

RIMAT *ti* AMIANAN

Treasures of the NORTH

The DTI Region 1 Newsletter



**DTI Region 1 is now
PRIME - HRM Level II ACCREDITED
and
ISO 9001:2015 CERTIFIED**

**ISO 9001
2015
CERTIFIED**



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DTI Region 1 bags CSC's PRIME HR Award



MAIN PHOTO: RD Florante O. Leal received the PRIME-HRM Bronze Award from CSC Officials during the 2018 Public Sector HR Symposium at Davao City.

UPPER RIGHT PHOTO: ARD Daria R. Mingaracal, OIC AFMD Esther Hufana, HRMO Irene Realon and Ms. Marlyn Flores received the PRIME HRM Bronze Certificate from CSC during the Recognition Rites at Alaminos City

The Department of Trade and Industry Region 1 (DTI R1) led by Director Florante O. Leal received its PRIME-HR Bronze award from the Civil Service Commission (CSC) Region 1 during its National Awarding held at SMX Convention Center, Davao City last July 20, 2018. A regional awarding in Alaminos City on June 20, 2018 was also held prior to it. DTI R1 is the first and only government agency in the region that has been conferred with the said award by the CSC.

The PRIME HRM, an acronym for Program to Institutionalize Meritocracy and Excellence in Human Resource Management, is a banner program of the CSC that aims to put public sectors' HRM to excellent level to attain good governance, efficient and effective public service delivery. The PRIME HRM award given to DTI R1 confirms that the agency is compliant with the Level 2-Maturity Indicators in the System, Practices and Competencies of the HRM core systems: Recruitment, Selection and Placement; Performance Management; Learning and Development; and Rewards and Recognition.

Special privileges have been given to DTI R1 under the PRIME HRM Bronze Award, these include the authority to approve appointments subject to post audit, discounts on CSC's trainings and conferences and endorsement or recommendation for scholarship grant offered by other institutions among others. In return, DTI R1 shall maintain its status under Level 2 and continue to improve its HRM systems to meet the indicator of the higher level. Moreover, to comply with the 2017 Omnibus Rules on Appointments and other Human Resource Actions and partner with CSC in providing assistance to other agencies in the development and improvement of HRM systems.

DTI Region 1 Director Florante O. Leal said that the PRIME HRM award is another boost to the employees' morale to deliver *DTI's Serbisayong Higit Pa Sa Inaasahan*.

"This only shows that we are true to our thrust to deliver not just public service but quality and professional public service." He added. ###

DTI Region 1 now ISO 9001:2015 Certified!

Staying true to its mandate to champion business and consumers, the Department of Trade and Industry Region 1 (DTI R1) has satisfied the Quality Management System (QMS) requirements for certification to the new ISO 9001:2015 standard- the world's most widely recognized standard for quality management systems.

The DTI R1 received its certification under ISO 9001:2015 from the Certification International Philippines, Inc.

The ISO 9001:2015 certification is an assurance to clients that DTI R1 is committed in maintaining a consistent level of delivering quality service. The standard is based on a number of principles, including customer focus, the commitment of top management, process approaches and continuous improvement.

DTI R1 received its first ISO certification under ISO 9001; 2008 last June 2010. All its offices maintained this standard for eight (8) years. The last re-certification received by DTI R1 was on June 2016, which was also duly certified by Certification International Philippines Inc.

ISO 9001:2015 certification requires that a company make continuous improvements to its system while paying



close attention to customer needs and satisfaction.

The new standard emphasizes risk management and requires greater involvement from high-level management. Prior to the new certification, DTI staff have undergone series of trainings and workshops to effectively complete the

transition to the new standard.

"DTI R1's successful transition to the new ISO standard reflects that we are committed to deliver the 'Serbisyon Higit Pa Sa Inaasahan' to our clients." DTI Regional Director Florante O. Leal remarked. ###

DTI and DOLE launch anew Trabaho Negosyo Kabuhayan (TNK)

The Trabaho Negosyo Kabuhayan (TNK) is a collaborative program of the Department of Trade and Industry (DTI) and Department of Labor and Employment (DOLE) that aims to strengthen employment generation and facilitation by offering employment opportunities and building entrepreneurial culture in local communities.

For the 1st quarter of 2018, two major TNK events were conducted in the region; the May 1, Labor Day TNK in the provinces of Pangasinan and Ilocos Norte; and June 12, Independence Day TNK in Dagupan City, Ilocos Sur and La Union. Thousands of domestic and international job opportunities were made available to jobseekers. The program also served as a venue for One-Stop-Shop Services and technical assistance to jobseekers and other clients.

Meanwhile, DTI focused on promoting entrepreneurial activities through Negosyo and Consumer Forums and Techno Demo on various Livelihood Projects. Business counselling and registration were also made available for the would-be-entrepreneurs.

MSMEs found the TNK activities to be very informative and useful. They appreciated the efforts to promote entrepreneurship at the grassroots level. Moreover, the MSMEs also signified their interest to participate in the upcoming DTI seminars/trainings that will be conducted to further improve their competencies. ###

Kapatid Angat Lahat!

The DTI KMME Program

True to its thrust to propel micro small and medium enterprises (MSMEs) towards innovative and competitive business environment, the Department of Trade and Industry Region 1 (DTI R1) in partnership with Philippine Center for Entrepreneurship (PCE) launched new batches of mentees under the Kapatid Mentor Me Program (KMME) in the region. 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 and shared 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 Improvement Plans (BIPs) before their graduation from the program. Mentees were chosen in accordance with the prescribed criteria and only limited to a minimum number of 20 and



maximum of 25. Qualified mentees were business owners or managers of enterprises with an asset of three million and below and operational for at least a year.

"It is indeed an honour to be part of the Kapatid Mentor Me Program Batch 3. The knowledge that our good mentors shared moulded us to become knowledgeable entrepreneurs," said Mr. Ramil Pimienta, DTI Ilocos Sur mentee and co-owner of the Three Masters Pastries, Sto. Domingo, Ilocos Sur.

Last year, DTI R1 has produced a total of 97 graduates from the program. For this year, 2nd and 3rd batches from the 4 provinces in the region underwent the said program, producing 169 total number of graduates.



"The KMME program is a perfect tool to motivate the entrepreneurial spirit of the Ilocanos and Pangasinenses."

- RD Flor O. Leal



"KMME enabled us, the mentees, to widen our horizon and expand our linkages. Above all, it guided us in adopting positive entrepreneurial mindset which we really need to make our business grow. Thank you DTI and PCE for this opportunity," said Mr. Manuel Fesarillo, owner of JA Enterprises., one of DTI Ilocos Sur's mentees.

DTI R1 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. ###

2018 KMME	Batch 1	Batch 2	# of Graduates
Pangasinan	25	18	43
La Union	20	21	41
Ilocos Sur	24	21	45
Ilocos Norte	20	20	40

169

TOTAL Graduates



Concocting Sweet Success

Halo halo is a popular sweet summer dessert among Filipinos. Mainly a mixture of sweetened and preserved fruits, evaporated milk and crushed ice, this is common in most local households as alternative in easing the scorching summer heat. Being considered as one of the best refreshing desserts in town, many Filipinos found a fortune in halo-halo business.

One of the most inspiring halo-halo business success stories is from a young businessman Mr. Xavier Mercado, the owner of "Halo-Halo de Iloko Balay". The Halo - Halo de Iloko Balay is gaining the taste of the Ilocanos in La Union and the incoming tourists. The place does not only offer original menus but also the comfort of being at home with the hospitable ambiance.

Mr. Mercado is a young entrepreneur, father and a husband. He graduated with a degree in Mass Communications and a post graduate degree in Communication. He balances a happy and healthy family and manages one of the popular business establishments in Region 1.

Starting out, his parents were hesitant in his idea of establishing a business since the family did not have much experience on the said endeavor. His father opposed his desire to put up his business venture that started in 2004. With this, Mr. Mercado had to make out of what he had and borrowed money from his friends to raise his initial capital of P25,000.00. This brave step gave life to the now tourist-visited Halo- Halo de Iloko.

Mr. Mercado mentioned that he became a chemist trying out various concoctions of original dishes inspired by his family's love and passion for food. In its early days, the Halo- Halo de Iloko only opens from 3PM to 7PM with only five (5) working staff: three (3) friends; a brother and a

sister. During these days, a daily income of P999.00 was good enough for him.

He shared that the ingredients of his famous halo-halo were sourced out from various municipalities of La Union. The sugarcane, the carabao milk, the honey, the native banana and the sweet potatoes, all of these are gathered from different towns. This is his own way of helping out small scale business owners.

To date, "Halo-Halo" is operating with a regular workforce of 25 people and is earning way far of what the establishment earns during its starting days. They are also hiring Persons with Disabilities (PWD) and practiced the promotion of Green Economy by reusing coconut shells as alternative fuel.

"Halo-Halo de Iloko" has been visited by many celebrities, highlighted on numerous media platforms and featured by famous national TV shows. As a result, it has become one of the most highlighted must visit tourist attractions La Union.

For the would-be entrepreneur, Mr. Mercado advised that in starting out a business, one must be creative and innovative to open up fresh ideas and one must consider its location. Likewise, he said that passion and patience in what you do are also important to consider along with your own

involvement in the business. Finally, he said that customers must be offered with unique yet affordable products and they must be well treated to have a reason to come back.

Mr. Mercado's love and passion continues to promote not only his signature Halo- Halo and other dishes but at the same time his fair share in promoting La Union as a main tourist destination and not only a pitstop going to the Ilocos Provinces. ### aol





Fruits of the Loom

Rowelda or Rowilda as she is more popularly known was a toddler when their loom weaving or Abel Iloco business began. She practically grew up with their business, taking on her parent's savvy. Her father, Dominic Panela or Manong Dominic as he is fondly called by friends started the business. After working at a construction firm in Saudi Arabia, he decided to go back in the Philippines and found his way to the loom weaving business. Using the money he saved from his Saudi employment, he opened the family's loom weaving business in 1989 and called it Rowilda's Handloom Weaving after his daughter's name. He initially spent P30,000 on thread and then hired weavers to man the looms.

Rowilda recalled how their family would work hard just to finish the orders coming. At a very young age, she was exposed to the roundabouts of the loom weaving industry and its importance to the Ilocano heritage and culture.

They made table napkins and sold them at P280.00 per dozen in Baguio City. But again, the business slowed down when the 1990 earthquake hit Baguio City. Undeterred, Manong Dominic attended seminars conducted by the Philippine Textile and Research Institute to improve his products. In 1992 he joined the National Trade Fair where he generated high sales and received many orders. This and more paved the way and made their business known as one of the pioneers of Abel Iloco-Loom Weaving business in Vigan City, Ilocos Sur.

At present, aside from being a young wife and mother, Rowilda is taking the helm in the marketing of their quality loom woven products.

"Malaking challenge yung i-maintain ang negosyo namin na naka-angkla na sa kultura at tradisyon ng mga Ilocano. Some would say, it's a dying industry, but it's not." she said.

She was challenged to upgrade the loom weaving industry and penetrate a wider market. She never stopped learning and seizing every opportunity to capacitate herself by attending several seminars and trainings including the Kapatid Mentor Me (KMME) Program of the Department of Trade and Industry (DTI) and Philippine Center for Entrepreneurship (PCE).

During the 10-week mentoring program, different aspects of business operations were introduced to the mentees. She recalled how she had fun looking forward to every mentoring sessions with her co-mentees.

"It was a totally new and rewarding experience to be part of the KMME program. Hindi ka lang natuto sa pagnenegosyo, you also gain new friends-turned-into-family na katuwang na rin ng bawat isa sa kanya-kanyang negosyo. Sa KMME, kapatid talaga ang turingan sa isa't-isa." She shared during the KMME Batch 2 inspirational forum.



"It was a totally new and rewarding experience to be part of the KMME program. Sa KMME, kapatid talaga ang turingan sa isa't-isa."

Other assistances from DTI such as product development activities conducted by the Design Center of the Philippines also helped Rowilda to come up with new product designs. Rowilda's Loomweaving has since expanded its product lines to include table runners, bathrobes, pillowcases and hand towels, bags and shoes. To be at par with the world-class textiles and wearables, she has also levelled up their operations through the learnings from the Value Chain Analysis workshop for the wearables industry and seminars on colors trend and designs.

To make her products readily-available, she opened a showroom at the Heritage Village in Vigan City where local and foreign tourists may avail of their loom woven products. To date, Rowilda's products are found in Kultura and Rustan's Department Store. Rowilda's Loomweaving has also become a regular in the various local and international Trade Fairs organized by DTI and other groups. The very notable fairs she's been to were trade fairs in China and Singapore.

"What a gratifying feeling to see your products transformed into contemporary and functional products and be at par with today's trending and market style demands. Maipagmamalaki natin ang Abel Iloco. Salamat sa mga naitulong ng DTI," she said with a smile. ###

Ilocos Sur coffee wins BEST in Nationwide Competition

Bigger market opportunities await the coffee industry of Ilocos Sur as the locally produced Robusta Coffee from the said province was hailed as the best quality coffee during the 2018 Philippine Coffee Quality Competition held at Baguio City on March 20-21, 2018.

The robusta coffee entry of Mr. Rodolfo Aciong from the municipality of Quirino, Ilocos Sur bagged the 1st place award. Other coffee farmers from the province made it to the finalists row; 3rd place, Ms. Luz Dalapuz from municipality of Gregorio Del Pilar; 6th placer, Ramon Polipol from Sugpon; and Estela Salay from Salcedo who made it to the Top 12 semi-finalists.

The event which was co-organized by the Department of Trade and Industry (DTI), Department of Agriculture (DA) and the Agricultural Cooperative Development International and Volunteers in Overseas Cooperative Assistance (ACDI/VOCA), is one of the highlights of the 3rd Philippine Coffee Conference. The competition was opened to coffees of Philippine origin, submitted by coffee farmers and entities engaged in coffee farming nationwide. The competition was categorized into four different types of coffees; robusta, arabica, liberica and excelsa and the mixed category. 106 entries nationwide were assessed for the competition, nine of which from Region 1.

Primarily aims to strengthen the coffee industry in the country, the competition is expected to pave way for Philippine Specialty Coffee to be recognized in the Global coffee industry by performing evaluations aligned with globally accepted grading and profiling protocols and standards of the Coffee Quality Institute (CQI). Moreover, to make the locally produced coffee known in the global market thereby opening more selling and better pricing opportunities to Philippine coffee farmers.

In Region 1, coffee is one of the priority industry being developed by DTI. It grows in the upland municipalities of Ilocos Norte, Ilocos Sur, and La Union. Fifty-four (54) percent of coffee produced is Robusta while thirty-nine (39) percent is Arabica. Excelsa and Liberica varieties, which reflect about six (6) percent and one (1) percent respectively, are produced only in the province of Ilocos Sur. The crop was basically grown by the residents for home consumption. However, through the years, areas planted for coffee significantly increased due to the distribution of coffee seedlings by various government agencies and appreciation of its market potential by coffee farmers and stakeholders. ###

BASELINE DATA ON COFFEE PRODUCTION

Varieties	# of Farmers	Bearing Coffee Trees		Areas Planted (ha)	Non-Bearing Coffee Trees		Production (MT) (green beans)	Ave. yield/tree (kg)
		# of bearing - rejuvenated	# of bearing - non-rejuvenated		# of non-bearing coffee trees	Area planted (ha)		
ARABICA	774	-	14,849	13	1,365,478	1,149.80	6.38	0.96
ROBUSTA	1,065	-	33,439	80	803,464	1,238.421	34.65	1.036
EXCELSA	110	-	11,108	14	-	-	11.47	1.032
LIBERICA	30	-	-	-	4,950	4.4550	-	-
Total	1,979	-	54,396	107	2,173,892	2,392.676	51.70	3.028

Source: Ilocos Norte – SPDO Ilocos Norte; OPAG, MAO
Ilocos Sur – PSA; OPAG; Sacred Heart Dev't. Coop.; MSMEs

PHILIPPINE COFFEE FACTS AND TRIVIAS

- ◇ There are only four varieties of coffee that grow in the Philippines. These are Robusta, Excelsia, Arabica and Liberica. It's very easy to remember. Think REAL.
- ◇ Instant coffee has a 90% market share in the Philippines.
- ◇ A coffee tree can bear fruit in as early as 18 months and as long as 5 years.
- ◇ Contrary to popular belief, Batangas is not the largest coffee growing area in the Philippines. This distinction belongs to Sultan Kudarat in Mindanao.
- ◇ The city of Lipa, Batangas became a very rich town because of coffee. It became so rich that our ancestors in Lipa used to wear diamonds in their slippers.
- ◇ There is such an area called coffee belt. The Philippines belongs to this area.
- ◇ The Americans brought the convenience of instant coffee to the Philippines in the 1950s.
- ◇ Coffee only grows in elevated regions like Batangas and Benguet.
- ◇ Coffee doesn't expire. As long as you store it properly — in an air tight container — it can last for years.
- ◇ The Philippines used to export coffee. Now, we import coffee from nearby Asian countries and Brazil.

Source: PHILIPPINE COFFEE FACTS AND TRIVIA BY NICA M



La Union MSMED Council in action!

The La Union Micro, Small and Medium Enterprise Development (MSMED) Council conducted its 2nd quarterly meeting on June 14, 2018 at the Protected Area Management Board Building of the Agoo – Damortis Protected Landscape and Seascape Area in Sta. Rita, Agoo, La Union. The representatives from the government and private sectors discussed updates on the MSMED Plan 2017-2022. Activities for the MSME Development Week Celebration in July were also discussed. The celebration aims to pay tribute to the entrepreneurs who have been contributing a lot to the economic development of the country.

The MSMED Council members also took part in the tree planting activity in observance of Environment Month. #vao



Chilli Queen™ Chilli Garlic Sauce: "The gift of love and spice specially blended for all Filipinos worldwide!"



Behind every success is a story of hardship, trial and error; and determination. Just like Joyce Grey, a mother of three, a clinical chaplain and social entrepreneur, who never stopped until she found the perfect chilli garlic sauce blend for her family and for every Filipino worldwide. Now, her brand name, *Chilli Queen*, is not just an ordinary spice but a manifestation of her dedication, love and giving spirit.

Chilli Queen has three heirloom blends: Beef Flavor, Shrimp Mix, and extra hot Pulis Mix. The mouth-watering smell and taste of each blend was lovingly created to encourage big smiles, big bites, and big appetites because she believes that good food is at the heart of Filipino togetherness. Whether it is a meal of rice, okra and *tinapa*, roast chicken, or *kare-kare*, these three chili garlic blends aim to enhance favorite Pinoy dishes.

One of the things that makes *Chilli Queen* taste special is the source of their chilli peppers. These are especially grown for *Chilli Queen* at *A.G. Gray's Farm* (a.k.a. *Grace Farm*) in Umingan, Pangasinan by Joyce's husband, Arvin. Grace Farm was established early in the 1900's by his great grandfather and is being converted to a high value crops farm.

Chilli Queen wants to share more than the special chilli garlic sauce taste. The brand also aspires to help build the community's social, economic, and spiritual resilience through its own advocacy projects.

Currently, *Grace Farm* is working towards using sustainable and climate change mitigation measures such as good agricultural practices (GAP), drip irrigation, and solar power. This shift from more traditional farming styles such as flood irrigation is not only for more efficient but also more environmentally friendly farm operations.

Furthermore, a portion of sales from the *Pulis Mix* blend goes towards assisting the men and women who are responsible for the community's day to day safety: the Filipino Police Force. It is also very interesting to note the story behind the *Pulis Mix* blend. Early in their product development stage, local policemen were some of their first customers. Back then, Chilli Queen only had the *Beef Flavor* and *Shrimp Mix* blends. The special requests from the police officers to make the chili paste more tangy and extra spicy paved way to the creation of the *Pulis Mix* blend.

But her association with the police officers has grown more. Joyce recognized the very complex responsibility they have, hence, through small monetary contribution and by providing them pastoral counselling services through non-government organization, *Philippine Advocates for Resilient Communities, Inc. (PARC, Inc.)*.

Together with Grace Farm and Joyce as the Chilli Queen, they envision a community as resilient as the Filipino spirit, and as resilient as the Pinoy taste buds. No matter how hot the going gets, they'll keep coming back for more! ###

The gift of love and spice!

Aside from endeavoring to give the best sauces to all Filipino homes world-wide, Chilli Queen traces its origin from the family love and dedication shared by the owners to each other. That love and dedication is the intangible yet essential ingredient of every bottle produced.

DTI empowers MSMEs to become Disaster-Resilient

Aimed to build disaster-resilient businesses in the region, the Department of Trade and Industry Region 1 (DTI R1) conducted the 1st Regional Forum on MSME Development and Disaster Resilience on May 22, 2018 at Puerto De San Juan Resort, San Juan, La Union.

Focused on the theme, "Business Continuity Planning towards MSME Development and Disaster Resilient Philippines", the forum was attended by more than 200 micro small and medium enterprises (MSMEs), private sector, associations, non-government organizations (NGOs), financing institutions, national agencies, and local government units (LGUs).

The forum was one of the activities identified during the National Business Forum on SME Development and Disaster Resilience held last July 2016 in Makati City. It was organized by DTI-Region 1 in collaboration with the Office of Civil Defense Region 1 (OCD R1) and the Philippine Disaster Resilience Foundation (PDRF).

One of the highlights of the regional forum is the signing of Pledge of Commitment among regional partner agencies in support of MSME development and disaster resiliency. The forum also served as a venue to engage different stakeholders in supporting the development and implementation of policies, strategies, programs and activities leading to the realization of the MSME Resilience Roadmap. The roadmap will serve as a collaborative



IN PHOTO: OCD Asec. Nick Faeldon, DTI RD Flor O. Leal, members of the MSME Disaster Resilience Core Group and Regional Partner Agencies and stakeholders.

framework that will link government and private sector partnerships, to institutionalize the mechanisms that will help MSMEs prepare and recover from disasters.

In his message, DTI R1 Director Florante O. Leal stressed that disaster management, resiliency and preparedness is everybody's concern.

"The gathering of MSMEs, and different stakeholders here at the Regional Forum only shows that we are ONE in advocating disaster resiliency and management not only for the MSMEs but for ourselves family, friends and the whole community." he said. ###



GREAT WOMEN 2 GOES TO MANILA FAME 2018



Manila FAME, the country's premier design and lifestyle event organized by the Center for International Trade Expositions and Missions (CITEM) was launched anew last April 19, 2018 at the World Trade Center Metro Manila. Officials from the Philippine Trade Training Center (PTTC), Design Center of the Philippines (DCP), Department of Trade and Industry (DTI) and Center for International Trade Expositions and Missions (CITEM) and business support organizations graced the opening ceremony. The fair brought the global trade buyers to the optimal buying cycle from 19-21 April 2018. It is a business sourcing platform of export ready and finely crafted furniture and home furnishings, holiday gifts and decors, and fashion accessories that showcase the best of Philippine design and craftsmanship.

The Manila FAME also served as a platform for Women Micro-Enterprises (WMEs) assisted under Great Women Project to introduce their products to global audiences.

The Gender-Responsive Economic Actions for the Transformation of Women (GREAT Women or GW2 Project) is a capacity development project that aims to promote and assist WMEs in improving the competitiveness and

sustainability of their enterprises as well as the enabling environment. The project's target is to generate more opportunities for women in the booming market.

The Department of Trade and Industry- Regional Office 1 assisted three qualified GWP2 WMEs: Rowilda's Loomweaving of Ilocos Sur, Bauang Crochet Association Inc. of La Union and Silk Weaving Association of La Union in their participation to the Manila Fame. Total sales of Php419,780.00 were generated from this event.

Prior to the Manila FAME activity, CITEM, in partnership with the Design Center of the Philippines (DCP), tapped designers Ms. Rowe Requejo and Mr. Alfred Nico Macabuhay. A Product Critiquing activity was implemented on February 22, 2018 where the designers conducted one-on-one product cliniquing and assessment in developing market-responsive and design-driven products. The 3 participating WMEs were given designs and concepts on how they can innovate their products.

On March 27, 2018, Prototype Checking was also carried out at the DTI La Union to confirm whether the concepts and designs were executed by the WMEs, and consultants imparted assessments on their product innovations. ### shen/vao



ILOCOS ABEL CHAMPS, WEAVING WITH TIME A BEAUTIFUL TAPESTRY

The loomweaving industry in Ilocos Norte is perhaps the toughest living treasure of all times. Faced with the challenges brought by the importation of cheap, machine woven fabrics and clothing and the refusal of the younger generation to learn the craft, the Abel Iloco may be considered a dying tradition. But with the undying passion of the old weavers to the industry, coupled with the growing interest for Abel Iloco in the fashion industry, loomweaving remains to be one of the oldest and most loved industries in this province.

On May 7-8, 2018, the four looweaving champions/icons (Lumbaana Weavers and Cotton Growers Assn., Nagbacalan Loomweavers MPC, San Jose MPC and Sudemaris Suda de Maria) were gathered at the DTI-Ilocos Norte Conference Room to attend the Comprehensive Product Development for the Abel Ilocos. Here, the abel champs had the privilege to go through a one-to-one product cliniquing session with Mr. Percy "PJ" Arañador, an International Lifestyle/Design Consultant.

New designs concepts and functionalities of the "abel" cloth were introduced and are expected to be launched to the market during the Rimat ti Amianan Expo 2018.

The said industry icons continue to battle with the ever changing demands of the market and actively collaborate with the DTI to continuously improve their product and to strengthen the "abel" industry. They continue to accept the challenges of time and work hard to survive the fierce competition in the textile and garments industry wherein the quest for design excellence and cost efficiency is the norm and the rule.

Truly, these "abel champs of the province of Ilocos Norte and the DTI are weaving with time a beautiful tapestry that shall continue to nourish the industry with a product proudly prepared by the hands, inspired by the hearts, crafted and painstakingly developed through the years. ###msr



DTI News Bites

SSF Product Development conducted

The Department of Trade and Industry – La Union Provincial Office (LUPO) under the Shared Service Facility (SSF) Program conducted the Integrated Product Development with 10 SSF Beneficiaries under the Food Processing sector last June 15 – 16, 2018. It was implemented with Mr. Raynor A. Zuleta, owner and principal designer of Raynor Concept Designs as consultant. Mr. Zuleta effectively conveyed knowledge to the participants on the significance of good product presentation.

The activity provided an avenue for SSF beneficiaries to enhance and develop the appearance/package of their products which can help bring their products to a higher level of acceptance and competitiveness in the market. Aside from the SSF beneficiaries, it was also participated by LGU representatives. Participants were thought how to appreciate the importance of product development as a marketing strategy. This is by introducing products with newly developed packaging designs or labels to the market. A total of 18 packaging label designs were introduced. Furthermore, food processors were given initial supply of new packaging materials to ensure the adaptability of new packaging designs given to the beneficiaries. ### DTI La Union



Ilocos Sur Provincial Price Coordinating Council (PCC) leads Market Inspection

To guard consumers against trade abuses and unwarranted price increases, the Ilocos Sur Price Coordinating Council (PCC), in coordination with the local government units conducted two (2) market saturation/inspection in the municipalities of Sta. Lucia and San Juan, Ilocos Sur on March 13 & 16, 2018 respectively. As a quarterly activity of the PCC, the market inspection covered the monitoring of 180 business firms (groceries/sari-sari stores, meat fish & vegetable vendors, rice retailers, LPG retailers, drugstores, hardware stores, farm supply retailers) on their compliance to various Fair Trade Laws like price tag Law, Consumer Act of the Philippines, weights and measures, labelling law, product standards law (for mandatory products), Senior Citizens Act. The inspection resulted in the confiscation of eleven (11) defective weighing scales, expired food seasoning products and mislabelled ¼ kg sugar.

The PCC in Ilocos Sur is chaired by Gov. Ryan Luis Singson and is composed of the following member-agencies Department of Trade and Industry (DTI), Office of the Provincial Agriculture (OPAG), Provincial Health Office (PHO), Philippine Statistics Authority (PSA), National Food Authority (NFA), Bureau of Internal Revenue (BIR), Department of Interior and Local Government (DILG), Department of Health (DOH), Department of Natural Resources (DENR), Community Environment and Natural Resources Office (CENRO), Philippine Information Agency (PIA), Philippine National Police (PNP) and Citizens Involvement and Service, Inc. (CIS)}. ### DTI Ilocos Sur



Q:



Ano ang
SRP?

A:

Ang **SRP** o
Suggested Retail Price
ay nagsisilbing gabay ng mga
mamimili upang makasiguro
na tapat ang presyo ng
mga produkto.

DTI News Bites

Agripreneurs on the rise!

Aimed to level up the agriculture sector, a seminar on starting an Agribusiness was conducted by Negosyo Center – DTI La Union. Ms. Joana N. Quinquito, NARTDI Director, DMMMSU-NLUC, imparted knowledge and awareness on the different agribusiness opportunities and current trends to 22 potential MSMEs. The seminar intensified the interest and motivation of the participants to venture in agribusiness as they learn the basic skills and guidelines in starting up an agribusiness. The activity is one of the efforts of DTI to integrate in the agribusiness a better value-chain since Region 1 is an agriculture-based region. ### DTI La Union



DTI to consumers: Shop at Bagwis Accredited Firms

To continue protecting the rights of consumers, the Department of Trade and Industry Pangasinan accredits business firms that have consumer friendly policy on handling complaints.

According to DTI Pangasinan Director Peter O. Mangabat, consumers have the right for redress under the Consumer Act of the Philippines (RA 7394) in case the products they bought or services they have availed are found to be defective or imperfect. Consumers may now file their complaints at any Bagwis accredited firms or nearest DTI Provincial Offices. To facilitate resolution of complaints, consumers are advised to keep their proof of transactions such as receipt, contract and/or warranty cards.

Mangabat also encourages the business owners and managers to apply for Bagwis accreditation. ### DTI Pangasinan

Local Cacao Industry diversifies its products



In line with the government's thrust to establish a sustainable and competitive cacao industry, the Department of Trade and Industry – Ilocos Sur and the Department of Science and Technology – FPRDI collaborated in the conduct of a Basic Skills Training on Skeletonized Cacao Leaves Making on June 20, 2018 at the Bakaan Farm, Salcedo, Ilocos Sur. About twenty six (26) participants from the cacao industry turned up for the training.

Skeletonized leaves are one of the favorite new raw materials for handicrafts which have already created a niche in the market. The skeletonized cacao leaves will fulfill an untapped opportunity to provide consumers with a popular material for accenting stationery, packaging, lighting fixtures, furniture and all sorts of decorative and novelty products.

Meanwhile, Ms. Clarita Galazo, President of the Fed. RIC of Salcedo said in her opening message, that the training is very helpful as it will provide new livelihood opportunity for the cacao farmers and was optimistic that the participants will be equipped with the knowledge and skills needed in their endeavors and will continually upgrade and enhance what they already knew aside from food processing. Ptr. Jonathan Z. Quidangen, President of the Salcedo Cacao Industry Association, Inc., expressed his gratitude to the unceasing support of the Department to the provision of livelihood programs and the unceasing support they are getting from DTI.

The sustainability of cacao rests with the success of the cacao farmers. And while there are existing initiatives to support farmers from various government and non government agencies, such as trade fairs, seedling dispersal, seminars on cacao production, the DTI continues to empower the farmers through capacity enhancement trainings. A product development is scheduled for the skeletonized cacao leaves to be used in accenting lighting fixtures, and all sorts of decorative and novelty products.

DTI Ilocos Sur

Skills Upgrading Training on Peanut Processing for MSMEs


Twenty (20) participants attended the Upgrading Skills Training on Peanut Processing in Ayaoan, Luna, La Union on June 25, 2018. Ms. Imma Concepcion G. Estabillo from DMMMSU-MLUC served as the resource speaker during the one-day event. Ms. Estabillo tackled the topics on peanut processing specifically on peanut cookies and pastillas de mani processing from choosing the high quality raw materials (peanut) to proper roasting, peeling, grinding and mixing all the ingredients. She also briefly discussed about Good Manufacturing Practices to the food processors.

After dividing the participants into two groups, they also had the opportunity to do hands-on and actual application on the new learnings they acquired. The conduct of Livelihood and Techno-Demo Skills Upgrading Trainings is one of the activities of DTI that aims to capacitate MSMEs in the rural areas. ### DTI La Union




DTI Region 1's Blood Letting Drive

June 21, 2018, DTI R1 Conference Room, San Fernando City, La Union



WHAT DO I GET FROM DONATING BLOOD?



SELF WORTH

It is something that will make you feel good about yourself

SPIRIT OF SHARING

It is something you can spare- most people have blood to spare...Yet, there is still not enough to go around.

ADEQUACY OF BLOOD SUPPLY

You will help ensure blood is on the shelf when needed, most people don't think they'll ever need blood but many do.

TO BE A HERO

You will be someone's hero. In fact, you could help save more than one Life with just one donation.



EARTHQUAKE DRILL



June 21, 2018, DTI RO1, San Fernando City, La Union



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Ano-ano ang mga **PANGUNAHING BILIHIN** na minomonitor ng DTI?

BASIC NECESSITIES

1. Delatang Isda at Ibang Lamang Dagat
2. Naprosesong Gatas
3. Kape
4. Sabong Panlaba
5. Kandila
6. Tinapay
7. Asin
8. Instant Noodles
9. Bottled Water

PRIME COMMODITIES

1. Harina
2. Delatang Karneng Baboy, Manok o Baka
3. Suka
4. Patis
5. Toyo
6. Sabong Panligo
7. Papel
8. Gamit Pang-Eskwela
9. Semento
- 10 Klinker
11. GI Sheets
12. Hollow Blocks
13. Construction Materials
14. Baterya
15. Electrical Supplies
16. Light Bulbs
17. Steel Wires

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 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.

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