

RIMAT *ti* AMIANAN

Treasures of the NORTH

The DTI Region 1 Newsletter



ENABLING **BUSINESS**
EMPOWERING **CONSUMERS**

Strengthening R1's Coffee Industry through Benchmarking Activities

Home of top producers of quality coffee from seed to cup, the Cordillera Region is known for its reputation and contribution to the Philippine coffee industry. Only a few hours from Region I, the DTI-RO1 Industry Development Division took the opportunity to conduct a benchmarking activity on March 28-29, 2019 in Mountain Province to equip the participants the best practices across the entire value chain of the coffee industry. Further, for Regional Line Agencies (RLAs) to identify new interventions that will spur the development of the industry in Region I.

Participated by eighteen (18) stakeholders from the region, the two-day activity was composed of lectures, demonstrations and farm tour which enabled the participants to gauge their individual progress and identify improvement opportunities in their own processes or organizations.

The group visited two Shared Service Facilities (SSF) on Coffee Processing which are being managed by Bila Rural Development Club (BiRD Club) and Sagada Arabica Coffee Growers and Processors Organization (SACGPO) in Bila, Bauko and Poblacion, Sagada,

respectively. Participants were toured around the facility where they had a first-hand experience in observing the whole coffee processing.

With enthusiasm to learn more, the group also went to Ola Farms located at Aguid, Sagada. The farm is a well-known Agricultural Training Institute (ATI) - Accredited Learning Site for Arabica Coffee in Mountain Province. Ms. Jennifer Rimando, owner of Ola Farms, shared that it is important to always seek improvement in the quality of coffee by experimenting which process is more suitable to the coffee origin.

Through the activity, participants were able to appreciate the importance of various coffee processing equipment and strategies to improve the quality of coffee. Likewise, participants from the RLAs were able to establish a connection between the three establishments for future undertakings such as invitation to become potential resource speakers in trainings/seminars and for Ms. Rimando, also a Q-grader, to assess the quality of coffee in Region I. # Aple G. Madayag



Region 1's Wearables & Homestyle Sector: *Design to Rise!*

The creative and diligent industry champions of Gifts, Decors & Housewares (GDH) and Fashion Accessories (FA) sub-clusters in the provinces of Ilocos Norte, Ilocos Sur, La Union and Pangasinan convened during the 2019 Wearables and Homestyle(W&H) Industry Cluster Regional Meeting on June 14, 2019 at DTI RO1 Conference Room, City of San Fernando, La Union. In the welcome message of OIC Regional Director Daria R. Mingaracal, she inspired the participants to cooperate and partner with each other in lifting up Region 1 W&H sector.

Accomplishments and activities undertaken in the W&H sector for the year 2018 up to present, along with the activities for implementation for 2019 were presented. With the revised strategies to accomplish the 2019 expected highlights of accomplishments and other industry targets, the group realized the need to become more cohesive. The group then organized the first Region 1 W&H: GDH and FA sub-cluster group headed by Hon. Chrislyn C. Abadilla of Sudemari, Banna, Ilocos Norte as chairperson and Mr. Perry Inacay of Dorevi Industries, San Carlos City, Pangasinan as vice-chairperson.

Together with the initiatives of DTI in supporting the W&H sector and the cooperation of the organization, Region 1 Wearables and Homestyle sector will be able to achieve its goal of becoming competitive locally and even globally. # Ayra Fontanos



Region 1's journey to becoming Investment-friendly, continues!

Members of the Region 1 Investment Promotion Group (IPG), chaired by DTI-Region 1, went on a benchmarking mission to Clark, Angeles, Pampanga last April 16, 2019. The activity aims to capacitate the IPG members on Investment promotion initiatives on how and with whom to establish beneficial linkages and knowledge on the formulation of effective investment portfolios they can replicate in the region.

The IPG visited two locations which were the Clark Development Corporation in Clark, Angeles, Pampanga and the DTI-Regional Office 3.

Learnings and information relative to investments have been gathered by the group. Observations on good practices were noted such as the presence and use of IEC materials, active linkage/network with Central Luzon Growth Corridor Foundation, Inc. (CLGCFI) wherein all the governors of Region 3 are actively involved in investment developments in the region, in-placed systems and Processes to promote investments and availability of physical factors and utilities to attract more investors. Several tips, ideas and strategies in coming up with essential promotion guides and brochures have also been observed by the group which they will work on as part of the output for the year. The technical working group shall be collecting data from the different local government units and national line agencies to be able to craft what Region 1 hopes to be one of the keys to attracting additional prospective investors in the region. # Kathleen K. Mateo



DTI's KMME: Spurring ENTREP REVOLUTION in Region 1!

Pilipinas, Angat Lahat! Is the catchphrase of the Micro Small and Medium Enterprises who have undergone the entrepreneur revolution through the Kapatid Mentor Micro Enterprise Program in Region 1. Since its launching last 2017, the Department of Trade and Industry Region 1 has already conducted 20 runs of KMME Programs producing a total of 438 Mentee Graduates.

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. This capacity-building program brings together experts and industry leaders to provide free mentoring sessions to be conducted by PCE-accredited mentors. Local accredited mentors handled the succeeding mentoring sessions to inspire and share their technical know-hows to the qualified mentees.

Mentees who have undergone the KMME Program lauded its "big brother-small brother" concept. Through the program, they have established linkages among their "kapatids" and gained better and effective market

positioning strategy. Further, the program prompts the creation of different entrepreneur associations in the region. Mentee-graduates from the first batches have also become local mentors.

Mr. Xavier Mercado, KMME Exemplar, encouraged his fellow MSMEs to value and implement the learnings they have gained from the program. Because of the program, his restaurant business increased sales by 90% and is now expanding and will establish branches soon. "Think big, start small, start now and go for it!." he advised to the mentee-graduates.

On her message, OIC Regional Director Daria R. Mingaracal assured the mentee-graduates that the assistances of DTI in scaling up their businesses do not end in KMME. She reminded them that they do not need to compete with one another, rather, complement each other.

"You are now on your journey to becoming better entrepreneurs. We in DTI will continue to fuel your journey, so race on and be an entrep champion." she added. ###



After KMME, the company increased its sales by 90%. Halo Halo De Iloko is now expanding the business as new branches are being planned and set up near the mall and baywalk.



XAVIER MERCADO
Halo-Halo De Iloko
Received funding from Security Bank
DTI - La Union - Region 1 Mentee

www.gonegosyo.net | Go Negosyo Official | @letsgonegosyo

	Number of Batches	Number of Graduates
2017	4	97
2018	8	172
2019	8	169
Total	20	438



Ilocos Norte



Ilocos Sur



La Union



Pangasinan

Creativity Beyond Solutions

"If you are faithful in little things, you will be faithful in large ones. But if you are dishonest in little things, you won't be honest with greater responsibilities. And if you are untrustworthy about worldly wealth, who will trust you with the true riches of heaven? And if you are not faithful with other people's things, why should you be trusted with things of your own?" Luke 16:10-12 NLT

Jan Erich "Jerich" Calderon believes that we are called to be stewards by our creator and being an entrepreneur is one of the best ways to fulfill this calling. As an IT professional with little background in entrepreneurship, he gradually found the connection between his profession, passion and purpose.

In 2005, he worked as a web designer in a marketing and development agency based in Quezon City servicing clients mainly from key cities in America. From time to time, Jerich creates a wide array of designs and online solutions and gave it for free or minimal fee to friends, relatives and various local clients.

From 2008 to 2017, he was able to expand his clientele and extend online services to Canada, Singapore and California, to name a few. This was the time when the transition to a digital start-up enterprise, Creative28 Web Solutions, transpired. Creative28 is a word-play of "Creative to it".

During the Rural Impact Sourcing (RIS) Technical Training sponsored by the DICT, ICT of San Fernando City and DTI - La Union conducted on a face to face training and online schedules from September to November of 2018, he is reconnected with his former school mate who told him about the (KMME) program, which he found to be motivating.

With little background in establishing a local business, no history of transacting with local clients and no mentors to connect with, Jerich became a Kapatid Mentor ME mentee this 2019. His guiding principle in addition to stewardship is to learn, relearn and unlearn. For him, this is the only option to move forward and level-up his online business.

Before the KMME program, Jerich has no idea about setting up a business system properly. He has limited vision where to go and whom to ask for advice since the traditional way of running businesses is protecting and hiding your system from competitors — plain competition. The KMME program allowed him to be part of new breed of entrepreneurs who are challenged to embrace change, open up doors for collaboration and encourage cooperation for entrepreneurs to co-exist, build a better economy and community.

According to Jerich, the KMME program is a blessing in-disguise because last year, he had a glimpse of KMME because his partner in RIS technical training was also a KMME graduate. He felt the connection and the mission is getting strong as part of the Creative28 vision of becoming innovate.

from his co-mentees. This enabled him to see the bigger picture and put his business in a better perspective for stewardship. Focusing on purpose instead of profit, Creative28 shifted their pricing model to cater more MSMEs and make it affordable.

He came up with an idea of summarizing his experience and learnings with the KMME program in quotes or in bite-size wisdom that may help and inspire future mentees.

"Get out of your comfort zone to unleash your full potential and take risks." This thought struck him because only few are willing to take risk to achieve something. He realized there is no growth in his comfort zone and facing challenges requires the ingredient of success – failure.

"You cannot be everything for everybody." In his marketing class, he was guilty of achieving more by being a one-stop shop but this has disadvantages. It might drain an entrepreneur's energy and focus along the way.

"Combine art and innovation to capture your clear vision." He learned these two is needed to stay relevant.

"The BMC class is the highlight of the program", Jerich said. *"BMC is the simplest way to understand a business no matter how complicated it is."* Before learning the BMC, he finds it difficult to visualize a business and understand other businesses, too.

"Establish a solid system and be ready for changes over time." As the modules are presented and during brainstorming with his batchmates, a system makes a business unique.

"Businesses are connected directly and indirectly." He picked this up and finally convinced himself that businesses are connected and there is no need to be selfish.

"Never take for granted your key business assets – time and human resources." Jerich learned that key business assets are important – a pillar of every MSME. Obviously, strengths and weaknesses of MSMEs will compliment and complete everyone.

He shared insights from the last sessions of KMME:

1. *Proper accounting and financial analysis help in formulating strategies and crucial decisions*
2. *Never ever mess with your taxes and BIR*
3. *Contracts and agreements will save you from present and future headaches.*

With a grateful heart, he affirmed that the KMME Program is a journey and a process where we build people not just businesses. He said that we may have different vision, mission, goals and ambitions – remember to collaborate because we cannot do it alone.

These insights will serve as his guide in fulfilling Creative28 Web Solutions' mission and execute his Business Improvement Plan with confidence.

Jerich also made a personal commitment to support the KMME program like an ambassador because the program changed his mindset about entrepreneurship and made him appreciate learning with a teachable heart regardless of success or status in life. His humble way of being a steward of continuous education.

He graciously said,

"The KMME program is dubbed as mini MBA – which is true because MBA stands for 'Malaking Blessing sa Atin'."



From briefing to launching, Jerich was so excited to learn from his mentors, the DTI team and of course, from his batchmates. A perfect time to hone his skills in entrepreneurship.

During the program, he tried to absorb, analyze and learn

OTOP.PH Hub at the Laoag International Airport, now ready to serve!



DTI Ilocos Norte headed by OIC-Provincial Director Rosario Q. Quodala, successfully launched the first (1st) OTOP.Ph Hub in Region 1 on January 14, 2019 at the Departure Area of the Laoag International Airport (LIA), Laoag City. Distinguished guests during the grand launch were DTI-Regional Operations Group Assistant Secretary Demphna Du-Naga, DTI-RO1 Regional Director Florante O. Leal, DTI-Ilocos Sur Provincial Director Grace R. Lapastora, , Ilocos Norte Vice Governor Angelo M. Barba, CAAP Area Manager Ronald Estabillo, LIA Manager Rosito Tamayo and representatives from partner agencies. The establishment of the OTOP.PH Hub at the Lia was made possible through a Memorandum of Agreement between the DTI and the Civil Aviation Authority of the Philippines (CAAP).

one-stop retail store or space where market-ready products from One Town One Product offerings can be found and caters to the general mainstream market of both local buyers and tourists. As another flagship market access program by the DTI, this serves as a marketing vehicle and incubation platform to promote and champion OTOP products.

To date, the OTOP. Ph Hub at the LIA showcases local products of about twenty five (25) MSMEs from Region 1, giving guests and visitors flying out from the province to get a glimpse and the opportunity to avail of the best offerings from the Region. With just ten (10) flights of the LIA per week, the OTOP.Ph Hub boasts of its average sales of P300,000.00 per month. # Maricor S. Racela

The OTOP Philippines Hub or OTOP.PH Hub is a

Better opportunities await Cacao Industry players in Region 1



In PHOTO: DTI Region 1 OIC RD Daria R. Mingaracal and Bacnotan Mayor Francisco Fontanilla along with DTI staff and Cacao stakeholders of La Union

The Department of Trade and Industry Region 1 turned-over the Shared Service Facility (SSF) for Cacao Processing to Lorma Community Development Foundation Inc. (LCDFI) on February 15, 2019 at Mabanengbeng 2, Bacnotan, La Union. DTI Region 1 OIC-Regional Director Daria R. Mingaracal led the simple turn-over ceremony. The project aims to address the processing and manufacturing gaps and bottlenecks in the cacao industry value chain. Equipment provided are stainless fermentation box, roasting machine, grinding machine, stainless food grade table, chiller-freezer and others, amounting to P900,000.00.

The provision of efficient facilities will allow processors to produce quality beans adhering to good manufacturing practices, increase production of fermented beans, as well as other cacao products to be sold in fairly competitive prices in the market. Further, the project will provide access and opportunities to improve production process to MSMEs who

are venturing into cacao processing within the neighboring municipalities.

On her message, OIC-RD Mingaracal encouraged the cacao stakeholders to maximize the use of the SSF. She also appeal for the continuous collaborative efforts from the LGU, cooperative members and the community especially that Bacnotan is now "sweeter" with the coming of the SSF on Cacao Processing. Bacnotan is known for its honey as their One Town One Product (OTOP).

Bacnotan Mayor Francisco Fontanilla also expressed his utmost support for the project. He acknowledged the potentials of the cacao industry and included it as one of their municipalities priority industry clusters.

The SSF Project is one of DTI's banner programs with the ultimate goal of helping and alleviating the existing condition of our MSMEs by making livelihood more productive. ###



NEGOSYO SERBISYO SA BARANGAY

Reaching out to MSMEs in the Barangays of Ilocos Sur

The Negosyo Serbisyo sa Barangay (NSB) was launched early this year in support to the President's call for a more direct and aggressive assistance to develop the Micro Small and Medium Enterprises (MSMEs).

It is a strategy to develop existing enterprises and to create more entrepreneurs in the barangays through entrepreneurial mind setting and capability building activities.

During the first half of the year, the Department of Trade and Industry through the Negosyo Centers conducted 18 entrepreneurship seminars and 44 capability building trainings which benefitted 714 and 1,139 existing and potential entrepreneurs, respectively. These activities were conducted in 209 barangays that covered by 28 municipalities of the province which mostly belong to the 4th and 5th class municipalities.

Entrepreneurship seminars were composed of Orientation Seminar on Barangay Micro Business Enterprise Law (BMBE), Taxation, Basic Bookkeeping, Pondo Para sa Pagbabago at Pag-asenso (P3), Food Safety Management and Good Manufacturing Practices (GMP). These equipped the existing and would-be entrepreneurs with knowledge and information on the documentary requirements and procedures in registering the business with the Bureau of Internal Revenue (BIR), regulatory requirements for food safety, setting-up books of account for the business as well as available incentives through the BMBE and affordable source of financing like the P3 Program.

Moreover, basic skills training on food processing include fish, meat, mushroom, mango, papaya, peanut, tomato, coconut, corn and ginger processing as well as salted egg, native delicacies, vegetable chips, vegetable noodles and ice cream making. Likewise conducted were bugnay and herbal wine making.

For the gifts and home decors sector, training include bamboo crafts, rags and doormats, paper beads, novelty items out of plastic bottles, cornhusk crafts and soap and dishwashing liquid making.

In these trainings, raw materials used were those available in the barangay where the training is conducted. Aside from transforming these raw materials into marketable processed food, decorative and home-use items that provide livelihood opportunities to the MSMEs, they also help in minimizing environmental waste that contribute to hazards to the environment.

The NSB also afforded micro-entrepreneurs to forge partnership with supportive individuals and officials in the community to pursue their projects. During the Skills Training on Peanut Processing held at Brgy. Nagrebcan in Sta. Lucia, Barangay Captain Ricardo Vilog was overwhelmed. He said, "this is the first time that a national government agency came to our barangay to render their services. We are very thankful to DTI-Ilocos Sur through the Negosyo Center Sta. Lucia for providing skills training on peanut processing in our place. The members of our Timpuyog Kababihan ti Nagrebcan Inc. will definitely push through with what they learn in order to earn additional income. I will donate some peanut seeds for them to cook in our upcoming barangay fiesta and let them showcase their outputs to our guests."

One of the most appreciated services of the NSB is the Business Caravan where the MSMEs were assisted in the on-line filing of tax returns. According to the MSMEs, "this is the most difficult requirement we have to comply because we do not know the procedures and the documents to prepare, and most of all we are not computer literate. If we cannot comply, we incur penalties from the BIR which is a financial loss on our part". They were thankful to the DTI – Negosyo Center Business Counselors for the opportunity to learn and be assisted in the on-line filing.

On its initial run, the NSB Business Caravan conducted mobile on-line filing in 4th and 5th class municipalities like Suyu, Santiago, Sta. Catalina and Lidlidda in coordination with the Bureau of Internal Revenue (BIR) and Business Permits and Licensing Office (BPLOs). About 211 micro-entrepreneurs mostly barangay sari-sari store owners and retailers participated in the orientation and tax returns were filed on-line. ###



Shake It 'Til You Make It



Saila Ebreo Watanabe, a college undergraduate, a young mother of three boys, and an entrepreneur who started small is now making a big splash in the lemonade business.

In 2016, she was a home-based call center agent who always bought lemonade at the night market before her duty. During that time, she and her partner's meager income was not enough to cover their expenses and debts.

When the Department of Foreign Affairs - La Union Office opened at Manna Mall, the couple took advantage of the opportunity to start a photocopying business. But still, bills exceeded their income. That was when she thought of establishing a fresh juice enterprise.

Before starting her fruity venture, she did her research online and through observation. She became aware of her competitors, learned lemonade processing trends and conducted product testing. At the onset, they operated at a loss. That challenged them to shake up their strategy and came up with their own version of a shaken lemonade drink instead of the usual squeezed recipe.

In December 2016, they finally launched "Lemon Hub by SunSai" at Manna Mall. They started small and simple — just a desk covered with tarpaulin business signage, two trays of display, the menu, jar, and of course, the shaker.

As the sales started to pick up, challenges also breezed in such as employee issues, among others. Opportunely, she became a Kapatid Mentor ME mentee in 2018. For her, coaching and mentoring is vital. It guided her especially during difficult times. One of the learnings she applied is workforce planning, compensation and benefits. Now, human resources policies are being implemented and a supervisor is assisting in the operations of their growing business.

Today, "Lemon Hub by SunSai" has expanded to seven branches reaching as far as Laoag, Abra, Vigan, Pangasinan and Tarlac. This home-grown enterprise also paved the way for the upcoming ventures, "Takoyaki Lab" and "Turks Shawarma" which will open in Bauang, La Union.

At the age of 28, she has inspired other people to engage in business through consultancy on franchising and created jobs among out of school youth in the province. As such, the Provincial Government of La Union recognized her as one of the Most Outstanding Entrepinoy in La Union during the Pamadayaw Conferment of Awards on March 1, 2019.

With her achievements, she is very grateful for the assistance of the Department of Trade and Industry, and the support of her partner in life. There is still a long way to go but she will forge ahead with her motto, "Tira! Awan amak!" (Go! No worries!). She said that the concoction of business success is a mix of risk-taking, optimism, passion and faith in God.

"Great things always start small and humble.

Like a seed to a tree, a business starts small, grows and eventually provides blossoming opportunities."



Saila Watanabe and her husband, Sunrise at their Lemonhub Booth.

DTI-ILOCOS SUR mounts the “SUPER DISKWENTO CARAVAN BALIK ESKWELA 2019 EDITION”

The DTI – Ilocos Sur mounted the biggest Diskwento Caravan in the province of Ilocos Sur on May 31 to June 02, 2019. It was held at the Grand Hall of the Vigan City Convention Center. This endeavour was made possible with the cooperation of the City Government of Vigan by sponsoring the venue, the Provincial Government of Ilocos Sur, Philippine Information Agency and the Javier Trading Group of Companies.

This was the biggest diskwento caravan that was mounted since the DTI-Ilocos Sur started in 2007 through the Kabsat Caravan, an outreach program of the provincial government and became a regular program of the Department in 2009. Around fifty five companies (direct suppliers/distributors), two LGUs (Sta. Catalina and Tagudin) and SMEs assisted by DTI, participated and offered variety of basic necessities, prime commodities, back to school supplies and OTOP Products to the consuming public. Prices of these commodities were sold at a price lower than the lowest existing prevailing prices in the market. Some products were sold with freebies, with bundling promos, buy one-take-one and at discounted prices ranging from 5% to 50%. The caravan generated a total sales of three million six hundred thousand pesos (P3,600,000.00) and benefited six thousand two hundred (6,200) consumers.

The Super Diskwento Caravan aimed to provide opportunity for consumers to access basic goods, school supplies and prime commodities at reduced prices. This was conducted in time when parents and students prepare for the back-to-school rush and to help parents stretch their budget and save money especially in preparation for the new school year.

Satisfaction were shown on the faces of the consumers and evidenced through the client satisfaction feedback that were gathered. Consumers commented that this activity should be conducted yearly to give them time to access these commodities at discounted and lower prices. They thanked the organizers for coming up with this kind of activity. Sa Diskwento Caravan, Panalo ang Mamimiling Pilipino. #Amelia E. Galvez



Ilocos Sur Coffee Farmers, finalists in the 2019 Philippine Coffee Quality Competition

The Ilocos Sur coffee has been acknowledged again as one of the best coffees in the country during the recently concluded Philippine Coffee Quality Competition (PCQC). Five (5) coffee growers from Ilocos Sur representing Region 1 were recognized during the awarding ceremony held on March 23, 2019 at the Bro. Andrew Gonzales Hall, De La Salle University, Malate, Manila.

Six (6) robusta coffee samples coming from different coffee farmers in Ilocos Sur were submitted to the Barista and Coffee Academy of Asia (BCAA) for the 2019 PCQC. For this year, there were 43 entries under the Robusta Category of which five (5) entries from Ilocos Sur were included in the Top 12. Mr.

Rodolfo Aciong of Quirino landed at third (3rd) place, Mr. Fred Parilla of Salcedo at sixth (6th) place, Ms. Felicidad Paulo of Gregorio Del Pilar at seventh (7th) place, Ms. Juana Bitongan of Gregorio Del Pilar at eighth (8th) place, and Mr. Mabini Uban of Sigay at ninth place (9th) place.

The Philippine Coffee Quality Competition is an annual event that aims to promote the Philippine coffee in the Global Coffee Industry by performing evaluations aligned with globally accepted grading and profiling protocols and standards of the Coffee Quality Institute (CQI). Likewise, it is geared towards opening more selling and pricing opportunities to the Phil. coffee farmers who are producing Arabica, Robusta, Excelsa, and Liberica coffees.

The Board of Judges for this year's competition were International Coffee Connoisseurs Mr. Shaun Ong of Singapore, Ms. Trish Rothgeb of the USA, and Mr. Krude Lin of Taiwan. The top 12 winning samples

for both the Arabica and Robusta Category were brought for cupping at the Specialty Coffee Expo in Boston, Massachusetts, USA on April 11-14, 2019. The Expo was attended by international coffee buyers. Additionally, the coffees cupped was auctioned on April 30, 2019.

"We take pride of our Ilocos Sur coffee because five (5) out of our six entries made it to the top 12 in the 2019 PCQC – Robusta Category. In this light, our coffee farmer-participants deserve recognition for their efforts in preparing their entries to qualify and gain a winning slot in the national competition making the

Province of Ilocos Sur home to quality Robusta coffee of global standards," said DTI Ilocos Sur Dir. Grace R. Lapastora.



Last year, Ilocos Sur coffees dominated the PCQC - Robusta Category. Four (4) entries were included in the top 12 with Mr. Rodolfo Aciong bagging the top award.

With more push and appropriate assistance from the different national government agencies, the Provincial Government of Ilocos Sur, and the Second Congressional District of the province, the coffee stakeholders hoped that the Ilocos Sur Coffee be recognized as one of the best coffees in the Philippines.

All the coffee samples were sold at very commendable prices. "The results of the Coffee Quality Competition this year have placed the province once again in a high pedestal for quality fine robusta coffee and opened the opportunity for our farmers to command a better price for their coffees," enthused by Dir. Lapastora. # Edith D. Pamani



The top 6 awardees of the PCCQ 2019 Robusta Category pose for a souvenir photo with the international coffee-cuppers and graders who served as judges during the competition



3rd Place
Rodolfo Aciong
Quirino, Ilocos Sur



6th Place
Fred Parilla
(represented by his son Darwin)
Salcedo, Ilocos Sur



7th Place
Felicidad Paulo
Gregorio del Pilar, Ilocos Sur



8th Place
Juana Bitongan
Gregorio del Pilar, Ilocos Sur



9th Place
Mabini Ubuan
(represented by his son Michael)
Sigay, Ilocos Sur

It's a GIRL POWER!

DTI Region 1, now an all-woman ExeCom!

It's a women's kingdom now for the Department of Trade and Industry Region 1. This is after Director Florante O. Leal bid adieu to the agency after rendering a total of 44 years in government service. Leal has reached the mandatory age retirement of 65 on January 20, 2019. He served 25 years as the Regional Director of DTI R1.

A formal ceremonial turnover of leadership was conducted last January 17, 2019 at the L'otel D' Emily, Tubao, La Union. Leal relinquished his duties to Director Daria R. Mingaracal. DTI-ROG Assistant Secretary Blesila A. Lantayona witnessed the said ceremony.

On his message, Leal expressed his gratitude to his colleagues in DTI. "My burning passion to help (clients) during my first day in DTI is the same as today, my last day at work. It's been a rewarding and fulfilling experience to serve." He added.

Challenged but confident to fulfill her role, Dir. Mingaracal stood up and effectively managed DTI R1 until it welcomed its new head on July 1, 2019.

In a simple turnover ceremony, Dir. Mingaracal, handed over her duties and responsibilities as head to OIC Regional Director Grace Falgui-Baluyan. DTI Regional Office 1 staff and officials from Provincial Offices witnessed the said ceremony which included the handing over of DTI logo and key. Mingaracal is now DTI R1's OIC Assistant Regional Director.

One who rose from the ranks, Baluyan is on her 30th year in government service. She held technical posts before becoming the Provincial Director of DTI- Kalinga for 20 years. She was promoted as Assistant Regional Director of DTI Cordillera Region last July 2018.

A native of Tabuk, Kalinga, Baluyan's passion and dedication in giving sincere and honest public service is evident in the various awards she has received. She was awarded as 2012 DTI Best Manager and recipients of 2012 Seal of Excellence Award for DTI Kalinga-ARTA, 2013 GAWAD CES Presidential Awards, DTI Kalinga Management Team 2013 PAG-ASA Awardee Search for Outstanding Public Officials and Employees and 2013 National DTI SPRINTS Finalist (Executives).

On her acceptance speech, she thanked Mingaracal and the DTI Region 1 family for the warm welcome and support. Further, she emphasized that the valued, trusted and happy people at the workplace are the most important resource of the organization. "Let's help each other in bringing the best in us in serving our people in this country." she added.

Provincial Offices are now also being-led by confidently-smart ladies. Provincial Director Grace R. Lapastora remains to be the head of DTI Ilocos Sur. DTI Ilocos Norte is being supervised by OIC-Director Rosario Q. Quodala. DTI La Union is under the care of OIC-Director Merlie D. Membrere while OIC-Director Natalia B. Dalaten leads DTI Pangasinan. ###



January 17, 2019— Ceremonial Turn-over of leadership of Dir. Florante O. Leal to Dir. Daria R. Mingaracal.



July 1, 2019— Ceremonial Turn-over of leadership of Dir. Daria R. Mingaracal to Dir. Grace Falgui-Baluyan.

Effective July 1, 2019

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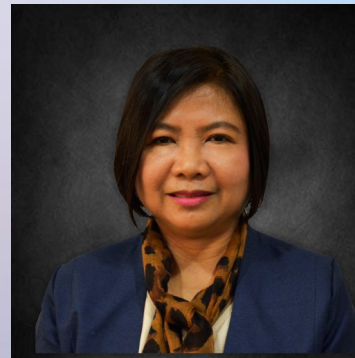
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Wearables and Homestyle Industry Cluster in Region 1, better and stronger!



Industry Champions from the Wearables and Homestyle Industry Cluster (W&H IC and Sub-clusters) of Region 1 gathered in the 1st ever Regional Meeting for this Industry Cluster on 14 June 2019 at the DTI Region 1 Conference Room, City of San Fernando, La Union. The highlight of the said meeting is the organization of the Wearables and Homestyle Industry Cluster Association of Region 1.

During the meeting, the participating MSMEs selected their respective provincial representatives. Ilocos Norte's respective Provincial Representatives for the GDH and FA Sectors were Dr. Chrislyn C. Abadilla of the Sudemari Suda de Maria from Banna and Mr. Rizalino Magaro of Del Mar Shellcraft Producers MPC from Pagudpud. Among the selected representatives from the provinces of Ilocos Norte, Ilocos Sur, La Union and Pangasinan, Dr. Abadilla was unanimously voted in to Chair the newly formed Association.

Dr. Abadilla initiated the revival of the loomweaving industry in Banna, Ilocos Norte. Her passion incorporated with empowering women who have great skills in art and technology (and passion to work hard to sustain loomweaving) led her to the birth of Sudemari Suda de Maria which lives to its mission, to give a sustainable livelihood to those who are passionate in weaving, to support the healthcare needs of the townspeople and to bring a child back to school. Her strong fascination and attachment to the local weaves also led her to connect with the local weavers and study carefully the different weaves and patterns of various loomweaving communities in the country. Having gained the needed exposure to all these patterns and the story that each weave contribute to the rich culture and heritage of every municipality, province and region, Dr. Abadilla says "she only has the deepest respect and gratitude to all the weavers who have lived to retell and relive the art of hand loomweaving." Dr. Abadilla, in her Acceptance Speech emphasized the need for each one to come together, support one another, to move as one group towards one goal – to put the Wearables and Homestyle Industry Cluster of Region 1 not just in the map of the Philippines, but of the world. Inspired and strengthened, the group agreed that the W & H IC of Region 1 will truly be number 1.

#Maricor S. Racela

La Union MSMED Council welcomes new Chairperson

SAN FERNANDO CITY, La Union – Ms. Lina Flor G. Hizon, President of the La Union Chamber of Commerce and Industry, formally accepted on June 11, 2019 the La Union for Micro, Small and Medium Enterprise Development (MSMED) Council Leadership.

In a simple turnover ceremony held during the first regular meeting of the La Union MSMED Council at the People's Hall of the City Government of San Fernando, the MSMED Plan 2017 to 2022 and the Operations Guidebook were symbolically bestowed by outgoing provincial MSMED chairperson, John Y. Chan, to the new leader.

Officials and representatives from 18 provincial MSMED Council member agencies graced the occasion.

Ms. Hizon delivered her acceptance speech with great honor. She laid down her dream of making La Union to be a top economic performer through private and public collaboration.

The La Union MSMED Council is very active as the primary body for the promotion, growth and development of micro, small and medium enterprises in the Province. Member agencies and industry association leaders work hand in hand in uplifting the business sector by improving business environment, business capacity and business environment. # Victoria Ordone

La Union BPLOs visit Most Competitive LGUs

The DTI La Union and the Association of La Union Business Permits & Licensing Officers (BPLOs) conducted a benchmarking activity visit to the most competitive municipalities and cities in the 2018 Cities and Municipalities Competitiveness Index (CMCI) last June 13-14, 2019. The group visited the City of Paranaque and municipalities of Taytay and Cainta in the province of Rizal.

Paranaque City's Business Permits & Licensing Office (BPLO) has recently launched its simplified yet integrated business permit renewal system to enhance investor confidence and improve service delivery amongst its constituents. The La Union BPLOs learned on the best practices, systems and procedures on business registration particularly on elimination of securing permits from different barangays, a prerequisite before a Mayor's permit is granted.

Meanwhile, the BPLOs of Cainta and Rizal were apprised on the evolution of transaction procedures and systems they have undergone to become the most competitive municipalities in the country in 2018. The implementation features on the BPLS, creation of Business One Stop Shop, or reengineering acts compliant to the ARTA and EODB Act (R.A. 11032).

The participants of the activity resolved to replicate the good practices they have observed to boost their respective delivery of public services. # Victoria A. Ordone



DTI Ilocos Norte launches SSF for Mango Processing Development Project, sees 100% increase in the production of Dried Mangoes



DTI Ilocos Norte turned over two (2) units of Cabinet-type Fruit Dehydrator and two (2) units of Continuous Band Sealer to the Ilocos Norte Federation of Mango Producers Assn. (INFMPA) during the Launching Ceremony of the SSF for Mango Processing Development Project led by DTI-ROG A/Sec Demphna Du-Naga on June 14, 2019.

Mango farming is a business that is both labor and capital intensive. With uncompromising market price drops during the peak of every mango season, small mango farmers are having a hard time in making ends meet. While mango processing is concentrated in the southern part of the country, mango farmers in this part of the country have come to realize the benefits of processing their excess produce into other mango product forms that would give them better return on their mango growing investments.

With the SSF project, about 300 small mango growers in the province are continuously benefitted by giving them an option on what to do and how to earn more with their seasonal

production and on those that are not accepted by their export market. Through the SSF project, the excess supply of mango during the peak season is converted into quality dried mangoes.

During one of the SSF project monitoring conducted by DTI-Ilocos Norte, Mr. Ricardo O. Tolentino, President of the INFMPA said that the SSF (equipment) provided to them has enabled them to increase their production by more than 100% and expects that 150 tons of mangoes shall be processed every year.

The dried mangoes processed by the association carries the brand "Mango King." This brand has aggressively saturated the market and it can now be seen in various Supermarkets, Pasaubong Stores, Bus Terminals and at OTOP Ph Hubs (Main store in Makati and at the Laoag International Airport). Just recently, the Mango King Dried Mangoes has also found its way in the international market. In partnership with Global Traders Linq LCC, Mango King Dried Mangoes is now available in Hawaii, USA. # Maricor S. Racela

Going GREEN is IN! SSF Projects to go Green

The Department of Trade and Industry Region 1 conducted an orientation Workshop on Green Economic Development of SSF Value Chains and MSMEs at Oasis Country Resort, San Fernando City, La Union last May 28-29, 2019. Participated by Green Teams from the different work units and some SSF Cooperators, the activity aims to adopt green approach to SSF Value Chains is to ensure the sustainable use of natural resources and to increase the share of renewable and recycled resources at the input side of the value chain; to maximize material and energy efficiency at each stage of the process; and to reduce negative environmental impacts as outputs at all points of the chain.

Reducing the environmental impact of MSMEs in both manufacturing and services is a key success factor in greening the economy. Improving the environmental performance is also a significant business opportunity for MSMEs themselves as important suppliers of goods and services. However, the willingness and capability of MSMEs to adopt sustainable practices and seize green business opportunities generally face size-related resource constraints, skill deficit and knowledge limitations. Smaller enterprises tend to focus mainly on economic benefits. MSMEs are often unaware of many financially attractive opportunities for environmental improvement. Even when they are aware of the potential of better environmental performance to improve a firm's competitiveness, a lack of appropriate skills and expertise commonly prevents firms from acting upon win-win opportunities. They lack the capacity for adopting green economy practices because they do not have sufficient skills to adopt green and innovative technologies and sufficient knowledge. At

the same time, the lack of resources often leads to MSMEs being risk-averse and less willing to invest in new technologies, partly because of the uncertainty about the payback period.

DTI pushes for Green Economic Development (GED) or MSME Greening Program as part of the promotion of an inclusive and sustainable economic growth. DTI identified "Greening the SSF Operation" and "Greening the MSMEs" as Green Breakthrough Goals. In these programs, SSF Cooperators and MSMEs are expected to help propel and be part of the green economy by increasingly implement inclusive, environment-friendly and climate-smart strategies and measures on their businesses. ##



We are D-T-I!

(Disaster-resilient Trained Individuals)

The Philippines is the third most vulnerable country in terms of climate change impact and has long been vulnerable to extreme weather conditions. Climate change and its adverse impacts do not choose its victims. Therefore, it has become one of the priorities of the Department of Trade and Industry (DTI) to find strategies to adapt to the impacts of climate change by strengthening the disaster risk reduction and management capability of the staff.

In pursuant to the Republic Act 10121 known as the Philippine Disaster Risk Reduction and Management Act of 2010 stating that "The Civil Service Commission shall issue a directive requiring all heads of government departments and agencies, including government financing institutions and local government units to conduct training on Disaster Risk Reduction Management (DRRM) for their respective personnel", the DTI Regional Office 1 in coordination with thje Office of the Civil Defense Region 1 conducted a Basic Disaster Risk Reduction and Management Course (BDRRM) for DTI Region 1 Employees last March 27, 2019 at the DTI Regional Office 1 Conference Room, San Fernando City, La Union.

Speakers from the OCD-R1, Mr. Mike Aldrin Sabado and Mr. Elvis Quitelig discussed the Philippine Disaster Risk Profile highlighting the Philippine DRRM System and the DRRM tools to make disaster management more efficient and effective. Engr. Cynthia O. Iglesia from PAGASA and Engr. Vilma Vecino explained the natural hazards and its effects to people. Meanwhile Red Cross volunteer Ms. Anna Marie Briosso emphasized the essence of volunteerism in times of calamity.

In her message, OIC Regional Director highlights that Disaster Preparedness is everybody's concern. She stressed

The DTI Regional Office 1 staff also participated in the 2ns Quarter National Simultaneous Earthquake Drill (NSED) last June 20, 2019. Following the standard procedures to do during the earthquake, the staff executed the Duck, Cover and Hold and evacuated the building. Evaluators from the OCD-Region 1, Bureau of Fire Protection-Region 1 and San Fernando City Police assessed the execution of the drill. Few issues were raised that needs improvement. DTI R1 Chief Administration Officer Esther C. Hufana agreed to make the necessary adjustments to ensure the safety of the staff. Nonetheless, DTI RO1 still received a Very Satisfactory rating. ###



NATIONWIDE SIMULTANEOUS
EARTHQUAKE
DRILL

DUCK **COVER** **HOLD**



DTI celebrates Women's Month 2019

DTI –R1 joined in the annual Women's Month Celebration held every March as part of the worldwide observance of the International Women's Day (IWD). This year's celebration theme "We Make Change Work for Women," highlights the empowerment of women as contributors and claimholders of development.

The DTI Regional Office 1 conducted different activities such as GAD Quiz Bee, Poster Making Contest and Photo Contest to fortify the role of women in nation-building. The employees also actively participated during the discussion on Intimate Partner Violence and the 4Rs in Women and Child Abuse.



DTI: Look for PS, ICC mark when buying electrical products

DAGUPAN CITY, Mar. 18 (PIA) -- In line with the celebration of Fire Prevention Month, the Department of Trade and Industry (DTI) in Pangasinan advised all consumers to look for the presence of quality and standard markings when buying electrical products to prevent fire or any immediate accidents.

Natalia Dalaten, Officer-in-Charge Provincial Director of DTI Pangasinan, advised the consumers to look for Import Commodity Clearance (ICC) stickers and the Philippine Standard (PS) mark before buying any electrical products to ensure that the quality of the product has been tested to safety.

Dalaten said DTI intensifies its monitoring of products covered by the mandatory certification especially electrical products to support the observance of Fire Prevention Month and to ensure that the products available in the market are safe and covered by DTI-Bureau of Philippine Standards (BPS) Mandatory Product Certification.

"The PS or ICC mark labelling is a mandatory requirement for products covered under mandatory standards before these products are being offered for sale/displayed in the market," Dalaten said.

Products covered under the mandatory standard certification include construction materials, electrical products and appliances, LPG cylinders, as well as monobloc chairs.

"If retailers are found to have uncertified items, DTI may impose penalty of not less than P25, 000 up to P300, 000 and these products are subject to confiscation and proper destruction," Dalaten said.

Likewise, Dalaten said that for the list of products covered by mandatory standards and complains, the public may check DTI website at dti.gov.ph or visit the DTI-Pangasinan Provincial Office located at the 2nd floor of Star Building, Arellano Street in Dagupan City or call at telephone numbers (075)-551-3183 or 529-6177. (JNPD/EMBS/PIA Pangasinan)

Big Discounts at Balik-Eskwela Diskwento Caravan



As part of its support to the "Balik-Eskwela Program" the Department of Trade and Industry (DTI)- Pangasinan renews its partnership with malls and supermarkets in Pangasinan to provide school supplies and other needs to the buying public at marked down price discount up to 50%.

The buying public could avail of school supplies (notebooks, paper pads) at marked down price of 10 per cent and on other school needs such as bags, shoes up to 50% at CSI Supermarkets, Magic Supermarkets, Robinsons Place Pangasinan, Nepo Mall Dagupan, National Bookstores, Pandayan Bookstores, Nepo Mart-Alaminos, SM City-Rosales, Magic Mall Urdaneta, Unipon -Dagupan & San Carlos City, Puregold Calasiao.

OIC- Provincial Director Natalia B. Dalaten reminds consumers to be always vigilant and be quality rather than brand conscious. She invites the public to buy at recognized Diskwento Sale Partners for their school needs to avail of more savings on their school needs with the best quality. The DTI also enjoins the local retailers/distributors to support/participate in the said Balik-Eskwela Diskwento Project. # DTI Pangasinan

DTI Pangasinan conducts monitoring on Ceramic Tiles

Pursuant to Republic Act No. 7394 or the Consumer Act of the Philippines, the Department of Trade and Industry (DTI) conducts spot inspections on the compliance of ceramic tiles retailers and distributors in Pangasinan with regards to the markings, labelling and packaging requirements of ceramic tiles.

OIC-Provincial Director Natalia B. Dalaten reminds the buying public to check the ceramics tiles they are buying to ensure that it fit their intended use and purpose.

Ceramic Tiles shall have labels legibly printed stating the Trade name/Trademark, Mark to indicate Quality (Grade A or Class A), Nominal size and work sizes (20cm x 20cm), Nature of surface (Glazed or Unglazed) and method of shaping (Dry-pressed), wall tiles or floor tiles. Other products that are required to comply with the mandatory markings and labelling are flat glass, glass sheets, Hot-dip metallic coated steel sheets, magnetic/electronic ballasts, double-capped fluorescent lamps, self-ballasted lamps, plywood, and common nails.

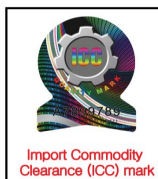
Any violation of the requirements on markings and labelling shall be subject to fines and penalties from P500.00 – P20,000.00 or imprisonment of not less than 3 months but not more than two years or both at the discretion of the court. #

MAGING MAPANURI!



BAGO BUMILI NG PRODUKTO, I-CHECK MUNA KUNG MAY PS OR ICC MARK!

ANO ANG PS O ICC MARK?



Ang **PS** at **ICC** marks ay nagpapatunay na ang produkto ay nakapasa sa mga pagsusuri ayon sa Philippine National Standard (PNS).

Sa ilalim ng Product Certification Scheme ng Bureau of Product Standards (BPS) ng Department of Trade and Industry (DTI), mayroong 62 na home appliances, electrical and wiring devices, building and construction materials at chemical and consumer products na kailangang may **PS** o **ICC** mark.

Pangasinan Entreps unite towards MSME Development



PEDAI

PANGASINAN ENTREPRENEURS
DEVELOPMENT ASSOCIATION INC.



The Pangasinan Entrepreneurs Development Association, Inc. (PEDAI) was conceptualized and formed by twenty-six (26) passionate, innovative and vibrant entrepreneurs who set their minds and hearts to contribute in the development of micro small and medium entrepreneurs in the province of Pangasinan.

The association has now grown to a total of sixty eight (68) active, committed and enterprising members. It is composed of DTI KMME Graduates, DOST Cooperators, BFAR and DAR assisted beneficiaries and independent entrepreneurs from Pangasinan. It has also built and established strong linkages with government agencies, Local Government Units (LGUs) and Non-Government Organizations.

The PEDAI was organized last April 28, 2018. It is also during this meeting that the officers were elected and the Vision, Mission, Goal and Core Values were crafted. Mr. Racky Doctor of the Nutridense Food Manufacturing Corporation (NPMC) was elected President of the Association. He has willingly volunteered to put PEDAI Office and Management Operations under the NPMC Compound located at Malanay, Sta. Barbara, Pangasinan. #

CPD Region 1

Year-End Assessment and Planning



The Consumer Protection Division conducted its region-wide Year-End Assessment and Planning last January 22 2019 at the DTI Regional Office Conference Room, City of San Fernando, La Union.

Attended by all CPD staff in the regional and provincial offices, the discussion centered on the assessment of CPD 2018 accomplishments and targets for 2019. The new procedure/guidelines on monitoring and enforcement (DO 18-122) was also presented so the participants will have a common understanding and unified procedures in the discharge of CPD functions in the region.

In her message, OIC-RD Daria R. Mingaracal stressed and emphasized the importance of teamwork in conducting all CPD programs and activities across the region. # Jonathan Laroza

Awareness Seminar on ISO 9001:2015



The Department of Trade and Industry Regional Office 1- Consumer Protection Division conducted an Awareness Seminar on ISO 9001:2015 for all PS license holders in Region 1 last March 29, 2019 at Max's Restaurant, City of San Fernando, La Union. Twenty-five (25) participants from ten (10) companies who are licensee holders attended the said seminar.

In her welcome remarks, OIC-RD Daria R. Mingaracal emphasized that as business owners, providing quality products and services must be the priority.

DTI staff, Engr. Guillermo B. Avelino, Ms. Marissa T. Nonesa and Ms. Irene Susana P. Realon acted as speakers during the seminar. Highlights of discussions were on the ISO management system standards, background and input to the revision of ISO 9001, the new structure, new requirements, unchanged requirements and deleted requirements relative to ISO 9001:2015, the transition arrangements from the ISO 9001:2008 version to ISO 9001:2015 version, the documentation requirements under ISO 9001:2015 and the concept of Risk-Based Thinking. During the workshop proper, the speakers assisted the participants in conceptualizing their own Risk Registers and identify internal and external issues in their respective organizations..

Mr. H. A. Zaldy Z. Zafra, Jr., OIC of the Consumer Protection Division (CPD) of DTI- Regional Office No. 1 expressed his appreciation to all the participants who attended the seminar and assured them that the DTI is all out in its support towards their journey towards transition and/or alignment to ISO 9001:2015. # Jonathan Laroza

REGIONAL ENFORCEMENT TEAM (RET) ACCOMPLISHMENTS

1st SEMESTER OF 2019

The Regional Enforcement Team (RET) of Region 1 intensified and strengthened the enforcement and monitoring of Fair Trade Laws (FTLs) across Region 1.

Summary:
1st Semester of 2019

Province	No. of Business Establishments Monitored	No. of Business Establishments issued NOV
Ilocos Norte	31	3
Ilocos Sur	98	1
La Union	74	10
Pangasinan	67	7
Total	270	21

For the 1st Quarter of 2019

Province	No. of Business Establishments Monitored	No. of Business Establishments issued NOV
Ilocos Norte	2	1
Ilocos Sur	11	1
La Union	44	7
Pangasinan	33	5
Total	90	14

Product Focus: BI/GI Steel Pipes, cement, steel bars, equal-leg steel angle bars, pipes, ceramic tiles.

Monitoring Dates:

Ilocos Norte	:	March 4-5, 2019
Ilocos Sur	:	March 6-7, 2019
La Union	:	March 12-13, 2019
Pangasinan	:	March 14-15, 2019

For the 2nd Quarter of 2019

Province	No. of Business Establishments Monitored	No. of Business Establishments issued NOV
Ilocos Norte	29	2
Ilocos Sur	87	0
La Union	30	3
Pangasinan	34	2
Total	180	7

Product Focus: BI/GI Steel Pipes, cement, steel bars, equal-leg steel angle bars, pipes, ceramic tiles, household appliances, flat glass, sanitary wares, lamps and related products, wiring devices

Monitoring Dates:

Ilocos Norte	:	June 20-21, 2019
Ilocos Sur	:	June 18-19, 2019
La Union	:	May 21-22, 2019
Pangasinan	:	June 4, 2019

This is the **NEW** us!



The simple yet bold and clear symbol signifies a willingness and ability to take proactive measures and clearly defined approaches to achieve measurable results that will create an impact on consumers and businesses, notably micro, small, and medium enterprises (MSMEs) in the countryside.

The neat typeface connotes stability. The connected letters (dti) stand for a unified team working as one with all instrumentalities of the government and the private sector to build a strong nation that is one in purpose and aspiration.

The Philippine map within the dot of the letter “i” signifies a country with a strong presence in the global marketplace.

The flag bar represents the two dominant colors in the Philippine flag: red for moral courage and strength of vision, and blue for integrity and loyalty to country.

DTI Region 1 Rimat Ti Amianan #7

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