

# RIMAT *ti* AMIANAN

*Treasures of the NORTH*

The DTI Region 1 Official Publication



**“SERBISYONG HIGIT PA  
SA INAASAHAN”**

DTI REGION 1



## RIMAT TI AMIANAN 2019: A showcase of Region 1 OTOP products

The Department of Trade and Industry Region 1 (DTI-R1) launched anew the Rimat ti Amianan Exposition at the Robinsons Place, Ermita, Manila last November 8-17 2019. Local micro small and medium enterprises (MSMEs) of Region 1 brought the best of the best products in the metropolis.

Now on its 16th year, the Rimat Ti Amianan Expo 2019 cum OTOP Regional Trade Fair highlighted the products that have undergone product development through the One Town One Product Next Gen (ONG) program of DTI. The ONG is a priority stimulus program for MSMEs as government's customized intervention to drive inclusive local economic growth. The program enables localities and communities to develop, support and promote products or services that are rooted in its local culture, community resource, creativity, connection and competitive advantage.

The Rimat ti Amianan is an annual Trade Fair that aims to promote the products of home-grown entrepreneurs from the region. These are the products developed through the assistance given by DTI under various programs such as the Product Development, Kapatid Mentor Me, CARP, Negosyo Center and the Shared Service Facility Projects. The trade fair targets to sustain developmental and promotional activities and bring key buyers and potential investors in one area, thereby, helping the local MSMEs expand and widen the reach of their products.

DTI-Regional Operations Group Assistant Secretary Demphna Du-Naga graced the opening program. She congratulated the MSMEs for the continuous effort they have been giving to promote their One Town One Products (OTOP).

Meanwhile, DTI Region 1 Director Grace Falgui-Baluyan acknowledged the support of the private sector, LGUs, national government agencies and other stakeholders in the development of the region's local MSMEs and economy.

The 10-day trade expo featured products such as food and novelty items, wearables, plants, woodcrafts, furniture and other genuine local products of MSMEs from the provinces of Ilocos Norte, Ilocos Sur, La Union and Pangasinan. Gifts and holiday decors were also available.

This is the third time that the Rimat Ti Amianan- Trade Fair is conducted outside the region. It was in 1993, during its launching, when it was held at Hotel Nikko, Makati City. Last year, it was also conducted at Robinsons Place-Manila and generated a total sales of Php15.7 million.

A total of 54 exhibitors participated in this year's Rimat ti Amianan Regional Trade Fair which generated a total sales of P24.5 million. Among the MSMEs who generated big amount of sales were Nutridense Food Manufacturing Corporation with P9.4million sales and Binmaley Rural Improvement Club Seafood Products with P6.4 million sales. ###







PHOTO: The DTI R1 Executive Committee proudly wore the Abel Iloco fabric during the Rimat ti Amianan 2019 Opening Program.



“ True to the name of our Regional Trade Fair - Rimat ti Amianan which means **Treasures of the North** the local MSMEs of Region 1 are the treasures that will help propel our nation's economic growth.

**May you continue to shine brightly as you expand your markets** outside the region.

**Mabuhay ang mga MSMEs ng Rehiyon Uno!**

**GRACE FALGUI-BALUYAN**  
Regional Director, DTI Region I



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PHOTOS: DTI ROG Asec. Demphna Du-Naga graced the Opening Program and toured around the Rimat Ti Amianan 2019 Trade Fair.



## MEDIA GUESTINGS

PTV4-Bagong Pilipinas and DZRH-Negosyo Atbp.



## DTI joins Dagyaw 2019; assures MSME Development Programs to reach the countryside



The Department of Trade and Industry Region 1 joined the 11th Dagyaw Regional Townhall Meeting held at the Sison Auditorium, Lingayen, Pangasinan last August 22, 2019. Designed as a one-stop-shop of frontline government services, stakeholders from various sectors in the community attended the activity, around 80 of which were micro small and medium enterprises (MSMEs).

DTI services such as Business Name Registration, Business Counselling and Consumer Education and Information were made available at the DTI Mobile Negosyo Center booth.

DTI Region 1 Director Grace Falgui-Baluyan presented the DTI programs for MSMEs. She highlighted the 7Ms of entrepreneurship. During the Open Forum, she also answered issues and concerns raised by MSMEs such as FDA and Trade Fair assistance, BMBE registration and how to avail P3 loans and SSF Projects, to name a few. She also emphasized that DTI is committed to assist would-be entrepreneurs and develop existing MSMEs especially those in the far-flung areas through the Negosyo Serbisyo sa Barangay Program.

Other pressing issues such as the TRAIN (Tax Reform for Acceleration and Inclusion) law, "Build, Build, Build" program were also raised during the regional townhall

meeting. Other government officials and representatives were also present during the activity: Department of Transportation (DOTr) OIC for Planning Service Enrico Ferrer, Department of the Interior and Local Government (DILG) Reg. Dir. James Fadrilan, Department of Finance Director III Euvimil Nina Asuncion, and Department of Budget and Management (DBM) Reg. 1 OIC-Dir. Estrella Mandap. ASec. Francisco R. Cruz of DILG served as keynote speaker during the event. In his speech, Asec Cruz reiterated that the DILG in partnership with other government agencies brings the Dagyaw forum with an aim to promote open governance.

Meanwhile, Pangasinan Governor Amado Espino III recognized the efforts of the national government to reach out at the local level to be able to improve public service.

Dagyaw is a Hiligaynon term meaning "Bayanihan" or "to be united". Organized by the Department of the Interior and Local Government (DILG) and the Department of Budget and Management (DBM) with the support of the Presidential Communications and Operations Office, Dagyaw promotes and disseminates information on the open government and participatory governance initiatives of the Duterte administration. #####





## Ilocos Sur Price Coordinating Council reiterates commitment to Consumer Protection

The Provincial Price Coordinating Council (PCC) chaired by Ilocos Sur Governor Ryan Luis V. Singson reiterated its commitment to pursue Consumer Protection as one of the top priorities of the Provincial Government of Ilocos Sur (PGIS).

Speaking on behalf of the Provincial Government during the First Provincial Congress of the Local PCCs that was held on October 17, 2019 at the Provincial Capitol, Vigan City, Ilocos Sur, Sangguniang Panlalawigan Member Hon. Efren A. Rafanan, Sr. said that PCCs in the municipal and provincial levels should be more proactive in the performance of its functions. With the mounting concerns of consumers nowadays (i.e. rice shortage, African Swine Flu), Hon. Rafanan, Sr. enjoined collaboration among members of the Ilocos Sur PCC with the various Municipal PCCs in order to put in place a mechanism that will readily and appropriately address consumer concerns.

The Local Price Coordinating Councils were created under the Republic Act 7581, otherwise known as the Price Act to coordinate and rationalize programs of national government agencies to stabilize prices and supply of basic necessities and prime commodities. It is chaired by the Provincial Governor for provinces or Mayor / City Mayor for municipalities/cities. The Department of Trade and Industry (DTI) acts as a Secretariat to the Council.

The members include one representative each from the Department of Agriculture (DA), Department of Health (DOH), Department of Environment and Natural Resources (DENR), Department of Transportation (DOTr), Department of Justice (DOJ), National Economic Development Authority (NEDA), consumers, agricultural producers, trading, manufacturing and retail sectors.

The first PCC Congress was conducted to strengthen the Provincial PCC, the two (2) City PCCs and thirty-two (32) municipal PCCs in their role to protect consumers from unreasonable price increases and inadequate supply of basic necessities and prime commodities. It also served as a venue for the participants to be enlightened on the various consumer issues and on the programs and services being undertaken by the PCC-member agencies to promote the welfare of consumers.

Ms. Mayvelyn Supnet of the Department of Interior and Local Government (DILG) discussed the roles and responsibilities of the Local Price Coordinating Council under Republic Act 7581. Mr. Robert Baniqued of DTI Region One briefly discussed the salient features of RA 7581 or the Price Act, which is the act providing protection to consumers by stabilizing the prices of basic necessities and prime commodities and by prescribing measures against undue price increases during emergency situations and like occasions. Engr. Romulo B. Callangan, Jr. of the Department of Energy (DOE) talked about the introduction to downstream oil industry, its regulatory framework, taxation, product and demand situation, specifically within Northern Luzon. Mr. David Aviles of DOH Region One tackled the Philippine National Formulary, Drug Price Reference Index and Electronic Drug Price Monitoring System. Mr. Michael A. Taborda of DENR presented the prices of lumbers, nipa shingles, charcoal and plywood. Engr. Dante Dacquel of Philippine Statistics Authority (PSA), on the other hand, briefly discussed on the Consumer Price Index.

The Provincial Congress ended successfully with the following activities planned to be conducted for year 2020: Reorganization and strengthening of City or Municipality Local Price Coordinating Council, adopting the Provincial LPCC composition; passing of Sangguniang Panlalawigan Resolution for the Installation of a Consumer Hotline in the Province of Ilocos Sur, with the DTI provincial office as the Secretariat; DTI to conduct an orientation on the importance of LPCC in the LGUs and shall assist in the organization of the said council in as requested by LGUs, especially those in the upland municipalities; and annual visit of Provincial LPCC to upland municipalities. # (January Sta. Clara)



## DTI R1 tops nationwide Silver Bagwis Awards

DTI Region 1 bagged the award for having the most number of Silver Bagwis– DTI Certified Establishments for 2018 nationwide. Assistant Regional Director Daria R. Mingaracal received the award during the Bagwis Awarding Ceremony held at the PICC, Pasay City last October 24, 2019.

The DTI-CE program or also known as the “Bagwis” aims to give due recognition to establishments that uphold the rights of consumers, practice responsible business and assures that consumers get best value for their money. The program also encourages the setting up of a sustainable Consumer Welfare Desk (CWD) or a DTI-recognized customer service counter that will provide information to consumers and serves as a mechanism for speedy resolution of consumer complaints.

To date, there are 618 Bagwis Seal holder-establishments nationwide. The “Bagwis” Seal of Excellence represents the business establishments’ utmost support to empower consumers. “Bagwis” is another Filipino term for wings or feather that symbolizes the commitment to nurture, guide and protect consumers. Moreover, the readiness to fly in open and competitive market and provide higher quality service. Awards are categorized into gold, silver and bronze.

Meanwhile, the video entry of Pandayan Bookstore, Laoag City, Ilocos Norte branch also won as the one of the National Consumers’ Choice award. ###





## 2019 CMCI Regional Awarding: Successes and Way Forward

The Cities and Municipalities Competitiveness Index (CMCI) is an annual ranking of Philippine cities and municipalities developed by the National Competitiveness Council with the assistance of the United States Agency for International Development. The CMCI survey is implemented by the Regional Competitiveness Committees (RCCs). Local Government Units (LGUs) are ranked based on four pillars: economic dynamism, government efficiency, infrastructure and resiliency. The awards are categorized into 3<sup>rd</sup> to 6<sup>th</sup> class municipalities, 1<sup>st</sup> to 2<sup>nd</sup> class municipalities, component cities, highly urbanized cities and provinces.

The 2019 CMCI Regional Awarding and Recognition Ceremony was held on December 11, 2019 at the Bangko Sentral ng Pilipinas.

The Region's State of Competitiveness was presented by Dir. Grace Falgui-Baluyan. Generally, the region did well because most of the LGUs are in the middle rank and top rank except for the Economic Dynamism pillar. Some areas for improvement were noted thus the RCC and LGUs are moved to work together to discuss issues and concerns and to work on these areas.

During the conferment of awards, the Top 3 LGUs per category and pillar were recognized together with the most improved LGUs under the same category and the most competitive province. Special awards were also conferred to further encourage LGUs and focal point persons to do their best and put CMCI as one of their top priorities: Top 10 (National) per category and pillar, Early Bird per category, Most Active DTI & LGU CMCI Point Persons and

Certificates of Appreciation to partner agencies who provided the necessary data for the validation process.

An Inspirational message was delivered by Hon. Maria Rosario Eufrosina “Chary” P. Nisce representing the Province of La Union, who shared that the province's strategies and practices reinvigorated their perspectives and recalibrated their techniques and procedures towards governance.

The top-ranking LGUs including Dagupan City, Agoo and Sto. Domingo shared their CMCI experiences. The LGUs were inspired with the goals of CMCI which is to make the country more globally competitive based on the four major areas.

Mr. Keneth G. Bayani of DMMSU, Academe Partner of RCC-1, highlighted the challenges observed in the collection of some data and in the performance of LGUs vis-à-vis the recommended strategies.

The Awarding ceremony ended with an earnest closing remarks delivered by Dir. Paulino G. Lalata Jr., DILG – La Union Provincial Director. He congratulated the performing LGUs and committed to continue partnership with DTI towards next steps to development.

With the conduct of the Regional CMCI Awarding and Recognition, LGUs are challenged to do better to improve their competitiveness. They are directed to identify their current performance and low rated indicators and formulate strategies to address them, thus contributing in the improvement of the LGU's rankings and performance in the long run. Partner agencies are likewise encouraged to improve the collection and validation process at the regional level for the next CMCI runs. # (Ayra Rose Fontanos)







Cities & Municipalities Competitiveness Index  
Bangko Sentral ng Pilipinas, City of San Fernando, La Union  
December 11, 2019

# FINAL RESULTS

## OVERALL COMPETITIVENESS

### Component Cities

1 <sup>st</sup>	Dagupan, Pangasinan
2 <sup>nd</sup>	San Fernando, La Union
3 <sup>rd</sup>	San Carlos, Pangasinan

### 1<sup>st</sup> to 2<sup>nd</sup> Class Municipalities

1 <sup>st</sup>	Agoo, La Union
2 <sup>nd</sup>	Bauang, La Union
3 <sup>rd</sup>	Bayambang, Pangasinan

### 3<sup>rd</sup> to 6<sup>th</sup> Class Municipalities

1 <sup>st</sup>	Sto. Domingo, Ilocos Sur
2 <sup>nd</sup>	Bantay, Ilocos Sur
3 <sup>rd</sup>	Tayug, Pangasinan

## ECONOMIC DYNAMISM

### Component Cities

1 <sup>st</sup>	San Fernando, La Union
2 <sup>nd</sup>	Candon, Ilocos Sur
3 <sup>rd</sup>	Vigan, Ilocos Sur

### 1<sup>st</sup> to 2<sup>nd</sup> Class Municipalities

1 <sup>st</sup>	Agoo, La Union
2 <sup>nd</sup>	Bauang, La Union
3 <sup>rd</sup>	Tagudin, Ilocos Sur

### 3<sup>rd</sup> to 6<sup>th</sup> Class Municipalities

1 <sup>st</sup>	Bantay, Ilocos Sur
2 <sup>nd</sup>	Sison, Pangasinan
3 <sup>rd</sup>	Tayug, Pangasinan

## GOVERNMENT EFFICIENCY

### Component Cities

1 <sup>st</sup>	Dagupan, Pangasinan
2 <sup>nd</sup>	San Carlos, Pangasinan
3 <sup>rd</sup>	San Fernando, La Union

### 1<sup>st</sup> to 2<sup>nd</sup> Class Municipalities

1 <sup>st</sup>	Bayambang, Pangasinan
2 <sup>nd</sup>	Agoo, La Union
3 <sup>rd</sup>	Bauang, La Union

### 3<sup>rd</sup> to 6<sup>th</sup> Class Municipalities

1 <sup>st</sup>	Bantay, Ilocos Sur
2 <sup>nd</sup>	Paay, Ilocos Norte
3 <sup>rd</sup>	Sto. Tomas, La Union

## INFRASTRUCTURE

### Component Cities

1 <sup>st</sup>	Dagupan, Pangasinan
2 <sup>nd</sup>	San Fernando, La Union
3 <sup>rd</sup>	Laoag, Ilocos Norte

### 1<sup>st</sup> to 2<sup>nd</sup> Class Municipalities

1 <sup>st</sup>	Rosales, Pangasinan
2 <sup>nd</sup>	Malasiqui, Pangasinan
3 <sup>rd</sup>	Lingayen, Pangasinan

### 3<sup>rd</sup> to 6<sup>th</sup> Class Municipalities

1 <sup>st</sup>	Pagudpud, Ilocos Norte
2 <sup>nd</sup>	Tayug, Pangasinan
3 <sup>rd</sup>	Pasquin, Ilocos Norte

## RESILIENCY

### Component Cities

1 <sup>st</sup>	Dagupan, Pangasinan
2 <sup>nd</sup>	Laoag, Ilocos Norte
3 <sup>rd</sup>	San Fernando, La Union

### 1<sup>st</sup> to 2<sup>nd</sup> Class Municipalities

1 <sup>st</sup>	Agoo, La Union
2 <sup>nd</sup>	Bacnotan, La Union
3 <sup>rd</sup>	Bayambang, Pangasinan

### 3<sup>rd</sup> to 6<sup>th</sup> Class Municipalities

1 <sup>st</sup>	Sto. Domingo, Ilocos Sur
2 <sup>nd</sup>	Sta. Lucia, Ilocos Sur
3 <sup>rd</sup>	Tayug, Pangasinan

### MOST IMPROVED LGU

San Carlos, Pangasinan
Candon, Ilocos Sur
Sta. Barbara, Pangasinan
Sta. Maria, Ilocos Sur

### MOST COMPETITIVE PROVINCE

La Union
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### TOP 10 NATIONAL CMCI

#### RESILIENCY

#### 3<sup>rd</sup> to 6<sup>th</sup> Class Municipalities

1 <sup>st</sup>	Sto. Domingo, Ilocos Sur
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#### ECONOMIC DYNAMISM

#### 3<sup>rd</sup> to 6<sup>th</sup> Class Municipalities

5 <sup>th</sup>	Bantay, Ilocos Sur
10 <sup>th</sup>	Sison, Pangasinan

### EARLY BIRD

Vigan, Ilocos Sur
Calasiao, Pangasinan
Santa, Ilocos Sur
Sta. Lucia, Ilocos Sur

### BEST POINT PERSON

Victoria A. Ordono DTH-La Union
Randy Reburon LGU-Sto. Domingo, Ilocos Sur



# DTI Region 1 tightens monitoring on steel bars

*San Fernando City, La Union-* The Department of Trade and Industry Region 1 (DTI R1) thru the Consumer Protection Division Teams of the Regional and Provincial Offices conducted a simultaneous Monitoring and Enforcement on Product Standards on July 5, 2019. A total of twenty-eight (28) hardware and construction supply firms in the region were visited. One (1) has been issued Notice of Violation due to selling of uncertified products.

The monitoring teams inspected the weight and markings (logos) on the steel bars. Based on the Department Administrative Order No. 02, Series of 2007 in relation to Republic Act 4109 and as mandated by Philippine National Standards (PNS) requirements, all steel bars shall have a clearly



PHOTO: RD Grace Falgui-Baluyan together with OIC PD Merlie D. Membrere led the onsite inspection and monitoring of steelbars in La Union.

embossed manufacturer's identifying mark that is duly registered with the Bureau of Product Standards (BPS). This marking shall be spaced at a distance not exceeding one meter from each other.

The distribution and sale of uncertified and substandard products that are under the DTI's mandatory certification scheme is a prohibited act based on RA 7394 also known as the Consumer Act of the Philippines. DTI encouraged the consumers to remain vigilant and to report immediately the presence of violative and substandard products in the market and any unconscionable sales act and practice of business establishments.

A total number of 42 formal charges were issued in 2019. Collected penalties amounted to P871,000.

Regional Director Grace Falgui-Baluyan reminded hardware store owners and consumers on the importance of ensuring that the products they sell or buy are standards- conformant and government-certified to prevent possible hazards to the health and life of people.###







## MENTOR ME ON WHEELS GOES TO PANGASINAN

The Department of Trade and Industry (DTI) Region 1 and the Philippine Center for Entrepreneurship (PCE)- Go Negosyo successfully conducted the Mentor Me on Wheels (MMOW) One on One Negosyo Mentorship Program last September 9, 2019 at the Robinsons Place, Calasiao, Pangasinan. No rain nor flood stopped the 493 MSMEs, would-be entrepreneurs, students and walk-in participants in availing the free one-on-one Negosyo Mentorship.

42 Go Negosyo accredited Mentors who voluntarily participated, did the business counseling and share their expert views and best practices in running a business. Most of the mentors are experienced businessmen.

During the event, mentee-participants chose from the Marketing, Financing and Entrepreneurial Mind -Set topics before they got to sit down with a Go Negosyo mentor for a one-on-one mentoring session.

DTI Region 1 Director Grace Falgui-Baluyan expressed her gratitude for the overwhelming support given by the mentors, participants and partner organizations.

"Every great achiever is inspired by a great mentor. Thus, if we want to build our competence to successfully run our businesses, please bear in mind that it is not a weakness to ask people for guidance." she added.

A Pangasinense herself, Philippine Commission for Women Commissioner Sandy Montano also served as mentor during the event. She encouraged everyone to always aim high, be an inspiration to others and take pride of where they came from.

The MMOW-Pangasinan is the 1<sup>st</sup> run in Region 1 and the 27<sup>th</sup> run nationwide. The program aims to bring business mentorship closer to all Filipinos. Through the MMOW, micro-small business owners will be equipped with the technical and practical know-how on entrepreneurship in more convenient and accessible locations. ###





## NTF 2019, a showcase of the Best and “Green” Local Products



PHOTO: RD Grace Falgui-Baluyan, ARD Daria R. Mingaracala and OIC-SMED Leo Corsino at the NTF 2019 Green Booth.



hanger were all sold out during the opening day of the Trade Fair. Priced at Php 80 each, he also received lots of additional orders. He discerned that consumers are now becoming green conscious thus becoming more supportive of eco-friendly products. An estimate of Php 2.3 million sales were generated by MSMEs from the region.

MSMEs are identified as green advocates and forefront of the initiatives to: create sustainable products; use eco-friendly packaging; conserve energy and resources and explore green solutions to reduce their carbon footprint; and support and promote environmental awareness. To widen the knowledge of entrepreneurs and shoppers on green initiatives, series of green sensitization and lectures along with green exhibits were also conducted. ###

The Department of Trade and Industry-Bureau of Domestic Trade Promotion (DTI-BDTP) together with the DTI Regional and Provincial Offices staged the 2019 National Trade Fair on August 22-25, 2019 at the Megatrade Halls of SM Megamall in Mandaluyong City.

Dubbed as “A Green Show” the 2019 NTF gave preference to exhibitors whose products and processes were organic, sustainable and eco-friendly. A total of 276 exhibitors from all over the country participated in the said event, 18 of which came from Region 1. Various products such as furniture and furnishings, houseware and décor, wearables and fashion accessories, gifts and souvenirs, as well as heirloom food and health and wellness products were sold at the 2019 NTF.

Mr. Felipe Garduque, owner of Northway Crafts located at San Juan La Union, was delighted to see one of his products be featured at the 2019 NTF official Logo and Event Design. His decorative ‘Bilao’ has levelled-up after it undergone Product Development. During the Trade Fair, he was able to close a deal with a Hotel and Resort in El Nido to supply decorative ‘Bilao’ as hotel room decors.

Also an exhibitor from Region 1, Mr. Perry Inacay of Dorevi Industries, San Carlos City Pangasinan, happily shared that his 175 pieces of bamboo clothes



## DTI highlights “Sustainable Consumption” in the 2019 Consumer Welfare Month Celebration

*San Fernando City, La Union-* Consumer empowerment leads to a product quality and safety conscious society. Thus, the Department of Trade and Industry Region 1 (DTI R1) stays committed to its mission to protect the welfare of the consumers and enjoined everyone to celebrate the Consumer Welfare Month (CWM) this October 2019.

This year's theme was “Sustainable Consumption: Understanding the Impact of Consumer's Choice in a Shared Environment.” DTI Region 1 Director Grace Falgui-Baluyan highlighted the need to reshape consumer habits by helping them understand the advantages of choosing products and services with lower environmental impacts. “We only have one earth, let us all support a more sustainable lifestyle for all by making right choices and green practices.” she added.

A nationwide simultaneous Fun Run on September 29, 2019 kicked-off the month-long celebration. 500 runners from different consumer groups, business sector, government and non-government agencies and other stakeholders joined the 3-kilometer and 5-kilometer-distance run held at Poro Point Event Center. Runners were given free singlets and race bibs. Gun start was at 6:00 AM after the warm-up Zumba exercise.

A Regional Consumer Congress was conducted as part of the CWM 2019. The activity aimed to help people understand their consumer rights and make well-informed decisions.

Meanwhile, DTI Provincial Offices also conducted various of activities for CWM 2019 celebration such as Consumer Education Information drives, destruction of uncertified and substandard products and awarding of DTI-Certified Establishment (DTI-CE) or known as the *Bagwis Awards*.

Based on Presidential Proclamation No. 1098, the month of October is declared as the Consumer Welfare Month. This is to increase the public's awareness on the consumer rights, policies and protections by conducting activities and dissemination of information. ###





## NEGOSYO SERBISYO SA BARANGAY (NSSB) initiatives improve Micro Entrepreneurs' Journey

The Ilocos Sur's NSSB series of Business Caravans has helped 401 micro entrepreneurs in the six (6) 4<sup>th</sup> class municipalities in the province in complying with the prompt filing of their Quarterly Income Tax Return and Percentage Tax or 1701Q and 2551Q respectively.

The Business Caravan Project which started in 2018 is a collaborative effort of the Department of Trade and Industry of Ilocos Sur through its Negosyo Centers (NC), Bureau of Internal Revenue (BIR), and LGU through its Business Permits and Licensing Office (BPLO). The said activity aims to reach marginalized barangay entrepreneurs who are registered with BIR. The three (3) agencies assist the micro-entrepreneurs, especially those who are digitally not capable, in the filing of their Quarterly Income Tax Return (1701Q) and Quarterly Percentage Tax (2551Q) via online. This activity also serves as a venue to provide the same entrepreneurs with other technical services on financial management of their businesses, which would lessen their cost in hiring a bookkeeper.

The continued implementation of Business Caravan has created awareness to the clients. More micro-entrepreneurs became diligent in complying with their tax payment requirements, which would result to the eventual increase of the Local Government Units' income generation.

Imagine the earnestness on tax payments by the key economic players in every barangay. This would gradually ease the respective LGU's burden in collecting taxes among their constituents. Hence, ultimately contributes to the economic advancement of the Municipality.

Such initiative is indeed a milestone for the agency. While DTI-Ilocos Sur delivers the duties that it is called for, which is to assist in the growth and development of MSMEs, indirectly and coincidentally, it is contributing to the attainment of the noble goal of every municipality: municipal economic upliftment. The second wave of the Business Caravan conducted in the month of July 2019 covered the municipalities of Caoayan, Lidlidda, Salcedo, San Esteban, San Ildefonso and Suyu.

Aside from the Business Caravan, NCs were able to implement their NSSB Weekly Entrepreneurship Seminars. Ninety-three (93) seminars were conducted that orbited on how to start a business, Barangay Micro Business Enterprise (BMBE) law, taxation, bookkeeping, food safety management, good manufacturing practices, and pricing and costing. Likewise, financing fora were conducted to provide MSMEs information and access to finance. About two thousand eight hundred eighty-nine (2,889) would-be and existing MSMEs participated in the aforementioned seminars.

In line with DTI's celebration of Consumer Welfare Month 2019 which focused on the significance of sustainable consumption, thirty-three (33) runs of consumerism seminar were facilitated to spread awareness and sense of responsibility. It was participated in by three thousand (3,000) consumers in the province of Ilocos Sur.



Capability trainings were implemented, as well, having at around one hundred seventy-six (176) potential and existing MSMEs. These trainings include native delicacies making and lemon juice, meat, mushroom and papaya processing. Further, upgrading trainings were likewise conducted in the fields of veggie chips and noodles making and novelty items making.

The second semestral weekly activities of the NCs covered approximately 70% of the total barangays in Ilocos Sur. Of which, there were one thousand four hundred thirty-one (1,431) potential and one thousand seven hundred thirteen (1,713) existing MSMEs that have been assisted and upon whom impact was caused – individually, within their community, particularly in the economic sector.

**Way forward, Ilocos Sur Negosyo Centers!** (January Sta. Clara)



## DTI warns public against substandard and uncertified products



PHOTOS: RD Grace Falgui-Baluyan and ARD Daria R. Mingaracal led the ceremonial destruction of confiscated items.

San Fernando City, La Union- The Department of Trade and Industry La Union Provincial Office destroyed P400,000 worth of substandard, uncertified and non-conforming products at the City Sanitary Landfill last October 11, 2019.

DTI Region 1 Director Grace Falgui-Baluyan together with Assistant Regional Director Daria R. Mingaracal and DTI La Union PD Merlie D. Membrere led the ceremonial destruction of the confiscated products such as PVC pipes, angle bars, Christmas lights, monoblock chairs, helmets and tires. These products were found to be not conforming to the requirements of DAO 02:2007. A compactor was also used to crush the said items.

Confiscated from different business establishments in La Union, these items were distributed and offered for sales amidst lack of Bureau of Philippine Standards (BPS) markings and invalid ICC markings.

Administrative fines were imposed against business establishments where the items were confiscated. Other nonconforming products such as lighters, bulbs and LPG

tanks will be disposed in a separate and safer manner.

Also present during the activity were representatives from the City Government of San Fernando, media and consumer groups such as San Fernando City La Union Senior Citizens Association and La Union National Highschool Consumer Club who served as witnesses during the activity.

On her message, Dir. Baluyan urged the public to be more vigilant. She reminded everyone to check the ICC or PS markings whenever purchasing products covered by mandatory standards.

"We urge consumers to demand for products that are assured of performance and safety to get their money's worth, and at the same time, to avoid risks posed by substandard products," she added.

To ensure the protection of consumers against nonconforming, substandard and uncertified products, the Department of Trade and Industry-Region 1 (DTI R1) Enforcement Teams regularly conduct its intensified monitoring and enforcement activities in the region. ###



## DTI launches 1<sup>st</sup> OTOP Hub in La Union



The Department of Trade and Industry (DTI) Region 1 through its provincial office in La Union launched the 1<sup>st</sup> One Town One Product (OTOP) Philippines Hub in the province last December 18, 2019. Located at the LU Riverfarm, municipality of Bacnotan, the hub is a one-stop-shop of the 'best of the best' products of La Union.

Products displayed and being sold at the OTOP Hub underwent product development through the OTOP Next Gen Program to improve marketability. The OTOP Next Gen Program aims to scale up products of local entrepreneurs by offering package assistance to MSMEs, which includes product development, design, packaging, standards compliance, marketability, production capability and brand development.

DTI Assistant Secretary Demphna Du-Naga graced the launching program. In her message, she encouraged MSMEs to never cease in developing their products. As entrepreneur herself, she motivated

MSMEs to always grab every opportunity and strategize to be more competitive.

The OTOP Hub- La Union will help boost the market exposure of the local product as it will serve as a regular outlet and physical-space where market-ready products may be accessible for both buyers and tourists. The hub features products such as processed food and delicacies, gifts and decors, accessories, wearables, health and wellness goods that are all proudly crafted by micro, small and medium enterprise (MSME) from across the province.

Regional Director Grace Falgui-Baluyan encouraged the public to shop at OTOP Hubs to support local MSMEs. She recognized the significant role of local enterprises in job generation and development of local economy.

This is the 31<sup>st</sup> OTOP Philippines hub nationwide and 3<sup>rd</sup> in the region. The other two are located in Alaminos City, Pangasinan and Laoag City International Airport, Ilocos Norte. ###



## Taste, feel and experience 'ELYU' at the La Union's Fairest 2019!

The metropolis got to experience La Union's "best of the best" products when the Department of Trade and Industry (DTI) La Union Provincial Office brought the 18<sup>th</sup> La Union's Fairest, - an OTOP and Tourism Expo at the Robinsons Galleria, Ortigas Avenue, Quezon City last October 18- 24, 2019. The trade fair is an annual activity of the agency to promote local products from home-grown micro small and medium enterprises (MSMEs) in the province. This year's theme was, "Developing, Transforming and Innovating Green Opportunities for La Union MSMEs".

Originally titled "La Union's FAIRest sa Alabang... Treasures from the North", the fair served as a venue to showcase and promote the creative flair of the Ilocano craftsmen. DTI La Union OIC PD Merlie Membrere said that the fair was a perfect opportunity for the products of La Union MSMEs to gain wider market reach. "We brought 'La Union' in the metro. We wanted to showcase the products of our local micro small and medium enterprises" she added.

Now on its 18<sup>th</sup> year, this year's trade fair was anchored on the One Town One Product (OTOP) project of DTI. This is the expanded program that maximizes public-private collaboration for incubation, marketing and branding of the best MSME products. It aims to level up pride-of-place products through improvement and innovation in the areas of quality, product development, designs standards compliance, marketability, production capability and brand development.

Best of the best products from 40 homegrown entrepreneurs in the province were showcased, such as processed and fresh foods; furniture and home furnishings; gifts, housewares and décor; garments; organic, natural and health and wellness products; ornamental plants and other locally produced products. Gifts and holiday decors are also available in time for the Holiday Season.

DTI Region 1 Director Grace Falgui-Baluyan urged the consumers to support and buy local products of MSMEs. "This will not only help the MSMEs to widen the exposure of their local products, it will also increase sales and continue to provide jobs in communities", she added.

The fair also featured the natural, cultural and agricultural-related tourism sites in the province. In collaboration with the Provincial Government of La Union (PGLU), La Union Entrepreneurs for Progress Association (LUEPA), Association of Tourism Industries and Networks (ATIN) in La Union and La Union Alliance of Travel and Tourism Agencies (LUATTA), a variety of travel deals and packages were also offered.###



Photo: DTI BSMED Dir. Jerry T. Clavesillas together with officials and representatives from the Provincial, City and Municipal Governments of La Union graced the LU Fairest Opening Program.





## DTI promotes “Entrepreneurship” as career alternative at the WCO 2019



The Department of Trade and Industry (DTI) Region 1 participated in the Technical Education and Skills Development Authority's (TESDA) World Café of Opportunities (WCO) last August 25, 2019. TESDA staged the WCO as part of its 25<sup>th</sup> Anniversary and National Tech -Voc day celebration. Hundreds of job seekers flocked to the Dagupan City People's Astrodome to grab their chances and employment opportunities. Local and overseas employers and recruitment agencies offered jobs, training and facilitated higher job-skill matching during the said activity.

DTI Pangasinan brought its programs and Negosyo Center Services such as Basic Entrepreneurship (Go Negosyo) Seminar, Business Name Registration, Business Counselling and Consumer Education Information during the whole day activity. DTI promotes entrepreneurship as a viable career option and

alternate source of income among fresh graduates/job seekers. While starting any business is usually difficult, DTI continues to assist and inform would-be entrepreneurs the benefits and fulfillment of having a business that cannot be matched in most employment situations.

Present during the activities were officials from TESDA, DOLE and representatives from the Dagupan City and Pangasinan Provincial Governments. DTI Region 1 Director Grace Falgui-Baluyan and ARD Daria R. Mingaracal were also in attendance during the activity.

The WCO is a job fair that seeks to connect government and private agencies to Technical and Vocational Education Training (TVET) graduates, a highlight of the National Tech-Voc Day celebrated every 25th day of August pursuant to Republic Act 10970. ###

## Tourism and Business—the keys to boost LU's local economy!



To bolster La Union's products, people, place, tourism and business opportunities, DTI La Union partnered with the Department of Tourism and Provincial Government of La Union in conducting the 1<sup>st</sup> La Union Investment and Business forum last October 18, 2019 at the Emerald Room, Crowne Plaza Manila Galleria, Ortigas Avenue, Quezon City. The forum aimed to bring key buyers and potential investors under one roof and give them opportunity to be informed of the latest product innovations, trends, agri-tourism and business opportunities in the province of La Union. Key government officials from the province discussed the business and investment opportunities that the province can offer. Business matching activities was also conducted after the forum.###



## DTI La Union intensifies monitoring and enforcement

The Department of Trade and Industry (DTI) La Union in coordination with the LGU of Bauang intensified its monitoring and enforcement on weighing scales and conducted a surprise spot inspection at the Bauang Public Market last October 3, 2019. The team inspected 158 weighing scales from the five market sections. Seventeen (17) of which were found not calibrated and were confiscated. These were turned-over to the Market Supervisor's Office for appropriate actions.



DTI reminded the vendors to calibrate their weighing scales to avoid sanctions that may be imposed to them once they will be found violating, as provided under Republic Act 7394 or the Consumer Act of the Philippines. Consumers are also encouraged to be more vigilant and report any unscrupulous activities they encountered.

Meanwhile a Discharge Capability Testing of Fire Extinguishers was also conducted last October 8, 2019 at San Juan, La Union. Fire extinguisher samples were randomly picked from six (6) manufacturers and were subjected to weight check, pressure and discharge capability to check compliance to PNS 15, S.1989 (for dry chemical). All the six (6) fire extinguishers passed the Discharge Capability Test.

DTI La Union OIC PD Merlie D. Membrere warns the retailers and wholesalers to refrain from selling substandard and uncertified products. She also assured the public that DTI will continue to monitor products to ensure compliance to applicable standards and guidelines to provide consumer protection and satisfaction.







## Northway Arts and Crafts: A Success HIT on the DOT!

In a fast-paced world, technology and innovation is inevitable. New technological advancements are exciting but sometimes overwhelming. But for local entrepreneur turned-artist, Mr. Felipe Garduque, handmade arts and crafts still have a cutting-edge above the rest.

Philip as fondly called by friends had to experience failures and challenges before he reaped the success in the arts and crafts business.

A resident of Brgy. Taboc, San Juan, La Union- a well-known place for the pottery business, Philip and his wife Perlita Ocampo - Garduque started to have the same business with a 5,000 peso capital in 1998. Their pottery business was named "Perly's Pottery". Amidst the driving force to succeed, their business didn't make it because they lack proper business knowledge and management.

As an Industrial Arts graduate, Philip's hobby is making home decorations and displays using indigenous materials such as twigs and wild vines. His creations started as their ordinary home décor then became personal gifts to his family and friends. The delicate craftsmanship put into the decors were well-loved by his family and friends. They encouraged him to maximize his talent and build a business out of it. So, despite the failure they experienced on their pottery business, he took another chance, persevered and ventured into a new business- Arts and Crafts!

Philip knew that their new business demands creative will, physically –tough and time-intensive. But as he saw that there is a market who understands the labor and love he puts into her arts and crafts, he became motivated to work on different designs such as unique wall decors, candle holders and bamboo baskets. The price of his works reflected the time and skill required to create them. A skill that was honed over the years that he mastered thru trial and error.

The Department of Trade and Industry- La Union saw the potential of his business, hence, offered him different assistances to improve his business. DTI invited him to join seminars and training to hone his business management skills and eventually became a regular exhibitor to local and national Trade Fairs and Exhibits.

Growing their business faced a range of challenges. Production was quite tough because he only had two workers. He survived all of it with the support and patience of his family. His wife is the financial and marketing manager while his daughter serves as the design consultant and his son as the development manager and in charge of all the publications.

They named their business Northway Arts and Crafts, a home decoration making business that makes use of indigenous raw materials in creating unique, eco-friendly and truly creative Filipino designs here and abroad.

Philip is also a DTI- Kapatid Mentor Me Mentee. Through the program, he learned that innovating and developing his products are important keys to stay in the business. Thus, he started coordinating with his co-KMME mentees for raw materials that he could use to make new designs. One of his popular product now is the "Decorated Bilao" (winnowing basket) the bilao served as his canvass for his designs. Philip uses "pointillism", a technique of painting in which small dots are applied in patterns to form a design or an image. This design became an instant hit in the market. Every brush dot flicks delicately applied on the bamboo bilao surface entails shows the patience and love of Philip to his chosen craft.

Their business continued to prosper as orders from different areas, local and abroad, came. They have also helped generate jobs in their community. Now they have a total of 13 employees, 4 permanent, 3 contractual, and 6 seasonal. Their total asset size as of November 2019 is P1.2 million. Their local market production is at 95% while the remaining 5% is foreign market production. Their vision is to export world class home decors in the international market especially in the European and US market by year 2021. They joined most of the trade fairs organized by the Department of Trade and Industry. They also attended an international expo in China (CAEXPO).

As Philip said, "Never think of your failure but instead continue to strive for a better journey." For him, the only failure is not trying at all. Nobody knows when you'll hit the success, so- try and try and eventually you'll hit the DOT! ###



## Ilocos Region Bamboo Benchmarking Mission:

*"Inspiring Opportunities, Greening the Environment"*

The Department of Trade and Industry – Region 1 organized a benchmarking mission to CS First Green Agri-Industrial Inc. Bamboo Plantation in Aguilar, Pangasinan and Manufacturing Plant in Bayambang, Pangasinan on November 5, 2019.

The group first visited the biggest bamboo nursery and plantation in the Philippines located at Aguilar, Pangasinan. Mr. Webon Lomong-oy, Plantation Project Manager, and other CS First Green staff/farmers shared and demonstrated to the group the practice of the association in their bamboo nursery which is the bamboo splitting method. They also shared the steps and management practices in their bamboo plantation including plant layout, cultivation and fertilizer application, water system and protection and maintenance.

The participants proceeded to the manufacturing plant situated at Bayambang, Pangasinan and observed the actual flow of the bamboo floorboard processing. Mr. Bernard Bawing, President of CS First Green, conveyed his sincerest gratitude to the participants and the DTI staff for the conduct of the benchmarking activity. As co-bamboo stakeholder in Region 1, Mr. Bawing inspired the group to instill patience in venturing in the bamboo industry and to continue innovating and collaborating.

The last stop was a short trip to the statue of St. Vincent Ferrer, recognized by the Guinness World Records as the world's tallest bamboo sculpture located at the St. Vincent Prayer Park, Bani, Bayambang, Pangasinan.

As a result of the activity, the 43 participants composed of bamboo farmers and processors, SSF cooperators, representatives from LGUs and House of Representatives and 8 DTI Staff were able to appreciate the emerging investment opportunities in the bamboo industry and its environmental and societal impact. The participants' learnings and observations on the operations shared by CS First Green ignited them to plant more bamboo and adopt the associations' best management practices. The bamboo stakeholders especially the LGUs were inspired with the advocacies of CS First Green on greening, livelihood and craftsmanship and moved them to share it to their community and eventually implement them. The stakeholders were able to exchange ideas and practices on their respective organization thus strengthening the linkages and network of the Ilocos Region bamboo industry. Indeed, it was a "Bamboostic" experience! # (Ayra Rose Fontanos)





## *Icons in the Loomweaving and Fashion Industries stars at the 24<sup>th</sup> Partuat ti Kailokuan Trade Fair 2019*

The annual mounting of the Partuat ti Kailokuan Trade Fair is part of the continuing commitment of the Department of Trade and Industry Ilocos Norte Provincial Office to showcase and promote the best and the levelled-up products of homegrown Micro Small and Medium Entrepreneurs.

In this year's Partuat ti Kailokuan Trade Fair, the Loomweaving Industry took centerstage through the conduct of the Inabel Appreciation Night during the second day of the trade fair, on December 18, 2019 at the Aurora Park, Laoag City. The event hosted a small Fashion Show and featured Ilocos Norte's local weaves and designs. The event was a breathtaking display of Inabel fabric and fashion creations of the hard working, passionate and talented Ilocano weavers and fashion designers.

Hand loomweaving has form part of the rich culture and heritage of the Ilocanos. It has woven with time a beautiful tapestry that has nourished the industry. To recognize the invaluable contribution of the weavers and designers in the preservation of the Loomweaving Industry and the development of the *Inabel*, the DTI and the PGIN awarded Certificates of Recognition to the industry icons and their weaving groups.

The night was indeed a celebration of an age-old industry relived to tell its story in today's generation. Inabel outfits shone over the models, guests and organizers, and successfully found its way to the hearts of the young.

Overall, the 6-day Partuat ti Kailokuan Trade Fair 2019 successfully gathered a total of 50 MSME exhibitors who showcased their craft and ingenuity, and generated a total whopping sales of Php4.751M. # (Maricor S. Racela)



### **Loomweaving groups:**

- ◆ Charito C. Cariaga and group, Nagbacalan Loomweavers MPC
- ◆ Ermelyn A. Tariga and group, San Jose MPC
- ◆ Rocelle Cagat and group, Mumulaan Farmers MPC
- ◆ Dr. Chrislynn C. Abadilla and group, Sudemari Suda de Marian

### **Fashion Designers:**

- ◆ Alleb Ceniza Repana
- ◆ Ira Baylon
- ◆ June Samson Pugat
- ◆ Dr. Chrislynn C. Abadilla





## Ilocos Sur Cacao, One of the Top 5 Best 70% Dark Chocolate in the Philippines

While the Department of Trade and Industry (DTI) - Ilocos Sur soars with pride for its Coffee Industry Robusta product that has been recognized as one of the best coffees in the country, DTI - Ilocos Sur, now congratulates its shining growing assisted MSMEs in the cacao industry.

One of DTI-Ilocos Sur's assisted entrepreneurs, Ms. Emmylou A. Jomero of Wynn's Food Products, has been picked as one of the Top 5 Best 70% DARK CHOCOLATE in the Philippines during the Kakao Konek's Philippine National Contest. This was held on October 18 to 20, 2019 at Davao Convention Center, Davao City.

Ms. Jomero represented Region One and competed in the said contest with the rest of the cacao processors nationwide. Kakao Konek is a "Philippine Cacao Festival" that is celebrated annually by the Cacao Industry Development Association in Mindanao (CIDAMI), the country's leading cacao value chain organization. The festival aims to give due recognition to the Filipino cacao farmers and processors who have been working hard to improve the quality of local cacao beans and give the finest chocolate to the chocolate lovers around the world.

"I only complied with the instructed ingredients which are 70% cacao and 30% sugar, that's it. Maybe the only extra pieces that were mixed in my entered concoction are my passion and love for what I do", shared by Ms. Jomero. This achievement of Ms. Jomero has brought inspiration and pride to the other cacao farming and processing players in Ilocos Sur.

"It is really in the processing that this triumph was achieved", Ilocos Sur Provincial Director Grace R. Lapastora agreed. "It is just timing that DTI was able to provide more than a million peso worth of equipment that has been utilized as the industry's technology. Plus, under the regional and provincial Industry Cluster Program, the Salcedo Cacao key players were given the chance to participate in cacao mobile learning activities in various places and one is in Davao City. Series of further trainings were also duly conducted for them and the resource speakers invited therein were experts from Davao. All efforts that were made in just a matter of four years have sufficiently capacitated our key players. The fulfilling recognition is a manifestation that we are in the right track, and that our Ilocos Sur cacao industry has a place in the market", she added.

Director Lapastora also pointed out that DTI Ilocos Sur is now looking at the weakest link within the entire value chain – from production to marketing. Apparently, it is in the production that also needs focus. DTI shall be working with the Department of Agriculture in assisting the MSMEs in the goal of having sufficient resources for raw materials. There has to be a thriving plantation area for cacao not only in the Second Congressional District of Ilocos Sur, but also in the First Congressional District.

"Having reaped this uplifting achievement for the industry cluster in a four-year-span and zealously continuing way forward, we cannot go wrong", Director Lapastora concluded. # (January R. Sta. Clara)



*"I hope that the recognition I received will serve as an inspiration and encouragement to my co-players in the industry."*

*-Emmylou Jomero*





# Spread **Good Vibes**, Eat with Purpose!

*-a mission, a commitment, an advocacy...*

To cook food is one thing, putting together homegrown ingredients to create something that would offer a different level of satisfaction is completely different. This is Good Vibes Café by Geronimo living to its hashtags, #spreadgoodvibes and #eatwithpurpose. A mission to fulfill, a commitment to self for others, an advocacy for a healthier and greener community.

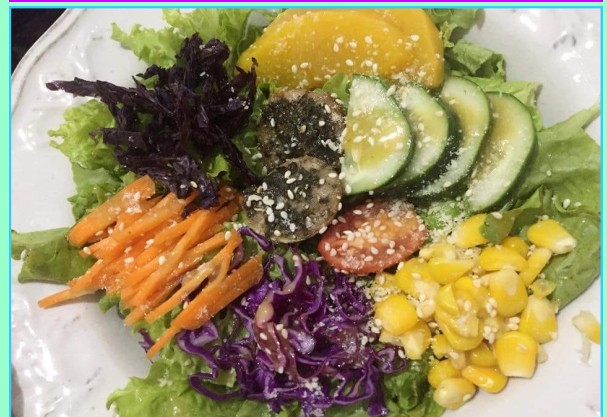
Bold enough to dab herbs on to her plate, the young proprietress herself, Cjoy L. Salvador, grew up in a large family who are being conscious of what they eat paved way to growing most of their own food for their family consumption. Cjoy vividly remembers how her father, in between his work, grow their own vegetables in their backyard, and how he encouraged his children to tend to their own vegetable plots during weekends. This for one purpose, it is always best to eat fresh and chemical free foods. Her mother on the other hand, grew herbs and medicinal plants. She would rather use natural remedies for simple or ordinary ailments, than buy the commercially available synthetic medicines. These prompted Cjoy to a more in-depth understanding of food and its purpose.

After almost a decade of being in the corporate world in the Metropolis, Cjoy came back to the province for good. With the strong influence of her parents of their extraordinary concept of providing healthy and nutritious food for the family, Cjoy wanted to do the same. And with the rising number of sicknesses caused by unhealthy lifestyle, the more she wanted to share her childhood experience to other people outside her family. So she started to grow culinary herbs in their backyard and experimented on her creation of healthy, tummy filling and instagrammable foods. Shortly after, she introduced *Dulang* in 2014, an event where good food and healthy eating meet. The pop-up restaurant, set-up in their home's simple garden was a hit and patrons requested that the *Dulang* event be on a daily basis. However, the challenge of sustaining a market for *organic, local and healthy* food was real. In an age of fast foods and plastic cups, she was beset with how could she make her food offerings sustainably appealing to the consuming public.

*"This is beyond the taste of your food; this is also about the people who took the time to plant, to prepare, and to serve the food on the table, and how it will nourish your wellbeing"* Cjoy explains. For someone who is without any culinary background, her only springboard was her roots and their love for well prepared meals. She fondly recalls family Sundays and the smell of home-cooked meals. *"It is much about rousing the senses, it is all about eating with purpose"* she added. Armed with passion and determination, and inspired with the positive reviews along with the good number of returning customers of the pop-up restaurant *Dulang*, the Good Vibes Café by Geronimo officially opened its doors on July 2016.

From what started as a simple tribute to her father, Geronimo, who was her number one fan, Good Vibes Café by Geronimo's vision, to share to the world what one's backyard could offer has become widely attributable to the gastronomic allure of Ilocos Norte. Paralleled to the province's goal of opening its doors to new wave of tourists coming up north, Good Vibes Café also gave its customers a menu of fresh ideas and exciting food offerings. Its food creations were named after the famous tourist attractions in the Ilocos Region - Patapat Pasta, Kapurpurawan Pasta, Calle Crisologo Sandwich, Longganisa Ice cream, Paoay kumakaway Salad, Travel Veggie Burrito, Solsona Nachos, kabigan Refreshment, Anuplig drink, among many others. This was a great way to promote the food offerings of Good Vibes while making a mark in the food-tourism industry.

Good Vibes Café committed up to this date, to utilize resources or ingredients that are available locally. Thus, it partnered not with large





commercial producers but opted to create strong ties with farmers and other small industry players from the communities. Good Vibes also committed to support local producers to promote their products. Thus, the birth of *Mercato Verde* (green market). *Mercato Verde* sits in a corner at the café and showcases products of local MSMEs, especially the products of fellow KMME graduates. Good Vibes Café also adopted the farm-to-table-to-farm concept and partnered with the eco-warrior entrepreneurs of the province who strongly advocate green practices. For Cjoy, this is her way of giving back and paying forward.

In July 2019, Good Vibes Café celebrated its 3<sup>rd</sup> anniversary with another commendable undertaking, the establishment of *Arubayan*. *Arubayan* by Good Vibes Café is a humble outdoor garden in the city where one could recharge at the sight of greens and refuel the body with good food. The *Arubayan*, through the *Arubayan Backyard Fair*, is also a venue for local and social entrepreneurs to gather for the promotion of healthier and greener community.

Cjoy, a graduate of a non-business course, with zero background on running a business did not feel drowned with the pressures of running a business of her own. She is forever grateful for the continuous guidance of the Department of Trade and Industry, since the time she was conceptualizing her business ideas to where she is now and to where she will even be in the next years. As a KMME batch 1 graduate, Cjoy quips in one of Go Negosyo's FB posts, "the DTI through its KMME Program has equipped me with bigger and clearer lenses. Lenses that made me more focused and more confident in embracing the adventure of entrepreneurship." (*Maricor S. Racela*)



PHOTO: Cjoy L. Salvador, owner of God Vibes Café by Geronimo

## DTI Pangasinan promotes GREEN ECONOMY to PETCs and Repair/Service Shops

As part of the celebration of the 2019 Consumer Welfare Month (CWM) with its theme "Sustainable Consumption: Understanding the impact of Consumer's Choices in a Shared Environment", the Department of Trade and Industry (DTI) starts to conduct series of seminars on Promotion of Green Economy to Micro, Small and Medium Enterprises (MSMEs). The next seminar this October 5, 2019 at Monarch Hotel, Calsiao is for those engaged in Repair/Service Shops and Private Emission Testing Centers (PETCs).

According to OIC-PD Natalia B. Dalaten, the promotion of Green Economy among MSMEs would encourage them to take an active role to reduce the adverse impacts on the environment (carbon footprint) through their efficient use of power, water and resources.

OIC-PD Dalaten also mentioned that going green make MSMEs more competitive because it reduce cost of production, helps MSMEs more resilient to climate change impacts and have the access to new market opportunities because of the increased demand for green products. She encourages everyone to start greening our homes and workplace by observing some of these green practices and strategies.

- Lower your thermostat just one degree. This simple step can save as much as 10% of your heating bill;
- Switch to compact fluorescent light bulbs. These often last longer and use less wattage than incandescent bulbs;
- Unplugged appliances – 5% to 10% of your residential electricity is sapped by devices that are plugged in 24 hours a day. Plugged appliances generally only eat up low levels of electricity, just about a watt or two. But some electronics – like computers and TVs consume a lot more power, even when they're just in standby mode;
- By turning off the WI-FI connection, your energy usage drops to just 1.3 watts;
- Tighten your windows - a cheaper, easier option is to insulate your windows during the colder months using transparent film that keeps the heat in the cold out;
- Having an efficient waste management – Practice the 5Rs (Reduce, Reuse and Recycle, Restore, Renovate) to carry out proper waste segregation, and to participate in cleaning drives and other related clean-up activities;
- Set up proper signage for each waste, recycling and compost receptacle and staple samples of items to show which bin it should go into;
- Replace older toilets with low-flow toilets;
- Replace all fluorescent lights with energy efficient lights, especially LEDs.
- LOCAVORE! Shift as many of your business purchases as possible to support local vendors. (*Ruth Salazar*)



## Reaping the sweet success & opportunities for Region 1 cacao industry

The Department of Trade and Industry Region 1 saw a brighter future for the cacao industry in the region as stakeholders and growers are now starting to make their marks in the national market. Staff from DTI R1 attended the Kakao Konek 2019 held at SMX Convention, Davao City last October 17-18, 2019.

Kakao Konek is the country's biggest annual event for the cacao and chocolate industry organized by the Cacao Industry Development Association of Mindanao, Inc. (CIDAMI), the largest organization in the country's cacao value chain. The theme for the 2019 convention, "*Filipinas Tablea & Chocolate Expo and Cacao Unconference*" was successfully put into action by about 600 stakeholders involved in the cacao industry both locally and internationally.

The event offered various activities encompassing the whole industry value chain. Product exhibits featured local tablea and artisan chocolates, cacao by-products and souvenirs, chocolate processing equipment, and farm supplies. Industry experts covered technical subjects such as bean grading and farm maintenance during break-out learning sessions. The town hall discussions became a venue for the cacao growers and processors in voicing out their most pressing concerns. Several government figures like Mayor Sara Duterte gave their positive outlook on the cacao sector. Due recognition was likewise given to Auro, Malagos and Theo & Philo for bringing Philippine chocolate in the International Chocolate Academy Awards. This heightened the interest of participants especially those who are new to the industry. Further, the excitement increased when 30 local processors graced the stage with their products during the Parade of Chocolates.

Mylou's Tsokolate de Ylocos of Ms. Emmylou Jomero, a cacao processor from Salcedo, Ilcos Sur was chosen as one of the five best dark chocolates among fifteen other entries from all over the country, bringing pride and paving the way for Ilocos Region to be recognized in the Philippine Cacao Industry. # (Aple Madayag)



## DTI launches 1st CONSUMER CORNER in Pangasinan

As part of DTI intensive campaign to inform the consumer on their rights and responsibilities in order to come up with the best choice of goods and services, the DTI-Pangasinan installed its 1<sup>st</sup> Consumer Corner at CSI Warehouse Club, Lucao District, Dagupan City,

Regional Director Grace Falgui Baluyan of DTI-Region I in partnership with CSI Group of Companies headed by Ms. Belen T. Fernandez formally launched the DTI-CSI Consumer Corner.

Meanwhile, as part of the agency's programs to provide the consumers goods at discounted and affordable prices especially during the Holiday Season, DTI Pangasinan forged partnership with the CSI Group of Companies and manufacturers for its 13<sup>th</sup> Sari-sari Store Diskwento featuring "Noche Buena" products and other Basic/Prime commodities on October 17-20, 2019 at the same mall.

The "DTI-Diskwento Presyong Panalo Para Sa Mamimiling Pilipino Project" is a public service program conducted by DTI in partnership with big manufacturers and/or local distributors that provides non-relief items at discounted prices. Big savings were given because of the discounts provided by the manufacturers and local distributors.

According to DTI Pangasinan OIC-Director Natalia B. Dalaten, there were more than 100 participating manufacturers and exhibitors in the said Noche Buena Products Diskwento that provided wide array of basic necessities and prime commodities and markdown up to 50% and lots of free bundled items during the three-day Diskwento sale.





# A KING's journey in the competitive world of BUSINESS



Putting the Province of Ilocos Norte in a whole new light in the Philippine mango industry map, MANGO KING FOOD PRODUCTS (MKFP) is set to prove that mango processing in the country is not solely centered in the Visayas region.

Looking back at how it all started. Ricardo Tolentino, the owner of MKFP and a son of Ilocos Norte, started a small mango farming business in the province forty years ago. He is the epitome of hard-work and is a living proof that success comes to those who take hold of it regardless of status in life. His early beginnings in the world of business wasn't easy for he came from an impoverished family. He literally started from rock bottom and slowly made his way up to where he is now through strong determination coupled with the support of some significant people that he worked with. Today, he is labelled as the "MANGO KING OF ILOCOS NORTE".

The Philippine carabao mango or internationally known as "Manila Mango", is categorized as one of the high value crops of the country. It is famous for its rich taste and aroma making it the most sought after variety of mango in the world. It is produced in most parts of the Philippines, Ilocos Norte being one of its top mango producing provinces. Every year it contributes a big chunk in the total yearly production of the country. In the previous year alone, the province produced approximately 2 million kilograms of mangoes during its mango season.

However, anyone engaged in the agriculture business could attest to the fact that the industry is the most vulnerable to stresses brought about by climate change. The

mango industry of Ilocos Norte is at the brink of experiencing all of these at present. Alongside with an over supply of mangoes during the peak of each mango season all throughout the country, an increasing amount of rejections from the mangoes produced in the province are being put to waste. This subsequently results to lower income for mango farmers.

With the challenges that the industry is facing today, Mr. Tolentino made a decision to venture into processing that would somehow benefit not only him but also other mango farmers in Ilocos Norte. He always believed in the potential of every food business. That is why in 2016, MANGO KING FOOD PRODUCTS, a mango processing business was established in the City of Laoag enabling them to process their excess produce right at the source.

The company initially started with a few line of products such as dehydrated mangoes, mango wine and mango vinegar.

The first year of operations was a real struggle for the company since it is a new player in the industry. Things slowly fell into their proper places when the Department of Trade and Industry (DTI) invited them to be a part of the pioneer batch of mentees in their Kapatid Mentor Me (KMME) Program in 2017.

Also, DTI helped the Ilocos Norte Federation of Mango Producers Association, Inc. (INFMPAI), headed by Mr. Tolentino, through the Shared Service Facility Program. MKFP served as the operator of this facility, at the same time served as the marketing arm for the association. This benefited the member farmers by enabling them to sell their produce at higher prices, thus, realizing more income from their mango farming ventures.

Barely three (3) years in the business, MKFP is proud of its significant achievements. In 2019, the company started exporting its dried mango products in Kahului, Hawaii. Also, in the same year, the company was among the few of SMEs endorsed by DTI through the OTOP Philippines to take part in the prestigious ANUGA International Food Expo in Cologne, Germany.

The company envisions itself to be the major key player in the mango processing industry in Northern Luzon. Despite the challenges, the company continues to focus on growth by developing new products and expanding its market. This is the commitment of Mango King, to showcase quality products that the province of Ilocos Norte and the Philippines as a whole can truly be proud of. (Maricor S. Racela)





# “PEOPLE, PURPOSE and PASSION... the pathway to SUCCESS! “

We are DTI REGION 1... We are ONE family!





# 38th DTI Anniversary cum Wellness Program

Featuring: PALARONG PINOY





# DTI Region 1- Directory of Officials

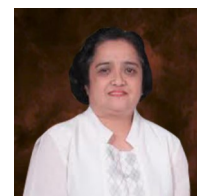
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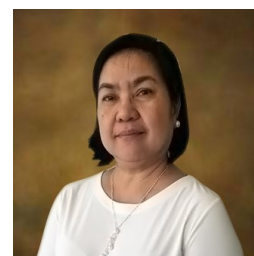
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Every effort is made to provide accurate and complete information in this edition of Rimat ti Amianan Newsletter.

We apologized for any unintended misspelling, ommissions or inaccuracy of the contents.

-The Management



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