medical experts came to identify the real thing- it was CANCER, Stage 2 Lymphoma.

Amidst the excruciating pain, he had always looked forward to the day that he could go back to work. He smiled through his great pain whenever he received heart-warming text messages from friends and colleagues. He fought the big C. He fought it real hard. He wanted to be there for his wife, children, parents, siblings, friends... for his DTI family.

But the harsh reality stung hard. The big C came upon him fast and hard. He was diagnosed last April 2017, on June 6, 2017 at the age of 46, he crossed the great divide and went back to Him.

The disease may have won the battle, but Atty. RAL won the hearts of many.

Atty. Lando and his golden heart

Like a basic commodity sold in supermarkets, each of us has an expiration date stamped on us. Unfortunately, no one knows when our time comes except Him.

Atty. Lando's life was a blessing, a memory to be treasured. Working with him, sharing stories, laughter and news of daily lives made everyone feel at home with him. He was not just a colleague, he was a friend, a member of an extended family. He is loved beyond words and missed beyond measure.

A golden heart has stopped beating, but the fond memories with him will always be cherished.

Thank you for sharing your wonderful life with us Atty. Lando...



SERBISYONG HIGIT PA SA INAASAHAN



PASSION

INTEGRITY

CREATIVITY

COMPETENCE

SYNERGY



LOVE OF COUNTRY

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