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DTI R3, FTEB conduct enforcement activities

By Warren Patrick T. Serrano

On April 29, 2019, the Free Trade and Enforcement Bureau, together with staff from the regional and provincial offices of DTI-3, randomly visited hardware stores to check their conformity with Products Standards.

Eight composite teams coming from FTEB and DTI -3 offices checked products such as steel bars, pipes, cement products for their markings, weight, sizes and checked if these followed the required standards under the Philippine National Standards system.

Atty. Genaro Jacob, Chief of the Division of FTEB led two teams who went to Angeles City, San

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Fernando and other municipalities of Pampanga for the random inspection of construction materials sold in the market. The monitoring team for Pampanga also visited the damaged area in Porac, Pampanga where a four storey structure fell after the 6.1 magnitude earthquake hit the province.

During the enforcement activity, several products were marked and sealed for testing, and the hardware stores were advised that pending the evaluation of the products, these cannot be sold.



Investment Promotion Officers from Region 1 hold benchmarking at DTI-3

The Investment Promotion Group (IPG), composed of 25 Investment Promotion Officers from the Ilocos Region, visited the DTI Regional Office 3 on April 16, 2019 to benchmark and exchange ideas on investment promotion which they can use to improve the investment climate in their region. The visit also intends to capacitate the IPG member agencies for them to help significantly in the investment promotion initiatives in the Ilocos Region.

DTI Regional Director Judith P. Angeles welcomed the IPOs and hoped that they would learn from the presentations given by DTI-3 Associates.



Regional staff of DTI-3 showed an Audio Visual Presentation about the Central Luzon Region as one of the best investment destinations in the country and the ASEAN region. DTI-3 also discussed the activities which the Region 3 Investment Promotion Group has done recently to boost investments from both local and international stakeholders.

The visiting investment promotion group was composed of investment officers from the four (4) provincial governments in the Ilocos Region as well as representatives from national government agencies in the region who are supporting investment promotion.



KMME opens in Pampanga, Zambales

The third runs of the Kapitid Mentor Micro Enterprises (KMME) program were launched in Zambales and Pampanga.

In Pampanga, the launching was held at the Bliss Hotel in the City of San Fernando, Pampanga. DTI Assistant Secretary Blesial A. Lantayona of the Regional Operations Group led the launching together with RD Judith P. Angeles, OIC PD Elenita R. Ordonio, Pampang MSMEDC Chair Teresa D. Carlos and members of the first and second batch of KMME in the province.

Asec. Lantayona continued to urge the participants to take advantage of the mentoring sessions as these will help them improve their business in many aspects. She added that the KMME is now being evaluated to make sure that its goals of levelling up the business of participants is

met. She mentioned that the agency is set to partner with the Asian Institute of Management and the Philippine Center for Entrepreneurship - Go Negosyo for a nationwide assessment of the implementation of the KMME program.

RD Judith P. Angeles thanked the first and second batches of KMME graduates, many of whom she noted, have levelled up their operations. Some of them are regular participants in DTI-3 trade fairs and other programs. For the new batch of KMME mentees, RD Angeles urged them to always be present during the KMME sessions and to listen to the mentors, who are all well seasoned experts in their respective fields.

OIC PD Elenita R. Ordonio of DTI Pampanga briefed the participants on the objectives, structure and flow of the KMME sessions. She emphasized that the government is investing in the program to help selected MSMEs in the provinces to be capacitated in partnership with experts from the private sector.

A new batch of KMME mentees also participated in the launching of the mentoring sessions in Zambales. Twenty MSMEs from the food and non-food sector applied for and were selected to participate in the 10-module course on different areas of entrepreneurship.

DTI TARGETS GREENING SSFs OPERATION

By: Mary Grace Reyes



A total of 19 Shared Service Facilities (SSF) cooperators with 45 members attended three sessions of sensitization workshops held on June 21 and 27, 2019 at the Negosyo Centers in Marilao and in the City of Malolos, Bulacan. The said workshops are part of the target activities in line with the implementation of the Green Economic Development (GED). The program is included as one of the Breakthrough Goals of DTI Region 3 which aims to enhance the competitiveness of SSFs by helping them adopt climate-smart and environmental friendly strategies.

The discussion in the workshops focused on Solid Waste Management and Energy Efficiency and Conservation. Resource Speakers from the Department of Energy,

MERALCO and Sagip Kalikasan Dulot ay Pangkabuhayan, Inc. were tapped to share their expertise in motivating SSF cooperators to shift their operations towards low carbon, competitive and climate smart operations.

DTI Bulacan Provincial Director Zorina D. Aldana stressed the importance of the project to the sustainability of SSFs' operation and ensure the commitment of DTI to promote and advocate the adoption of green practices to MSMES through the seven (7) identified hotspots, namely: electricity, water, waste management, waste water, building design, local procurement and transport management for greening.

For this year, DTI-Bulacan targeted 100% of SSFs project to implement and consider the seven environmental hotspots to green their processes, products and services.

UPGRADED FABLABS LAUNCHED

Two upgraded Shared Services Facilities (SSFs) located in educational institutions in the province of Pampanga were recently launched by the Department of Trade and Industry.

On April 29, 2019, the Upgraded Fabrication Laboratory equipment provided by DTI to the Philippine Science High School - Central Luzon Campus (PSHS-CLC) in Clark Freeport was launched. During the launch, Department of Science and Technology Regional Office III (DOST-3) Regional Director Julius Caesar V. Sicat emphasized the need to fully utilize the Fablab equipment for the benefit of its intended beneficiaries in the nearby areas.

DTI Assistant Secretary Blesila A. Lantayona led the launching of the Upgraded Fablab facility at the Don Honorio Ventura State University in Bacolor, Pampanga on June 3, 2019. She was joined by Don Honorio Ventura State University (DHVSU) President Enrique G. Baking, DOST ARD Wilfredo Sibal, DOST PD Michelle Quiambao, DTI-3 RD Judith P. Angeles, DTI Pampanga OIC PD Elenita R. Ordonio and DHVSU Vice President Rannie Canlas, along with MSMEs and other officials.

In her message during the launch, Asec. Lantayona stressed that while the DTI Fablabs are still behind those in developed countries, she remains optimistic that these will be improved and used by client MSMEs to improve their production.



ASSOCIATES FIND SPIRITUAL ENRICHMENT

by: Rowena S. Miranda



Some DTI Regional and Provincial Office associates took a day off from their usual hectic schedule to find work life balance and spiritual enrichment and renewal as they attended the 2019 Lenten Recollection facilitated by Rev. Fr. Manny Contreras on April 8, 2019.

As workers in government, everyone is a public servant and DTI-3 associates are known for living the core values of DTI which are Passion, Integrity, Competence, Creativity, Synergy and Love of Country. However, during the annual recollection, the priest has reminded the associates of another important aspect of being a Christian and that is becoming a disciple, therefore, being called to “Disciple-sheep.” As Jesus is the Good Shepherd, so are we His sheep, whom He cares for and love and will find us even at times when we are far from Him (John 10:11-16).

The priest taught us 3 ways to becoming



good disciples:

1) being beautiful and fashionable – simply means doing good (doing what is fashionable in the eyes of God) and being beautiful by dressing up like Jesus, that is, having Jesus’ attitude and behavior.

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DTI JOINS TRABAHO NEGOSYO KABUHAYAN CARAVAN

Top government officials led the Trabaho Negosyo Kabuhayan Caravan held on May 1, 2019 at the Kingsborough International Convention Center in the City of San Fernando, Pampanga.

The event was organized by the Department of Labor and Employment in partnership with the Department of Trade and Industry and other national government agencies. More than 150 employers posted an estimated 2,000 job vacancies were in the whole day event. The caravan is part of a nationwide simultaneous event on Labor Day to push for employment and livelihood for Filipinos. Government agencies also set up booths to promote and provide services for applicants. A trade fair featuring local products from Region 3 was also held.

Among the top officials in attendance were Cong. Pia Cayetano, Cong. Bernadette Herrera Dy, Pampanga Governor Lilia G. Pineda, DOLE Secretary Silvestre Bello III, DTI Secretary Ramon M. Lopez, DPWH Secretary Mark Villar, TESDA Director General Isidro Lapeña, PIA Director General Harold Clavite and other key officials.



EARTHQUAKE DRILL HELD IN CITY OF SAN FERNANDO

In preparation for the eventuality of a major earthquake and to improve the emergency preparedness of government employees, a nationwide simultaneous earthquake drill was held at the Heroes Hall compound in the City of San Fernando on June 20, 2019.

About 10 DTI-3 associates joined the earthquake drill organized by the Office of Civil Defense Regional Office III and the Regional Risk Reduction and Disaster Management Council. Staff of national government agencies, members of the Philippine National Police, Bureau of Fire Protection and the BJMP also joined the annual drill.



NSB Launched in Nueva Ecija

Hoping to bring inclusive business in the grassroots, the Department of Trade and Industry Nueva Ecija Provincial Office launched its Negosyo Serbisyo Sa Barangay program in Nueva Ecija. Nampicuan Mayor Victor Badar, DTI -3 RD Judith P. Angeles and DTI Nueva Ecija Provincial Director Brigida T. Pili led the launching of the Negosyo Center Sa Barangay program at barangays Maeling and Recuerdo in Nampicuan, Nueva Ecija on June 17, 2019 while the President of FEDACOR-3 and Nueva Ecija Consumer Organization, Ms. Katherine Daluz was one of the main guests during the launching at Brgy. San Cristobal, Licab, Nueva Ecija on June 20, 2019.

Regional Director Angeles explained that the Negosyo Serbisyo sa Barangay intends to intensify the promotion and dissemination of the agency's programs and services to help start-ups, potential businesses and micro-entrepreneurs at the barangay level, in line with the President's agenda of inclusive growth.

For Central Luzon, she added that for 2019, DTI Region 3 targets to set up Negosyo Serbisyo initially in 62 barangays in the region except Bulacan. These target barangays belong to 24 cities and municipalities categorized as 4th to 6th class local government units (LGUs). She noted that DTI-3 did not target any barangay in Bulacan because it does not have any 4th to 6th class city or municipality

DTI-3 CARP 1st Semester Performance



Trainings and Seminars

81



Studies

50

Consultancy

25



Product Development

30



Trade Fairs

76

Market
Matching

273

Promo
Collaterals

53



ARCs

Served

169

NON ARCs

Served

0



ARBs Served

7,324

MSMEs Assisted

433

MSMEs Developed

99



INVESTMENT

87,486,505.00



SALES

159,696,333.00



JOBS

7,324

| PERFORMANCE INDICATOR | 2019 TARGET | ACCOMPLISHMENTS 1 st Semester | % ACCOMP |
|--|----------------|---|-------------|
| INVESTMENTS GENERATED | 167,000,000.00 | 87,486,505.00 | 52% |
| SALES GENERATED | 320,000,000.00 | 159,696,333.00 | 50% |
| JOBS GENERATED | 13,939 | 7,324 | 53% |
| ARCS SERVED | 173 | 169 | 98% |
| FBs & SLOs ASSISTED | 9,456 | 9,980 | 106% |
| EXISTING MSMEs ASSISTED | 700 | 433 | 62% |
| NEW MSMEs DEVELOPED | 142 | 99 | 70% |
| TRAININGS AND SEMINARS CONDUCTED | 174 | 81 | 47% |
| # OF FARMER BENEFICIARIES & SLOs TRAINED | 3,485 | 1,844 | 53% |
| Other Technical Advisory Services | | | |
| MARKET MATCHING FACILITATED | 495 | 273 | 55% |
| TRADE FAIRS CONDUCTED/PARTICIPATED | 144 | 76 | 53% |
| PROMO COLLATERALS PREPARED | 116 | 53 | 46% |
| PRODUCT DEVELOPMENT ACTIVITIES CONDUCTED | 41 | 30 | 73% |
| STUDIES/PROFILING | 84 | 50 | 60% |
| CONSULTANCY SERVICES | 42 | 25 | 60% |

REGION III

Success Story

A Coffee Princess from Aurora

by: DTI Aurora



Princess C. Fabrigas is the current manager and heir of the Fabrigas Enterprises. Their business started way back in 1978, when their father Luisito Fabrigas began planting coffee in Diarabasin. Diarabasin is located on the coastal area of Dipaculao alongside mountain ranges, providing good climate for growing coffee.

Most of Diarabasin's farmers back then were coffee growers. They plainly cultivated coffee trees and harvested their fruits when harvest season came. Since harvesting coffee was seasonal, they intercrop coffee trees with coconut trees to maximize the harvest of their agricultural lands. Coffee growers used to sell raw coffee beans to traders. However, when Diarabasin Coffee Producers Cooperative (DCPC) was created in 2001, they received a coffee huller from the LGU as spearheaded by Gov. Chit Ong. This paved way for the improvement of coffee manufacturing. Instead of selling raw coffee beans to traders, coffee growers hulled their harvest and produced processed coffee beans which was more expensive than raw beans.

In the early years of DCPC, the coffee growers continued to cultivate their coffee farm, but members grew tired of growing coffee as they experienced difficulty in selling and negotiating with buyers.

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Success Story

A coffee princess...

from page 11

Moreover, there were times when coffee was very cheap. However, Mr. Fabrigas was determined to continue his passion. He carried on cultivating his land with coffee knowing the fact that most of his co-growers already shifted to other crops and other ways of earning money. Auspiciously, late Sen. Angara, Sr. came to the picture. He sipped and tasted the coffee brewed by Mr. Fabrigas.

Unbeknownst to him, the coffee was made from defective beans which was manually roasted and brewed by Mr. Fabrigas. Sen. Angara was delighted by the taste of traditional arabica coffee and asked him, why not start his own Diarabasin's brewed coffee. Mr. Fabrigas was motivated with the words of the great Senator. Thus, he started processing coffee beans and among his first clients was Bahia Hotel in Baler.

In 2009, Mr. Fabrigas' perseverance and hard work came to fruition when he was recognized as one of the Farmer Scientists in Central Luzon by Pres. Gloria Macapagal-Arroyo. Moreover, Mr. Fabrigas' farm was selected as a demo farm by DOST and received various equipment that helped in mechanizing coffee processing. They also started packaging and labeling and named their first product as Aurora's Giniling na Kape. More and more interventions came from government agencies including PhilMech, Department of Agriculture, Department of Science and Technology and Department of Trade and Industry.

In 2015, Luisito Fabrigas, Sr. had a stroke and died because of complications. The business was in a dilemma in continuing its coffee processing because no one in the family was ready to take the place of the manager's role. However, Princess, the first born child of Mr. Fabrigas took the role of managing the business. She accepted the burden knowing that it was no easy task.

As luck would put it, DTI played its part when Princess Fabrigas was invited to join the Kapatid Mentro Me or KMME Program. She learned the basics of management, how to deal with clients, the importance of supply chain, business model canvass, and other important aspects of business. After she graduated from KMME, the business grew bigger as well as the business network. Also, the new product brand, Aurora's Blend, got more popular. ...continued on page 13



She did networking with different resorts in Baler as well as famous restaurants in Aurora. Moreover, the business was featured in *Byahen ni Drew*, a TV travel show on GMA 7. Because of the popularity of the TV show, more local buyers took notice of Aurora's Blend and almost all retailers in the pasalubong centers ordered because the product garnered a lot of attention.

Even foreigners were delighted by the taste of brewed coffee. Ms. Ellise Griffin from Australia bought 200 packs of coffee and wanted to buy more in the future.

Aside from the KMME program, Princess was also selected for the OTOP Next Gen project. Product label and packaging of Aurora's Blend were developed by designers from DTI. Furthermore, Princess has travelled to different provinces in the Philippines. She attended the ASPIRE trade fair last 2018, which was intended for coffee and cacao processors. She also attended the National Coffee Summit last 2017 in Davao.

One of the challenges she is facing today is FDA certification. However, before complying with the FDA requirements, Princess is focusing on her machineries and equipment. She wants to upgrade the production process to meet the expectations and demands of her customers. She also plans to focus on wholesaling brewed coffee to retailers. She is currently coordinating with the Department of Agriculture in planting more coffee to different parts of Aurora.

According to Ms. Fabrigas, the legacy of her father will be preserved and will always be the coffee king in Diarabasin. However, she will continue to develop the business and build her own legacy as Diarabasin's Coffee Princess. According to her favorite quote, "Some things are destined to be -- it just takes us a couple of tries to get there."

2) Being faithful and wise. By being faithful means preparing for our death, which means coming home to God. In this life, we have to be accountable for all our actions whether we are experiencing the best or bad times of our lives; doing good things consistently. Being wise is when we listen to the words of God and act on them, that is, "Know God. Do Good. Be Good."

3) Becoming a sheep (not a goat) to enter the kingdom of God. This means doing works of charity, helping the needy, doing outreach programs. As Jesus is the Lamb of God, so He should be our model and example in life.

After the half day talk of the priest, the associates did their early "Visita Iglesia" in some of the old Churches of Pampanga such as Guagua, Sta. Rita and the "lahar-covered" churches of San Guillermo in Bacolor, and The Shrine in "Cabetican" and the Church at the Sta. Clara Monastery in "Betis".



DTI-3 Operationalizes 95% of its SSFs

During the first semester of 2019, DTI-3 was able to operationalize 213 out of its 225 unique SSFs or 95%(R3's total SSF with upgrading = 257), meeting its anual target under its Scorecard.

The 7 Provincial Offices of Region 3 did different interventions to meet this target, one of which is the transfer of non-operational faciltities to different cooperators to fully utilize the equipment provided and make the SSFs operational. However, much is still to be done to operationalize the remaining 12 non-operational SSFs such as providing organizational strengthening seminar to the cooperative cooperators.



| PROVINCIAL OFFICE | NUMBER OF CONSUMER COMPLAINTS | | | | | | |
|-------------------------------|-------------------------------|------------------------------|--|------------|------------------------------|------------------------------|----------------------------------|
| | Received for MEDIATION | Resolved | | %age | Received for ADJUDICATION | RESOLVED | |
| | | within 10 working days | more than 10 working days* /failed | | | within 20 working days | more than 20 working days* |
| AURORA | 1 | 1 | 0 | 100% | 0 | 0 | 0 |
| BATAAN | 62 | 62 | 0 | 100% | 0 | 0 | 0 |
| BULACAN | 84 | 82 | 2 | 98% | 0 | 0 | 0 |
| NUEVA ECIJA | 31 | 30 | 1 | 97% | 0 | 0 | 0 |
| PAMPANGA | 58 | 57 | 1 | 98% | 0 | 0 | 0 |
| TARLAC | 39 | 39 | 0 | 100% | 0 | 0 | 0 |
| ZAMBALES | 69 | 67 | 2 | 97% | 0 | 0 | 0 |
| REGIONAL OFFICE | 15 | 13 | 2 | 87% | 0 | 0 | 0 |
| Total | 359 | 351 | 8 | 98% | 0 | 0 | 0 |
| Percentage for RO (MED + ADJ) | | | | 98% | | | |

DTI-Region 3 was able to resolve 100% of the 359 consumer complaints received for the 1st semester of 2019. The overall resolution rate within the prescribed time of 10 working days under mediation and 20 working days under adjudication was at 98%. This is 105% of its target of 93%.

CLIENT SATISFACTION FEEDBACK

As of end of June 2019





IT'S BACK TO SCHOOL!!!

DTI HOLDS BALIK ESKWELA DISKWENTO CARAVAN 2019!

DTI-3 Provincial Offices conducted Diskwento Caravan on the following dates:

Aurora May 20-23
Bataan May 15-17
Bulacan May 30-31
Nueva Ecija April 11-12

Pampanga May 27-31
Tarlac May 21-22
Zambales May 23-24

| Diskwento Caravan Summary | | Aurora | Bataan | Bulacan | N. Ecija | Pampanga | Tarlac | Zam bales |
|--------------------------------|-----------|---------|-----------|---------|----------|-----------|---------|-----------|
| Number of Runs Conducted | 7 | 1 | 1 | 1 | 1 | 1 | 1 | 1 |
| Number of Consumers Benefitted | 17,775 | 1,558 | 5,000 | 1,500 | 1,040 | 2,527 | 2,500 | 3,650 |
| Sales Generated (Php) | 7,076,971 | 311,555 | 2,400,629 | 719,795 | 520,480 | 1,334,861 | 501,040 | 1,288,611 |

Consumer Corners launched in Bataan



Bataan Provincial Office started the first month of the second quarter of 2019 with the launching of the first two Consumer Corners in the province. The provincial office of the Department of Trade and Industry (DTI-Bataan) led by Provincial Director Nelin Cabahug, formally launched the 1st Consumer Corner in Bataan inside the Savemore Supermarket in Dinalupihan, Bataan, a Certified Bagwis awardee, on April 10, 2019. PD Cabahug was joined in the ribbon cutting ceremony and signing of the memorandum of agreement by the officials and executives of Savemore Market Inc. namely Rey Del Valle (SAVP Operations), Athens Cajucom (AVP Operations), Jamaila Kawikaan (Area Head Manager), Julie Hermogenio (Operations Manager), Shareen Brito (Area Head Manager) and representatives from the LGU Dinalupihan and Consumer Affairs Council.

The unveiling of the “Mommy Mili” standee was also held during the said occasion. The Consumer Corner here is also the first in all branches of Savemore nationwide.



DTI Bataan partnered with Savemore Supermarket to promote access of the general public to consumer-related information and avenues for redress.

On April 16, 2019, DTI Bataan also launched another Consumer Corner located at the Puregold Supermarket in Balanga City, Bataan. PD Nelin Cabahug led the launching along with Rolando Dizon, president of the Bataan Consumer Affairs Council and officers of Puregold Balanga.

The Consumer Corner Program is a partnership project with business establishments which aims to strengthen and promote consumer welfare and protection by providing an information desk that is strategically located inside retail stores where consumers can gain access to consumer-related information materials of the DTI.

For the first semester of 2019, a total of 19 Consumer Corners have been established in the region, with Zambales having 8, Aurora and Bulacan with 3 each, Bataan and Pampanga with 2 and Nueva Ecija with one consumer corner established. Zambales Provincial Office established the first consumer corner in the region in the first quarter of 2019.

Another first!

Repair Shop Accreditation Seminar and Mobile Licensing held in Nueva Ecija



The first ever Repair and Service Shop Accreditation Seminar and NTC Mobile Licensing was conducted at the Roof Park, Level 4 of SM City Cabanatuan on May 22, 2019. This is a convergence project between DTI-NTC-TESDA and the FEDACOR-3 Organization, Inc. with around 183 participants in attendance.

Around 150 NTC mobile licensing applicants were served while TESDA-3 granted 25 scholarships. STIDS Filipina M. Mon of the Consumer Protection Division of DTI-Regional Office 3 provided the Salient Features of the Consumer Act of the Philippines while representatives from TESDA discussed about the Assessment and Accreditation Program and Relevant Laws. Engr. Wilson Lejarde, Assistant Regional Director of the NTC Regional Office 3 provided updates on new telecommunications regulations and accreditation of cellphone repair shops. In the afternoon session, cellphone repair shops were advised to apply for accreditation.



TRABAH
NEGSYO
KONSYUMR