

2017

ACCOMPLISHMENT REPORT

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DEPARTMENT OF TRADE & INDUSTRY PHILIPPINES

The Philippine Department of Trade and Industry (Filipino: Kagawaran ng Kalakalan at Industriya, abbreviated as DTI) is the executive department of the Philippine Government tasked to expand Philippine trade, industries and investments as the means to generate jobs and raise incomes for Filipinos. It acts as catalyst for intensified private sector activity in order to accelerate and sustain economic growth through comprehensive industrial growth strategy, progressive and socially responsible trade liberalization and deregulation programs and policymaking designed for the expansion and diversification of Philippine trade- both domestic and foreign.

The national organizational setup of the Department include Industry Promotion Group (IPG), Industry Development Group (IDG), Consumer Protection Group (CPG), Regional Operations Group (ROG), and the Management Services Group (MSG). Its hierarchical organization include 33 foreign trade service posts, 16 regional offices, 81 provincial/city/area offices, 13 bureaus, seven attached agencies, seven attached corporations and ten service offices.

The Department is headed by a Secretary and assisted by Undersecretaries which take charge of certain sub-department each, and Assistant Secretaries which serve as specialized assistant of the Secretary.

MESSAGE OF THE REGIONAL DIRECTOR



It is with great pride that we present to you the special edition of the Department of Trade and Industry Region 1's RIMAT TI AMIANAN "*Treasures of the North*" - The 2017 Accomplishment Report. This issue highlights the many notable achievements that we are happy to share with our clients and stakeholders.

2017 marked an incredible year for DTI R1. Each page in this report captures the dynamic and keen initiatives that fueled our agency to perform better for our clients. These achievements are evidence of the commitment and dedication of the hard-working staff of DTI R1.

We express our gratitude to our partner government agencies, private sectors, industry associations and cooperatives for the utmost support they have been giving our agency. To the DTI Central Office and its Functional Groups, especially the Regional Operations Group, we thank you for the continuous guidance and support you relentlessly provide us.

As we continue to render the "Serbisyong Higit Pa Sa Inaasahan" we remain steadfast in upholding the DTI Core Values- Passion, Integrity, Creativity, Competence, Synergy and Love of Country. DTI remains to be the economic catalyst that propels our country to economic growth and we stay committed to our thrust to Enable Business and Empower Consumers.

Thank you and I look forward to another amazing year for DTI Region 1!

A handwritten signature in black ink, consisting of a large, stylized 'F' and 'L' that loops together.

FLORANTE O. LEAL, CESO III
Regional Director



L-R: OIC Esther C. Hufana, DC Merlie Membrere, PD Daria R. Mingaracal, RD Florante O. Leal, PD Peter O. Mangabat, DC Rosemary A. Quitos

Not in the Photo: PD Grace R. Lapastora and PD Benjamin M. Garcia

The DTI Region 1 MANAGEMENT COMMITTEE

VISION 2022

A more inclusive and prosperous Philippines
with employment and income opportunities
for all.

MISSION

DTI is the main economic catalyst that:

- Enables innovative, competitive, job generating, inclusive business
- Empowers consumers

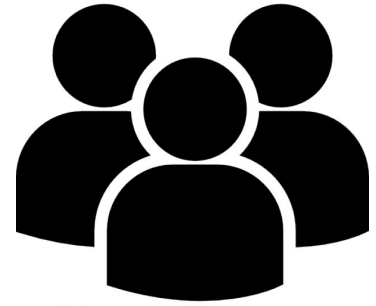
QUALITY POLICY

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
service to our clients.



PERFORMANCE GOVERNANCE SYSTEM



20
New NEGOSYO
CENTERS

13,320
MSMEs Assisted

TARGET

17

7,050

% of
Accomplishment

118%

189%



100%
Applications for permits/
accreditation/licenses/
authorities (renewal) processed



151
Firms Monitored
(Price Trending)

TARGET

90%

151

% of
Accomplishment

111%

100%



99%

Operational SSFs



80

KMME Mentees



270

Prototypes Developed

87%

97

145

114%

121%

186%



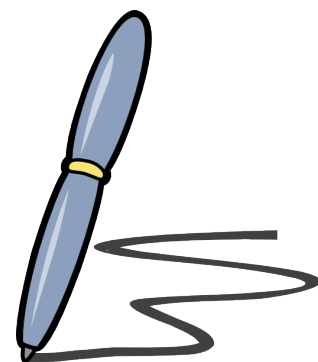
97%

Consumer Complaints Resolved



100%

Violating Firms Penalized



1

Paperless and Documented Tracking System Developed

90%

90%

1

108%

111%

100%



Standing, L-R: Mark Dominic A. Almoite, Hans D. Busacay, Leo L. Corsino, Juneil T. Picardal, Setsura A. Morimoto, Jobelle M. Raut

Seated: L-R: Michelle M. Villanueva, DC Rosemary A. Quitos, Ma. Cynthia G. Rivera

Small and Medium Enterprise Development Division

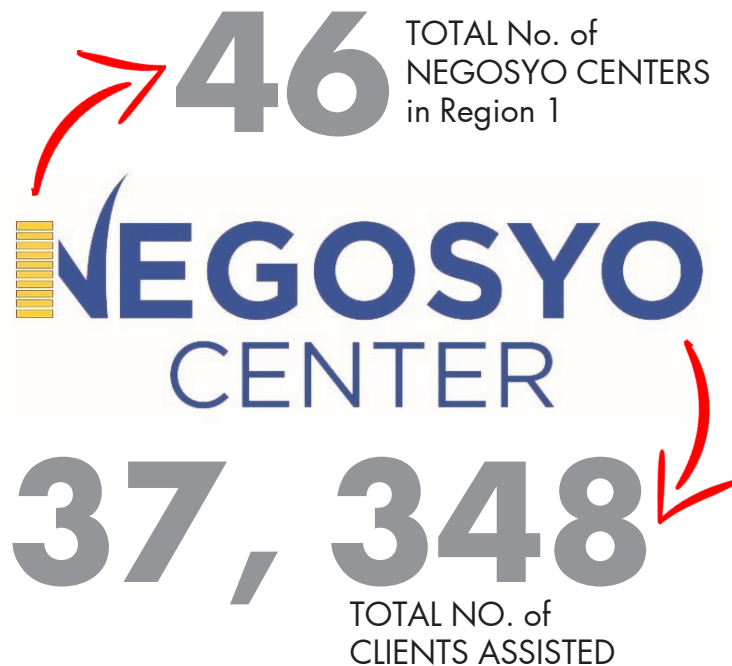
Negosyo Center

The Department of Trade and Industry Region 1 fosters business growth and development as it continues to launch Negosyo Centers in the region.

"One of the goal of the Negosyo Center is to bring National Government services closer to the people. Aside from the Ease in Doing Business, Negosyo Centers aim to encourage would-be entrepreneurs to start their business and thereby create employment opportunities", Regional Director Florante O. Leal stated.

The Negosyo

Center aims to ease the process in doing business by providing the following basic services: business registration assistance; business advisory services; business information and advocacy; and monitoring and evaluation of business-process improvement. The establishment of Negosyo Centers is in line with the enactment of Republic Act No. 10644, also known as the Go Negosyo Act, a policy to foster national development, promote inclusive growth and reduce poverty by encouraging the establishment of MSMEs.



ILOCOS NORTE	ILOCOS SUR	LA UNION	PANGASINAN
Laoag City Burgos Badoc Batac City San Nicolas Piddig Dingras Bacarra Banna	Vigan City Tagudin Sta. Cruz Candon City Sta. Lucia Lidlidda Sinait Salcedo Narvacan Cervantes Sta. Catalina Suyo Sto. Domingo	San Fernando City (RO) Santol Rosario San Fernando City (PO) Bacnotan Bauang Naguilian Balaoan Agoo Luna	Dagupan City Mangaldan Bolinao Alaminos City Lingayen Mangatarem Rosales Bayambang Binalonan Tayug San Carlos Calasiao Urdaneta San Fabian
9	13	10	14

NEGOSYO CENTER Services:

Business Registration

Facilitate business registration through the Philippine Business Registry including those for (1) Barangay Micro Business Enterprise registration, (2) Business Name registration, (3) Business Permit Registration; with the goal of also processing other permits and licenses businesses need to acquire.

Business Advisory Services

Provide free one-on-one advisory services to MSMEs tailored according to their needs including access to financing, market promotion, training and mentorship, and other business development services, investment facilitation, financial management.

Business Information and Advocacy

Provide access to information on markets, suppliers, buyers, government assistance programs, and other relevant information.

Monitoring and Evaluation

Track the progress of MSMEs and their development.



Negosyo Center services rendered:

Registration Services/Facilitate Processing of Documents:

1. No. of Business Name Registration Facilitated	25,964
2. No. of BMBE Registration Facilitated	204
3. Other Business Registration/Facilitation rendered	1,205

Product Development Services

1. No. of Product Catalogue/Profiles prepared	6
2. No. of Product Clinics facilitated	8

Access to Finance Highlights

1. No. of loan applications endorsed to partner financial institutions/government financial institutions	189
2. Loan amount granted/approved	1,657,400

Access to Market Services Highlights

1. No. of MSMEs selling through Online Platform	4
2. No. of Other Access to finance related services rendered	166

Investment Promotion Highlights

1. No. of Investment Collateral/Project Briefs prepared	33
---	----

Training Seminar Highlights:

1. No. of skills/ entrepreneurial/managerial training conducted	324
2. No. of participants served	8,326



DTI rolls out Kapatid Mentor Me Program in Region 1!

T rue 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 the Kapatid Mentor Me Program (KMME) in Region 1. 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.

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. Local accredited mentors handled the succeeding mentoring sessions to inspire and share their technical know-hows to the chosen mentees.

The program allowed mentees to learn strategies on marketing, financial, human resource and operation management among

others during the 10-week module-based sessions. On the 11th week, mentees were required to present their business development plans before their graduation from the program. Mentees were chosen in accordance with the prescribed criteria and only be 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.

DTI Region 1 Director Florante O. Leal emphasized the role of MSMEs in fueling the economic growth of the country. He also highlighted the importance of mentoring towards the attainment of economic progress driven by empowered MSMEs.

RD Leal described the KMME program as a "big brother-small brother" concept. "The program is a perfect tool to motivate the entrepreneurial spirit of the Ilocanos and Pangasinenses." he added. ###

KAPATID MENTOR ME PROGRAM (KMME)

**No. of KMME
Programs
Launched**

4

**Total No. of KMME
Graduates**

97



KMME La Union, May 8, 2017, Marand Resort, Bauang, La Union



KMME Pangasinan, June 20, 2017, Starplaza Hotel, Dagupan City



KMME Ilocos Sur, August 4, 2017, Vitalis Villas, Santiago, Ilocos Sur



KMME Ilocos Norte, September 15, 2017, Fort Ilocandia Hotel, Laoag City, Ilocos Norte

SHARED SERVICE FACILITY PROJECT

Micro Small and Medium Enterprises Development (MSMED) is a key strategy to achieve the government's goal of inclusive growth and jobs generation. The 2013 General Appropriations Act (GAA) has earmarked funds under the budget of the Department of Trade and Industry (DTI) to implement its "Big Push" for MSME development. A major component of the MSMED Program is the Shared Service Facilities (SSF) Project which aims to improve the competitiveness of MSMEs by providing them with machinery, equipment, tools, systems, skills and

knowledge under a shared system.

The SSF Project is being implemented nationwide with project partners termed as Cooperators, which may be any juridical entity such as but not limited to non-government organizations, people's organizations, cooperatives, industry/trade/business associations, local government units (LGUs), state universities/colleges technical vocational schools and other similar government and training institutions.

Beneficiaries of the project are the actual and potential users of

the SSF which should be predominantly cooperatives, associations or groups of MSMEs including MSMEs or individual

entrepreneurs who may not be members of cooperatives, associations, corporations or organizations.

SSF in numbers...

No. of Shared Service Facilities

160

Total No. of MSME beneficiaries

1,459

Total No. of Jobs Generated

4,320

Total No. of Budget Utilized for the establishment of SSFs

Php 122,131,770.01



SMALL MEDIUM ENTERPRISES ROVING ACADEMY (SMERA)



SME Roving Academy (SMERA) is a continuous learning program for the development of micro, small and medium enterprises (MSMEs) to become competitive in the domestic and international markets. Its main strategies contain:

- Integration of the business development services for small and medium enterprises (SMEs) at the national and local levels
- Establishment of the Provincial, Regional, and National Entrepreneurship Development Networks
- Management of an inclusive promotion program

**No. of SMERA
Trainings conducted**

107

**No. of
MSMEs
assisted**

2,687



COMPREHENSIVE AGRARIAN REFORM PROGRAM

In support to the government's thrust towards economic development, the DTI-CARP's main role is to promote and develop micro, small and medium enterprises (MSMEs) in the countryside through rural industrialization. The program is designed to lift the economic status of the Agrarian Reform Beneficiaries of the cooperatives, farmer associations, landowners, women and youth capable of managing small business enterprises by providing them wide array of support services. These support services include but not limited to basic and advance skills and entrepreneurial trainings, product development activities, market development activities, consultancy services, technical assistances and all other arrangements for related to MSME empowerment and development.

Total No. of CARP projects	455
Total No. of MSME Beneficiaries	84
Total Sales Generated	150,295,974
Total Investments	117,752,555
No. of Jobs Generated	12,669



Skills training on coconut and soya processing



Skills training on Sewing and Loomweaving



Skills training on coconut and soya processing



Skills Training on Bamboo Crafts

One Town, One Product (OTOP)

One Town, One Product (OTOP) Philippines is a priority stimulus program for Micro and Small and Medium-scale enterprises (MSMEs) as government's customized intervention to drive inclusive local economic growth. The program enables localities and communities to determine, develop, support, and promote products or services rooted in its local culture and competitive advantage. As their own 'pride-of-place,' these are offerings where they can be the best at or best renowned for.

OTOP is an international program that originated from Japan's One Village, One Product. Its various versions and iterations in numerous

countries are proofs that it is a viable branding and stimulus program for MSMEs. Here in the Philippines, it has been in existence since 2002. This was further powered through the promulgation of Executive Order 176 by then President Gloria Macapagal-Arroyo in February 2003. After a decade and a half of combined gains and challenges, OTOP remains to be a strategic tool that provides an ecosystem of assistance from local

government units, national government agencies, and the private sector. It is now transitioning to a convergent effort to its next phase of execution in the form of OTOP Next Gen.



WHAT IS OTOP NEXT GEN?

OTOP Next Gen is DTI's program to LEVEL UP these products and services. Building from the gains of OTOP first generation, this initiative aims to offer a package of public-private assistance in order for MSMEs with minimum viable products to come up with new or better offerings with significant improvement and innovation in the areas of quality, product development, design, standards compliance, marketability, production capability, and brand development, among others.

OTOP Next Gen also embarks on the technological upgrade of production processes and design to help ensure sustainability of supply, by combining various elements, re-engineering design or process; or building more advanced skills and capabilities. This is where close collaboration with the Department of Science and Technology and the Department of Agriculture will play a pivotal role to catapult our MSMEs on the road to innovation-led growth.

OTOP Next Gen monitors, tracks and facilitates the journey of its OTOPpreneurs in their collective and individual journey along the MSME pathway. The goal of the program is to graduate the MSMEs along each stage of the pathway while simultaneously facilitating new entrants into the program.

OTOP Next Gen focuses and builds on SMEs with minimum viable products. MSMEs that are just starting out will have to be enabled and assisted through the other programs of DTI. In keeping with DTI's various thrusts and priorities, OTOP Next Gen aligns support to the identified priority industries of DTI and of the Philippine Development Plan.

OTOP Next Gen transitions from being a 1st gen seal of assistance to that of being a premium seal of excellence. It is a guarantee that the brand or product has met minimum standards in the various criteria including the processing of the needed certifications (e.g. FDA, HACCP, etc.).

In an effort to support the OTOP products gain market acceptability and improve market penetration, OTOP Philippines embarks on efforts to launch distribution platforms such as OTOP Philippines stores and engages in both local and international trade shows and institutional accounts targeted marketing. It provides a pool of products for Go Lokal!, and other pasalubong centers while building on existing channels such as Tindahan Pinoy, among others. Partners such as the Department of Tourism, National Commission on Culture and the Arts and the Department of Interior and Local Government will be engaged.



WHAT PRODUCTS ARE COVERED?

Food, Home, Fashion, and Agri-based products are the main covered products in the program. These are the specific inclusions: processed food and beverage, delicacies, agri-processing (coffee, coconut oil, cacao, etc.), food supplements, packaged culinary dishes, agricultural produce including seafood (preserved and processed), industrial products, home (furniture, d.cor, houseware), fashion, garments and textiles, accessories, gifts and souvenir items, personal care and cosmetics and services (hilot, etc.).

Owing to the specific nature of the interventions identified for the program, some areas and products/services are no longer covered under OTOP such as: tourism spots or activities, experiences (zip lining, nature trek, etc), electronics, creative outputs (film, music, etc) and all other products coming from large enterprises. There are other DTI programs which can provide the needed assistance and interventions for these.





TRADE FAIRS

	No. of Trade Fairs participated/ conducted	Total sales generated	No. of MSMEs participated
International	3	840,100	14
National	9	9,264,252	93
Regional	1	5,618,177	51
Provincial	23	49,218,209.40	764

RIMAT TI AMIANAN

M SME Exhibitors in Region 1 joined together for the Rimat Ti Amianan Expo 2017 held at CSI Mall Atrium, Dagupan City last November 10-19, 2017. In partnership with the City Government of Dagupan, the 10-day product exhibit showcased the artistry, creativity, ingenuity and best products of home-grown entrepreneurs in the region. On display were food and novelty items, wearables, woodcrafts and furniture and other genuine local products. 52 enterprises participated on the said activity that generated a total of P5.6 million worth of sales.

The Rimat Ti Amianan (Treasures of the North) aims to promote the “best of the best” products of local entrepreneurs. It strengthens and develops MSMEs

as they prepare to enter national and global market opportunities.

The activity targets to sustain developmental and promotional activities. Moreover, to bring key buyers and potential investors under one roof and give them opportunity to be aware of the latest provincial product innovations and trends.

True to its thrust to enable business, the product exhibit is one of the many programs and services provided by DTI not only to develop local products of MSMEs but also to develop the industry clusters and intensify the culture of competitiveness in the Region. ###





L-R: Nievaloy C. Rafada, DC Merlie R. Membrere, RD Florante O. Leal, Kathleen K. Mateo, Jennifer D. Beniegas

Industry Development Division

INDUSTRY CLUSTERS DEVELOPMENT

The development and promotion of industry clusters is identified as a major strategy under the Philippine Development Plan 2011-2016 in helping achieve its vision of a globally- competitive and innovative industry and services sector that contributes significantly to inclusive growth and employment generation. It supports the President's Social Contract particularly in the creation of atmosphere conducive to the growth and competitiveness of private businesses, big, medium and small.

This is also corollary to the thrust to provide the "Big Push" for SMEs to enable them to meet those

challenges by providing them access to market and finance. Using the industry cluster approach, DTI will build alliances with relevant agencies and institutions to develop competitive and innovative SMEs, implement a program for productivity and efficiency and create conducive business enabling environment.

DTI Region 1 has been focusing on implementing developing initiatives to further boost its priority industry clusters which include: Coffee, Cacao, Bamboo, Processed Fruits and Nuts and Wearables and Homestyles.

INDUSTRY CLUSTERS:

	No. of MSMEs Assisted	No. of Jobs Generated	No. of Trainings conducted	No. of Trained beneficiaries	Worth of investments	Domestic sales
CACAO	412	881	16	367	10.343 M	5.769 M
COFFEE	371	1,041	16	402	5.304 M	5.044 M
BAMBOO	247	401	30	391	30.473 M	10.396 M
FRUITS & NUTS	385	1,278	28	332	12.684 M	67.340 M
HOMESTYLES & WEARABLES	698	2,944	85	466	62.715 M	150.869 M
TOTAL	412	881	16	367	10.343 M	5.769 M





No. of TRAININGS CONDUCTED for Industry Clusters Development:

CACAO	16	COFFEE	10
PROCESSED FRUITS & NUTS	27	WEARABLES & HOMESTYLE	85
BAMBOO	16		
TOTAL	154		

Business Permits and Licensing System (BPLS)

The Nationwide Streamlining of Business Permits and Licensing Systems (BPLS) Program aims to reduce the stress and cost of doing business in the country. The BPLS is a joint undertaking of the DTI and the Department of the Interior and Local Government (DILG) launched in 2010 to improve business licensing processes and make starting a business easier.

No. of LGUs assisted:

125

Percentage:

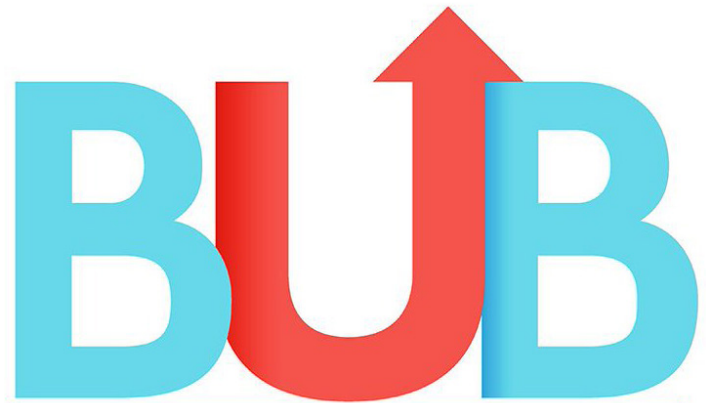
100%

Business Permit and Licensing System

– refers to the procedures followed by cities and municipalities in processing business permits (more commonly known as Mayor's Permit) which must be secured by businessmen to operate legally in a locality.

BPLS Streamlining

BPLS Streamlining means to reconstruct the current business permits and licensing systems of LGUs for the purpose of simplifying and making them more efficient. The BPLS Nationwide Streamlining Program of the government enjoins cities and municipalities to follow service standards in processing registration applications, both for new and renewals.



BOTTOM-UP BUDGETING

Budget ng bayan sa kamay ng taumbayan.



BOTTOM UP BUDGETTING

	2014	2015	2016
Total No. of Budget Allocated	49,761,611.65	52,188,000.00	28,205,000.00
% Released and Utilized	49,761,611.65 (100%)	52,188,000.00 (100%)	28,205,000.00 (100%)
Liquidated	48,553,038.65 (97.57%)	33,087,826.45 (64.18%)	4,031,871.00 (14.29%)

CMCI 2017 Regional Awarding

The Cities and Municipalities Competitiveness Index or CMCI is an annual ranking of Philippine cities and municipalities developed by the National Competitiveness Council (NCC) through the Regional Competitiveness Committees (RCCs) and the assistance of the United States Agency for International Development. Its goal is to improve local competitiveness among cities and municipalities by gathering and analysis of data. Cities and Municipalities Competitiveness Index serves as the foundation of national competitiveness,

thereby may result to attracting of investors and more employment opportunities.

Measurement of competitiveness of a city or municipality includes indicators grouped into equally-weighted pillars: Economic Dynamism, Government Efficiency, Infrastructure and the latest addition, Disaster Resiliency. Scores on each pillar are combined to form the overall rating used to rank cities and municipalities.



CMCI 2017 Competitiveness Ranking

Overall Competitiveness Ranking

	1st	2nd	3rd
Province	La Union		
Component Cities	Dagupan City	San Fernando City	Vigan City
1st to 2nd Class Municipalities	Agoo, La Union	Calasiao, Pangasinan	Mangaldan, Pangasinan
3rd to 6th Class Municipalities	Tayug, Pangasinan	Sta. Lucia, Ilocos Sur	Sison, Pangasinan
	*3rd Place, National Awardee		

Most Improved LGU

Component Cities	San Carlos City *National Awardee, Most Improved City
1st – 2nd Class Mun.	San Manuel, Pangasinan
3rd – 6th Class Mun.	San Quintin, Pangasinan

ECONOMIC DYNAMISM

	1st	2nd	3rd
Component Cities	Dagupan City	San Fernando City	Vigan City
1st to 2nd Class Municipalities	Sual, Pangasinan	Agoo, La Union	Rosales, Pangasinan
3rd to 6th Class Municipalities	Tayug, Pangasinan *2nd Place, National Awardee	Dasol, Pangasinan	Sison, Pangasinan

INFRASTRUCTURE

	1st	2nd	3rd
Component Cities	Dagupan City	San Fernando City	Laoag City
1st to 2nd Class Municipalities	Lingayen, Pangasinan	Agoo, La Union	Tagudin, Ilocos Sur
3rd to 6th Class Municipalities	Tayug, Pangasinan	Bacarra, Ilocos Norte	Pasquin, Ilocos Norte

GOVERNMENT EFFICIENCY

	1st	2nd	3rd
Component Cities	Dagupan City	San Fernando City	Laoag City
1st to 2nd Class Municipalities	Calasiao, Pangasinan	Bayambang, Pangasinan	Agoo, La Union
3rd to 6th Class Municipalities	Tayug, Pangasinan	Aguilar, Pangasinan	Bantay, Ilocos Sur

DISASTER RESILIENCY

	1st	2nd	3rd
Component Cities	Alaminos City	City of San Fernando	Laoag City
1st to 2nd Class Municipalities	Agoo, La Union	Tagudin, Ilocos Sur	Naguilian, La Union
3rd to 6th Class Municipalities	Bacarra, Ilocos Norte	Sto. Domingo, Ilocos Sur	Sto. Tomas, La Union





L-R: Jade Mar G. Timichan, Jasmine U. Prades, RD Florante O. Leal, DC Merlie R. Membrere, Jonathan J. Laroza, Johannes A. Pal-laya

Consumer Protection Division



Empowering young consumers in the Digital Age

San Fernando City, La Union - Students from seven different schools in region 1 showed that consumer empowerment leads to a product quality and safety conscious society. These young consumers creatively performed their roleplaying skits during the Dulaang Pangmamimili 2017 held at the CSI Mall, San Fernando City, La Union last October 19, 2017.

The Dulaang Pangmamimili is one of the activities of the Department of Trade and Industry (DTI) Region 1 in partnership with the Department of Education, that highlighted the celebration of the Consumer Welfare Month 2017. This roleplaying competition for high school students aims to raise awareness among the youth. It intends to impress the young minds of Filipino students the importance of knowing their consumer rights and responsibilities which must be respected and protected at all times.

Students from the participating schools focused their performances on the role of the youth in the awareness of consumer right and responsibilities in the digital age especially with the surge of the trend in online

shopping. Scenes about consumer complaints such as shortchanging and purchasing of substandard products were also portrayed by the students. The board of judges were representatives from Regional Affairs Consumer Council (RCAC).

La Union National High School bagged the grand champion award and received gold medals trophy, certificates and P20,000 worth of gift checks. 1st runner-up who received P15,000 worth of gift checks, silver medals, certificates and trophy was Bonuan Boquig National High School. 2nd runner-up winner was Candon National High School who received P10,000 worth of gift checks, bronze medals and certificates. Other schools received the consolation prize of P2500 worth of gift checks and certificates.

Based on Presidential Proclamation No. 1098, the month of October is declared as the Consumer Welfare Month. This is to increase the public's awareness on the consumer rights, policies and protections by conducting activities and dissemination of information.





CONSUMER FUN RUN 2017

San Fernando City, La Union- The DTI Consumer Fun Run 2017 held at Poro Point Baywalk on October 1, 2017 was participated by more than 900 runners from the different government and non-government agencies, schools, private sector, business establishments and consumer groups and other stake holders in Region 1. This is the kick-off activity for the Consumer Month Celebration 2017 that aims not only to promote consumer welfare and empowerment but also health and wellness among consumers.

2017's celebration theme, "Consumer Rights in the Digital Age" focused on the impacts of technology and how it helps in the attainment of product quality and safety conscious society.



Awarding of the Oldest Runner, 65 yrs. old



Awarding of the Youngest Runner, 2 yrs. old

ENFORCEMENT OF FAIR TRADE LAWS.....

The Department of Trade and Industry (DTI) strengthen its monitoring and enforcement of Fair Trade Laws to ensure that consumers get the best value of their money and well protected from unfair trade practices including unscrupulous sellers of uncertified and substandard products.

No. of firm monitoring visits for PRICE TAG compliance	4, 362
No. of firm monitoring visits for PRICE ACT compliance	2, 242
No. of firm monitoring visits for LABELING compliance	3, 265
No. of firm monitoring visits for STANDARDS compliance	2, 165



ACCREDITATION (New and Renewal)

SHOP ACCREDITATION	772
PETC	15
TRUCK REBUILDING	1
PS LICENSING	14

DISKWENTO CARAVAN.....

DTI has been conducting several Diskwento Caravans for the past years to sell goods and commodities to consumers at discounted prices ranging from 10 - 30 percent. This program is a true display of public service. A result crafted in partnership with big manufacturers and distributors to help consumers get best value for their money as they cope with rising prices of basic goods and commodities.

Total No. of Diskwento Caravans Conducted
(Balik Eskwela (18), Noche Buena (10),
Special Diskwento Caravan (2))

30

SALES PROMOTION

**No. of sales promo
application processed**

80



CONSUMER EDUCATION INFORMATION



No. of Trainings and Seminars **151**

No. of Media Pick-Ups,
Press Releases and Guestings **286**

Do you know your RIGHTS as a CONSUMER?

1. The Right to Basic Needs

The first consumer right is THE RIGHT TO BASIC NEEDS which guarantee survival, adequate food, clothing, shelter, health care, education and sanitation.

2. The Right to Safety

The second consumer right is THE RIGHT TO SAFETY which is the right to be protected against the marketing of goods or the provision of services that are hazardous to health and life.

3. The Right to Information

The third consumer right is THE

RIGHT TO INFORMATION which is the right to be protected against dishonest or misleading advertising or labeling and the right to be given the facts and information needed to make an informed choice.

4. The Right to Choose

The fourth consumer right is THE RIGHT TO CHOOSE which is the right to choose products at competitive prices with an assurance of satisfactory quality.

5. The Right to Representation

The fifth consumer right is THE RIGHT

TO REPRESENTATION which is the right to express consumer interests in the making and execution of government policies.

6. The Right to Redress

The sixth consumer right is THE RIGHT TO REDRESS which is the right to be compensated for misrepresentation, shoddy goods or unsatisfactory services.

7. The Right to Consumer Education

The seventh consumer right is THE RIGHT TO CONSUMER

EDUCATION which is the right to acquire the knowledge and skills necessary to be an informed customer.

8. The Right to a Healthy Environment

The eight consumer right is THE RIGHT TO A HEALTHY ENVIRONMENT which is the right to live and work in an environment which is neither threatening nor dangerous and which permits a life of dignity and well-being.

BAGWIS Seal of Excellence Awards

1,017

(Total as of December 31, 2017)

DTI Region 1 continues its efforts in empowering consumers and upholding the practice of good, honest and responsible business as it awarded anew DTI-Certified Establishments (CE) or "Bagwis" Seal of Excellence Awards in the region for 2017.

To date, there are a total of 1,017 consumer-friendly establishments in Region 1 conferred with the said award since the program was launched in 2006. Awards are categorized into gold (77), silver (353), bronze (587).

The DTI-CE program aims to give due recognition to establishments that uphold the rights of consumers, practice responsible business and where consumers get best value for their money. The program also encourages the setting up of a sustainable Consumer Welfare Desk (CWD) or a DTI-recognized customer service counter that will provide information to consumers and serves as a mechanism for speedy resolution of consumer complaints.

The "Bagwis" Seal of Excellence represents the business establishments' utmost support to empower consumers. "Bagwis" is another Filipino term for wings or feather that symbolizes the commitment to nurture, guide and protect consumers. Moreover, the readiness to fly in open and competitive market and provide higher quality service. ###



	GOLD	SILVER	BRONZE
PANGASINAN	39	202	190
LA UNION	13	38	155
ILOCOS SUR	15	31	122
ILOCOS NORTE	10	82	120
Total:	77	353	587





Standing, L-R: Jeremias R Barnachea Jr., Charles P. Walisen, Abegail T. Rullepa, Maurine L. Prestoza, Jullie Ann O. Ebreo, Ana May Garcia-Gurnote, Aple G. Madayag, Arlene P. Aromin, Rowena Flor M. Aglubat, Jayna S. Espejo, Michael H. Peralta

Seated: L-R: Irene Susana P. Realon, Nelie V. Garcia, Claire B. Notarte, OIC Esther R. Hufana, RD Florante O. Leal, Evaruth A. Tangalin, Marilyn D. Flores, Jojie Corrine F. Ayson

Administrative and Finance Management Division

DTI R1 gears up for ISO 9001-2015 transition

The Department of Trade and Industry Region 1 is committed to demonstrate ability and desire to effectively and efficiently provide quality service by continuously improving its services and management system.

After being conferred the ISO 9001:2008 in 2010, the DTI R1 is now preparing for its transition to ISO 9001:2015. Series of trainings and sessions were

already conducted to ensure the smooth transition to ISO 9001:20015, which focuses more on risk-based thinking.

ISO 9001 is an international standard that provides the necessary requirements for QMS aimed at ensuring that products and services are delivered with utmost quality and meet customer demands.

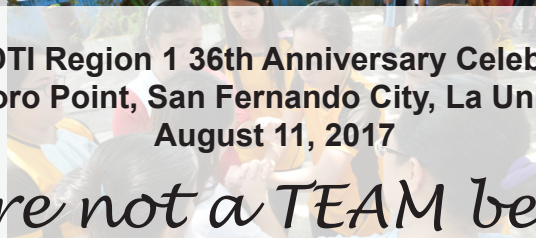


WE ARE PRIMED!



**DTI Region I is now PRIME - HRM Level II Accredited
by the Civil Service Commission.**

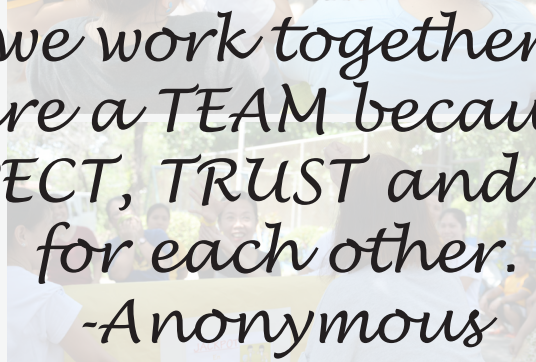
The only Government Agency in Region I accredited.



The DTI Region 1 36th Anniversary Celebration
Poro Point, San Fernando City, La Union
August 11, 2017

*We are not a TEAM because
we work together.
We are a TEAM because we
RESPECT, TRUST and CARE
for each other.
-Anonymous*

- Clean-Up Drive
- Zumba
- Fun games and bonding



PIC2SL Photo Contest Winners

Ilocos Sur



Passion

With strong conviction, fiery determination and selfless love for the work we do, we serve beyond expectations. We strive for excellence, unshakeable in our desire to make the lives of Filipinos better.

Regional Office



Integrity

We do not tolerate corruption in any form, at any level. We uphold the public's interest over our own. We are vanguards of the people's thrust and stewards of government resources. We are steadfast and undivided in being honest, fair and impartial.

Ilocos Sur



Competence

We are capable and qualified. We possess the skills, knowledge and attributes necessary to be effective in our work.

Ilocos Sur



Creativity

We encourage innovation. We introduce new ideas. We find solutions that make a positive difference.

La Union



Synergy

We believe that the whole is greater than the sum of its parts. We work as a team because in collaboration, we achieve more. Whether among DTI units or with external stakeholders, we believe working together works better.

Regional Office



Love of Country

We are loyal to the Republic of the Philippines. We consider it an honor and a privilege to serve our countrymen. We pledge our allegiance to the Flag and dedicate ourselves to the call of duty.

REGIONAL SPRINTS Annual Rewards & Recognition - 2017

Employees of DTI Region 1 remains steadfast in giving SERBISYONG HIGIT PA SA INAASAHAN. Hence, to acknowledge their commitment and dedicated efforts, DTI R1 conducted its annual Rewards and Recognition Program at Lotel Emily, Tubao, La Union last December 19, 2017.

Top 5 Employees for CY 2016

Merlie D. Membre
(DTI SPRInts Award 2017 Finalist)
Marjory M. Lorezo
Anabelle G. Polanco
Irene Susana P. Realon
Meriam G. Meneses

Star Employee Awardees

Rosemary A. Quito
Nelson B. Cabarrabang
Remedios P. Sasutil
Marissa T. Nonesa
Froebel L. Lorezo

Best SME Advocate

DTI - La Union

Best Consumer Advocate

DTI- Ilocos Sur

Best Industry Cluster Advocate

DTI- Ilocos Sur

Best Administrative and Finance Support Partner

DTI-Ilocos Sur

Best Negosyo Center Model A

Negosyo Center Vigan

Best Negosyo Center Model B

Negosyo Center Alaminos

Best Negosyo Center Model C

Negosyo Center Sta Cruz

Highest Social Media Presence

Negosyo Center Ilocos Norte

Most Collaborative NC

Negosyo Center La Union

A1 Employee Awardees

1st - Rudolfo M. Cabello
2nd - Abraham E. Estacio
3rd - Mark Gin R. Bielza
Benigno Q. Ponce

Innovator Award

Ilocos Sur



Newly Hired and Promoted DTI Region 1 Employees

Rosario R. Quodala
Remedios P. Sasutil
Benigno Ponce Jr.
Jonathan J. Laroza
Angelica Quiban
Kristine Gonzales
Jobelle M. Raut
Kirk Maverick Salazar
Ruth O. Longara
Josie F. Quinit
Rowena Flor M. Aglubat

Chief Trade and Industry Development Specialist
Supervising Trade and Industry Development Specialist
Senior Trade and Industry Development Specialist
Trade and Industry Development Specialist
Trade and Industry Development Specialist
Trade and Industry Development Specialist
Trade and Industry Development Specialist
Trade and Industry Development Specialist
Trade and Industry Development Analyst
Admin Officer III
Admin Officer III



The EntepChamp, Mr. Paulo Tibig served as the speaker during the Motivational CAVS (Culture, Attitude, and Values) at work Session for DTI Region employees last December 19, 2017 at Lotel D' Emily, Tubao, LA Union. During his talk, he reminded everyone the true value of COMMITMENT in working together to attain the organization's goal.



DTI R1 Beauties

Ms. DTI 2017 : Ms. Angelica Quiban

1st Runner-up : Ms. Abigail Rullepa

2nd Runner-up : Ms. Arvie Marzo



Standing L-R: Stevenson R. Orcino, Allan O. Lulu, Reanza V. Gapuz, Alex B. Enrique

Seated: Joyce Segui-Sabado, RD Florante O. Leal, Josie F. Qunit

Regional Director



Dir. Florante O. Leal, CESO III

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Ilocos Norte



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Ms. Merlie D. Membrere

Chief, IDD
OIC, CPD
3F Juanita Bldg., Quezon Ave.,
San Fernando City, La Union
(077) 607.0485



Ms. Esther C. Hufana

OIC, AFMD
4F Juanita Bldg., Quezon Ave.,
San Fernando City, La Union
(077) 607.1368



ABOVE PHOTO:

DTI Regular Staff and Negosyo Center Business Counselors

Standing, L:

Ren Mark A. Cerdan, Breyly M. Lising, Ruth O. Longara, Kirk Maverick D. Salazar, Danzen B. Imus, Guillermo B. Avelino Jr. and Meriam G. Meneses

Standing center:

Cristina B. Barbiran

Standing, R:

Julius Cesar Valdez, Juanito N. Reyes Jr, Richard B. De Vera, Mark Gin Bielza, Froebel L Lorezco, Abraham E. Estacio, Myra Sol F. Reyes

Seated Middle Row, R-L:

Noel Abraham V. Gapuz, Natalia B. Dalaten, PD Peter O. Mangabat, RD Florante O. Leal, Marjory E. Lorezco, Ma Melchorita C. Agustin, Bella A. Cerdan, Renato C. Rivera, Hans Kristian Ramos and Israel Reyes.

Seated Front Row: L-R:

Jazmine Claire J. Gonzales, Charlene Mae Africa, Ivory Ann Santos, Rochelle Buenaflor, Kristal Erika Domingo, Precious Joy Estrella, Rosemarie J. De Vera, Mary Joy Bulosan, Kimberly Martinez, Vanessa Joy Tubera, Fatima Andrea S. Cruz



DTI Pangasinan

From overseas worker to successful food entrepreneur

MANGALDAN, Pangasinan, January 10 (PIA) – “Opportunities don’t come, you create them.”

Those words still resonate to Nita Domingo, 53, a resident of Mangaldan town, who hurdled various jobs abroad for 20 years and became a food producer after trying her luck into business.

From being a worker in food processing company and at times a laundrywoman in 1990s, Domingo left her family to work overseas with a goal to send her two children to school and earn for their future.

In 2014, after 20 years of being away from her husband and children, Domingo, also known as Nits, returned to the Philippines and became a part-time owner of the company that she used to work with.

She invested all her hard-earned money in the said company but struggles came between their partnership that eventually separated them.

Without enough skills and

knowledge in running a business, Domingo still continued to operate the food processing business and renamed it to ‘Nits Frozen Food Products by JJM.’

But equipped with perseverance, patience, and her dream of ultimate success for her business, Domingo created opportunities for herself by availing some programs offered by the Department of Trade and Industry (DTI). Before the DTI assistance came in, Domingo recalled that the early years of her business experienced setbacks such as low quality, no market, as well as lack of capital.

“Million thanks talaga ako sa DTI dahil sila ang unang naniwala sa akin at 100 percent talaga na ginabayan nila ako at hindi iniwanan hanggang marating ko ang kung anong meron ako ngayon,” Domingo said.

She said through DTI’s support, her business now produces at least 200 kilos per month from its previous production of 50 kilos per month of 11 different food



products

such as pork and beef tapa, longganisa, siomai, hamonado, ham, macao, hotdog, embutido, and tocino.

“Noon ‘yong production ko ng first month inaabot pa ng third month tapos iilan lang ang mga customer ko pero ngayon umaabot na kami sa mahigit 100 na customers,” she happily shared.

She said further that her enterprise has increased production and sales by over 100 percent from then P30, 000 sales per month to P100, 000 sales per month.

Previously, Domingo was a recipient and participant of various DTI programs such as product branding, packaging, labelling execution and layout

product

development for Micro, Small and Medium Enterprises (MSMEs); shelf-life testing; Nutritional Analysis and Drafting Nutrifacts; OTOP Next Gen, and Kapatid Menntor Me project.

Domingo said through some innovations, her business now caters to its new customers from the provinces of Pangasinan, La Union, Batangas, Laguna, Quezon, Manila, and Baguio City.

Now, she hopes to distribute her products not only all over the country but also looking at possibilities to export into international markets.

The article was written by Ms. Elsha Marie B. Soriano and published at the Philippine Information Agency-Pangasinan official website last January 11, 2018



DTI launches 1st OTOP Tinda One in Region 1

Bigger market opportunities await Local Entreps

The Department of Trade and Industry Region 1 in partnership with the Local Government of Alaminos City, Pangasinan launched the first One Town One Product (OTOP) Tinda One in Region 1 last January 30, 2018 at the Plaza Enrique Braganza, Brgy Poblacion, near the 24/7 Action Center and Public Order Safety Office. Its strategic location was purposely chosen to provide easy access and convenience to customers.

The OTOP Tinda One is a one-stop-shop of products that are indigenous to the area. It will serve as a Pasalubong Center where the primary target buyers

are tourists visiting the famous Hundred Islands of Alaminos City. Items sold in the OTOP Tinda One are local foods, non-foods and products such as souvenir items and handicrafts, processed fruits and nuts, fish and meat products produced by local MSMEs within the city, province of Pangasinan and the region as a whole. These products are endorsed and assisted by DTI, LGU and other government agencies.

The OTOP TindaOne is open all week-long from 6AM to 5PM.



DTI – SMERA Trainings cover 4 Cities and 35 Municipalities

DTI – Pangasinan exceeded its targets by providing 24 trainings / seminars and assisting 906 potential and existing MSMEs from 4 cities and 35 municipalities in the province of Pangasinan under SME Roving Academy (SMERA) Program.



The accomplishment was made possible through the help of different partners from LGU sector, Private sector and other government agencies. The program is expected to continuously support the MSMEs in the province of Pangasinan by providing different types of trainings / seminars next year.



DTI-Pangasinan bags Best Negosyo Center for Model B Category

The Negosyo Center Alaminos City awarded as the best Negosyo Center in the whole Region 1 for Model B Category last December 18, 2017 during the Annual Rewards and Recognition Program of the office in L'otel d'Emily, Tubao, La Union. The search for best Negosyo Center was evaluated based on the number of entrepreneurs assisted, client satisfaction feedback and maintenance of the Center.

Negosyo Center Alaminos City was the first Negosyo Center to be established in Region 1 last June 30, 2015. It also became to serve as the sub office of different government institutions in District 1

of Pangasinan like Home Development Mutual Fund (HDMF), Government Service Insurance System (GSIS) and Cooperative Development Authority (CDA).

The Negosyo Center was established in order to provide easy access to Business Advisory Services, Business Registration, Business Information & Advocacy, and Monitoring & Evaluation Services for the potential and existing entrepreneurs. There are currently 14 Negosyo Centers in the whole province in Pangasinan and it is expected that DTI will continuously established more Negosyo Centers for the year 2018.



Soft-served sweets in exotic packages

By Jeah Noreen B. Dalaten



The names Ferdinand and Imelda are infamously historical as they remind the Filipinos of the memories of dictatorship, but a duo with the same names are set to make history as they change the face of Philippines' food industry with something unusual but definitely mouth-watering.

Ferdinand Nipaz and Imelda Soriano – entrepreneurs with no personal affiliation–met in a marketing strategy training seminar of the Department of Trade and Industry and discovered their common love for food experimentation, which eventually led to the idea of producing a bizarre-flavored ice cream business. "We came up with [an] idea of 'What does Pangasinan have that we can highlight?'... We thought of creating a product that is unique and at the same time, could be a representation of Pangasinan," Nipaz said in an interview with The Spiral Journal.

Both Nipaz and Soriano handle separate and different businesses even before they have known each other. Soriano manages her own food business named Meteor Queen–inspired by the hit Taiwanese drama Meteor Garden, which sells homemade products such as Pangasinan Sukang Pinakurat,

seaweed chutney and seaweed pickle, while Nipaz owns Nature's Winery that sells fruit wines.

Different paths

Soriano is a 44-year old businesswoman and a community-based teacher on food processing and cookery in Aguilar, Pangasinan.

Her interest in food and cooking developed in her 17-year stay in Singapore as an overseas Filipino worker and upon returning to the Philippines, she started to sell homemade products to her classmates at a vocational school as a source of income.

Ferdinand Nipaz, a 38-year-old civil engineering graduate, resides in Agno, Pangasinan, where his wine business is based.

His original plan was to invest in making guava wine, but unfortunately, he did not succeed so he shifted to watermelon and now takes great pride in being the first in Region I to accomplish the best-tasting recipe of watermelon wine that even got him featured on television shows such as MagTV Na and iJuander.

At present, his business offers

15 flavors, namely: rice coffee, banana, guyabano, star fruit, star apple, suha, guava, watermelon, mango, duhat at bignay, kasoy, rice wine, santan, and mulberry and he is also planning to experiment with eight more flavors such as chocolate, beetroot, passion fruit, squash, oregano, sunflower, rose, and coffee.

Mix and match

Some of Soriano and Nipaz's products are: Pambansang Ice Cream (inihaw na bangus flavor), Spicy Love Chili Ice Cream (chili pepper flavor), Miracle Ice Cream (malunggay flavor), and Bitter Love Ice Cream (ampalaya flavor).

The Pambansang Ice Cream is made from the Philippines' national fish, bangus (milkfish). Its interesting flavor possesses the lush savory taste of the fish with a mixture of tanginess that actually deserves more than a second bite.

The Spicy Love Chili Ice Cream has a touch of spice that doesn't sting at all. Luscious milk is the first distinguishable taste, but the chili pepper becomes dominant the longer the ice creams stays in the mouth. It had an eye-catching color amongst the others as it appeared light orange with a pinch of grainy green

and yellowish white. It has a smooth and creamy texture that instantly melts upon intake.

The Miracle Ice Cream got its name from its main ingredient, malunggay. The vegetable is known for its health benefits which help normalize blood sugar level and combat malnutrition. The ice cream itself has a rich creamy taste accompanied by a mild tang of the plant.

Ampalaya is one of the most unwanted vegetable by children, but giving them a mouthful of the Bitter Love Ice Cream would surely help change their mind. Having a bite is similar to a thrilling rollercoaster ride of sweet and bitter flavors. The harsh taste of the vegetable is not overpowering, which makes the experience more enjoyable.

Recently, the duo has also invented "Four Seasons"– a drink which is meant to serve as a refreshing, representative beverage of Pangasinan consisting of four ingredients namely: rattan fruit, lemon, lemon grass, and calamansi. Currently, the ice creams, the Four Seasons drink and the local products of Soriano are available in Meteor Queen.

About the writer:
Jeah Noreen B. Dalaten is a 3rd Year AB Journalism student at the University of Santo Tomas. The article was first published on November 10, 2017 at The Spiral Journal, a student-run news website.





ABOVE PHOTO: DTI Regular Staff and Negosyo Center Business Counselors

Standing L-R: Ernesto R. Tugade Jr., H.A. Zaldy Z. Zafra Jr., Rogelene M. Bartolome, Angelica J. Quiban, Lyra Glaize G. Bac-ingan, Christine Joy A. Gonzales, Shenna O. Nisperos, Joey C. Dela Cruz, Cesar P. Difuntorum

Seated (Middle) L-R: Medelita R. Ducusin, Michelle M. De Jesus, Imelda A. Galano, Lilian Ma. Elena M. Difuntorum, RD Florante O. Leal, PD Daria R. Mingaracal, Joyce C. Cabrerros, Marissa T. Nonesa

Seated (Front) L-R: Junica Shiera F. Manicdao, Dorinda S. Camarao, Kizha O. Macato, Arvie G. Marzo, Ayra Rose A. Fontanos, Venus Mar B. Suniega



DTI La Union

La Union's FAIRest turns 16!



The 16th La Union's Fairest Trade Fair showcased upgraded local products from the following industry clusters:

No. of MSME/exhibitors	Industry Cluster
19	processed food
9	gifts, decors and housewares
2	plants
10	Furniture and furnishing

Aside from the 40 MSMEs with individual booths, there were also 14 women micro enterprises under the Gender Responsive Economic Actions for the Transformation of Women Project 2 (GWP2) and 10 Shared Service Facilities (SSF) Project cooperators/beneficiaries whose products were exhibited in the subsidized GWP and SSF booths.

With the renewed focus on the OTOP concept, the balanghais served as the centerpiece in the La Union's Fairest special setting. The balanghais are the fitting symbol to draw in the unique contributions of local MSMEs while linking the Filipino traditional values of community, creativity, and commerce. The products of 15 OTOP Next Gen enrollees who received a series of product development interventions were aboard this wood-pegged boat.

The Opening Ceremonies on November 27, 2017 was highlighted by the conferment of La Union's Fairest Awards. Assistant Secretary Demphna Du-Naga, Provincial Vice-Governor Aureo Augusto Nisce and Provincial Director Daria Mingaracal bestowed the following awards:

Award	MSME
Best Dressed Booth (Food Category)	Halo Halo De Iloko
Best Dressed Booth (Non-Food Category)	Gwenysa Bamboo Enterprise
Best Prototype Developed (Non-Food Category)	Barangay Abut San Fernando La Union Farmers Association Inc.
Bagong Sibol Award	Gwenysa Bamboo Enterprise

The 13-day trade fair assisted 65 MSMEs and generated PHP4.172 Million sales.

Recognizing the pivotal role of the Micro, Small and Medium Enterprises (MSMEs) as the engine of economic growth that promotes equitable development, the Department of Trade and Industry (DTI) continuously assists MSMEs in the promotion of their products. The participation of these MSMEs to different fairs and exhibits had propelled many of La Union entrepreneurs to grow and expand their market. With this, DTI, in partnership with the Provincial Government of La Union (PGLU), again mounted the La Union's Fairest 2017... The Next Generation OTOP Trade Fair from November 24 to December 6, 2017 at the Atrium, CSI the City Mall, City of San Fernando, La Union.

On its 16th year of showcasing product potentials and market opportunities, DTI anchored the trade fair on the OTOP Next Generation (Next Gen), an expanded program that maximizes public-private collaboration for incubation, marketing and branding of the best MSME products. It aims to level up pride-of-place products through improvement and innovation in the areas of quality, product development, design, standards compliance, marketability, production capability and brand development.

As such, the event served as platform for OTOP Next Gen products to gain market acceptability and market penetration. Specifically, the following products were highlighted: processed food and beverage delicacies; agri-based products (coffee and cacao); home (furniture, d.cor, houseware); fashion, garments and textiles; and, accessories, gifts and souvenir items.



LA UNION'S FAIREST 2017... THE NEXT GENERATION OTOF TRADE FAIR

CSI the City Mall, City of San Fernando, La Union
November 24 to December 6, 2017



Vice Governor Aureo Augusto Nisce conveys the message of Governor Francisco Emmanuel R. Ortega III during the La Union's Fairest Opening Ceremonies on November 27, 2017.



Provincial Director Daria Mingaracal introduces the guest of honor and speaker, Assistant Secretary Demphna Du-Naga.



Assistant Secretary Demphna Du-Naga, National Coordinator of OTOF Next Gen, enthusiastically shares her humble beginnings as entrepreneur.



(Front) City Alignment & Strategy Communications Manager Rizalyn Maedrano, Provincial Director Daria Mingaracal, Vice Governor Aureo Augusto Nisce, Assistant Secretary Demphna Du-Naga, Area Vice President of PCCI Northern Luzon Robert Lim, (Back) Provincial Director Benjamin Garcia and MSMED Council chairperson John Chan lead the ribbon cutting ceremony.



Betty Ramos of Gwenysa Bamboo Enterprises receives the Bagong Sibol Award 2017.



16th La Union's Fairest special setting: Balanghail



Xavier Mercado of Halo Halo De Iloko receives the Best Dressed Booth (Food Category) 2017 award.



Levelling up the Industry Clusters of La Union!



The development and promotion of industry clusters are identified as a major strategy in helping achieve its vision of a globally-competitive and innovative industry and services sector that contributes significantly to inclusive growth and employment generation.

It supports the President's Social Contract particularly in the creation of conditions conducive to the growth and competitiveness of private businesses, big, medium and small. Corollary to the thrust to provide the "Big Push" for SMEs to enable them to meet challenges by providing access to market and finance. Through the industry clusters, the DTI will build alliances with relevant agencies and institutions to develop competitive and innovative SMEs, and effectively implement a program for the industry clusters' productivity and efficiency and create conducive business enabling environment.

La Union enrolled in the following industry clusters: Cacao, Bamboo, Homestyle and Wearables, Processed Fruits and Nuts, and Coffee.

The Cacao IC has gained momentum from an initially ten (15) stakeholders in July 2016 to growing stakeholders of fifty-six (56) by year-end of 2017, comprising of cacao farm owners, cacao growers and processors of tablea and fine chocolate. Areas for expansion in La Union a ninety-one (91) hectares available for cacao growing. With the convergence of support agencies, the DTI and the DA, together with other line agencies in support to the industry made possible the finalization and signing by the President of the Cacao Roadmap 2017-2022 in March

2017.

The DTI La Union has undertaken convergence activities thru strategies that include among others: industry promotion, expansion and strengthening; creation of the La Union Cacao Provincial Council submitted to the Provincial Government for the issuance of an Executive Order (EO); market linkages, referrals and promotion thru participation in local and regional trade fairs; branding, packaging and labeling under the OTOP Next Gen Program; capacity building activities thru conduct of skills and techno trainings on cacao fermentation and tablea-making; participation to entrepreneurship seminar, on-site orientation in cacao seedling propagation and benchmarking activities to cacao farms in nearby Pangasinan. There were ten cacao stakeholders who joined in the Cacao Congress 2017 and Two (2) Cacao Processors participated in the Cacao Link Luzon Trade Fair in Pampanga in November 16 & 17, 2017. .

Aside from Luna Agricultural Farm, Familiar Table Artisan Chocolate & Caf., Tigre Y Oliva Handcrafted Chocolate produces fine chocolate in San Juan, La Union, and is marketed in the entire Philippines. The creation of inter-agency convergence initiatives to support capacity building for the cacao industry continue as the DTI spearhead collaborative efforts with the local and provincial counterparts and the very recent approval of the RDC Full Council Resolution No. 60 Series of 2060 in September and the Action Plan 2018-2022 in December 2017.

On the relatively new Coffee IC, the DTI La Union has collaborated with the Office of the Provincial Agriculturist and its local counterparts to establish a database for Coffee as to number of grower/farmers and areas planted and number of trees - vegetative and fruit bearing. In support to the Province of La Union's advocacy as the new Agri-Tourism destination of the North, the province position itself to cater to varied customer-based services, as customers look for food parks and specialty coffee shops. The local coffee or "barako", is slowly gaining wide acceptance and most importantly, there abound coffee processors and grinders in La Union and the Region as a whole. The participation of coffee growers and stakeholders Region 1 Coffee Development Plan shows a commitment for the full development and localization of the coffee industry in the Province.

BAMBOO

The Integrated Product Development Program for the Bamboo Industry Cluster (IC)

The Bamboo Industry stakeholders in La Union, with collaborative efforts with the Provincial Government and the City Government of San Fernando, got an upgrade through the conduct of the Integrated Product Development Program which consisted of the following activities : The Briefing on Trends in the Bamboo Industry, which was presided by Senior Design Specialists/ Trainers from the Design Center of the Philippines (DCP) presented factual information on the contributions of the industry, where the Philippines was 5th largest bamboo exporter

in the world. At least 28 bamboo product processors/producers, including representations from both local and provincial governments including the City of San Fernando which is home to the Brgy Abut SFC LU Bamboo Processing Center showcasing the bamboo products and novelties in La Union.

Simultaneously being implemented at the SSF Brgy Abut Bamboo Processing Center in September 7&8, 2017 is the Finishing Techniques in Bamboocraft by DCP Trainers where bamboo craft producers and weavers learnt on the various finishing modes or techniques for the bamboo material: a. marble finish using dye stain; b. graining; c. stained glaze; d. amber glaze; e. antique red; and f. antique gold.

The One-on-One Bamboo Design Consultations of SMEs with DCP designers cum Product Cliniquing generated 55 Product design concepts for execution by the Nine (9) Companies/bamboo craft producers. Bamboocraft products produced were showcased at the Balanghai – the centerpiece special setting, during the La Union's Fairest Trade Fair 2017... The Next OTOP Generation Trade Fair at the CSI. One design concept/prototype produced by the Barangay Abut San Fernando City La Union Farmers Association was awarded Best Prototype Developed and Gwenysa Bamboo Enterprises – Best Dressed Booth, and the Bagong Sibol Award both in the Non-Food Category. In December, during the Prototype checking and factory visit of the 9 companies, thirty four (34) of the prototypes were executed, while DCP created more product design concepts for the bamboocraft producers.

With the abundance of bamboo in the community whether at the upland, midland or coastal barangays, the people developed and learned the skills in utilizing the heaven-sent resource. Many farmers have engaged in the local cottage industry making furnitures, beds, decorations, lamp shades during off-season.





DTI La Union destroys substandard Christmas lights

San Fernando City, La Union- Despite the rains brought by Typhoon Signal No. 1 Odette in the province, the Department of Trade and Industry La Union Provincial Office showed their strong commitment in protecting the consumers' welfare. Almost a thousand pieces of substandard and uncertified Christmas lights with an estimate value of P100,000 were crushed and destroyed using a compactor at the City Sanitary Landfill on October 13, 2017.

The destroyed products were confiscated during the monitoring and enforcement activities of DTI La Union Enforcement Team last 2015 and 2016 covering various establishments in the province. These products did not pass the DTI Bureau of Philippine Standards (BPS) and also had either fake or no Philippine Standard (PS) or Import Commodity Clearance (ICC) stickers.

Provincial Director Daria R. Mingaracal led the destruction

which was witnessed by representatives from the City Government, City Federation of Senior Citizen Association Inc., Handicrafts Association of SFC- Retailers of Christmas Lights and students and teachers from the Consumer Club of La Union National High School.

Director Mingaracal stated that these items need to be destroyed to ensure that they will not be used and sold again in the market. "Substandard and uncertified items may pose risk to the safety and welfare of our consumers", she added. She also warned business establishments not to sell substandard and defective products as they will face charges and penalties should they be apprehended during enforcement and market inspections.

DTI is conducting monitoring and inspections of business establishments to ensure that only certified products are sold to the consumers. ###



Region 1 hosts the very 1st Product Development Consultation for GREAT Women Entrepreneurs for the October Manila FAME.



Eight out of Forty women entrepreneur in the entire Philippines commenced the 1st run of Product Development Consultation for the October Manila FAME. The 1st batch participants from Regions, 1, 2, 3 and CAR gathered at La Jenn's Hotel, Bantay, Ilocos Sur last July 21, 2017. It is the initiative of the Center for International Trade Expositions and Missions (CITEM), GREAT Women Project through the Department of Trade and Industry –Planning and Management Team and their hired Designer Consultant- International Lifestyle Designer Mr. PJ Aranador.



"If Filipino cannot eat it, she weaves it. PJ Aranador" Resourcefulness and creativity, this sums up how Filipino industrialized the up-growing industry of indigenous and native products. For the upcoming October Manila FAME, The GREAT Women Project will showcase products out of Natural Fiber.



One-on-one consultation with lifestyle Designer Consultant Pj Aranador with Mr. Christian Mendoza, Junior Designer. He emphasized the use of natural and indigenous materials with neutral and elegant colors



Natura Fiber i.e. Silk, cornhusk, bamboo, pandan grass, sabutan and many indigenous materials

Themed by Natura Fiber i.e. Silk, Cornhusk, Bamboo, Pandan grass, Sabutan and many indigenous materials, the Team focused more on how this raw material be transformed into contemporary and functional products for today's trending and socialistic market. The project includes coaching on branding, exporting, retailing and Visual Merchandising. Before the individual consultation, Mr. Hubert Par, National Coordinator of GWP2, introduce the GREAT Women Project, followed by Ms. Windy Anonuevo, CITEM-Project Head, with Ms. Bea Hernandez, discussed about Manila FAME. Mr. Pj Aranador gave an overview of Product Development direction and how does this the industry cope up with change and trend. Region endorsed two (2) Women Micro-Entrepreneurs (WMEs) which includes Silk Weaving Association and Association of Maize Crafters de San Juan.

Part of team's itinerary was a visit to Sericulture Research and Development Institute at DMMMSU Bacnotan Campus, Bacnotan, La Union. The team was toured around the silk processing and production facilities as well as at the mulberry farm. The tour provided them knowledge on the backward linkages of the silk weaving industry, considering that the Silk Weaving Association will be joining the October Manila FAME.



Touring around the Sericulture Research Development Institute (SRDI) of DMMMSU at Bacnotan, La Union to witness the processing of silk thread before it is woven to fabric. A mulberry silk worm can produce more than 700 meters of silk thread in 22 days.



Great Women weavers of La Union [SRDI] weaves one meter of silk in a day. She said "mas mahaba pag Ganado." This sericulture knowledge was known to be acquired from India where training was conducted in Karnataka, India.



GREAT WOMEN TRADE FAIR

No. Of WMEs enrolled

243

No. Of Women participated in various trade fair

National Fairs:

April Manila FAME- 6
October Manila FAME-3
GREAT Women Trade Fair-6

Regional & Provincial Fairs:

OTOP Trade Fair (I.Norte)-11
DOST Caravan (Region 1)-7
MSME Trade Fair(LU)-23
Rimat ti Amianan Trade Fair-10
LU Fairest Trade Fair-13

Total Sales Generated

National Fairs:

April Manila FAME- Php 128,234.00,
31 new products developed
October Manila FAME-Php 375,150.00,
22 new products developed
GREAT Women Trade Fair- Php 65,111.50

Regional & Provincial Fairs:

OTOP Trade Fair (I.Norte)-
DOST Caravan (LU)- Php 2,825.00
MSME Trade Fair(LU)-
Rimat ti Amianan Trade Fair-Php48,587.00
LU Fairest Trade Fair-Php 46,820.00

No. Trainings conducted

Green and Gender Responsive Value Chain
Analysis Training-1
Profiling cum Orientation of GW Project to WME
enrolees Year 2-4
Export Coaching and Pricing Seminar-2
Export Briefing -2
Product Development-4



ABOVE PHOTO: DTI Regular Staff and Negosyo Center Business Counselors

Standing (L-R): Chrysler John Y. Agsalog, Ellainne C. Agrisola, Amelia A. Ganding, Jovelyn B. Aniban, Maria Consolacion R. Aes, Edith D. Pamani, Annabelle G. Polanco, Rinrose V. Rapadas, Benigno Q. Ponce, Wingwing T. Ominga, Abigail G. Gambala, Marimar C. Novida, Janet T. Rea, Judeline T. Castro, Genevieve B. Waklin

Seated (L-R): Rogelio R. Ragasa, Aurea E. Bilgera, Maricar P. Lodivico, RD Florante O. Leal, Amelia E. Galvez, Aurora F. Albaniel, Yolando Q. Quiocho



DTI Ilocos Sur



DTI AND PCE LAUD THE PIONEER GRADUATES OF THE KAPATID MENTOR ME IN ILOCOS SUR

“Kapatid Angat Lahat” chanted DTI Provincial Director Grace R. Lapastora as she started to deliver her Opening Message during the Business Improvement Plan (BIP) Presentation and Graduation Ceremonies of the Kapatid Mentor Me (KMME) Project in the Province of Ilocos Sur. The “Kapatid Angat Lahat” is the slogan of the KMME Project referring to its aim of helping micro and small entrepreneurs scale up their enterprises, spur economic activity and generate employment opportunities and mainstream OTOPreneurs who are ready for business expansion.

After completing the ten (10) modules offered by the program through intensive coaching and mentoring sessions, the mentees who were ecstatic in their formal attires presented their individual Business Improvement Plans. The topics

discussed during the sessions that covered the different aspects of business operations such as Entrepreneurial Mindset and Values Formation, Business Model Canvass, Product Development, Marketing, Operations Management, Supply and Value Chain, Human Resource Management, Accounting and Financial Management, Taxation, Business Law/Obligations and Contracts were highlighted in the BIPs.

Knowledgeable mentors who are experts in their own fields and duly accredited by the Philippine Center for Entrepreneurship (PCE) were tapped to provide the lectures. The PCE is the partner of DTI in implementing the Project KAPATID and the KMME is one of its key components.

The 23 Mentees were divided into 4 groups for the BIP presentation. Each group has 3

panelists that provided valuable and practical inputs on how to further improve and implement the plan. The panelists are a mix of practitioners from the industry, business, banking, academe and government sectors whose knowledge and expertise are reliable and extensive.

Two (2) mentees delivered their heartwarming insights on the impact of the KMME project. “Ti ammok ket kusto ti araramidek iti negosyo kon. Ngem gayam adu pay a banbannag ti nasken nga ikonsidera tapno mapatalinaed ti napintas a pannagna iti negosyo. Dagitoy iti nasursurok datoy nga KMME project”, (I thought that what I am doing with my business is already the right thing. However, there are still many things to consider if I want my business to work smoothly. And these I learned from the KMME project), are the words of Mr. Alexander Parel, owner of Antigua de Madera,

a wood furniture and furnishings maker in Vigan City.

Coffee shop co-owner Jan Robin Realubin who manages the Coffee Break branch at Calle Crisologo in Vigan City candidly admits that “the KMME sessions has provided him helpful tips on effective management and marketing strategies considering that he is a neophyte in the coffee shop business”.

The program which was held on October 12, 2017 at Hotel Luna was also attended by Sangguniang Panlalawigan Member Jaime M. Singson, DTI Regional Director Florante O. Leal, Mr. Paul Anthony de Guzman of the Philippine Center for Entrepreneurship, Dr. Esperanza R. Lahoz of the Vigan City Chamber of Commerce and Industry and Ms. Malor Ayson, representing Asec. Blesila A. Lantayona of DTI – Regional Operations Group.

12th Negosyo Center launched in the Province of Ilocos Sur

The Negosyo Center – Suyo is the 12th Negosyo Center launched in the Province of Ilocos Sur. The launching of the Suyo Negosyo Center on December 14, 2017 was graced by Governor Ryan Luis V. Singson, together with DTI Officials, Regional Director Florante O. Leal and Provincial Director Grace R. Lapastora, Sangguniang Panlalawigan Member and Trade and Industry Committee Chairperson, Gina C. Pe Benito, and Local Officials of Suyo headed by Hon. Samuel B. Subagan, Jr.

The Negosyo Center, which was established through the “Go Negosyo Act” aims to further boost the country’s Micro, Small and Medium Enterprises (MSMEs) by way of promoting ease of doing business and facilitating access to services for the MSMEs. With the basic services offered by the Negosyo Center - Suyo, such as business registration assistance, business advisory, and business

information and advocacy, the constituents of Suyo need not to go to the DTI Ilocos Sur Provincial Office in Vigan City to avail of the said services.

The Negosyo Center Suyo is a great network which will address the needs of existing and potential entrepreneurs, especially from the remote areas of the municipality. With the latest project of the Negosyo Center - Ilocos Sur dubbed as the “Negosyo Center Ilocos Sur Goes to the Barangays”, the priority industries and enterprises in the different barangays in the area can now be identified for further assistance. This is to ensure that, the “Serbisyong Higit Pa Sa Inaasahan” by the Negosyo Centers can now be accessed by the people at the grassroots level.

To date, there are 42 established Negosyo Centers in Region I and 681 nationwide.



The inauguration of Negosyo Center Suyo is graced by Hon. Ryan Luis V. Singson together with DTI Regional Director Florante O. Leal, Provincial Director Grace R. Lapastora, Sangguniang Panlalawigan Member Gina C. Pe Benito, and Local Officials of Suyo headed by Hon. Samuel B. Subagan, Jr.

ILOCOS SUR MSMEs PARTICIPATE IN THE SIKAT PINOY NATIONAL TRADE FAIR

The Sikat Pinoy National Trade Fair 2017 proved to be a top grosser marketing event for the thirteen (13) MSMEs from Ilocos Sur who joined the fair held on December 6-10, 2017 at the Megatrade Halls of SM Megamall in Mandaluyong City. They raised a total combined sales of P2.67M during the 5-day selling fair, which accounts for 82% of the total sales generated by the MSME participants in Region 1.

Five of the MSME exhibitors are Sikat Pinoy regulars. According to them, the fair is really an exhibitor's delight. Retail buyers or individual consumers are ready to splurge their finances because they consider the event a very timely occasion to purchase quality and specially handcrafted wood furniture and furnishings as well as the delectable longanisa and bagnet. It is also a plus that these products are

manufactured by their "kababayans" or local entrepreneurs thus the spirit of helping these small industries expand their enterprises is very evident.

The Sikat Pinoy is also an order-taking event for institutional buyers and traders who always look forward to the DTI organized fairs to discover up-and-coming food products, home decors' and novelties to fill their shelves.

Corporate consumers like hotels and restaurants find the fair a great source of suppliers of food and beverages, condiments and souvenir items which they can negotiate with.

This year's edition of Sikat Pinoy is something special for it featured for the first time the products of the Shared Service Facility (SSF) beneficiaries. Eight (8) SSF producers from the

province participated in the fair. Products include coffee, herbal tea, nata de coco, processed calamansi, peanut and garlic and bayong made of buri. "We are very grateful for the opportunity, our experience brings so much inspiration for us to improve our products to be more competitive and find regular markets. Our participation alone is already a feat. Mabuhay Sikat Pinoy at salamat sa DTI", enthused Grace Rusibin of KADS Furniture.

National domestic trade fairs such as the Sikat Pinoy National Trade Fair is a major component of the services offered by the Department of Trade and Industry's Bureau of Domestic Trade (DTI-BDT), whose mandate is to develop, strengthen and promote the domestic market for MSMEs in the Philippines.



Upper photos: The Special Setting during the Sikat Pinoy National Trade Fair. Lower photos: Region 1 SSF Booth is being swarmed by buyers who are fascinated by the different products of SSF beneficiaries.

CONSUMER INFORMATION AND VIGILANCE, KEY TOWARDS BEATING THE ODDS IN THE DIGITAL AGE

The emergence of the digital age exposes consumers to a complex and rapidly developing online environment. This is evident in the wide use of smartphones, internet, social media, online/internet banking, online marketing, online shopping and other countless digital products and services.

Based on the latest statistics, 50% of the world's 7.6M people is in the web. In the Philippines, 60M of the 103 Filipinos are internet users. That's how digitally conscious the world is now.

The big question is, does consumer protection still matter in the digital age? The answer is "yes", but it needs the tripartite collaboration of government, business and consumers to create a digital age or technology that is built on trust.

In this year's Provincial Consumer Assembly organized by the Provincial Consumer Affairs Council (PCAC) held on October 24, 2017 at Hotelinda Suites, Vigan City, topics discussed were focused on the 2017 Consumer Welfare Month theme "Consumer Protection in the Digital Age". The aim is to inform and guide participants on how to beat the odds that digital age brings. More than 200 participants attended the assembly that consisted representatives of the consumer organizations, business establishments, government agencies, academe/schools.

DTI Provincial Director Grace R. Lapastora in her message emphasized that consumer vigilance is the best weapon to combat digital threats like computer viruses, consumer frauds and scams. She hopes that through the following topics during the assembly, the participants will be more informed and aware of the important measures to avoid being victims from transactions using digital technology:

- Cyber Security Counter Measures by the Department of Education
- Empowering Consumers in the Internet Economy of DTI's Consumer Protection and Advocacy Bureau (CPAB)
- Consumer Protection: Fraud and Scam of Bangko Sentral ng Pilipinas (BSP – Batac Branch)
- Strengthening Consumers through Standards (Updates on Product Standards Law) by the DTI's Bureau of Philippine Standard (BPS)
- E-Services and Tax Updates of the Bureau of Internal Revenue (BIR).

As highlights of the assembly, the awarding of the Bagwis establishments was conducted and the ceremonial signing of the Memorandum of Agreement (MOA) between DTI and the private partner business organizations (Market Vendors Association of Vigan City and Cabugao) was undertaken.





ABOVE PHOTO: DTI Regular Staff and Negosyo Center Business Counselors

Standing, L-R:

Frances Marie R. Tumamao, Kara Mae P. Sugui, Ni.a Sandra B. Ramos, Ma. Luiza Jane R. Impat, Jamina C. Guillermo, Mhay V. Cabusas, Angelica R. Magaoil, Rudromel M. Gamiao, Leah Mae R. Buenavides, Hanna Dhea A. Francisco, Miafelle S. Estavillo, Lorie Dane S. Rubio, Maica Joy S. Ponce, Alhen Trixie V. Ribac

Seated L-R:

Ferdinand H. Nicolas, Sheila Marie S. Campos, Maggie S. Macugay, Remedios P. Sasutil, Rosario Q. Quodala, Maria Corazon S. Racela, Lilybeth M. Hernando, Dominador B. Alberto



DTI Ilocos Norte



DTI Ilocos Norte produces 23 Successful KMME Graduates

Twenty three entrepreneurs proudly marched and received their Certificates of Participation after attending a series of grueling but productive mentoring sessions under the Kapatid Mentor Me (KMME) Program.

The KMME Program is a coaching and mentoring program under the partnership between the Philippine Center for Entrepreneurship (PCE)/Go Negosyo and the Department of Trade and Industry. It is composed of 10 mentoring sessions with the aim of capacitating participants, also called mentees, with concepts of functional areas of entrepreneurship that are practical and applicable, delivered in easy to understand platform.

On September 20, 2017, the KMME Program in Ilocos Norte was launched at the Sierra Madre Grand Ballroom, Fort Ilocandia Hotel, Laoag City, with a crowd of more

than 300 guests mostly coming from the business sector. Highlighting the program launch was the introduction of the 23 entrepreneurs from Ilocos Norte who enrolled to the program. These enrollees called Mentees underwent 10 coaching/mentoring sessions for 9 consecutive Fridays from PCE Certified Mentors who guided them to scale up and become globally competitive enterprises. As a requirement to graduating from the MBA-like course for entrepreneurs, the Mentees prepared their Business Improvement Plans which they individually presented before a group of Business Panelists coming from the private, banking and government sectors.

On November 17, 2017, at the Plaza del Norte Hotel and Convention Center, Laoag City, during the graduation rites, the following 23 Mentees were conferred Graduates of the KMME Ilocos Norte Batch 1.





Name

Anthony P. Abadilla
 Golda V. Acob
 Agnes M. Asuncion
 Delia P. Austria
 Marison G. Basilio
 Elvira T. Calaramo
 Charito C. Cariaga
 Jocelyn C. Corpuz
 Sarah Concepcion U. Dabucon
 Lyndy T. Dy
 Moises R. Javier
 Anily R. Juan
 Jerry Arceli R. Macaganda
 Precy A. Manegdeg
 Lolita A. Piamonte
 Mark Anthony C. Rigonan
 Christine Joy L. Salvador
 Suerte Mia M. Soriano
 Ermelyn A. Tariga
 January B. Tiu
 Ricardo O. Tolentino, Jr.
 Albert R. Tugade
 Michael Marck D. Yabut

Business Name

Cormel Foods
 Golda's Noodle Mftg.
 Agnes Dragon Fruit Products
 Barani Meat Processors Assn.
 Basilio's Chicharon
 Dupitac ARBs MPC
 Nagbacalan Loomweavers MPC
 Empanada ni Behang
 Scufynd Food Products
 Babsat 728 Enterprises
 Green Thumb Food Depot
 Bagnos MPC
 Arcelis Souvenirs
 Asosasyon Partuat E-Kwayan
 Namnama's Food Products
 Glomy's Empanada
 Good Vibes by Geronimo's Coffee, Pasta & Delights
 Lucky Theo Food Products
 San Jose MPC
 Caf. Grandioso
 Mango King
 Petrina's Cakes and Delicacies
 Ilocos Little Sweets, Pastries & Caf.

Contributed by: Maricor S. Racela



KMME products take center stage at DTI Ilocos Norte's 1st Mall-based Provincial Trade Fair

Still fresh from the weekly mentoring sessions, the KMME graduates are up for another challenge to scale up and expand their market presence.

On December 27-30, 2017, taking advantage of the crowd packed mall and the hustle and bustle of the holiday season, DTI Ilocos Norte mounted its first ever mall-based trade fair at the Robinsons Place Ilocos. Products of the graduates of the Kapatid Mentor Me (KMME) Program were specially set-up in a symbolic "balanghai" with the hashtag, #SagutTillocandia (gift of Ilocos).

Through DTI Ilocos Norte's active collaboration with the Philippine Center for Entrepreneurship Foundation, Inc./ Go Negosyo and the Robinsons Land Corp. (RLC), the mounting of the 22nd Partuat ti Kailokuan Trade Fair 2017 finally found its way to the Robinsons Place Ilocos, for free.

The four-day trade fair was formally opened with a Ribbon Cutting Ceremony led by distinguished guests, DTI-RO1 Regional Director Florante O. Leal, Go Negosyo Program Development Officer Paul Anthony de Guzman, Robinsons Ilocos-Mall Operations Manager Blenda Alonzo and DTI-RO1 SMEDD Chief Rosemary A. Quitos. The 22 participating MSMEs generated a total sales of Php603,151.00. This is considered to be the highest grossing fair generated by the SMEs from the Food and GDH sectors in a DTI Ilocos Norte mounted fair over the past five years.

The fruitful partnership of the DTI, the PCE/Go Negosyo and the Robinsons Land Corp. in the mounting of the said Trade Fair did not only revive the enthusiasm of homegrown entrepreneurs in participating to provincial trade fairs but has also inspired them to develop their products for their succeeding participation to trade fairs and exhibits.

Contributed by: Maricor S. Racela





DTI Ilocos Norte conducts enforcement activities

DTI Ilocos Norte together with personnel from the DTI Regional Office Consumer Protection Division conducted enforcement activities in the municipalities of Piddig, Solsona, San Nicolas and Laoag City last August 15 and 17. Service and repair shops in the said municipalities and city were monitored if compliant to Presidential Decree No. 1572. The law requires all enterprises engaged in the service and repair of motor vehicles, heavy equipment,

engines and engineering works, electronics, electrical, air-conditioning and refrigeration and other consumer industrial electro-mechanical, chemicals and gaseous equipment, machinery appliances or devices, to apply for accreditation with the DTI and shall renew the same on or before 31st of January of every year thereafter. A total of 12 business establishments were given notice of violation for non-accreditation of their service and repair shops as required by the aforesaid law.

DTI Ilocos Norte Conducts Seminar on Fair Trade Laws

Committed to its objective of empowering consumers, DTI Ilocos Norte successfully conducted two batches of Seminar on Fair Trade Laws last August 15 and 16 at the Pacific Function Hall, Pacific Building, Laoag City. Participants invited to attend the seminar were owners, managers and consumer welfare desk focal person of business establishments in Laoag City, Batac City and San Nicolas, Ilocos Norte. A total of 79 participants attended the seminar. Speakers were Mr. Johannes Pal-laya and Mr. Jonathan Laroza, both from DTI Regional Office Consumer Protection Division.

the partnership among the government and business establishments in upholding consumer protection advocacy. The information shared and discussed during the seminar aims to deepen the awareness and understanding of the participants on national policies concerning consumer welfare and protection. The topics include Price Tag, Joint Administrative Order on Senior Citizen and Person with Disability Discount, No Shortchanging Act and Handling consumer complaints in business establishments. Overall, the participants appreciated the activity and commented DTI to continue with the program of educating both consumers and business establishments to meet with one common goal.

In general the objective of the seminar is to intensify

August 15



August 16









@DTI.Region 1

DTI Region 1 Rimat Ti Amianan (Special Edition) and Annual Report 2017

We are immensely grateful to everyone who made this publication humanely possible.

To God be the Glory!

Our sincerest apologies if ever there are unintentional errors, misspelled or omission of names and information.

Thank you for taking time reading the Rimat Ti Amianan-Special Edition.