

CL EXPRESS



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FIRST CENTRAL LUZON EXPO OPENS



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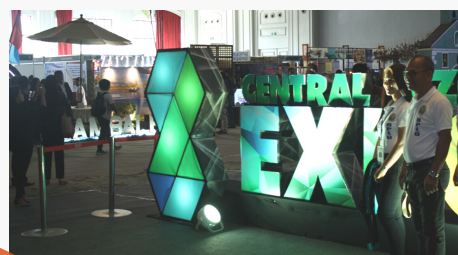
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First CL Expo opens in Clark

The Central Luzon Growth Corridor Foundation Inc., in partnership with the Department of Trade and Industry Region 3 and the Department of Tourism Region 3, recently held the first Central Luzon Expo, a showcase of trade, tourism and investment for Region 3. The Central Luzon Expo was held on November 17-18, 2019 at the ASEAN Convention Center, Clark Freeport, Pampanga.

Senator Alan Peter Cayetano and Governor Susan A. Yap, President of CLGCFI, led officials and guests during the ribbon cutting ceremony for the opening of the exposition. The event was also graced by foreign dignitaries from the embassies of Lao's Democratic Republic, Hungary, American Chamber of Commerce, Canadian Chamber of Commerce, Yanggu County Council and businessmen invited by CLGCFI and the Clark Development Corporation. Local chief executives, members of the academe, agency officials, business associations and DTI provincial officials also attended the occasion.

Seven pavilions, representing the provinces of the region, highlighted the expo to showcase each of their trade, tourism and investment potentials. Business to business meetings, trade fair and a job fair was also held during the expo.



CENTRAL LUZON EXPO GALLERY



CL LGUs recognized for competitiveness

Fourteen cities and municipalities in Central Luzon were awarded in the 7th Regional Competitiveness Summit on October 24, 2019 at the Philippine International Convention Center in Pasay City.

The awardees were recognized for being in the top rank among more than 1,600 local government units in terms of different competitiveness pillars, namely: government, economic dynamism, infrastructure and resiliency.

For 1st to 2nd class municipalities, Baliuag ranked 3rd Overall while it ranked first in terms of Infrastructure. Plaridel ranked 1st in terms of Economic Dynamism while Santa Maria ranked 2nd in the same category.

For 3rd to 6th class municipalities, Baler ranked 3rd Overall while the municipality of Bacolor in Pampanga ranked 2nd in terms of Economic Dynamism. San Simon, Pampanga copped first place in terms of Government Efficiency among the 3rd to 6th class LGUs.

Among Component Cities, Meycauayan ranked first while the City of San Jose Del Monte ranked third among component cities in the Most Improved LGUs award category. Angeles City, on the other hand, placed second among the Most Improved LGUs for the Highly Urbanized Cities category.

Among the Most Improved LGUs under the 1st to 2nd class municipalities classification, Central Luzon LGUs copped the first three ranks as Plaridel, Bulacan placed first, Pandi, Bulacan placed second and Santa Rosa, Nueva Ecija placed third.



The LGU of Peñaranda, Nueva Ecija was also recognized as 3rd Most Improved LGU among the 3rd to 6th class municipalities in the Philippines.

Secretary Ramon M. Lopez and members of the National Competitiveness Council led the awarding of the LGUs. Secretary Lopez noted during the ceremony that "a city or municipality that demonstrates convenient, transparent and seamless service to clients can be attractive to investors. This, in turn, will significantly push the regional economy forward."

Likha participants earn more than Php 60 M in five-day fair



Entrepreneurs from the seven provinces of Central Luzon showcased great finds and great buys at the 21st run of the Likha ng Central Luzon Trade Fair 2019. The Likha trade fair is one of the most awaited trade events for micro small and medium enterprises (MSMEs) in the region. On its third decade, the Likha Trade Fair has benefitted thousands of traders who have participated since 1998. More than 160 MSMEs from Aurora, Bataan, Bulacan, Nueva Eicja, Pampanga, Tarlac and Zambales showcased and sold their products to local and international buyers. The fair is also the culminating activity for the different services provided by DTI to MSMEs in the region. For this year, the total sales reached more than Php 60 Million.

With the theme "Great Finds, Great Buys," the Likha ng Central Luzon Trade Fair 2019 was held at the SM Mega Trade Hall 2 in Mandaluyong City from October 2 to 6, 2019. The opening of the fair was attended by key government officials from the Department of Trade and Industry, other national agencies and local officials from the seven provinces of Central Luzon. ***continued on page 6***

Likha participants earn more...from page 5

A special setting showing prototypes of products that were the results of product cliniquing and design development services under the OTOP Next Generation project was also featured during the fair. Under the project, the DTI provides MSMEs from Central Luzon with design consultancy, product development services and packaging and labeling design assistance to help them level up their businesses.



Sellers from Aurora showcased their well-known bamboo, driftwood and sabutan products while Bataan MSMEs sold their housewares, marine products and peanut delicacies. Bulacan again showcased their world class handmade jewelries, turmeric, bags and sauces. Entrepreneurs from Nueva Ecija presented their barongs, footwear and mushroom products to the fair. Pampanga participants sold their famous lanterns, homemade nuts and delicacies while Tarlac showcased their pottery, home décor and potato wine. The best of Zambales' products such as cashew, bignay wine and chicharon were also on display during the fair.

DTI Undersecretary Blesila A. Lantayona and Assistant Secretary Demphna Du-Naga led the opening ceremony along with RDC Chair Leon Dacanay, Philexport-3 President Francis Joseph Torres, Victoria Tarlac Mayor Christian Yap representing CLGCFI President Susan A. Yap, Aliaga Mayor Angelo Vargas and other LGU officials and national agency representatives.

Likha ng Central Luzon Trade Fair is the major regional trade promotion activity jointly organized by the DTI-3 and Philexport – Region 3, with the support of the Regional Development Council – Region 3 and the Central Luzon Growth Corridor Foundation, Inc. (CLGCFI). The event is also supported by a media partnership with Philippine Information Agency, Philippine News Agency and other media organizations.

National Scientist, CPAB official grace Regional Consumer Congress

In line with the celebration of Consumer Welfare Month, the Consumer Protection Division of DTI Region 3 held the First Regional Consumer Congress on October 4, 2019 at the SACOP Ephatha Function Hall in the City of San Fernando, Pampanga.



Director Domingo R. Tolentino of the Consumer Protection and Advocacy Bureau, NMIS ARD Mateo Puatu and Dr. Lourdes J. Cruz, National Scientist and L'Oreal UNESCO Science Awardee served as guest speakers during the event which was also attended by officers and members of consumer organizations in the seven provinces of Central Luzon, government agencies' representatives such as DA, DENR, NNC, EMB and DOST. Members of the media also covered the event.



During the program, Katherine Daluz, president of the Federation of DTI Accredited Consumer Organizations (Fedacor 3) acknowledged the attending officials and participants, especially the consumer champions coming from the seven provinces of the region. DC Ricardo Naguit and DC Enrique Tacbad facilitated the congress.

In his message, CPAB Director Domingo Tolentino mentioned the active participation of DTI Region 3 in Consumer Advocacy especially in the short film competition for Consumer Month. He also mentioned that the new generation - with the use of social media - are good partners in advocating sustainable consumption, the theme of this year's Consumer Month Celebration. He said that the theme for this year is part of the UN Global plan and requested for everyone's small contribution to its realization. ARD Puatu, for his part, discussed food safety for consumers and enumerated the best practices for preserving the safety and quality of food. Dr. Cruz presented on the topic - the Future Earth, Philippines and Sustainable Consumption. She discussed the depleting bio-capacity of Earth and emphasized how human behavior change is part of the agenda to achieve sustainable consumption.

Region 3 wins various awards in the National Short Film Competition



School: **Gordon College**
Entry: **Abono**

Awards : **Best in Screenplay**
Best Actor
Best in Digital Commerce

School: **Wesleyan University Philippines**
Entry: **Dia Ma Nen**

Award : **Best Documentary**



CLAB holds 3rd Annual Convention



The Central Luzon Association of Business Permits and Licensing Officers (CLAB) held its 3rd Regional Convention of BPLOs on November 13, 2019 at Royce Hotel in Clark Freeport, Pampanga.

The convention was organized in partnership with the Department of Trade and Industry Region 3. It was attended by more than 220 participants from Central Luzon LGUs, provincial governments, local investment officers, national agency partners and guests.

The event focused on RA 11032 or the Ease of Doing Business Act of 2018. CLAB invited resource speakers from the law's implementing agencies such as the Anti-Red Tape Authority (ARTA), Civil Service Commission (CSC) and the Board of Investments (BOI). **continued on page 16...**



DTI-3 joins Kabisig government services caravan

The Department of Trade and Industry Regional Office III joined other national government agencies in Central Luzon in the conduct of the Kabisig Philippine Government Expo 2019 held at SM City Clark on November 15-17, 2019.

According to Kabisig People's Movement chairperson Daniel Guillen, the expo is a one-stop government information caravan which features government programs and services.

This year's theme for the services caravan is "Kaalaman Tungkol sa Pamahalaan: Katuwang sa Kaunlaran". The project aims to disseminate information about government services and its commitment to provide services to its citizenry.

During the expo's opening ceremony, Philippine Information Agency (PIA) Regional Director William Beltran highlighted the importance of information in empowering communities and people.

Participating agencies include PIA, Bureau of Fire Protection (BFP), Bureau of Fisheries and Aquatic Resources (BFAR), Dangerous Drugs Board, Department of Education



(DepEd), Department of Public Works and Highways (DPWH), Department of Science and Technology (DOST), Department of Trade and Industry (DTI), Home Development Mutual Fund, Mines and Geosciences Bureau, National Dairy Authority, National Tobacco Administration, Philippine Center for Post-harvest Development and Mechanization (Philmech), Philippine Health Insurance Corporation (Philhealth), and Tourism Infrastructure and Enterprise Zone Authority

MSME learning sessions held



More than 150 micro small and medium enterprises (MSMEs), resource speakers and guests recently participated in the MSME Learning Session on the Compliance Requirement of the Government. The event was held on December 9, 2019 at the Orchid Garden Resort in the City of San Fernando, Pampanga.

The event was organized by the DTI Regional Office SME Development Division in response to a request by private partners from the Regional MSME Development Council to provide MSMEs with orientation and familiarization sessions on compliance with government requirements.

The learning session was also held to facilitate the availment of MSMEs of the assistance and services of the government.

Topics of discussion included the programs and services of the Small Business Corporation as discussed by Rebecca Narciso, DOLE Labor Standards and Occupational Safety by Maria Rima C. Hernandez and Environmental Impact Assessment and Environmental Compliance Certificate by Alta Gracia V. De Dios of the Environmental Management Bureau. STIDS Nanette Linatoc discussed Business Name Registration while BC Kimberly Maregmen provided an orientation on the Barangay Micro Business Enterprises (BMBE) registration process. Jonathan Balagtas of the Bureau of Internal Revenue provided the participants with tax updates and relevant tax regulations especially those registering as a BMBE. After the presentations, a question and answer session was also held.

Social Media Seminar for BCs held

STRENGTHENING the social media presence of the Department of Trade and Industry was one of the goals of the Social Media Seminar held in 3 Batches from November 26 to December 3, 2019 at the Orchids Garden Resort in the City of San Fernando, Pampanga.



Organized by the SME Development Division of DTI Region 3, the seminar was attended by 103 Business Counselors from all the Negosyo Centers in Central Luzon. Regional Information Officer Warren Patrick T. Serrano served as resource speaker for the Social Media Seminar. He emphasized the need to harmonize and enhance the branding of DTI and the Negosyo Centers on social media. The seminar is part of the media communications plan of the DTI. During the seminar, IO Warren Serrano discussed the important components of Social Media Management, namely: Content Management, Relationship Management and Self-Management when transacting or communicating online. He also briefed the participants on the present state of the online platforms where DTI is active at, namely Facebook, Twitter, Youtube and Instagram. He also discussed the importance of social media audit and having a social media action plan.

DTI 3 holds Likha CARP Trade Fair

Participants of the 3rd CARP Likha ng Central Luzon Trade fair held last November 21-24, 2019 at Marquee Mall Activity Center in Angeles City earned a total of Php 3.9 Million in sales. This is more than double the total sales of Php 1.7 Million in the trade fair last year. Majority or Php 2.8 Million of their earnings came from cash sales while more than Php 1 Million were booked orders and sales under negotiation. The regional fair was participated in by 82 Agrarian Reform Beneficiaries Organizations and Micro Entrepreneurs. The participating MSMEs exhibited products such as handicrafts, delicacies, fish and marine-based products, homemade and processed nuts, peanut butter, organic rice, fish ball, chili pastes and condiments, turmeric products, dairy based products and housewares.

The trade fair was organized by the CARP program management office of the Department of Trade and Industry Regional Office III

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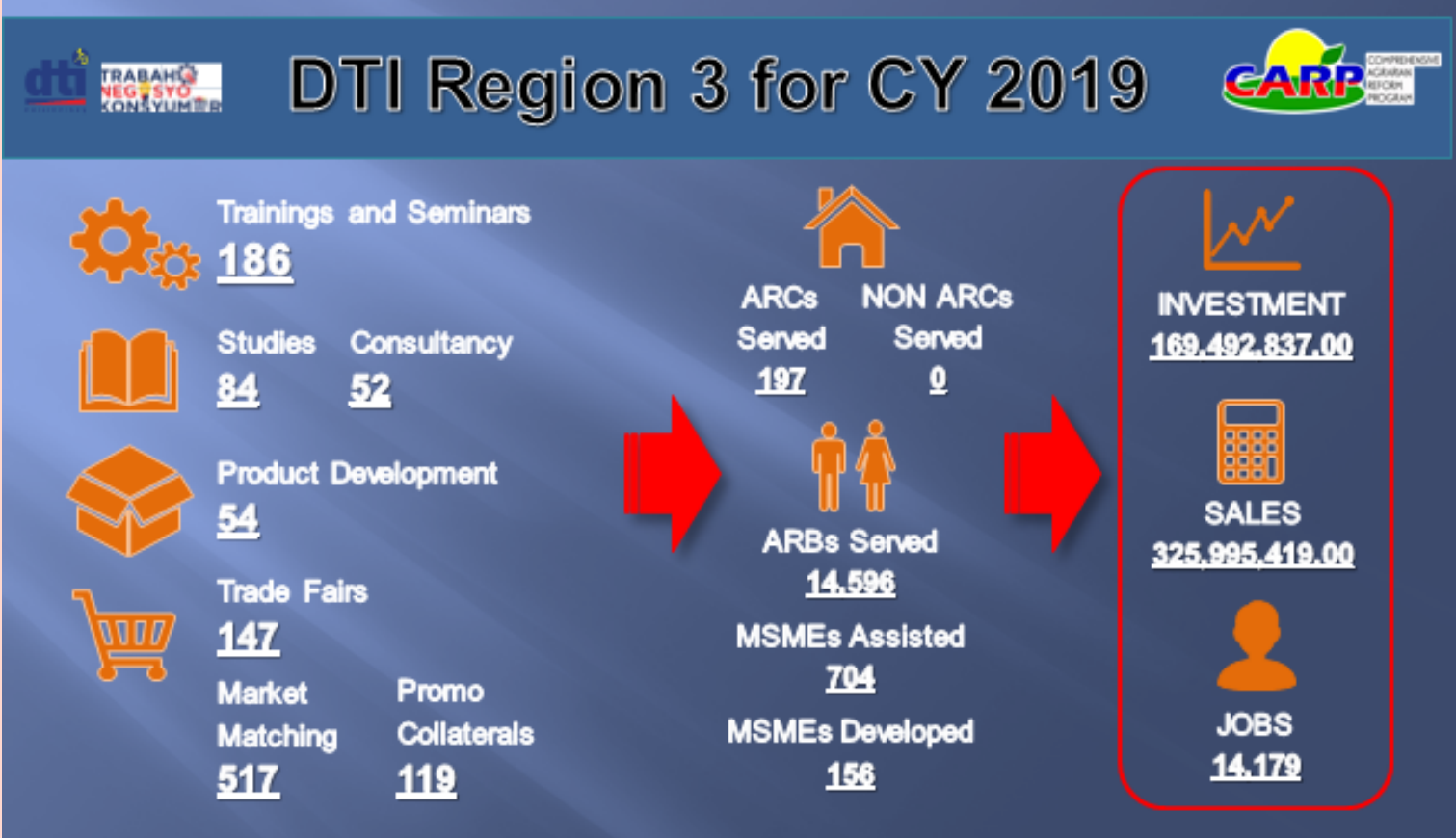


in partnership with Ayala Malls and in cooperation with the Department of Agrarian Reform-3 and the Department of Science and Technology-3. The participants of the CARP Likha Trade Fair came from the seven provinces of Region 3.

The activity aims to promote Central Luzon Agrarian Reform Community (ARC) products made by MSMEs and organizations assisted by DTI through the livelihood component of the CARP. Specifically, the regional trade fair aims to showcase and provide exposure for Central Luzon's ARC products, establish linkages and identify potential market for the ARC products, and to increase product/brand awareness of DTI-CARP 3 assisted ARC beneficiaries.

DTI Nueva Ecija Provincial Director Brigida T. Pili, concurrently the CARP regional program manager, said that the conduct of the trade fair in a high traffic center like malls will benefit micro entrepreneurs and help bring quality products from the countryside to the mainstream market. She noted that the participating sellers were screened not only for the quality of their products but also in the legal papers they had to sell. The participants also use this trade fair as a staging ground for participating in bigger trade fairs also organized by the DTI.

CARP PERFORMANCE FOR 2019



AURORA OPENS 8TH NEGOSYO CENTER



The Department of Trade and Industry Aurora Provincial Office, in partnership with the local government of Casiguran, Aurora recently opened the eighth Negosyo Center in the province. The ribbon cutting and opening ceremony were held on December 13, 2019 at the municipal hall of Casiguran, Aurora. DTI-3 Regional Director Judith P. Angeles and Casiguran Mayor Ricardo Bitong, along with local government officials and representatives of agencies, led the opening ceremonies.

Provincial Director Edna Dizon of DTI Aurora expressed her gratitude for the support of the LGU of Casiguran as she noted that all the eight municipalities of Aurora have now their respective Negosyo Centers to provide different services to MSMEs in the province. RD Judith P. Angeles noted that the Negosyo Center, as envisioned by RA 10644 or the Go Negosyo Act, serves to make the services of government to MSMEs more accessible as this would enhance inclusive growth and provide more jobs and economic opportunities in the countryside.

from page 9...CLAB convention

During the convention, Atty. Marco Ballester, representing ARTA Director General Jeremiah Belgica, read the keynote speech. He encouraged the BPLOs and local government officials to support the innovations and changes brought by the EODB law. He encouraged the participants to fully implement the law to further enhance public service up to the local level.

BOI Director Maria Rosario Dominguez discussed on the importance of the Ease of Doing Business Act in attracting good investments in the country. She cited the different programs which the BOI is doing to promote the country as an investment area. She cited the advantages of Central Luzon as a major investment destination considering the infrastructure and level of economic activity in the region at present.

During the program, the best practices of the City of San Fernando, Pampanga and Paranaque City were also shown. The Department of Information and Communication Technology (DICT) also presented the different initiatives of the department to enhance internet connectivity of agencies and local government units so that public service, especially frontline services can be automated and opportunities for graft and corruption through fixers may be minimized.

Messages of support to the EODB were also given by Pampanga Board Member Cherry Manalo and Tarlac Enterprise and Investment Officer Frances Camacho, representing Governor Susan A. Yap.

Jay Timbreza, Assistant Regional Director of DILG Region 3 facilitated the induction of officers of CLAB led by its President Joseph Garcia of the City of San Fernando, Pampanga.

Congratulations!!!



NEWLY APPOINTED ASSOCIATES (4TH QTR)

MA. RITA FE O. GARCIA

Sup TIDS, DTI RO III

SOFIA SANDRA P. CRUZ

Accountant II, DTI RO III

KARLEEN G. RAMOS

Admin Officer II, DTI Pampanga

DIANA AIRESE E. AMEN

Admin Officer II, DTI Zambales

EMMANUEL R. CALEON

TIDS, DTI Bulacan

JOYCE C. YAMBAO

TIDS, DTI Bataan

JOSE ANTONIO F. TOLEDO IV

STIDS, DTI RO III

NEWLY PROMOTED/REAPPOINTED

FLORENCIA A. BALILO

CTIDS, DTI Tarlac

BRYAN OMAR D. SARDEA

TIDS, DTI Aurora

MARILOU A. SANTOS

STIDS, DTI Nueva Ecija

MA. DIVINA GLORIA G. RAMOS

STIDS, DTI Tarlac

GILBERT D. VILLANUEVA

STIDS, DTI Zambales

MARILOU D. BERONIO

TIDS, DTI Bulacan

Likha Trade Fair Goes to the 30th SEA Games

As a showcase of products from the seven provinces of Central Luzon, the Department of Trade and Industry Region 3, in cooperation with the Bases Conversion and Development Authority (BCDA), organized a Likha Trade Fair at the site of the 30th SEA Games in the New Clark City, Capas, Tarlac.

Seventy three participant MSMEs from Aurora, Bataan, Bulacan, Nueva Ecija, Pampanga, Tarlac and Zambales were able to show their quality products to local and international buyers. The displayed products include leathercrafts, baskets and bags, delicacies, wines, peanut butter, household decorations and organic products. The Likha Trade Fair venue was arranged with the assistance of the BCDA and the Philippine SEA Games Organizing Committee.



DTI ROG Undersecretary Blesila A. Lantayona (2nd R) is joined by BCDA Vice-President Arrey Perez (2nd I), DTI-3 RD Judith P. Angeles and DTI-3 ARD Zorina D. Aldana in showing the different products on display at the Likha goes to the SEA Games display and selling area at the New Clark City in Capas, Tarlac.



DTI-3 holds its Year-End Assembly

On December 20, 2019, the DTI-Region 3 held its annual year-end assembly at the Kingsborough International Convention Center, City of San Fernando, Pampanga.

Half day was allotted for the seminar on "Employee Well-being in the Workplace" by guest speaker Mr. Ron Julius Espada. The second part of the assembly was an opportunity for the Office of the Regional Director to report on DTI-3's highlights of accomplishments for the second semester as well as some of its major activities. It was also a time for the Regional Director to give her special year-end awards as well as introduce the newly hired and promoted employees of DTI Region 3.

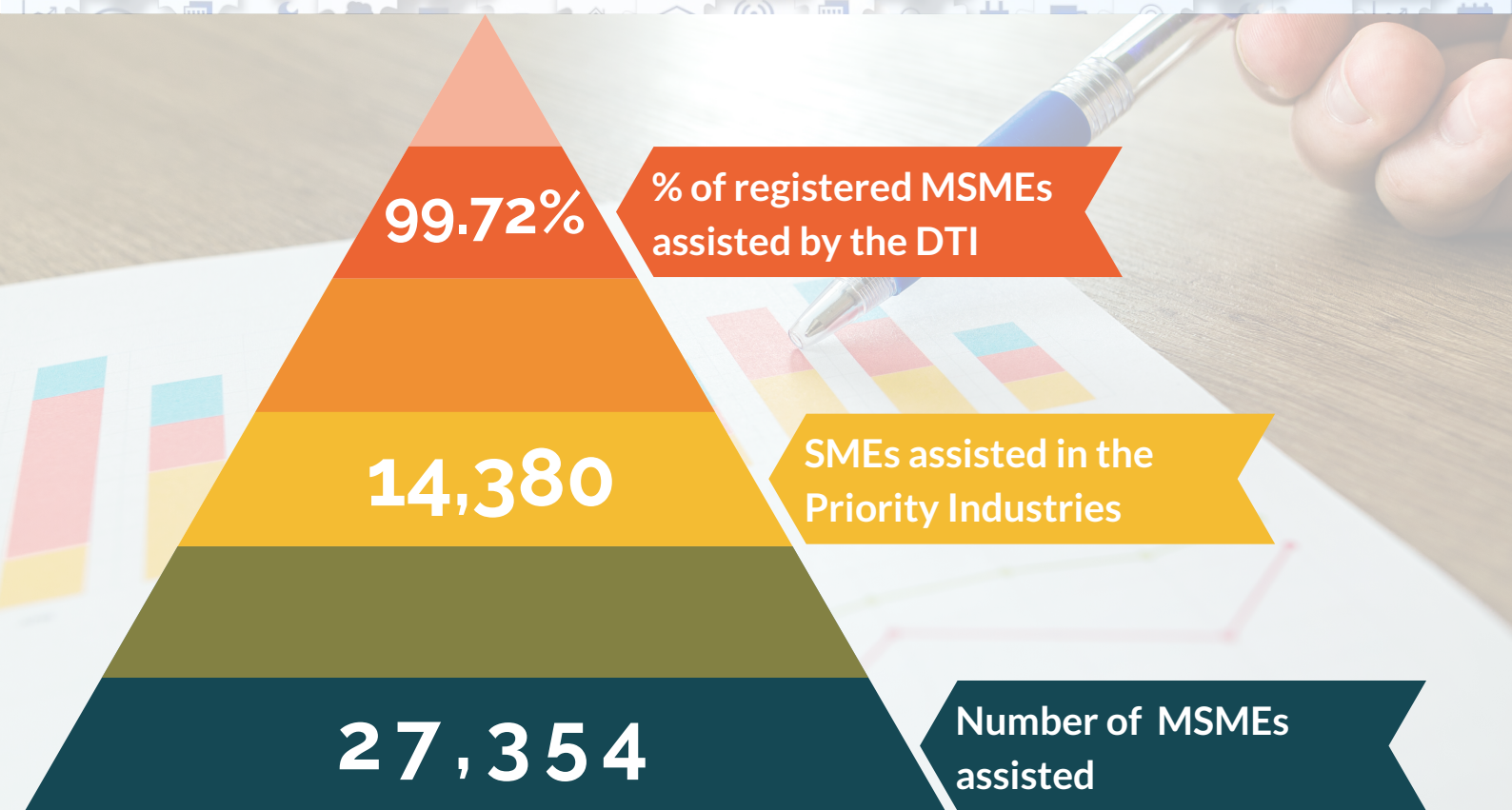
The year-end assembly would not be complete without showcasing the talents of the DTI-3 associates. This year, the competition was a Christmas Chorale Singing where the 7 provinces of the region competed with RD Judith Angeles, ARD Zorina Aldana and MAA Wilfred Carbonell as judges. The winners were:

- 1st Place - Tarlac Provincial Office
- 2nd Place - Pampanga Provincial Office
- 3rd Place - Aurora Provincial Office



DTI-3's Highlights of Accomplishments

SME Development



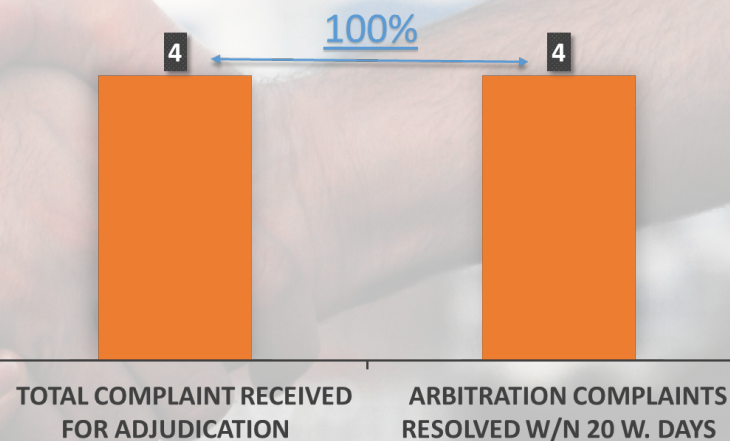
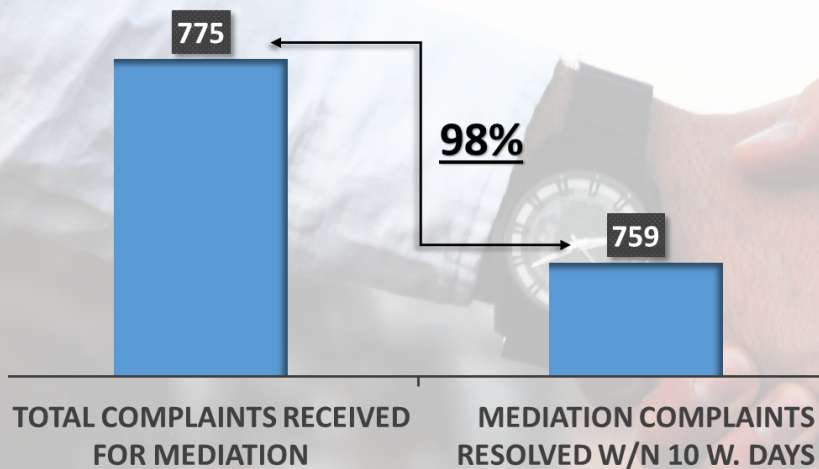
DTI-3's Highlights of Accomplishments

Consumer Protection

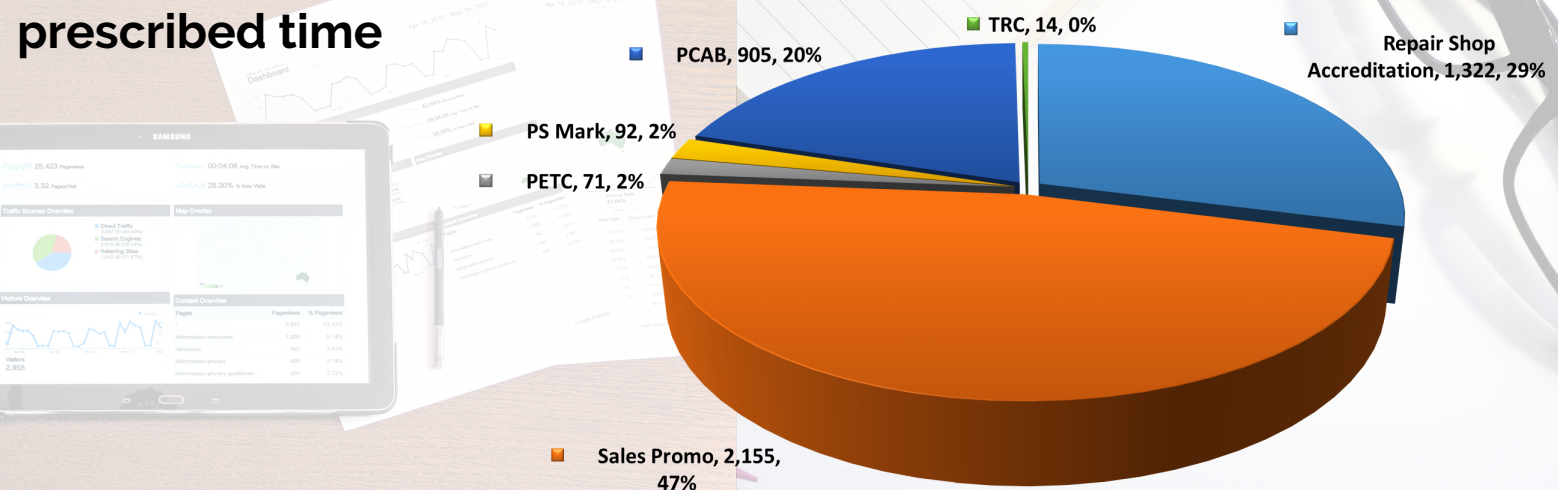
No. of new Bagwis awardees



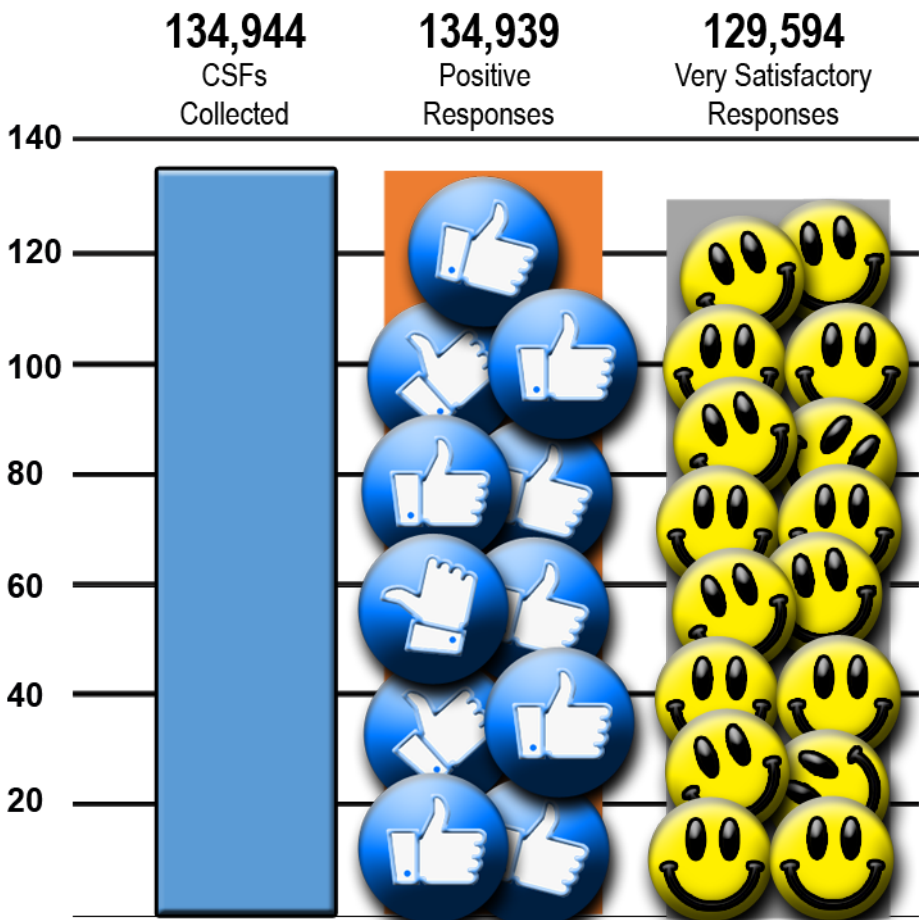
Consumer Complaints Resolution Rate



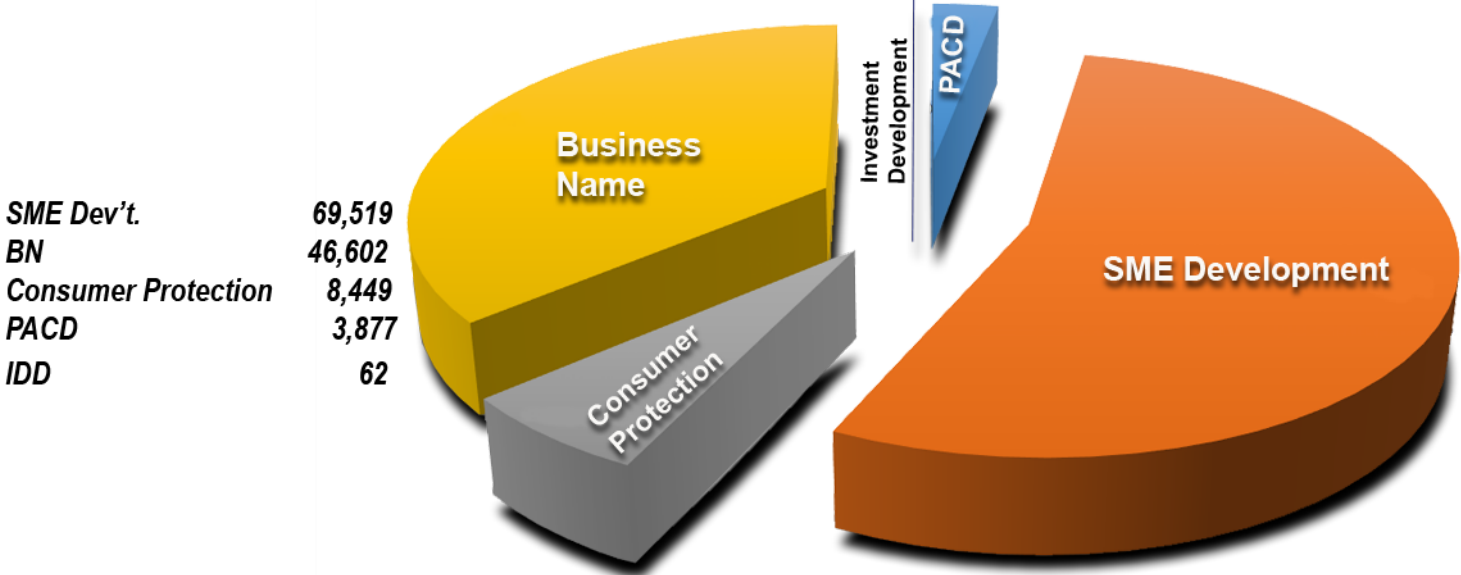
No. of permits/ accreditation/ licenses/ authorities issued within prescribed time



2019 YEAREND Client Satisfaction Feedback



FRONTLINE SERVICES RATED BY CLIENTS



96.04%

VERY SATISFACTORY RATING FROM CLIENTS!

DTI-3's Coop Corner

A Post-Christmas Activity A DTI-3 CARES MPC OUTREACH PROJECT

Just before the year ended, members of the DTI-3 CARES Multi-purpose Cooperative held an Outreach Activity at the Children's Joy Foundation shelter at Greenville, San Jose, City of San Fernando on December 27, 2019.

The fun-filled activity for the children included gift-giving, story telling, fun games, talent presentation by the children and meal sharing.

Leilanie Tagupa, Center Head of the Shelter, expressed her sincerest gratitude to CARES MPC for holding the coop's outreach activity at the shelter and for taking time to share with the kids during the Christmas season.



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