

LIKHA NG CENTRAL LUZON TRADE FAIR

## CL MSMEs SHOWCASE PRODUCTS IN LIKHA 2017 TRADE FAIR, EARN Php 40 M



*In our December issue:*

## CL PRODUCTS ACCEPTED IN JAPAN

A two-day trade fair held on September 30 to October 1, 2017 in Hibiya Park, Tokyo, Japan dubbed Philippine Festival 2017 recently featured the outstanding quality products brought by 10 participating p. 04

## NEW NEGOSYO CENTERS OPEN

A total of 35 new Negosyo Centers have opened in Central Luzon in 2017. This is according to a report from the SME Development Division of DTI -3. As of December 31, 2017, there are now 64 Negosyo Centers in the region p. 03

## REYNA NG PALENGKE FEATURED IN CWM MONTH

The Federation of DTI Accredited Consumer Organizations in Region 3 (Fedacor-3) and the Department of Trade and Industry Regional Office III crowned Rosé Marie Placido, p. 07

## LIKHA PARTICIPANTS EARN BIG

by Warren T. Serrano

Secretary Ramon M. Lopez of the Department of Trade and Industry and Tarlac Governor Susan A. Yap led the opening ceremonies of the Likha ng Central Luzon Trade Fair held at the Trade Hall of the SM Megamall in Mandaluyong City. The fair ran from October 11 to 15 and was participated in by more than 150 MSME from the p. 03





## New Negosyo Centers open

# MASINLOC NC OPENS

by Gilbert D. Villanueva

Sen. Bam Aquino congratulates Negosyo Center in Masinloc, Zambales

“Inaasahan ko na makakatulong ang Negosyo Center sa paglagò ng negosyo sa Masinloc at makakatulong sa mga Pilipino na magkaroon ng dagdag na kita para sa kanilang pamilya”. This is the message of Senator Paolo Benigno A. Aquino IV for the Negosyo Center (NC) in Masinloc, Zambales on October 4, 2017.

Senator Bam Aquino is the principal author of the Republic Act No. 10644 otherwise known as the “Go Negosyo Act” that sought to strengthen the micro, small and medium enterprises (MSMEs) in the country. The Department of Trade and Industry (DTI), under Department Administrative Order (DAO) No. 14-5 Series of 2014, is the lead agency for its implementation.



DTI RD Judith P. Angeles (right) and Lorraine Castañeda of the Office of Sen. Bam Aquino cut the ribbon during the opening of the Masinloc Negosyo Center. Assisting them are Benjamin Farin Jr of the Zambales MSMEDC, DTI Zambales PD Lény Baluyut (left) and Robert Eamiliao of Masinloc LGU.

*“Kayang-kaya ng mga Pilipinong magnegosyo, at kaya ng Pilipinong magtagumpay kung mabibigyan ng sapat na training at suporta” says Sen. Bam in his message delivered by Ms. Castañeda, as he expressed his hopes to the local MSMEs of the municipality...*

Present in the occasion were Ms. Lorraine Castañeda, Executive Staff of Sen. Bam Aquino, Ms. Judith P. Angeles, Regional Director of DTI Region 3, Ms. Leonila T. Baluyut, Provincial Director of DTI Zambales Provincial Office, Mr. Benjamin D. Farin, Jr., Chairman of the Micro, Small and Medium Enterprise Development (MSMED) Council Zambales, and Mr. Roberto D. Eamilao, former Mayor and adviser of Mayor Arsenia Lim of the Municipality of Masinloc, Zambales. Other officials and partner agencies present in the occasion are PD Elenita R. Ordonio of DTI Pampanga, OIC-PD Nelin O. Cabahug of DTI Bataan, PARPO-II Eric T. San Luis of the Provincial Agrarian Reform Office-Zambales and PSTD Bernardita D. Montevirgen of the Provincial Science and Technology Center-Zambales.

The Negosyo Center in Masinloc is the 5th NC that was launched in Zambales (other NCs are Olongapo, Castillejos, San Felipe and Iba). Its main functions are: 1) Facilitation of Business Registration, 2) Business Advisory Services, 3) Business Information and Advocacy, 4) Monitoring and Evaluation of MSMEs, and other related functions that is necessary for the development of MSMEs in the municipality.

Lastly, Sen. Bam congratulated the Local Government Unit of Masinloc, the MSMED Council of Zambales and the DTI for the successful Launching of the Negosyo Center in Masinloc, Zambales. He said, “Kung magsasama-sama tayong magtatrabaho, sigurado po ako na marami pang pamilyang Pilipino tayong matutulungan at uunlad,” in his letter.



# LIKHA NG CENTRAL LUZON 2017



from page 1...**Likha participants earn big**

MSMEs from the region. A special setting featuring the new product prototypes and brands developed by selected MSMEs was also on exhibit. More than Php 40 Million pesos in sales was earned by the participants for the five day event. The 19th Likha ng Central Luzon Trade Fair featured different quality products from the seven (7) provinces in the region. DTI Secretary Ramon M. Lopez and Tarlac Governor Susan Yap led the early buyers in the trade fair held on October 11 to 15, 2017 at the Trade Hall of SM Megamall in Mandaluyong City. The participants have received technical assistance from DTI in terms of product labelling, packaging, product development, brand management, market matching and other support services from DTI-3.



*From Page 1..CL products sell in Japan*

Micro Small and Medium Enterprises (MSMEs) from Central Luzon. The trade fair was organized by the Central Luzon Growth Corridor Foundation, Inc., with assistance from the Department of Trade and Industry Regional Office III (DTI-3).

The fair was part of a trade and investment mission organized by the CLGCFI. DTI-3 Regional Director Judith P. Angeles led the delegation together with DTI Tarlac Provincial Director Agnes B. Ramirez and DTI Bulacan Provincial Director and Acting Asst. Regional Director Zorina D. Aldana. Zambales Vice-Governor Angel Magsaysay and representatives from local governments also joined the mission.

The delegation met with Ambassador Jose Laurel V and Commercial Counsellor Dita Angara Mathay of the Philippine Trade and Investment Office in Tokyo. They were given a briefing on the Japanese Market for Home Decors and Fashion Accessories by Yoko Kawaguchi, President of Y Worth Corporation of Japan, Namiko Watanabe, senior consultant of the Business Development Center of Tokyo and Koichi Shibuya, manager of Nomura Holdings Inc.

The participating MSMEs from Central Luzon consisted of six (6) enterprises from Bulacan, three (3) from Tarlac and one (1) from Nueva Ecija. They were Kit Silver Jewelry, Franbel Native Products, Armyths International Fashion Design, Hands of Claire Arts and Crafts, Charms and Crystals, MERR-C Society of the Word Foundation, Inc., Wood Inspirations Crafts, RF Santos Group of Company, Pascasio Pottery and Salon de Albularyo.

The Central Luzon entrepreneurs earned a total of 1.74 Million Yen for the two-day fair, aside from booked orders from two Japanese buyers. The DTI Regional Office is proposing that more entrepreneurs will join the next trade and investment mission in Japan in 2018.



Japanese buyers admire Philippine made handicrafts and accessories from Central Luzon during the Philippine Festival in Japan

*From Page 1...Likha participants*

pated in by more than 150 seller exhibitors from the region. Pampanga had the most sellers with 47, Bulacan had 35, Nueva Ecija had 21, Tarlac had 16, Bataan had 13, Zambales had 11 while Aurora had 13 MSME participants. Based on the sales report provided by the DTI-3 SDD, the Likha participants earned more than PHP 40 Million pesos in the five day fair.

In addition to the sales earned, many of the MSME participants also got orders from institutional buyers from Metro Manila and from foreign buyers:

Officials in attendance during the opening program were Vice Governor Angel Magsaysay of Zambales, Peñaranda Mayor Ferdinand Abesamis, DTI Assistant Secretaries Blesila Lantayona, Demphna Naga and Ernesto Perez. Philexport-3 President Joseph Torres gave the opening message and expressed the support of the export sector to the growth of the small enterprise sector in the region. Governor Yap, as concurrent President of the Central Luzon Growth Corridor Foundation Inc. noted that the trade fair in Metro Manila provides a lot of opportunities for exposure for the quality products from the seven provinces of the region.

A special setting at the entrance of the fair displayed the newest prototypes developed by selected MSMEs of the region who underwent product design development sessions under the One Town One Product Next Generation project, an MSME assistance project where the product of MSMEs were subject to thorough design and labeling enhancements by design experts.



## E-commerce course held for Aurora MSMEs

By: Gizel Omboy,  
BC, Baler Negosyo Centyer

The Negosyo Center Baler conducted E-commerce Appreciation Course on October 18, 2017 held at AMCO Beach Resort, Sabang, Baler, Aurora.

The activity was successfully conducted in partnership with the Aurora State College of Technology (ASCOT) - Information Technology Department. The participants were trained on the step-by-step process of creating a website and how to publish it. ASCOT Instructor Kim Ortega led the IT team. The different advantages of having a business website were tackled. The speaker noted that building a website is like giving the business an opportunity to tell consumers why they should trust and the testimonials and facts about the business.

The second part of the seminar was about the creation of facebook splash pages. Von Gerald Macose, ASCOT instructor, highlighted in his discussion that "having an online presence allow the sales of the products/services around the clock to whoever whenever with no or hardly any limitations". Participants shared how they were selling goods and services online and what strategies they applied to sell their products.

In the last part of the seminar, which was the Online Sales and Inventory System, Alpha Liezel Epa Acting ASCOT-IT Dept. Head led the discussion. Participants were very grateful for learning the latest software application that a business can use to help organize and facilitate operations, including those associated with the inventory, including storing, tracking and stock up. For the participants, the session was a big help for their business to become more organized even if they need to invest a little money to install the program. Having this program will generate sales from multiple points/ locations because it is an online sales and inventory system in place.



MSMEs in Baler try out their online presence during the E-commerce appreciation course held by DTI Aurora.

## MSMEs in San Luis develop Product Designs through Nego Center

By: Florelyn Caniete

The Negosyo Center San Luis in Aurora conducted a Product Design and Product Cliniquing session for Micro Small and Medium Enterprises (MSMEs) in the area. NC Business Counselor Florelyn Caniete facilitated the activity in partnership with Dennis D. Bautista, designer and owner of DB Creative Instinct, who served as the resource speaker.

A total of 25 MSMEs from the Food and Non Food MSME categories learned basic ideas on product design and its importance in doing business. One on one consultations were done to help them with packaging and labeling of their products. A total of 19 product design prototypes was produced after the product cliniquing.

The Negosyo Center will continue to provide assistance for the development of product designs, packaging and labels of the products of the MSMEs. The Center will continue to assist and monitor MSMEs to ensure that they will use the new product designs produced with the help of the trainer.

Because of the training, new ideas and innovation of product designs were identified by the MSMEs for their products. Prototypes of the packaging and labels are now more attractive, preferable, marketable and competitive in the market.



# CONSUMER FUN RUN OPENS CWM

BY: DC Enrique Tacbad

DTI-Zambales spearheaded the Consumer Fun Run at Remy Field, SBMA on October 1, 2017 with the theme "Consumer Rights in the Digital Age".

During the event, PD Leonila Baluyut thanked all the participants of the Consumer Fun Run. She informed everybody that the activity is simultaneous nationwide to drumbeat the CWM 2017. It aims to provide an avenue to advocate consumer rights and responsibilities while promoting health and wellness at the same time. She congratulated the group who worked hard for the said event. The Fun Run was led by the Olongapo Runners Club of Olongapo City and the Consumer Protection Division of DTI-Zambales Provincial Office.

Antonio dela Cruz, Supervisor, Special Events, Tourism Department of the SBMA represented Atty. Wilma Eisma, Chairperson and Administrator of the SBMA. He thanked the Department of Trade and Industry-Zambales Provincial Office for choosing the Remy Field, SBMA as the venue for the said activity to kick-off the Consumer Welfare Month celebration.

Marites Miranda, President of the Olongapo Runners Club gave the instructions and mechanics for the conduct of the fun run, notably the turning points for both the 3 Kilometer and the 5 Kilometer fun run. There were four hundred fifteen (415) participants. The runners came from different sectors such as professionals, government employees, business owners, locators, consumers, children, etc.

In her closing remarks, QCAC/FeDACOR 3, Inc. President Shirley Emeterio challenged the group to actively participate on consumer related activities/programs. The Consumer Fun Run was simultaneously done in Aurora, Batáan, Bulacán, Pampanga and Nueva Ecija on the first day of October.

Local government units and private MSME organizations supported the Fun Run by gathering participants and promoting the event.





# Reyna ng Palengke ng Gitnang Luzon 2017 featured in CWM celebration



from page 1...**Reyna ng Palengke**

a market vendor from the Rizal Public Market in Nueva Ecija, as the “Reyna ng Palengke ng Gitnang Luzon 2017” during the Consumer Welfare Month culminating activity of DTI-3 held on October 27, 2017 at Waltermart, City of San Fernando, Pampanga.

Other winners in the contest include Jimmary Clavo of Zambales who bagged First Runner-up. She also won the Best in Costume award. Jackie Lou So of Bataan garnered the Second Runner-up award and the Consumer Advocate award while Tarlac’s Angelita O. Ocampo won the Best in Talent Award. Cheryl Dioneza of Aurora was given the Fourth Runner-up award. The contest was organized by DTI and participated in by market vendors and stall holders in Region 3 to promote awareness of Consumer Rights, especially in public markets in the country.

October was proclaimed as Consumer Welfare Month with the theme “Consumer Rights in the Digital Age.” The DTI provincial offices and regional office organized the celebration of the CWM with the Reyna ng Palengke as one of the much awaited events during the regional culminating activity. Aside from the Reyna ng Palengke, DTI-3 also conducted a Product Standards Forum and Exhibit, Poster Making contest for high school students in Region 3, a Dulaang Pangmamimili contest and a seminar on Cybercrime. Victor Lorenzo, head of the Forensic Laboratory of the National Bureau of Investigation, served as the resource speaker on the Cybercrime seminar.





# DTI assists Cacao Link Luzon-wide Congress

More than 800 Cacao stakeholders from all over Luzon participated in the Cacao Link Luzon wide Congress held on November 16 to 17, 2017 at the Kingsborough Convention Center, City of San Fernando, Pampanga. Cacao growers, processors, suppliers, marketing firms, farmer cooperatives, local government officials and agency officials came to the event to be updated on the status of the promising Cacao Industry in the country. Also in attendance are members of the academe who provided technical assistance in growing and processing Cacao into a valuable resource that may be developed into an export product.



Anchored on the theme "Cacao is Gold", the congress gathered cacao industry stakeholders aiming to establish stronger linkages for sustainable and inclusive growth of the cacao industry in Luzon. The Cacao Congress had discussions on production agronomy, nursery establishment, post-harvest processing, seed preparation and plant propagation, basic soil analysis, pod breaking, fermentation and bean grading, and chocolate-making and tasting.

The Kapampangan Development Foundation Inc and the Department of Trade and Industry Regional Office III as Chair and Vice Chair respectively, of the Cacao Industry Council Region III organized the event with the support of the Pampanga Chamber of Commerce, Cacao Industry Development Association of Mindanao, Department of Agriculture and local government units. The Cacao industry is one of the priority clusters supported by the DTI.

Among the officials who attended the opening program of the Cacao Link Congress were Undersecretary Evelyn G. Laviña of the Department of Agriculture, Pampanga Board Member Rosve Henson, City of San Fernando

Mayor Edwin D. Santiago, DTI-3 Regional Director Judith P. Angeles, DTI Cacao Industry OIC Project Manager ARD Edwin Banquerigo of Region IV-A, Pampanga Chamber of Commerce President Jesus Nicdao and KDF Chairman Sylvia Ordoñez.

The two day event provided the participants with new information on the earning potential in the cacao industry, especially its great demand in both the local and international market.

The Cacao Congress also featured a two-day trade fair which featured products like Tablea and Chocolate candies that have already been produced and successfully sold in the market. Suppliers of cacao producers and processors also participated in the fair to showcase the new equipment used in producing quality cacao-based products.

In her message during the program, Undersecretary Laviña enumerated the many programs of the Department of Agriculture dedicated to improving the opportunities of Cacao stakeholders, especially the cacao growers in Luzon. One of its many interventions is providing quality seeds to cacao farmers and teaching them proper soil and fruit maintenance.



# Regional Shared Service Facility Summit held in Clark Freeport



More than 500 beneficiaries and cooperators of the Shared Service Facility (SSF) program from Central Luzon gathered at the Royce Hotel in Clark Freeport in Pampanga on November 29, 2017 to participate in the regional SSF Summit.

Assistant Secretary Blesila A. Lantayona of the Regional Operations Group delivered the keynote speech, where she emphasized the importance of the SSF program as a key program of the agency considering the magnitude of the fund allotted for it. She mentioned that Central Luzon has one of the biggest allocation for SSF projects in the country. She also noted that for 2018, more funds totalling Php 1 Billion pesos will be available for the project nationwide. She also urged the cooperators to make full use of the equipment and request the assistance of the DTI provincial offices when there is a need to repair the equipment.

Asec. Lantayona also said that SSF beneficiaries

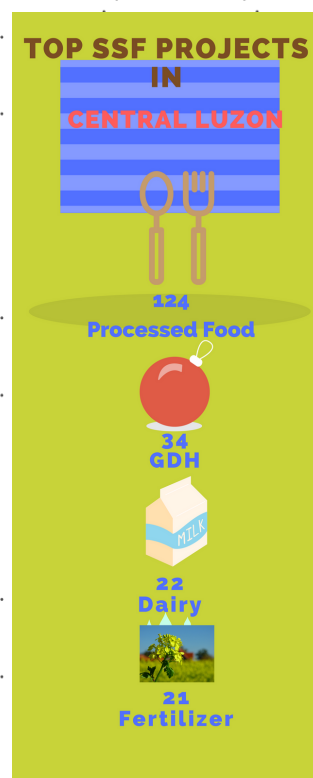
**DTI Region III was awarded Most IAS Compliant Region during the 2017 National SSF Summit on December 5, 2017**

Roberto Gaid (center) of the Parista Multi-purpose Cooperative in Nueva Ecija, receives a Certificate of Recognition from Asec. Blesila Lantayona (right), RD Judith P. Angeles (2nd L) and PD Brigida T. Pili (left)

should avail of the other services of the DTI notably product development and design consultancy, training and the Kapatid Mentor ME program.

Regional Director Judith P. Angeles reported on the SSF accomplishments for 2017. She said that Region III has a total of 240 SSF projects with a total fund allocation of Php 127 Million, out of the Php 1.18 Billion nationwide. She further noted that Pampanga and Nueva Ecija had the most number of SSF project with 57 and 38 respectively.

A learning session on Project Management was conducted by Prof. Leoncio Cubillas of UP-ISSI. Prof. Cubillas discussed the factors and considerations in managing their SSFs projects and preparing for entrepreneurship.





# CARP beneficiaries showcase products in Regional Trade Fair



The first CARP Regional Trade Fair was held from November 13 to 16, 2017 at the Robinsons Starmills in the City of San Fernando, Pampanga. A total of 79 CARP based micro entrepreneurs brought their products from the seven provinces of Central Luzon. The fair was aptly themed "TangkiliKin Likha ng Central Luzon ARCs."

The fair showcased products such as peanut butter, fruit wine, corn husk products, cacao based products, brooms, nuts, driftwood ornaments, dairy products and other processed food products:



An inspirational message was given by Region IV-B RD Joel Valera, concurrently the OIC Program Manager for DTI-CARP. Robinsons Starmills Manager Emma Lea Belmonte also pledged her support for the fair and other programs of DTI to help small entrepreneurs. Also in attendance were Cong. Cecilia Leonila Chavez of Butil Partylist; DAR Regional Director Juditha Tongol, DTI-3 OIC ARD Zorina D. Aldana, officials from DAR, DOST, DENR, PCEDO and local media.

The event also included craft demonstration such as bead works making, corn husk and waterlily based product making and water bonsai product making.



DTI-3 Regional Director Judith P. Angeles congratulated all the participants for being able to bring their quality products to a mall, where they will be able to link with buyers and exchange ideas with other exhibitors. She said that while the CARP Regional Trade Fair is the first in the region, it will be repeated in the coming years to provide a venue for micro entrepreneurs from Agrarian Reform Communities to showcase their products and provide livelihood and employment in the region.





# DTI joins VAWC Free Community Parade and Lantern Contest

Using native materials like pods from the Banaba tree in front of its office, soft brooms, recycled Compact discs, bamboo poles and used plastic spoons, the DTI Regional Office III created its entry for an inter-agency Lantern Competition. The contest is part of a Gender and Development Activity themed "Violence Against Women and Children (VAWC) Free Community Starts with Me." The street parade and lantern contest were held inside the Regional Government Center on December 6, 2017.

Along with personnel from at least 20 government agencies at the Diosdado Macapagal Regional Government Center, DTI-3 associates joined the street parade around the the DMGC. Colorfully dressed regional and provincial DTI associates performed a lively street dance as the DTI contingent paraded with its equally colorful DTI Lantern.

The Parade and Lantern competition is an annual event organized by the Central Luzon Association of Regional Officers (CLARO) to support the Gender and Development advocacy of government agencies, and to boost the camaraderie of government personnel inside the government center. The DTI Regional Office III is joining the event for the first time since it transferred to the government center in September 2016.

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