



# CL EXPRESS

The Official Online Publication of DTI-3 Regional Operations Group



## Top DTI-3 associates feted in SPRINTS Awards and PIC2SL Contest

By Warren T. Serrano

Outstanding performance by DTI associates were recently recognized in the SPRINTS Awards ceremonies held at the Philippine International Convention Center in Pasay City on September 18, 2017.

Dr. Richard V. Simangan, Senior Trade and Industry Development Specialist of the DTI Nueva Ecija Provincial Office led the roster of the Mythical Five team of Central Luzon. The other members include Marcela Yusi, Pinky Varona and Celia Calaquian of the DTI-3 Regional Office, Floro Verial Jr. of DTI Aurora and Eladio Duran of DTI Nueva Ecija.

continued in Page 4...

### IN THIS ISSUE

**TOP DTI-3 ASSOCIATES FETED**

**PRODUCT DEV SESSIONS ONGOING**

**DTI-3 JOINS SINGKABAN NEW NEGOSYO CENTERS OPEN**

**DTI-3 JOINS INT'L INDIGENOUS PEOPLES DAY**

**CONSUMER COMPLAINTS DROP IN 3RD QTR**

**DTI CONTINUES TO GREEN CL**



## CL MSMEs TAKE ADVANTAGE OF DTI'S PRODEV SERVICES



Experts in design and product development were recently engaged by the seven provinces of Central Luzon to help selected Micro Small and Medium Enterprises come up with enhanced product design, labelling and packaging that will help them compete in the local and global market.

The product development sessions were part of the One Town One Product Next Generation (OTOP Next Gen) project of the DTI. With the project, the MSMEs are expected to come up with prototypes which will be displayed in a special setting at the Likha ng Central Luzon Trade Fair 2017.

Around 155 food and non-food MSMEs were carefully selected to undergo ProDev services. Each of these MSMEs were promised a minimum of 3 new product designs which they have agreed to produce into prototypes, which will be displayed in the special setting at the 2017 Likha ng Central Luzon (LCL) Trade Fair on October 11-15, 2017. The LCL serves as the launching venue for these OTOP Next Gen product designs.

However, the two-month ProDev sessions do not end with the launching at the LCL. Ultimately, the aim of the OTOP Next Gen is to introduce new and innovative products to cater to a wider market both locally and internationally. The Go Lokal Project Team from DTI Main Office will then assess these products and will choose which can be further graduate to becoming Go Lokal Products, which might sell in well know establishments in the country like Robinson's and Citymall. Design, labelling and packaging experts helped the Central Luzon MSMEs throughout the two month long sessions. These are just some of the marketing efforts done by DTI for the continual growth of MSMEs in the region.

## MSMEs in Aurora undergo Prodev



Kevin Romas (standing, center) of the Aurora State College of Technology taught MSMEs on Logo Making



The Negosyo Center Baler conducted a training on Product Logo Making and Packaging/ Labeling Designs on September 25-26, 2017 at the AMCO Beach Resort in Baler, Aurora. There were 32 existing and potential MSMEs who participated in the the said training.

Joseph Gonzales gave a brief overview on Recreating a Product Brand while Von Gerald Macose discussed about brand taglines and slogans. He asked the participants to think of a certain tagline that will describe their products/services. Benilda Alcantara of Aura Bags Collection came up with her tagline “Kalidad ng bag sa Aurora Galing sa AURA”, while Jayleen Bitong of Bleue R Enterprises had “Quality Prints, Quality Shirts for everyone” and Leiden Maximo of JohnLeidaniel Chibugan had “Mapapa-AKKAW ka sa Sarap”.

Kevin Romas discussed about Logo Making. He informed the participants about the importance of having a brand logo and the impact of the color scheme in designing their logo. In his discussion, he approached the participants individually to know their concepts and desired design.

On the last part of the activity, participants presented their final output. They distinguished the changes of the old from the new logo. They acknowledged that there was quite a big difference. The participants were very grateful to all the resource persons who taught them how to create such amazing logos and designs.

By: Marie Kris P. Dumasig





## DTI-3 Associates feted...from page 1



DTI Secretary Ramon M. Lopez(leftmost), Usec. Zeny Maglaya (2nd L), RD Judith P. Angeles (3rd R), Asec Demphna Naga (2nd R) and Asec. Ameenah Fajardo (rightmost) join in the awarding of the Mythical Five SPRINTS Awardees of DTI Region 3

The Consumer Protection Division of DTI Zambales Provincial Office also received the Heroic Service award for their selfless effort towards consumer welfare. PD Leonila T. Baluyut led the Zambales awardees together with DC Enrique Tacbad and STIDS Angel Marzan.

For the DTI PIC2SL Photo Contest, the DTI Region III team copped most of the awards. DTI Tarlac's pictures captured First Place for the Creativity value, First Place for the Passion Value and third place for the Integrity Value. The picture of DTI Bataan garnered the Second Place award for the Integrity Value.



### ANNOUNCEMENT!!!

Articles, like love, are worth sharing. If you have a story to tell, about your clients rise to success, about a worthwhile event, about a new work initiative, about milestones in your office, please send them to CL Express through [r03@dti.gov.ph](mailto:r03@dti.gov.ph)



# DTI joins Singkaban Festival

The Department of Trade and Industry joined the annual Singkaban Festival of the Province of Bulacan. The highly touted event brought the creative and innovative entrepreneurs of the province to showcase their products.

The Festival also included the Bulacan Business Conference where the DTI was invited to provide updates and guidance on the status of trade and industry in the country. During the business conference, DTI Assistant Secretary Rafaelita Aldaba discussed the drivers of growth of major sectors of the economy, especially in the region.

The well attended festival also has a trade fair where more than 90 MSMEs from different provinces participated. Some of the participants are assisted by the DTI Bulacan Provincial Office.

The participating MSMEs sold food and non-food products during the trade fair. Based on the initial report, the sales in the Singkaban Festival trade fair reached more than Php 1.5 Million.



DTI Assistant Secretary Rafaelita Aldaba (fourth from left) discussed the drivers of growth of the major sectors of the economy, especially those in Region 3.



# NOW OPEN...

## NEW NEGOSYO CENTERS OPEN



New Negosyo Centers were recently launched in partnership with the local governments of Central Luzon. In the third quarter of 2017, Nego Centers were established (clockwise, top to bottom) in San Manuel, Tarlac, Dipaculao and Dinalungan in Aurora, Castillejos, Zambales and Pulilan, Bulacan. Senator Bam Aquino, author of the Go Negosyo Act attended the launching of the Castillejos Nego Center while local officials like Pulilan Mayor Maritz Motejo, Zambales Vice Governor Angel Magsaysay, Dipaculao Mayor Joanna Salamanca, Aurora Vice Governor Rommel Angara and Dinalungan Mayor Manuel Torres were also present. As of September 30, 2017, there are now 48 Negosyo Centers in Central Luzon



# DTI-3 JOINS COMMEMORATION OF INTERNATIONAL IP DAY



DTI-3 Info Officer Warren T. Serrano reads a story to Aeta children in Capas, Tarlac, as part of an inter-agency activity to commemorate International IP Day

August 9 was observed as International Indigenous Peoples Day. The United Nations General Assembly dedicated the day in its Resolution No. 49 on December 1994, and has been observed throughout the world since that time.

In its commemoration, government agencies in Central Luzon were requested to focus on putting importance in the plight of IP groups in the locality, disseminating information about government services that may be provided to them.

Popcom Region III organized the event with assistance from the LGU of Capas and more than 30 participating agencies.

The DTI Regional Office III participated in the multi-agency IP event held at Sitio Bethel, Maruglu, Capas, Tarlac on August 9, 2017, where more than 100 IP families were served and provided with much needed government services like health check up and medicines from the Department of Health, reproductive health information and services from Popcom, birth registration from the Philippine Statistical Authority and other services provided by other agencies in the region.

Info Officer Warren Serrano of DTI-3 served at the storytelling session for IP children while Capas NC Business Counsellor Brian Maninang attended to inquiries on business name and enterprise inquiries.

# CP RELATED CONSUMER COMPLAINTS drop in 3rd Qtr

While cellphone related concerns still comprise the most number of the subject of consumer complaints in Region III, there was a significant drop in complaints for the 3rd Quarter of 2017 as compared to the same quarter last year.

According to a report of the DTI-3 Consumer Protection Division, a total of 22 of the 165 consumer complaints filed in the 3rd Quarter of 2017 with the different provincial offices and regional office of DTI-3 are about cellphone defects, warranty and sales issues. This figure is significantly lower than the 34 cellphone issues related complaints for the same quarter in 2016.

Overall, the total number of consumer complaints for the third quarter of 2107 is 165, which is slightly lower than the 3rd quarter total for 2016.

Other types of product that comprise the highest number of consumer complaints for the third quarter of 2017 include :

refrigerator related complaints with 15 complaints, vehicle related issues with 15, television with 10, aircon with 8, motorcycle units with 8, washing machines with 8 and tablet with 7.

Complaints about refrigerators and vehicles comprised the second highest number of complaints in 2016.

DTI Region 3 continues to provide seminars and information activities on consumer vigilance and product standards to address consumer complaints.

Q:



## CONSUMER COMPLAINTS?

A:

- Sumangguni sa tindahan na pinagbilhan
- Ipakita ang **RESIBO** o **WARRANTY CARD** ng biniling produkto
- Mag-file ng **COMPLAINT** sa tamang ahensya ng gobyerno.

**DA** - Agricultural Products

**DOH** - Processed Food, Drugs and Cosmetics

**BSP** - Financial Transactions

**NTC** - Telecommunication Services

**LGU** - Regulation on Wetmarkets, Restaurants etc.

**CAB** - Airline Services

**DTI** - Consumer Products and Services



# DTI continues to green Central Luzon

A few months after the German consultants from Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) left the country and passed on the baton to DTI to implement Green Economic Development in the country, DTI Region 3 has taken on the challenge and has continued to green the SMEs in Central Luzon. In 2014, Pampanga was initially identified by the German company to provide technical support on sustainable development in Central Luzon and later on in 2015, this expanded to Tarlac. Now, 3 years after, all the 7 provinces of the region are continuing their commitment to introduce and help MSMEs implement environment friendly, climate smart initiatives as a way to promote inclusive growth and sustainable development.

During the first semester of 2017, DTI-3 has conducted 13 greening sensitizations and learning events which benefitted some 972 individuals coming from the private sector and 11 Local Government Units. This initial step is to provide information and awareness among individuals and relevant stakeholders as a buy-in for the project in order to encourage them to later on adopt or develop initiatives that would make them and their respective businesses more environment friendly.

Once these MSMEs have committed to implement greening initiatives, DTI would continue to support them through capacity building, a legacy left by GIZ.

The 23 MSMEs in Central Luzon have already availed of or have adopted green technologies in their businesses and some 31 MSMEs have started greening their operations. These green initiatives need not be costly, in fact, they could start with the very basic and simple things like the use of natural sunlight for drying, recycling wastes, use of LED lights, solar energy and production of charcoal briquette out of recycled wastes, etc.

DTI does not only teach and help MSMEs to green their business; it has also integrated green approaches in some of its programs and projects such as the SSF, BuB, and the conduct of CARES. Six (6) industry clusters have also integrated green approaches and these include GDH, Processed Food, Coco Coir, Bamboo, Coffee, and Organic Fertilizer.

In the second half of the year, DTI-3 will continue to conduct sensitization and learning visits to entice a wider audience to this worthy endeavor that does not only support sustainable businesses for the SMEs but also help in the promotion of a clean and healthy environment that will be enjoyed by the next generation. The mantra of DTI is to start in small areas with even the smallest business and once these people are properly capacitated, then this will create a ripple effect.

# IT FIGURES

## DTI-3 Accomplishments as of September 30, 2017

### BMBE Registered



Province	2017 Targets	Jan - Sept Accompl.	% Accomplished
Aurora	132	134	102%
Bataan	226	210	93%
Bulacan	228	226	99%
Nueva Ecija	320	336	105%
Pampanga	170	232	136%
Tarlac	136	137	101%
Zambales	494	525	106%
<b>Total</b>	<b>1706</b>	<b>1,800</b>	<b>106%</b>



COMPREHENSIVE  
AGRARIAN  
REFORM  
PROGRAM

	2017 TARGET	JAN-SEPT ACCOMPLISHMENT	% ACCOMPLISHED
NO. OF ARCS ASSISTED	125	137	110%
NO. OF MSMS DEVELOPED	76	78	103%
NO. OF MSMS ASSISTED	717	637	89%
NO. OF TRAININGS CONDUCTED	284	218	77%
ENTREPRENEURS DEVELOPED		24	
SALES GENERATED (PHPM)	265,271,000	200,160,561.63	75%



### 7 Batches Launched in Central Luzon

- Aurora, Bataan, Bulacan, Nueva Ecija, Pampanga,  
Tarlac, Zambales -

158 Mentees who graduated

653 SME Attendees during the launching program



### CLIENT SATISFACTION FEEDBACK

99.99% "Satisfied"

- 28,363 / 28,365 clients



95.96% "Very Satisfied"

- 27,220 / 28,365 clients

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