

RIMAT TI AMIANAN

Treasures of the North

The DTI Region I Newsletter

DTI Region 1, tops Nationwide Bagwis Awards



PHOTO: Atty. Rolando Lay-at, Chief CPD-DTI Region 1 and other awardees, received their plaque of recognition award from USec Zenaida Maglaya and USec Teodoro Pascua.

San Fernando, La Union- With 762 recognized consumer-friendly biz, DTI Region 1 ranked 1st in terms of having the most number of DTI Certified-Establishments (CE) nationwide. Now on its 10th year, the DTI-CE program or also known as the “Bagwis” aims to give due recognition to establish-

ments that uphold the rights of consumers, practice responsible business and assures that 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

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MSMEs join 1st SSF Regional Forum



PHOTO: L-R: PD Daria Mingaracal, Asec. Blesila Lantayona, RD Florante O. Leal, PD Peter Mangabat, PD Benjamin Garcia, Jr and DC Natalia Dalaten during the 1st Region 1 SSF Forum

Micro Small and Medium Enterprises (MSMEs), stakeholders, and beneficiaries of the Shared Service Facility (SSF) Projects in Region 1 gathered together for the 1st DTI Region 1 SSF Forum held at Hotel Arianna, Bauang, La Union last November 4, 2016.

Assistant Secretary Blesila Lantayona graced the event that aimed to discuss the issues and concerns affecting the SSF project operations in the

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DTI Region 1 urges displaced OFWs to start biz

San Fernando, La Union- The Department of Trade and Industry Region 1 is encouraging displaced or returning Overseas Filipino Workers (OFWs) to venture into business as opportunity for Micro Small and Medium Enterprises (MSMEs) continue to expand and develop nowadays.

DTI Region 1 has already set-up OFW assistance desks at its Negosyo Centers all over the region to provide assistance to the OFWs, especially those affected by the economic crisis in Saudi Arabia and other countries.

Ms. Rosemary A. Quitos, Chief, Small and Medium Enterprise Development Division of DTI Region 1 said that services such as business advisory, consultation, trainings and even linkages to micro-financing institutions can be availed through the Negosyo Center-OFW assistance desks.

“We are here to assist them how to start a business depending on their interest and possible capital resources.” Quitos added. ###



What's Inside?

- DTI delivers “Serbisyonig Higit Pa Sa Inaasahan” through Diskwento Caravan
- Regional MSME Council to strengthen biz in Ilocos Region
- Want to start a new business? Check out the nearest Negosyo Center in your area
- LGU Competitiveness, key to topnotch performance! (CMCI 2016 Awarding)
- PHOTOS: DTI employees in ACTION!



Enabling Business Empowering Consumers



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QUALITY POLICY

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

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

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

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region. Several problems have been reported concerning SSF operations, thus, convergence efforts to tackle and prepare action plans are needed. With the Regional SSF Forum, generating inputs and recommendations for improvement would be easier.

Best practices of SSF beneficiaries which propelled the achievement of their respective objectives were also presented.

Asec. Lantayona challenged the beneficiaries to strive more and widen the impact of their SSF projects in the community by helping other MSMEs.

"We want our entrepreneurs to succeed, with the continued support of the SSF Program, we hope to sustain the gain," she said.

Several local products from the SSF Projects were also showcased during the event. Regional Director Florante O. Leal commended the ingenuity of these products and encouraged everyone to support local products.

A total of 205 SSF Projects have been established by DTI throughout the region as of 2016. The established SSFs have 35,836 beneficiaries with a total project cost of Php122 million.

The SSF Project is a major component of the



Micro Small and Medium Enterprise Development Program which aims to uplift the economic condition in the country side by providing machineries and equipment to deserving MSMEs through SSF Cooperators. ###

SSF Projects in Region 1

(as of December 2016)

| | |
|----------------|------------------|
| Projects | 205 |
| Project Cost | Php122, 131, 770 |
| Beneficiaries | 35, 836 |
| Jobs Generated | 10,000+ |

DTI launches additional Negosyo Centers in Region 1

More economic and business opportunities await Local Entrepreneurs

San Fernando City, La Union- True to its commitment to ease doing business and help MSMEs, the Department of Trade and Industry (DTI) Region 1 launched anew Negosyo Centers (NC) in the Region. **As of December 2016**, there are already 25 Negosyo Centers in the Region. Seventeen (17) more are targeted to be established for 2017.

The enactment of Republic Act No. 10644, also known as the Go Negosyo Act, fortified the policy of the State to foster national development, promote inclusive growth and reduce poverty by encouraging the development of MSMEs. This law provides for the establishment of Negosyo Centers under the supervision of the MSME Development Council, which shall encourage public-private partnerships in the establishment and management of said centers.

According to Regional Director Florante O. Leal, one of the goals of the Negosyo Center is to bring the 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.

"The Negosyo Centers will help us identify business opportunities. We in DTI, commit our programs and services to bring the economic status of Region 1 to where it ought to be and claim its rightful place in the economic society" he added.

As the core of DTI's thrust towards promoting MSME growth and development, Negosyo Centers will be established in every province, city and municipality nationwide.

The Negosyo Centers will provide the following basic services: business registration assistance; business advisory services; business information and advocacy; and monitoring and evaluation of business-process improvement. ###



NEGOSYO CENTER

ILOCOS NORTE

- Laoag City
- Batac City
- Burgos
- San Nicolas
- Dingras
- Banna

LA UNION

- DTI Regional Office
- DTI Provincial Office
- Santol
- Bacnotan
- Naguilian

ILOCOS SUR

- Vigan City
- Candon City
- Tagudin
- Sta. Catalina
- Sta. Lucia
- Sinaít
- Narvacan

PANGASINAN

- Dagupan City
- Alaminos City
- Rosales
- Mangaldan
- Tayug
- Lingayen
- Bayambang

Off the beaten upland path, we bring **SERBISYONG HIGIT PA SA INAASAHAN**

The DTI Region 1 Diskwento Caravan

*“Far and away the best prize that life has to offer
is the chance to work hard at work worth doing.”
-Theodore Roosevelt*



Ilocos Sur - DTI employees aboard the “monster” jeep crossed the Buaya River bed to reach the far-flung municipalities of the province to bring the DTI Diskwento Caravan to the communities.

A new adventure awaited the employees of the Department of Trade and Industry (DTI) Regional Office 1 and Ilocos Sur Provincial Office as they embarked on a grueling yet exciting trip to the highland municipalities of Gregorio Del Pilar and Sigay, Ilocos Sur to conduct a Diskwento Caravan. With the “monster jeep” loaded with basic goods and commodities, off they went to render ‘*Serbisyong Higit Pa Sa Inaasahan*’ to the people in the highland areas of the province.

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.

GREGORIO DEL PILAR

A 5th class municipality in the province of Ilocos Sur, Gregorio Del Pilar (GDP) is a small town with an interesting and rich historical chronicle.

Accordingly, the town was named after the gallant Filipino hero, General Gregorio Del Pilar. Locals say that he died in one of the mountains in the area during the Filipino-American War known as the Battle of Tirad Pass in 1889. The town has seven barangays with a population of nearly 5,000 people. Most residents are from the indigenous tribe in highlands collectively known as "Igorot". Innate in their nature, they take pride of their ethnic culture. (Cordilleran) that belong to the Bag-O ethnic group.

SIGAY

The municipality of Sigay is situated at one of the topmost and farthest municipalities of Ilocos Sur. It is the least populous municipality in the province with only close to 3,000 inhabitants.

This 5th class municipality is nestled at the Cordillera mountain ranges. Its high altitude, rugged and mountainous location give the place the cool Baguio-like climate. Similar with Gregorio Del Pilar, residents are natives of Cordillera.

The struggles of highland living

The municipalities of GDP and Sigay are both endowed with natural sceneries and wonders that made them unique and interesting. But their far-flung locations are also a challenge towards development and access to basic needs and government services. These municipalities are often isolated due to swollen river, landslides and slippery roads during typhoons and heavy rainfalls. Furthermore, public transportation in these towns are limited. In a day, there is only one regular trip that ferry passengers in and out of the municipalities. In terms of economic and business activities, GDP and Sigay do not have public market and are only limited to few *sari-sari* stores. The primary sector, which is agriculture is the main source of livelihood. For the residents to earn money, they need to bring their products to the lowlands to sell. Their hard-earned money will then be used to buy their basic goods and commodities before heading back to their hometown.

Not your typical day-ride

There are two ways to reach the humble municipalities, through riding a jeep or habal-habal (motorcycle).

The challenge begun as the Diskwento Caravan Team rode the jeep for the two-day mission. Some needed to give up their seats inside the jeep to make room for more goods and commodities, thus, where else can they sit but on the jeep's roof. Top loading or riding on the jeep's roof was an adventure itself. There were neither comfortable chairs nor protection roof from the scorching heat of the sun. Be ready to hold for your life as the jeep traversed the narrow, winding roads with scary ravines. It may not be the most convenient seat, but still, it's the best. Top loading makes one enjoy the sight of nature in its pure form. The wind brushing your cheeks as you see a spectacular view of the mountains, few mini waterfalls on the sides and of course steep cliffs. Sans the risk, it was a zest to ride on a rooftop as it can make the trip more exciting and worthwhile.

After the paved roads, get ready for a bumpy-ride that is surely not for the faint-hearted. The sturdy "monster jeep" is designed to hurdle the rugged roads and river bed. Be ready to spring up, down and sideways as the jeep traverse the Buaya River nine times (thirteen times during rainy seasons) There are portions where the river water reaches the jeep's hood; hence, driver's dexterity is a must.

But the challenge did not stop from the jeepney ride. The team also dared to ride the "habal-habal", local term for the passenger single motorcycle. It was truly a "buwis-buhay" ride to traverse the long 14 kilometer-bumpy with 40-60% grade road. Clinging to the driver, staying in place, holding your breath till you have pass through each slope is the least and best thing to do. Indeed, not a typical day-ride.

The Diskwento Caravan

The struggles from the jeep and habal-habal ride condensed away as the warm smiles from the people in the community welcomed the Diskwento Caravan Team. Members of the community were all eager to check the goods and buy supplies from the Diskwento Caravan. Bayanihan spirit





was also instant as some residents helped in the unloading of goods and commodities.

DTI is intensifying its initiative to further empower consumers by bringing its programs and services like the Diskwento Caravan to far-flung places. For this Diskwento Caravan mission, target beneficiaries were the enrolled members of the 4Ps -Pantawid Pamilyang Pilipino Program of the Department of Social Welfare and Development (DSWD). The 4Ps is a human development measure of the national government that provides conditional cash grants to the poorest of the poor to alleviate their daily living. To maximize government's services, the Diskwento Caravan and the schedule of DSWD's 4Ps payout release of stipend were conducted on the same day. This is a strategy initiated by DTI and DSWD and coordinated with the Local Government Unit (LGU) as they deemed it as a perfect time to provide the 4Ps recipients the access to cheaper goods and best value for their money. Beneficiaries seized the opportunity and took full advantage of the services from the two government agencies.

The Diskwento Caravan was a hit to the townspeople as they were all fervent to buy the discounted products offered in the caravan. Men and women, young and old had something to buy for themselves and their loved ones especially that this provided them the opportunity to purchase and refill their stocks.

Salable products are family pack sizes of sugar, milk and coffee. Mothers did not miss to buy their supply of canned goods, condiments and noodles as well as laundry bars and powders. Kids grabbed their cupcakes and snacks while others seized the chance to do early Christmas shopping and already bought Noche Buena products. Everyone wanted to buy something for themselves and their families.

The immediate impact of the Diskwento Caravan was felt. Appeal to conduct the activity on a quarterly basis were made by the beneficiaries. For them, the Diskwento Caravan was a very welcoming experience as it provided them relief from the expensive and wearing undertaking of buying their provisions from the lowlands.

The Value of Public Service

No amount of money could supersede the experience of going to a mission and making a difference by being able to contribute in making other people's lives easier.

The Diskwento Caravan made great impacts to the people in far-flung areas. This is one way of telling them that the government is exerting its efforts to reach out and come up with programs that will benefit them. But more than the goods and commodities, it also mirrors the passion and commitment of DTI staff to consumer empowerment. The Diskwento Caravan is dedication and commitment with action, no excuses, just pure quality and public service— with a heart.

DTI's Diskwento Caravan- Presyong Panalo Para sa Mamimiling Pilipino handog ng DTI dahil alay nami'y Serbisyonig Higit Pa Sa Inaasahan. ### JOYCE ANN S. SEGUI, IO DTI-R1; with ROBERT BANIQUED, TIDS-CPD, DTI R-1

Cont. BAGWIS...

information to consumers and serves as a mechanism for speedy resolution of consumer complaints.

DTI Region 1 continue its efforts in empowering consumers and upholding the practice of good, honest and responsible business as it awarded anew 224 DTI-Certified Establishments (CE) or "Bagwis" Seal of Excellence Awards in the region for 2016: Pangasinan-129, La Union-42; Ilocos Sur-20; and Ilocos Norte-33. Awarding were done during the Consumer Welfare Month Celebration of the respective Provincial Offices.

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. Awards are categorized into gold, silver and bronze.

October is the Consumer Welfare Month based on Proclamation number 1098 of 1997. Hence, DTI reiterates its commitment in reinforcing its services, programs and activities to protect the interests of the consumers. This year's theme -"Consumer Protection: A Shared Responsibility" advocates consumer protection as a shared responsibility among other government agencies, Local Government Units, private sectors and the general public. The Bangko Sentral ng Pilipinas is the agency chosen by the National Consumers Affairs Council (NCAC) to lead this year's celebration.

Consumer Forums participated by consumer groups were also part of the celebration. Participants from different consumer groups came to enrich their knowledge on the 8 basic consumer rights; Right to basic needs; safety; information; choose; representation; redress; consumer education; healthy environment.

"It is our mandate to empower and enhance the level of awareness of the consumers. We need to be vigilant, you (consumers) have the right to be protected but you also have the responsibility to help us, know your rights." Director Florante O. Leal of DTI Region 1 said. ###

Rimat Ti Amianan Expo, a spectacle of Local and Quality Region 1 Products

MSME Exhibitors in Region 1 joined together for the Rimat Ti Amianan Expo 2016 held at CSI Mall Atrium, Dagupan City last November 11-20, 2016. 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.

The Rimat Ti Amianan (Treasures of the North) aims to promote the "best of the best" products of local entre-

preneurs. 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. ###



DTI Region 1 Top TEN Employees 2015



DTI Regional Office 1 conducted its 1st Rewards and Recognition Program held at Hotel Trish, Mangaldan, Pangasinan last December 19, 2016. The activity aims to recognize the dedication and quality service of deserving DTI employees. It is also a way to show appreciation to those employees who have performed well and exemplified the DTI Core Values not only in their work place but also towards their clients.

Top 10 employees named were: Froebel L. Lorezco, Aurea E. Bilgeria, Natalia B. Dalaten, Marjory E. Lorezco, Rolando A. Lay-at, Ma. Lilian Elena M. Difuntorum, Rudolfo A. Cabello, Rosemary A. Quito, Evaruth A. Tangalin and Esther C. Hufana

Ilocos Sur Provincial Office garnered the most number of awards such as Highest Number of Industry Cluster Activities conducted, Consumer Education and Information Activities, Negosyo Centers established, SSF Projects established and operational and Compliance in Submission of Reports; Highest Percentage of LIIC Enacted; and Best in Team Attendance.

The host province of Pangasinan received the awards for the Highest Number of Bagwis Awardees and SMERA Beneficiaries and Highest Budget Utilization Rate.

Meanwhile, La Union Provincial Office received the Highest BuB Liquidation Rate for 2014 and 2015 award while Ilocos Norte Provincial Office reaped the Highest CSF Rating award.

Individual awards for employees were also given. The Top 3 Best in Attendance awards were Benigno Ponce from Ilocos Sur PO, Abraham Estacio from Pangasinan PO and Nellie Garcia from Regional Office Best Collecting Officer of the year was awarded to Sheila Marie Campos of Ilocos Norte PO while the Best Disbursing Officer Award belonged to Nelson Cabarabang of Ilocos Sur PO.

RD Florante O. Leal commended the dedication and excellent service by the staff. He encouraged everyone to continue in rendering the agency's tag - "Serbisyon Higit Pa Sa Inaasahan." #

Newly-Hired and Promoted DTI Region 1 Employees:

Administrative Officer V
Jojie Corrine F. Ayson

Senior Trade Industry Development Specialist
Leo L. Corsino
Michelle M. Villanueva
Michelle M. De Jesus
Johannes A. Pal-laya

Trade Industry Development Specialist
Maggie S. Macugay
Danzen B. Imus

ILOCOS SUR

DTI partners with BPI Foundation in Enhancing Competitiveness of Local Products

In preparation to the ASEAN Economic Integration, the Department of Trade and Industry in partnership with the Bank of Philippine Islands (BPI) Foundation and the Philippine Trade Training Center (PTTC) conducted the Show Me, Teach Me, MSME Program on September 21-22, 2016 at the One Vittoria Hotel, Bantay, Ilocos Sur. The two-day product development seminar is aimed to provide participants the knowledge and skills

on how to develop product label designs for the food sector and trends and innovation for the homestyle and wearables sector. The first day of the activity targeted the processed food sector while the second day was meant to mentor local artisans on the new techniques and trends to enhance product competitiveness. Mr. Raynor Zuleta and Mr. Rey Luciano P. Soliven served as resources persons for the said activity. Workshops and discussions focused on food packaging labelling and design and product design enhancement and assessment for non-food products which are considered to be the weak points of the local product in the regional market.

"We are very grateful to DTI for allowing us to be a part of this activity. As a starting business-

man, the knowledge that we learned in this session really gave us awareness on the mandatory labelling requirements and the techniques on how to develop a good product label", said Mr. Jimmy Famorca, owner of the JQF Meat Shop.

"Most especially now that I am developing my product packaging and labelling in consultation with the Ilocos Fabrication Laboratory, I can now easily express the elements that I want to be included in my product label", he added.

The Show Me, Teach Me, MSME Program is a part of the corporate responsibility of the BPI Foundation which is being held in select cities across the country. The Ilocos leg was attended by fifty (50) players from the processed food sector and twenty-five (25) manufacturers from the homestyle and wearables sector.

Ms. Rosario Q. Quodala of DTI Ilocos Sur thanked the BPI and in its effort to mentor the micro, small and medium enterprises (MSMEs) in the province. *"We have to grab every opportunity to uplift the status of the MSMEs. By teaching them on how to develop a good and acceptable product labelling design, it will certainly put our local products in good position in the market",* Ms. Quodala said. # BENZ PONCE



DTI: NO to FAKE and SUB-STANDARD Christmas LIGHTS!



CPD (Ilocos Sur and Regional Office 1) conducted Christmas Light monitoring and inspection at different establishments in Ilocos Sur. Hundreds of fake and substandard items, confiscated.

DTI promotes Local Coffee with the conduct of Barista Training

The Department of Trade and Industry recognizes the significant role of the coffee service providers on the marketing aspect of the coffee value chain. By transforming our local coffee into delectable coffee beverages, they promote local coffee appreciation among consumers. In order to enhance their capabilities on the coffee beverage preparation and establish potential market for our local coffee, a hands-on Barista Training was initiated by the agency. It was conducted on August 30-31, 2016 at the Max's Restaurant, Vigan City, Ilocos Sur with thirty participants from existing coffee shops, restaurants, the academe and potential coffee service providers in the province.

With a TESDA accredited barista trainer, Mr. Ariel Garcia of Baguio City, the participants excitedly learned how to operate different coffee grinding and brewing tools as well as the espresso machine. Coffee drinks ranging from brewed coffee to the regular and flavored espresso-based coffee beverages were prepared by the participants using our local coffee. The trainer also shared that coffee service providers should not limit themselves on just knowing how to prepare a coffee beverage. It is also essential that they should know some basic information about the coffee they are serving, the variety, the source, and the degree of coffee roast. This will enable them to satisfy possible queries of curious customers who can also be potential market for our local coffee.

Dir. Grace R. Lapastora of DTI-Ilocos Sur conveyed her appreciation to the participants for their eagerness to learn during the two-day activity. She further encouraged them to patronize our local coffee in their homes, offices, and establishments. It is only when we learn to appreciate our local coffee product that we can be able to proudly share to others that this is our own, our Ilocos Sur Coffee. # EDITH PAMANI



ILOCOS NORTE

UPGRADING OF PACKAGING AND LABELLING OF THE ABEL ILOCO

A market leap and lift to a wider market reach...

Living up to the agency's continuing commitment to bring local MSMEs to the global market, DTI Ilocos Norte conducted an Upgrading of Packaging and Labeling for the Abel Iloco on November 19-20, 2016 at the Palacio de Laoag in Laoag City. SME champions in the loomweaving industry like Nagbacalan Loomweavers MPC, Aleli Joy's Inabel, Mumulaan MPC and San Jose MPC benefitted from the activity.

Loomweaving is one of the oldest running industry and remains to be one of the strongest industries in the province. The provision of continuous product and market development activities has made the "Abel" Iloco as one of the best products the province has to offer. However, proper packaging and labeling has never been adopted for the "Abel" Iloco. Despite the product's popularity to the local and international markets, the product remains humbly packed in plastic or paper bag and its label is poorly printed in cheap leatherette or in ordinary paper.

Through the conducted Upgrading of Packaging and Labeling of the "Abel" Iloco, the participating SMEs were afforded with formal label designs and proper packaging materials for their products. And since easy brand recall is the name of the game in the business world, company logos were also respectively created for the participating SMEs. Indeed, the conducted activity is the much needed push to increase the value of the "abel" Iloco and enhance its appeal to a wider market reach. # MARICOR RACELA



DTI-Ilocos Norte conducts Noche Buena Diskwento Caravan in Pinili, Ilocos Norte

One of the regular activities of the Department of Trade and Industry is the conduct of Diskwento Caravan aimed at delivering to consumers basic and prime commodities at discounted prices. It is undertaken before the opening of classes and before the yuletide season. This is done in partnership with local government unit where the activity will be conducted and with distributors and retailers operating in the province.

For this year, the municipality of Pinili was selected as the venue for this activity. The venue was the Pinili Amphitheater spacious enough for displaying products of the participating business establishments namely Savemore-Laoag and Mark's Footwear and General Merchandise.

To maximize the conduct of the activity, items sold were not limited to noche buena products but also included other basic and prime commodities, electrical appliances, dry goods and other merchandise needed for household and farming activities.

The Noche Buena Diskwento Caravan was successfully implemented with the strong support of the local government unit of Pinili and the schedule of the activity coincided with one of the market days of the municipality, the time when residents from rural barangays come to the market for their weekly household supplies. Other beneficiaries are employees working for the local government unit of Pinili, teachers and students, among others. There are about 500 residents who benefited from this activity. # IMELDA CABELLO



LA UNION

DTI La Union's Fairest 2016 promotes local products



The Department of Trade and Industry- La Union in partnership with the Provincial Government of La Union staged the much awaited convergence and showcase of genuine local products of Micro Small and Medium Enterprises (MSMEs) in the province, the La Union's Fairest 2016.

Now on its 15th year, the Trade Fair was held from November 24- December 5, 2016 at the CSI the City Mall, San Fernando City. DTI strengthens its campaign in encouraging would-be-entrepreneurs with the Trade Fair's slogan- La Union's Fairest 2016... Tara Na! Magnegosyo taylo!

Various local products exhibited were processed and fresh foods; furniture and home furnishings; gifts, housewares and décor; garments; organic, natural and health and wellness products; ornamental plants and other locally produced products. ###

ON-SITE ORIENTATION ON SEEDLING PROPAGATION AND NURSERY ESTABLISHMENT

To further advance the cacao industry of La Union, an On-site Orientation on Nursery establishment for the Cacao Industry was conducted at Luna Agricultural Farm in Inabaan Norte, Rosario, La Union last August 31, 2016. In attendance were nine (9) farm owners and cacao stakeholders in La Union led by Mr. Juan G. Luna, owner of Luna Agr'l Farm, DTI La Union - PD Daria R. Mingaracal and Ms. Merlie D. Membrere, Division Chief, Industry Dev't Div, DTI-RO 1.



Representatives from the Office of the Provincial Agriculturist-La Union and DA-Bureau of Plant Industry – National Quarantine Services Division, City of San Fernando, La Union conducted lectures on proper cacao planting and management to increase yield. Cacao farmers were also immersed to actual seedling propagation through grafting and seedling grafting techniques.

PD Mingaracal reminded the group of the importance of these activities. The site orientation aims to guide the stakeholders on what to pursue- whether on establishing the nursery to cater to cacao seedlings for production, marketing and cacao processing. She also mentioned the prospects of the industry in the national and international markets. Ms. Membrere also added that other government agencies like DA RFO1, OPAG, BPI, DOST, DOH/FDA and others have programs and services in the promotion of the cacao industry. ### VICKI ORDUNA



PANGASINAN



DTI Pangasinan in partnership with CSI City Mall Dagupan conducted the 10th Sari-sari Store Fair at CSI Stadia, Dagupan City.



Pangasinan Association of Government Information Officers (PAGIO) elected officials: President-Supt. Ferdinand 'Bingo' De Asis, chief of the Police Community Relations Office of Pangasinan Police; Vice-President- Eleanor Bruno (City Information Office-Alaminos City); Secretary- Bella Cerdan (DTI); Treasurer – Becker Van Ramos (Pag-IBIG Fund); Van Ian Enriquez (CDA); Public Relations Officer – Criselda Nagua (DepEd-Pangasinan I); and Business Manager- Frederick Parajas (GSIS) (BELLA CERDAN)



Product and factory assessment of DTI Pangasinan headed by Ms. Marjory Lorezco, CTIDS at Northern Cement Corporation located at Labayug, Sison, Pangasinan last November 22, 2016.

BOTTOM-UP-BUDGETTING Beneficiaries



LGU Sison- LGU's Yaman Pinoy Food Processing and Concrete Hollow Blocks Making- Php 1.2M worth of BuB fund.



LGU San Nicolas - Mobile Store Express - Php 2.8M worth of BuB fund



LGU Binalonan - Mobile Store Express - Php 1.5M worth of BuB fund



48 Bamboo craft makers from different barangays of Mabini, Pangasinan are the beneficiaries of the Industry Clustering - BUB 2016 of the municipality. Beneficiaries were given tools to start their individual projects and they attended several entrepreneurial trainings. Trainer is Mr. Perry Diaz Inacay, owner/Manager of DOREVI Industries of San Carlos City, Pangasinan. (BELLA CERDAN)

Regional MSMED Council to strengthen biz in Ilocos Region

San Fernando City, La Union- United with a common goal to develop Micro Small and Medium Enterprises (MSME), representatives from multi-sectoral groups formed the Region 1 Micro Small and Medium Enterprises Development Council (RMSMEDC).

The organization and institutionalization of the Regional MSMED Councils is in accordance with Republic Act 9501 or the Magna Carta for MSMEs reinforced by the MSMED Council Resolution No. 04- 2016 approved last August 25, 2016.

The newly created council is headed by DTI Regional Director Florante O. Leal as Chairman while elected Vice Chairman is Mr. Howard Chua-Cham from Pangasinan MSMED Council. Members are Regional Directors from Department of Agriculture, Department of the Interior and Local Government, Department of Tourism, Chairman of Small Business Corporation and representatives from the Provincial SMED Councils.

RMSMED Council's primary function is to monitor and provide development programs to MSMEs including the support of establishing additional Negosyo Centers in the region. One of their initial targets is to come up with a Regional SMED Development Plan for 2017-2022. ###



PHOTO: RMSMED Council Officers and Members during the Region 1 MSMED Council Organizational Meeting on October 28, 2016 at DTI RO1 Conference Room, SFLU.

DTI Region 1 recognizes Top “Competitive” LGUs



Sangguniang Panglungsod Members of San Fernando City, La Union led by VM Alf Ortega received their awards at the CMCI- Regional Awarding from DTI R1 Director Florante O. Leal and RCC Chairman Nelson Yuchongtian

Pangasinan- The Regional Competitiveness Committee (RCC) recognized the most competitive LGUs in the Region at the 2nd Regional Competitiveness Awards held at CSI Stadia, Dagupan City last November 20, 2016.

Local Chief Executives, other officials and representatives came to receive their plaque of awards and certificates. The event highlighted the result of the 2016 Cities and Municipalities Competitiveness Index (CMCI). The award is given to LGUs that showed exemplary efforts in enhancing and promoting development in the different CMCI pillars such as Economic Dynamism, Government Efficiency and Infrastructure.

Topping the list of overall most competitive province in Region 1 is the province of La Union that also placed 10th in the national ranking. Other municipalities that made it to the Top 10 national ranking are LGUs from Ilocos Norte, Paoay (Top 2) and Pasuquin (Top 3) both under the Government Efficiency Category.

The CMCI's intention is to create a systematic way of collecting and organizing data of Cities and Municipalities across the country for purposes of determining their competitiveness and business environment, for comparing with each other and eventually comparing against other cities in ASEAN.

For a developing economy like the Philippines, it is crucial to identify specific indicators of development and competitiveness at the local level. The National Government has been pursuing a number of initiatives to help Local Government Units become attractive to areas for business investments which is part of the National Government's effort to improve the over-all competitiveness of the country.

The National Competitiveness Council believes that LGUs are the building blocks of national competitiveness, the reason why it encouraged the creation of RCCs. These RCCs are tasked to regularly assess local competitiveness indicators, formulate programs to improve competitiveness, and engage in investment promotion activities to attract investors and create new jobs. By developing competitive LGUs across the nation, NCC is optimistic that this would contribute to the overall attractiveness of the country as a preferred place to do business.

According to Regional Director Florante O. Leal, the CMCI helps us know the economic strengths and weaknesses of the LGUs. He encouraged the LGUs to be more active with their initiatives to become not only locally but globally competitive. ###

Region 1 all set for the 2020 Cacao Challenge

Vigan City, Ilocos Sur- The Department of Trade and Industry (DTI) Region 1 steered the Regional Cacao Industry Convergence and Technology Forum held last July 7-8, 2016 participated by cacao growers, processors, enablers and industry stakeholders. The activity is an offshoot of the National Cacao Roadmap Harmonization Workshop. It aims to intensify the campaign towards industry strengthening, productivity enhancement and product quality improvement of the cacao sector.

Basics on cacao production were imparted by Cacao Industry Development Association of Mindanao Inc. (CIDAMI) Executive Director Valente Turtur. He emphasized on the proper agricultural practices and technology to improve cacao production.

“Our vision is to achieve sustainable locally and globally competitive cacao industry. We target to improve the income of the farmers of cacao industry,” Turtur said.

Experts on cacao market and technology, industry development support programs, projects and even on financing assistance for Small Business Corporation also came to educate the participants.

Meanwhile, DTI National Cacao Industry Cluster Director Edwin Banquerigo presented the National Industry Cluster Roadmap incorporating the profile, plans and investment opportunities of cacao industry.

Banquerigo highlighted the increasing demands for cacao in the world market. As of 2015 data, the country’s cacao production was at 14,000 metric tons. About 90% of it came from Davao. Cacao industry players all over the country aim to increase cacao production to meet the increasing demands for chocolate in the international market.

Initiatives were already put into place including the commitment of every region to the 2020 Cacao Challenge under the National Industry Cluster.

One of the highlights of the two-day activity was the creation of the Region 1 Cacao Industry Council (R1CIC) which shall initiate the action plan set forth in the national roadmap to boost the cacao industry in the region. Atty. Robert Tudayan, a cacao farmer from Ilocos Sur has been elected as the Chairperson. Tudayan expressed his full support for cacao development in the region. He urged other cacao farmers to plant more cacao trees to reach the region’s target of 1000 metric tons for 2016.

In the region, the province of Ilocos Sur has the widest area of cacao plantation with more than 200 hectares. DTI Ilocos Sur Provincial Director Grace Lapastora assured the cacao growers and stakeholders that additional programs and services will be given by DTI.

“The challenge is vast but let’s all work together and exert efforts to strategically push our cacao industry to be globally competitive” Lapastora added.

Meanwhile, cacao growers from the province of La Union also started their activities to develop the cacao industry. DTI La Union spearheaded the SMERA: Cacao Industry Training on Cacao Propagation, Nursery Establishment/Management and Certification cum Climate Change: Its Impact on Cacao Production held at Bauang, La Union last November 8-9, 2016. The fifty three (53) cacao stakeholders and industry players were updated on the cacao industry specifically on the Philippine Production Situation, opportunities and constraints and on global market trends and prospect. Given greater importance were information on nursery establishment, management and accreditation, and cacao production in general. The participants considered all topics very relevant, informative with the actual demo on cacao propagation techniques – grafting as clear, easy to follow and of high importance. ###

DTI’s E-Presyo- your “Gabay when you buy”

Price updates of basic and prime commodities are just a click away from your computer and gadgets as DTI Region 1 implements the E-Presyo, an Online Price Monitoring System. DTI strengthened its campaign to champion consumers as it assures that they get the “best value” for their money when they buy basic goods and prime commodities. Earlier launched at the Central Office, the E-Presyo is part of the “Gabay when you buy” stratagem of the agency.

Through the E-Presyo consumers can check in the internet the Suggested Retail Prices (SRP) of the basic and prime commodities being sold at major markets and groceries located at different key areas in the four provinces of the region.

“As long as our consumers have internet connections, whether using computer or mobile phones, they can see the current prices of the basic goods and commodities being monitored by DTI.” Atty. Rolando Lay-at, Chief of Consum-

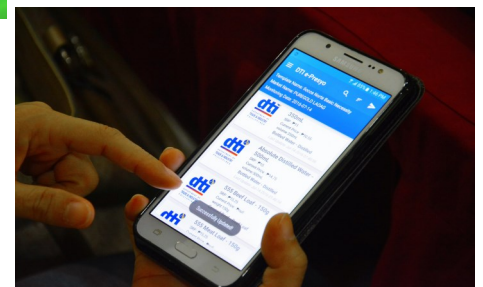


er Protection Division, DTI Regional Office said.

With the E-Presyo, consumers can now compare prices and see the establishments that offer the lowest prices of basic goods and commodities, thereby, giving them choices on managing their budget wisely.

E-Presyo can be accessed through a mobile application that is already available for download at Google Playstore for Android users. Its IOS-compatible application will soon follow. Whilst for computer and laptop internet access, consumers may log on to www.e-presyo.dti.gov.ph.

Regional Director Florante O. Leal said that the E-Presyo Program of the DTI would con-



tribute in the efficient and fast collection of data.

“We in DTI are here to enhance our capabilities and knowledge in performing our jobs. The challenge is to find ways to deliver more to our clients (consumers).” he added. ###

