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PHILIPPINES

HUB

RIMAT TI AMIANAN

DTI REGION 1
ANNUAL REPORT | 2020

Table of Contents

3	DTI Mission and Vision
4	Message of the Regional Director
5	The DTI Region 1 Management Committee (MANCOM)
6	2020 Accomplishments
13	The Regional Office Management Committee (RO-MANCOM)
14	Office of the Regional Director
16	RO - Small Medium Enterprise Development Division
18	RO - Consumer Protection Division
20	RO - Industry Development Division
23	RO - Administrative and Finance Management Division
24	DTI Ilocos Norte
28	DTI Ilocos Sur
32	DTI La Union
36	DTI Pangasinan



QUALITY POLICY

We, the Department of Trade and Industry, commit to develop a more inclusive and prosperous Philippines.

We shall endeavor to promote globally competitive, innovative and inclusive businesses and foster informed and empowered consumers

We embrace the agency's core values of passion, integrity, competence, creativity, synergy and love of country and commit to comply with the appropriate statutory and regulatory requirements.

We shall strive for the continual improvement of our quality management system to meet the expectations of our clients.

Editorial Board

RD Grace Falgui-Baluyan
ARD Daria R. Mingaracal
PD Grace R. Lapastora
PD Rosario R. Quodala
PD Merlie D. Membrere
PD Natalia B. Dalaten

Editor-in-Chief: Joyce Ann Segui-Sabado

Provincial Information Officers/ Contributors:

Ruth L. Salazar
Mark Joseph C. Alonen
Benigno Q. Ponce
Ma. Corazon S. Racela
Juneil Picardal

Layout and Design: Joyce Ann Segui-Sabado



Anchored on the Values of Passion, Integrity, Creativity, Competence, Synergy, and Love of Country, and our Mission as the government's main economic catalyst in Enabling innovative, competitive, job-generating, inclusive business, and Empowering consumers.

VISION 2022

A more inclusive and prosperous Philippines
with employment and income opportunities for all.

MISSION

DTI is the main economic catalyst that:

- Enables innovative, competitive, job generating, inclusive business
- Empowers consumers

REGIONAL DIRECTOR'S MESSAGE

It is with great pride that we present to you the special edition of the Department of Trade and Industry Region 1's RIMAT TI AMIANAN-The 2020 Accomplishment Report.

2020 was a challenging year for everyone because of the adverse impacts brought by the pandemic Coronavirus. Amidst these difficulties, we managed to deliver services to our clients. This issue highlights the many notable achievements that we are happy to share with our clients and stakeholders. Each page in this report captures the dynamic and keen initiatives that fueled our agency to perform better under the new normal situation. These achievements are strong manifestations of the commitment and dedication of the hard-working people of DTI Region 1.

We express our gratitude to our partners: government agencies, LGUs and private sectors for the utmost support they have been giving our agency. To the DTI Central Office and its Functional Groups, especially the Regional Operations Group, we thank you for the continuous guidance and support to the regions.

As we continue to render the "Serbisyong Higit Pa Sa Inaasahan" we remain steadfast in upholding the DTI Core Values- Passion, Integrity, Creativity, Competence, Synergy and Love of Country. DTI remains to be the economic catalyst that propels our country to economic growth and we stay committed to our thrust to Enable Business and Empower Consumers.

Thank you and we look forward to another amazing year for DTI Region 1! Mabuhay ang Rehiyon Uno!



GRACE FALGUI-BALUYAN
Regional Director

The DTI Region 1 MANAGEMENT COMMITTEE



GRACE FALGUI-BALUYAN
Regional Director
3F Juanita Bldg., Quezon Ave.,
San Fernando City, La Union
(072) 607-1368
r01@dti.gov.ph



DARIA R. MINGARACAL
Assistant Regional Director
3F Juanita Bldg., Quezon Ave.,
San Fernando City, La Union
(072) 607-1368
r01@dti.gov.ph



NATALIA B. DALATEN
OIC-Provincial Director
DTI Pangasinan
2F Star Bldg, Arellano St.,
Dagupan City
(075) 515-3183
Fax: (075) 529-6177
r01.Pangasinan@dti.gov.ph



MERLIE D. MEMBRERE
OIC-Provincial Director
DTI La Union
AJ Realty Bldg., Natl.
Highway, San Fernando City,
La Union
(072) 607-4459
Fax: (072) 607-4460
r01.LaUnion@dti.gov.ph



GRACE R. LAPASTORA
Provincial Director
DTI Ilocos Sur
Judy Chiu Bldg., Brgy. 1,
Vigan City, Ilocos Sur
(077) 772-2332
Fax: (077) 771-4268
r01.IlocosSur@dti.gov.ph



ROSARIO R. QUODALA
OIC-Provincial Director
DTI Ilocos Norte
JOMEL Bldg. Brgy. 14,
Laoag City, Ilocos Norte
(077) 772-2332
Fax: (077) 771-4268
r01.IlocosNorte@dti.gov.ph



ESTHER C. HUFANA
Chief
Administrative Finance
and Management
Division



NIEVALOY C. RAFADA
OIC
Industry Development
Division



H.A. ZALDY Z. ZAFRA, JR.
OIC
Consumer Protection
Division



AMELIA E. GALVEZ
OIC
Small Medium
Enterprise Devt.
Division



ATTY. JENNIFER V. PERALTA
Chief-of-Staff
Office of the Regional
Director

Accomplishments 2020



Bringing success closer to MSMEs

64

Established and maintained

18,930

NC clients who obtained Business License/permit

419

Trainings/ CapDev activities

17,677

MSMEs assisted in the Priority Industries

MSMEs and Clients Assisted

88,652

35,355

MSMEs

16,078

Clients

37,782

Business Name/ BMBE Registered

Enhancing Marketability of Products



Product Prototypes Developed

399

34

FabLabs

175

OTOP Next Gen

190

Other ProDev Activities

Enhancing Entrepreneurial Capabilities



2

Number of Runs

95

Number of Mentee Graduates

Productivity Enhancement



Shared Service Facilities
"Shared Success for Filipino MSMEs"

234

Number of established

226

Number of Operational

97%

Percentage of Operational



Building Entrepreneurship in Agrarian Reform Communities



COMPREHENSIVE
AGRARIAN
REFORM
PROGRAM

9,698

Assisted Agrarian Reform Beneficiaries

143

Agrarian Beneficiary Organizations

107

Agrarian Reform Communities

Accomplishments 2020

CONSUMER WELFARE

Bagwis Certification



162

Firms Certified

120

New

42

Upgraded

Price and Supply Stabilization



204

Firms Monitored

Consumer Complaints



100%

% resolved through
mediation and arbitration

Enforcement of Fair Trade Laws

15

Violating Firms

100%

% of violating firms penalized

Php 452,500.00

% of violating firms penalized



Responding to the needs of MSMEs
affected by COVID19 and other calamities



NEGOSYO
SERBISYO sa
BARANGAY

AREAS COVERED



9
CITIES

108

MUNICIPALITIES

796

BARANGAYS

LIVELIHOOD KITS



1,368

LIVELIHOOD
KITS PROVIDED

TYPE OF KITS PROVIDED



1,092

SARI-SARI
STORES &
OTHER TRADING

93

FOOD
PROCESSING &
BAKESHOP



40

CARINDERIA
BIGASAN

21

BEAUTY SALON
& BARBERSHOPS



122

GHD AND
OTHERS



DTI's Livelihood Seeding Program-Negosyo Serbisyo sa Barangay (LSP-NSB) intends to maximize the potential of barangays to become economically independent and make them more effective partners in the attainment of national goals.



110

TRAININGS
CONDUCTED

1,950

TRAINING
PARTICIPANTS



24,654

INDIVIDUALS PROVIDED
WITH CONSULTANCY &
INFORMATION MATERIALS



1,922

NEGOSYO
CLINIQUING
CONDUCTED

1,939

MSMES
ASSISTED



VISIT US AT:



www.dti.gov.ph



@DTIPhilippines



DTI.Region1
DTI.Philippines



DTI.Philippines

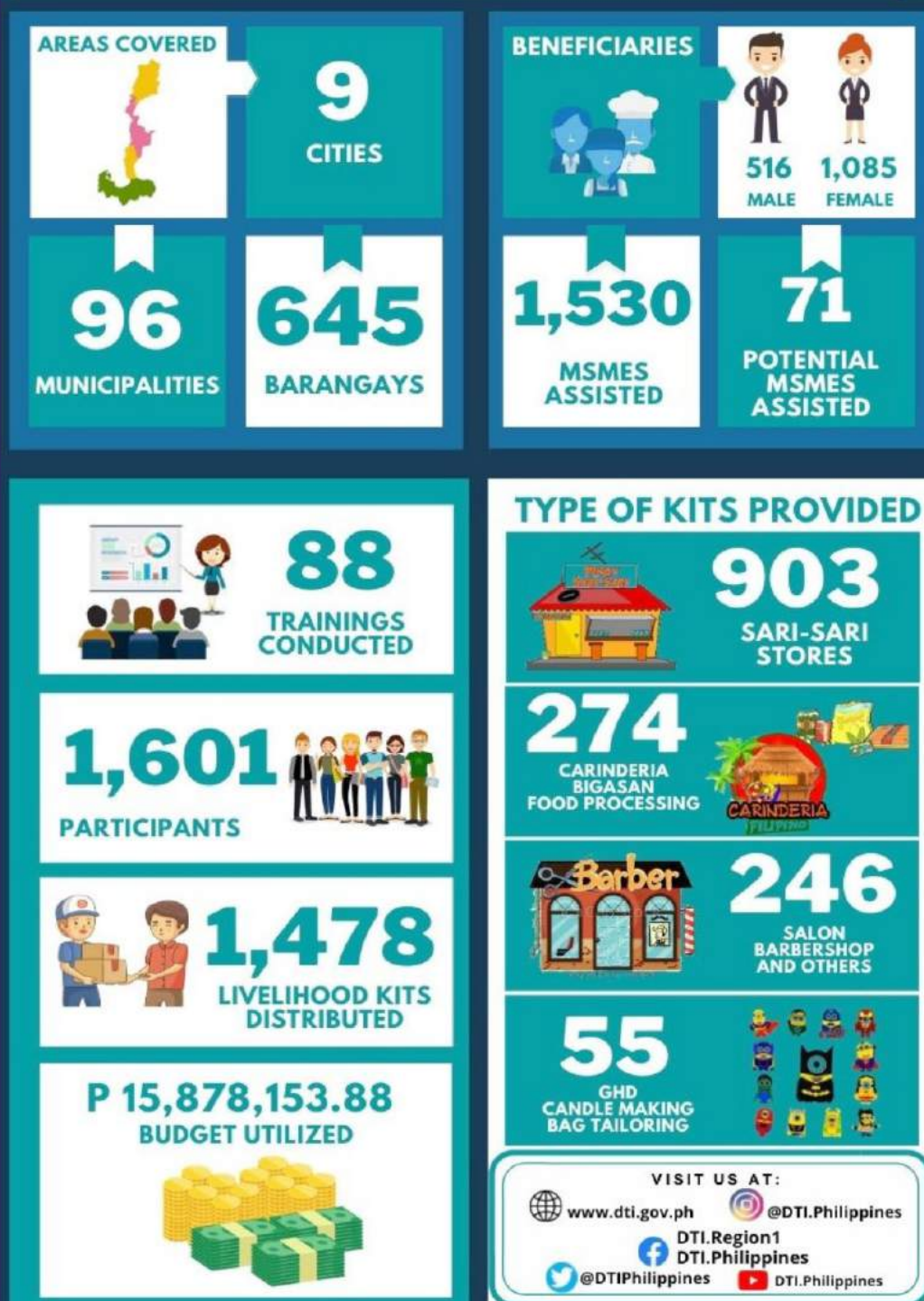


@DTI.Philippines

Responding to the needs of MSMEs
affected by COVID19 and other calamities



DTI- Pangkabuhayan sa Pag-bangon at Ginawa (PBG) is a Livelihood Seeding and Entrepreneurship Development Program for micro-enterprises with priority in areas affected by fire incidents and other calamities.



BAYANIHAN WE HEAL AS ONE

DTI'S SOCIAL AMELIORATION COMPONENT

Our activities for the period: March-December 2020

ACCESS TO FINANCE

P3 CARES-ERF

Php **58.4**
million
Amount Released

599
Beneficiaries



PRICE AND SUPPLY STABILIZATION

1,698

Number of Price
Monitoring activities
conducted

99%

Percentage Compliance

45

Non-compliant
establishments

56

LOIs issued

26

NOVs issued

2

SCOs issued

4

FCs issued



LET'S HELP STOP THE SPREAD OF CORONAVIRUS

DISKWENTO CARAVANS/ ROLLING STORES

142

847

Barangays served

Php **35.7** million

Sales Generated

CAMPAIGN ON ANTI-HOARDING/ ANTI-PROFITEERING

57

Joint Operations
launched with PNP-CIDG/ NBI

55

of Persons Arrested

MONITORING OF BARBERSHOPS, SALON AND DINE-IN RESTAURANTS

215

activities conducted





PASSION



COMPETENCE



SYNERGY



INTEGRITY



CREATIVITY



LOVE OF COUNTRY



Serbisyong Higit Pa Sa Inaasahan



Regional Office 1





OFFICE OF THE REGIONAL DIRECTOR (ORD)

PASA | **LOVE**

DTI-ROG CHRISTMAS SPECIAL



The Department of Trade and Industry (DTI) through the Regional Operations Group (ROG), launched its Christmas Special project tagged as 'Pasa-love' at the DTI Philippines Youtube channel.

The "Pasa-love" was a video promotional campaign to "buy and support local" from the 16 beautiful regions of the country. Amidst the adverse impact brought by the pandemic Covid19, the christmas tradition of giving becomes more meaningful by helping more and more pinoy entrepreneurs stay economically afloat by patronizing local products.

DTI Region 1 pasalove video entries "Tara na sa Amianang Luzon" and "Mangan Tayon" featured not just only the products of micro small and medium enterprises (MSMEs) but also the tourist spots, rich culture and resilient Ilocanos. Featured MSMEs were Ilocos Norte's Basilios Chicharon and San Jose Multipurpose Cooperative, Ilocos Sur's Nanang Sion Foodhouse and Rowilda's Loomweaving, La Union's Familiar Table Tsokolate Tablea and Redclay Pagdamilian Pottery, and Pangasinan's Sta. Barbara Gourmet and Dorevi Bamboo Industries.

ROG Undersecretary Blesila Lantayona, who spearheaded the holiday campaign, said that the simple act of patronizing locally-made products showed the true meaning of "bayanihan" especially during this economically challenging time.

With the help of the Pasa-love video campaign, MSMEs from Region 1 were able to generate a total sales of 2.2 million pesos. ###



GOING VIRTUAL in the NEW NORMAL



The new normal brought about by the pandemic COVID 19 has become a game changer in the world of communication and the digital world. People go digital and take advantage of social media as an important tool in information dissemination and communication. Social Media provides easier and more convenient access to information. Facebook, as the leading social media platform, became the go-to medium for people to interact. Its functions have also expanded from the social networking site before to a marketplace, messaging and live video streaming application.

The Department of Trade and Industry-Region 1 maximized the use of social media and launched its very own Facebook Live program- Tungtungan- Trabaho, Negosyo, Konsyumer (TTNK). The TTNK is DTI R1's social media strategy to disseminate information about the agency's programs and services using Facebook Live. The program aired its pilot episode last October 2, 2020 hosted by Information Officer Joyce Segui-Sabado with guests, RD Grace Falgui-Baluyan and CPD-OIC Zaldy Zafrá. Since then, the TTNK has been airing within its regular schedule (twice a month) with various topics and micro small medium enterprises (MSME) success stories being featured. ###

TUNG TUNGAN

Trabaho. Negosyo. Konsyumer

 @DTI.Region1

Facebook Live Program || 10:00 - 11:00 AM





SMALL MEDIUM ENTERPRISE DEVELOPMENT DIVISION (SMEDD)

KMME-MME Online

Adapting to the new normal, the Department of Trade and Industry continued its mentor program through an online platform. The Kapatid Mentor ME (KMME) Money Market Encounter (MME) Online was developed as the practical delivery mechanism for the same mentorship modules to be used to propel micro and small entrepreneurs to survive and thrive in spite of the unprecedented setbacks that now confront businesses of all types and sizes.

DTI Region 1 launched two batches of Online KMME-MME program producing a total of 95 mentee graduates. The mentees underwent sessions on entrepreneurial mindset, product development, market growth and expansion, creation of business model canvass, operations management, human resource, taxation, and business law among others. At the end of all these, the mentees presented their business investment plan as a pre-requisite to their graduation.

Online graduations were also held for the two batches where every mentee was given a certificate for having completed the mentorship course. Special awards were also given to mentees who have shown exemplary performance in their Business Improvement Plan presentations.



The KMME is a program of DTI in partnership with the Philippine Center for Entrepreneurship (PCE) that started in 2016. It is a 10-module mentorship program that optimizes weekly face-to-face interactions between the mentors and the mentees with the goal of boosting the entrepreneurial capacity of the mentees. ###

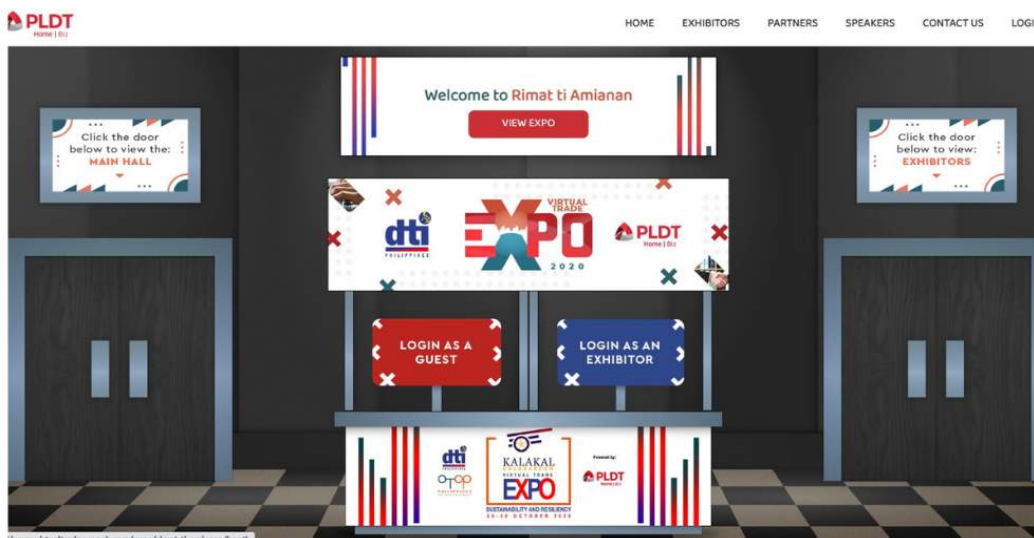
Rimat ti Amianan Trade Expo 2020 goes virtual in the new normal!

Amidst the challenges brought about by the pandemic COVID-19, the micro small and medium enterprises (MSMEs) of the Ilocos Region continue to rise against the odds and joined the Department of Trade and Industry (DTI) Region 1's Rimat ti Amianan Virtual Trade Expo 2020. Local products from 42 home-grown MSMEs were showcased and sold in the online trade fair that was conducted from November 9 to 18, 2020.

The Rimat ti Amianan (Treasures of the North) Trade Fair is an annual major activity of DTI that aims to promote the products of entrepreneurs from the region by giving them access to market opportunities. Now on its 19th year, DTI pushed through with the conduct of the trade fair giving it a new twist to cope with the new normal.

DTI Regional Operations Group Heads, Usec. Blesila A. Lantayona and Asec. Demphna Du-Naga were in attendance during the virtual opening program.

The virtual 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. On her message, Regional Director Grace Falgui-Baluyan admired the resiliency and determination of the MSMEs. "The hard-working nature of Ilocano and Pangasinense MSMEs cannot be easily ripped-off by Covid19. Madadapa man, pero babangon pa rin- mas malakas, mas matatag!" she added. 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 in time for the Holiday Season. Shoppers logged in as guest through link: <http://www.virtualtradeexpoph.com/> ###





CONSUMER PROTECTION DIVISION (CPD)

Consumer Welfare Month 2020

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 in the celebration of the Consumer Welfare Month (CWM) last October 2020

This year's theme is "Sustainable consumers in the new normal". Regional Director Grace Falgui-Baluyan highlighted the need to reshape consumer habits especially with the new normal situation brought about by the pandemic Covid19.

DTI R1 kicked-off the month-long celebration with an information drive guesting at the Tungtungan- Trabaho, Negosyo, Konsyumer (TTNK) Facebook Live Program last October 2, 2020. To further help in the preservation of the environment, a tree planting and coastal clean-up drive was also conducted at Bacnotan, La Union. DTI partnered with Young Earthsavers' Society (YES) DMMMSU-NLUC, the Barangay Council of Quirino, RCAC and La Union Entrepreneurs for Progress Association (LUEPA) members, and other volunteers from different private organizations for the activity. A total of 158 kilos of garbage such as plastics, bottles and others.

An e-comics competition was also participated by students from colleges and universities in the region. The competition aimed to create a comic book through the use of digital technology and raise awareness on consumer programs and address consumer-related issues and concerns. All the winners received gift certificates. The champion represented the region in the national competition.

A consumer care webinar attended by more than 500 participants was also conducted via Zoom. Insights about the topic, Ecological Solid Waste Management as discussed by Mr. Celso Jucutan, YES advier, had enlightened and encouraged the participants to do their share in the preservation of the environment. Meanwhile, another interesting topic, Mental Health Management in the new normal shared by Fr. Nestor Sibug was also of big help to the participants.

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 and responsibilities as well as issues affecting consumers. ###

DTI: Sustainable consumers in the new normal





DTI- IDD conducts Financial Literacy webinar

With the ongoing health crisis, the financial aspect of many MSMEs has been immensely affected. In order to address the financial challenge being faced by the MSMEs, the Regional IDD facilitated the conduct of a “Webinar on Financial Literacy cum Financing Forum” on October 13, 2020 via Zoom which was likewise streamed via Facebook Live. It was participated by 82 individuals composed of industry cluster MSMEs, DTI PO Staff, Negosyo Center Business Counselors, college students taking up Financial Management at Saint Louis College, and other government and private agencies/institutions.

Ms. Therese Ethel Jularbal, Bank Officer II of Bangko Sentral ng Pilipinas-La Union Regional Office under the Economic and Financial Learning Center gave an overview of BSP’s advocacies on financial inclusion, financial education and consumer protection, and its policy response to complement the National Government’s pandemic policy interventions including incentivized lending, reduction in credit risk weight and provision of grace period for payments.

Three (3) financial institution, namely, Landbank of the Philippines, Sta. Cruz Development Cooperative (SACDECO) and Rang-ay Bank were likewise invited to present their loan programs during the financing forum.

The webinar is an intervention under Industry Cluster Enhancement (ICE) program strategy on Improved Access to Finance particularly on promoting and expanding alternative financial instruments to better serve MSMEs’ financing requirements.



CITIES MUNICIPALITIES COMPETITIVENESS INDEX 2020

The Cities Municipalities Competitiveness Index or CMCI is an annual ranking of Philippine cities and municipalities developed by the National Competitiveness Council (NCC) through the Regional Competitiveness Committees (RCCs) and the assistance of the United States Agency for International Development. Its goal is to improve local competitiveness among cities and municipalities by gathering and analysis of data.

Cities and Municipalities Competitiveness Index serves as the foundation of national competitiveness, and can result to attracting investors and more employment opportunities.

Due to the new normal situation brought about by the pandemic Covid19, the 2020 CMCI Regional Awarding and Recognition Ceremony was held virtually on January 18, 2021

The Region's State of Competitiveness was presented by Regional Director Grace Falgui-Baluyan. She congratulated the LGUs and observed that the region performed better this year. She hoped to see more LGUs landing on the national spot next year.

The measurement of competitiveness of a city or municipality includes indicators grouped into equally weighted pillars: Economic Dynamism, Government Efficiency, Infrastructure and the latest addition, Disaster Resiliency. Scores on each pillar are combined to form the overall rating used to rank cities and municipalities.

Most Improved LGUs

Sigay, Ilocos Sur
5th to 6th Class Municipalities

Basista, Pangasinan
3rd to 4th Class Municipalities

San Manuel, Pangasinan
1st to 2nd Class Municipalities

Batac City, Ilocos Norte
Component Cities

La Union
•Most Competitive Province

	<u>1st to 2nd Class Municipalities</u>	<u>3rd to 4th Class Municipalities</u>	<u>5th to 6th Class Municipalities</u>
ECONOMIC DYNAMISM	Agoo, La Union Bauang, La Union Rosario, La Union	Sison, Pangasinan Bantay, Ilocos Sur Tayug, Pangasinan	Pugo, La Union San Vicente, Ilocos Sur Sta. Catalina, Ilocos Sur
GOVERNMENT EFFICIENCY	Bayambang, Pangasinan Agoo, La Union Calasiao, Pangasinan	Bantay, Ilocos Sur Sto. Domingo, Ilocos Sur Magsingal, Ilocos Sur	San Esteban, Ilocos Sur Sta. Catalina, Ilocos Sur Burgos, Ilocos Norte
INFRASTRUCTURE	Agoo, La Union Rosales, Pangasinan Bayambang, Pangasinan	Tayug, Pangasinan Bantay, Ilocos Sur Pagudpud, Ilocos Norte	Sta. Catalina, Ilocos Sur San Vicente, Ilocos Sur Sto. Tomas, Pangasinan
RESILIENCY	Agoo, La Union Calasiao, Pangasinan Bayambang, Pangasinan	Sto. Domingo, Ilocos Sur Sto. Tomas, La Union Natividad, Pangasinan	Burgos, La Union Pugo, La Union Nagbukel, Ilocos Sur
OVERALL COMPETITIVENESS	Agoo, La Union Bauang, La Union Bayambang, Pangasinan	Bantay, Ilocos Sur Tayug, Pangasinan Sto. Domingo, Ilocos Su	Sta. Catalina, Ilocos Sur San Vicente, Ilocos Sur Pugo, La Union

Component Cities

Economic Dynamism

San Fernando City, La Union
Dagupan City, Pangasinan
Candon City, Ilocos Sur

Infrastructure

Dagupan City, Pangasinan
Laoag City, Ilocos Norte
San Fernando City, La Union

Government Efficiency

Dagupan City, Pangasinan
San Fernando City, La Union
Laoag City, Ilocos Norte

Resiliency

San Fernando City, La Union
San Carlos City, Pangasinan
Urdaneta City, Pangasinan

Overall Competitiveness

San Fernando City, La Union
Dagupan City, Pangasinan
Laoag City, Ilocos Norte



Annual HR Development and Regional SPRLints Awards 2020 "Servant Leadership in the New Normal"

DTI Region 1 remains committed to ensure a happy and thriving workplace where employees are inspired to deliver excellent service at all times. The System on Performance Rewards and Incentives (SPRLints) Awards is a regular activity of DTI. Every year, employees and work units who have shown exemplary performances in the delivery of services are being recognized.

LOYALTY AWARDS

Michelle M. De Jesus (LU)
Ma. Consolacion R. Añes (IS)
Ma. Corazon S. Racela (IN)
Aurora F. Albaniel (IS)
Aurea E. Bilgera (IS)
Bella A. Cerdan (PN)
Victoria A. Ordoño (LU)
Charles P. Walisen (RO)
Esther C. Hufana (RO)
Remedios P. Sasutil (IN)
Rodulfo M. Cabello (IN)
Noel Abraham V. Gapuz (PN)

BEST NEGOSYO CENTERS

1st category
1st place-NC Alaminos City (PN)
2nd place-NC San Carlos City (PN)
3rd place-NC Vigan City (IS)
2nd category
1st place-NC Dingras (IN)
2nd place-NC San Nicolas (IN)
3rd place-NC Mangatarem (PN)
3rd category
1st place-NC Bacarra (IN)
2nd place-NC Sinait (IS)
3rd place-NC Nueva Era (IS)

A1 EMPLOYEES

Mark Joseph O. Alonen
Benigno Q. Ponce
Ferdinand H. Nicolas

A1 JOCOS

Joel F. Abuan
Rudromel M. Gamiao
Chito V. Alberto
Ericson L. Aquion

BRIGHT IDEA AWARD

SALIMETMET AWARD

BEST CONSUMER ADVOCATE

INDUSTRY CLUSTER ADVOCATE

BEST BDD UNIT

The "ONE" DTI Award

(Most Synergized Work Unit)

DTI Ilocos Norte
DTI La Union
DTI Pangasinan
DTI Ilocos Sur
DTI Ilocos Sur
DTI Ilocos Sur

STAR EMPLOYEES

Genevive B. Waklin (IS)
Dominador Alberto (IN)
Danzen B. Imus (PN)
Christine Joy A. Gonzales (LU)
Anna May G. Gurnote (RO)

We Heal As ne

DTI's workplace safety protocols



#StopTheSpread

7 Steps to prevent the spread of COVID-19

- 01** Wash your hands frequently
- 02** Avoid touching your eyes, nose, and mouth
- 03** Cover your mouth when you cough using a tissue or the bend of your elbow
- 04** Avoid crowded places and close contact with anyone who has fever or cough
- 05** Stay home if you feel unwell
- 06** Seek medical care early if you have a fever, coughs, and difficulty breathing
- 07** Get information from trusted sources

Source: World Health Organization



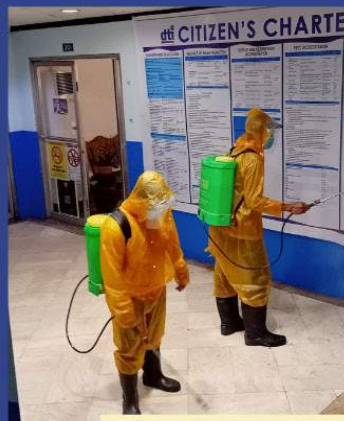
Body temperature check and sanitize with alcohol before entry



Plastic barriers at frontline service stations



No facemask, no entry || Observe Physical Distancing || Sanitize w/ alcohol



Regular Office Disinfection



DTI ILOCOS NORTE

DTI ILOCOS NORTE LAUNCHES OTOP HUB ONLINE VIA ShopIN.ph

The OTOP Next Gen (ONG) initiative aims to offer a package of public-private assistance in order for MSMEs with minimum viable products to come up with new or better offerings with significant improvement and innovation in the areas of quality, product development, design, standards compliance, marketability, production capability, brand development, among others. The program is composed of four phases: ACT Sessions, Service, Showcase, and Sell, Sell, Sell. In the Sell, Sell, Sell phase, OTOP products are supported in gaining market acceptability and improve market penetration, where OTOP Philippines embark on efforts to launch distribution platforms, including the putting up of OTOP Philippines stores or OTOP Hubs.

On December 10, 2020, while Laoag City was on a state of Localized Modified Enhanced Community Quarantine, DTI Ilocos Norte virtually launched the Ilocos Norte OTOP Hub Online. The successful virtual launching was graced by the following esteemed guests, Honorable Governor Matthew Marcos Manotoc, Vice Governor Cecilia Marcos-Araneta, OTOP Program Consultant Clarke Nebraska and Regional Director Grace Falgui-Baluyan.

The putting up of the Ilocos Norte OTOP Hub Online, accessed through www.ShopIN.ph (Shop Ilocos Norte.ph) and its facebook page <https://www.facebook.com/Shopinph-108308884462021> is an aggressive approach of DTI Ilocos Norte to continuously provide market promotion and develop new markets for the products of homegrown OTOPpreneurs in an online platform. This online store

showcases a wide array of the best offerings of about 50 MSMEs/OTOPpreneurs from Ilocos Norte, gathered in a one stop shop and made available right at the tip of your fingertips. Through this online shop, we embrace the new normal and learn to co-exist with the virus without sacrificing the safety of our MSME clients and buyers.

Each product offered in the online hub holds a piece of the rich culture and heritage of the Ilocanos. Every purchase made, connects the buyer to the journey of homegrown entrepreneurs as they relive and sustain most of Ilocos Norte's age-old industries.

At ShopIN.ph, we level-up your online shopping experience. Go grab great finds and satisfy your cravings.

Contributed by: Maricor S. Racela



PANDEMIC WOES AND THE GIANT NUT SUCCESS



"A positive statement propels hope toward a better future, it builds up your faith and that of others, and it promotes change." Jan Dargatz

The year 2020 came to end, yet we remain in the midst of a fight against the Covid 19 virus, an unseen enemy that continues to threaten lives and livelihood, where no one can say, when it's going to end. A trying time indeed to stay physically and economically healthy.

Inspired with this beautiful quote from the young diarist, Anne Frank, "I don't think of all the misery, but of the beauty that still remains", I am in awe of how Del Mar Shellcraft Multi-Purpose Cooperative, a small cooperative in the Beach Capital of Ilocos has battled the pandemic blows, strongly and beautifully. Their inspiring story radiates a bright spark of hope, not only to its members, but even to other local entrepreneurs trying to cope up with the challenges of these trying times.

DEL MAR SHELLCRAFT MULTI-PURPOSE COOPERATIVE is a social enterprise engaged in the manufacture of various decorative and functional souvenir items, making use of the abundant coco shells in the locality. The cooperative aims to provide livelihood opportunities to the locals in Pagudpud, Ilocos Norte. It practices green manufacturing and advocates the use of ecofriendly materials. "This is our way of giving back to the environment", quips Ms. Elizabeth C. Benemerito, Chairman of the Del Mar Shellcraft MPC.

Faced with the lingering covid 19 pandemic, the tourism industry could be considered one of the worst hit. Del Mar Shellcraft MPC's business operation depends greatly from the tourism industry, with foreign and local tourists who buy souvenir items from them. And the summer season is admittedly their peak season. But, Summer 2020 is another story, peak season is redefined. For just as when the summer season is about to start, came the outbreak of the Covid 19 pandemic. Benemerito said, "Summer 2020 has become even more silent and gloomy than the rainy season – with no guests, limited movement, almost zero operation."

Driven with the cooperative's values of self-help and solidarity, the officers of Del Mar Shellcraft MPC, thought of ways to survive. Thrive, remain positive, uplift the coop and its members during the pandemic became their battle cry. The cooperative wanted to be a model in rising up and in taking the lead in promoting economic, social and environmental sustainability in their small town, despite the difficult time.

Benemerito said that their products were not considered essential products, but this did not dampen their entrepreneurial spirit. With increased faith, they took the risk and bravely sought innovative and creative ways to keep their business afloat. Pivot was a word they took by heart. And the cooperative was quick to find ways in providing quality products needed in this new norm. They introduced new product lines like the coco shell dinnerware set and handwoven pandan leaves – all locally sourced, conveying a strong message to love local and love the environment. They strengthened their ties with the National Government Agencies and the Local Government Units. They adjusted their business model and turned the challenge of the time into opportunities.

"We are thankful to the DTI for giving us that ray of hope" Benemerito said. Through their active participation to all DTI webinar invitations, particularly to the Digital Marketing, Digital Onboarding, SPARK Program, KMME Online, Business Continuity Planning, and to virtual trade fairs, most especially the Pasinaya Virtual Expo, and their inclusion to the

Ilocos Norte OTOP Hub Online (ShopIN.ph), they were able to bounce back and gain the much needed exposure at the height of the lockdown. New products that are more responsive to the demands of the present time were also developed from the activities provided by the DTI through the mentorship of International Lifestyle Design Consultant PJ Arañador and Design Consultant Renel Batralo. Tearfully but with a wide smile, Benemerito recalls their experience from the usual selling of souvenir items at the seashores in front of beach combers to selling their coco shell crafts, now with just the use of their fingertips in front of their mobile phones to an even wider and bigger market. Accordingly, these virtual expos made them realize that despite not producing essential products, they could still operate, continue provide livelihood opportunities and even level-up their business operation. This inspired them to maximize their virtual presence. "E-commerce transformed the way we do business in tremendous ways, it improved our productivity, and joining virtual trade fairs gave us a lead," Benemerito added. Benemerito is also grateful for the opportunity given her when she guested at the TNK Online Radio Program aired over DZRH which is co-hosted by DTI Undersecretary Blesila A. Lantayona. It reached 23,000 views and created a great impact on their marketing and sales. Through these digital platforms, the cooperative has overcome geographical limitations – they don't have to go far or rent a physical store to sell their products. They don't have to wait for tourists to go to Pagudpud for them to generate sales. And significantly, the door to the export market was opened. Through the Pasinaya Virtual Expo, markets in the US, New Zealand and Canada were established. During the pandemic, cashless payments became a trend. The cooperative also realized the importance of digital onboarding. Thus, they enrolled in online banking and established their GCash account. Benemerito said, cashless payments are indeed more convenient and safer especially during these times. She added that while e-commerce may lack personal touch, communication with customers has become faster and checking on with their purchase gives them this real quick after sales service.

The Del Mar Shellcraft MPC is dedicated in providing livelihood opportunities and in uplifting the lives of its members, especially at this time of crisis. As a result of their strong partnership with National Government Agencies and Local Government Units, the following is just among the many projects granted to the cooperative in the year 2020. A laser engraver from the Department of Science and Technology, equipment for Virgin Coconut Oil making from the Philippine Coconut Authority through the KANIB Project (the first in Region 1), Cash Subsidy from the Provincial Government of Ilocos Norte, and Pig Dispersal from the Office of the Governor and the Department of Agriculture.

Benemerito keep saying, they are beyond grateful for all the blessings and assistance extended to their cooperative which helped the members and their families weather the storm. The year 2020 was truly difficult, but great opportunities were also opened. With commitment and cooperation, Del Mar Shellcraft MPC under the able leadership of its Chairman, Ms Elizabeth C. Benemerito, is treading the strong path to recovery, moving forward and ready to conquer the world.

Interested clients may contact the Chairperson, Ms. Elizabeth Benemerito through the following:
email address: ebenemerito@yahoo.com | cellphone numbers: cp no.09198995673
or visit their facebook/instagram accounts: Del Mar Coco Atbp.

Contributed by: Maricor S. Racela

DTI ILOCOS NORTE INTENSIFIES MONITORING OF BARBERSHOPS, SALONS AND DINE-IN RESTAURANTS



The Department of Trade and Industry Ilocos Norte Provincial Office thru the Consumer Protection Division continues to increase monitoring activities on various establishments to ensure compliance with the interim guidelines on workplace prevention and control of coronavirus disease (Covid-19). From June to November, a total of 39 monitoring activities were conducted in two cities and seven municipalities of the province. Of the 381 business establishments monitored, 296 are dine-in food establishments and 85

are barbershops/salons.

The monitoring effort focused on the Interim Guidelines on Workplace Prevention and Control of COVID-19 issued by the DOLE and the DTI on 30 April 2020. Overall, business establishments monitored and inspected are significantly practicing mandatory protocols and prescribed control measures against the COVID-19 virus.

Contributed by: Maggie S. Macugay

DTI REMINDS RETAILERS IN ILOCOS NORTE OF STANDARD CHRISTMAS LIGHTS

DTI Ilocos Norte thru its monitoring and enforcement activities reminded retailers to comply with Republic Act 4109 or the Standards law when selling Christmas lights. During the saturation drive in several establishments in Laoag City and neighboring San Nicolas town, one retailer was apprehended for selling Christmas lights with no packaging. The establishment was issued with Notice of Violation and the non-conforming products were voluntarily surrendered to the DTI provincial office.

All the inspected retailers were provided with the list of manufacturers with valid PS Certification marks and ICC Certificates and stickers issued by the Bureau of Philippine Standards. This will guide them in the procurement of Christmas lights. The monitoring team also taught the retailers how to verify authenticity of ICC stickers using the ICC verification system mobile app, an application which can be downloaded from the play store of android phones

Contributed by: Maggie S. Macugay

The HERO ENTREPRENEUR is also a KING!

- "The Zero to Hero Project reflects the possibility of transforming little capital or inexperience ("zero") into entrepreneurship opportunities capable of empowering others ("hero"). Zero to Hero reveals stories of success through micro, small, and medium enterprises (MSMEs), representative of every region in the country. Each feature mirrors not just their successes, but the struggles they endured through both commitment and passion. With its thrust of recognizing MSMEs as the backbone of the country's economy, the DTI extended assistance in the form of programs, initiatives, mentoring activities (Kapatid Mentor Me Series, SME Roving Academy, Negosyo Center), trade fairs, and shops (Go Lokal!, One Town One Product). Just as these entrepreneurs embodied heroism, the DTI follows after their footsteps as it continues to help Filipino MSMEs throughout the years. Challenges notwithstanding, their journey from zero to hero provides inspiration. More than anything, the stories pay tribute to the unyielding spirit of the Filipino people." Mr. Ricardo Tolentino, the Mango King of Ilocos Norte, along with Mr. Xavier Mercado of Halo-Halo de Iloko are Region 1's Zero to Hero MSMEs. Mr Tolentino is in the Zero To Hero Next Wave mural displayed at the lobby of the DTI Main Bldg. in Makati City.

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

Here is the story of our Hero Entrepreneur.

FORTUNE UNDER THE MANGO TREE

He started with little knowledge of running a business, but Ricardo Tolentino capitalized on his determination to earn the name 'Mango King' of Ilocos Norte.

Tolentino recalled that his interest in putting up a business started when he met a Chinese businessman in Metro Manila. The businessman asked him if he knew someone who could deliver mangoes for export. Tolentino felt excited and made a commitment to the businessman as his uncle was running a huge mango plantation in Laoag. While he almost had no knowledge of operating a business, Tolentino made a business proposal to the Chinese businessman. He made an agreement with the businessman after realizing the opportunity to venture into something profitable. He then informed his uncle who owns a truck and worked on the arrangements for the transport. He and his uncles were already looking forward to the big profit earnings. Tolentino's perseverance was put into test when they did not make it to the agreed delivery time—the truck had an engine trouble

and one of its tires ran flat. The truckload of mangoes was rejected for failure to deliver on the agreed time. He felt hopeless, and he did not know how to pay his uncle and the truck driver.

"My first try was a failure, I thought it was the last, but I realized it was indeed the beginning of entrepreneurship," said Tolentino.

Rising up again

Despite the bad experience, Tolentino decided to still venture into a mango business.

He observed that there was an oversupply of mangoes and influx of tourists in Laoag City, so he thought of producing dried and wine mango products. He formally set up his own business and called it Mango King Food Products.

He sought the assistance of the Department of Trade and Industry (DTI) and the Department of Science and Technology (DOST). He acquired the technical know-how of processing mangoes from DOST, while he got the business management skills and market exposure from the programs of the DTI.

Tolentino attended the trainings and seminars organized by DTI, which included the Kapatid Mentor ME (KMME) Program that exposed him to the good practices of running a successful enterprise. He was also among the grantees of the Shared Service Facilities (SSF) program of DTI, which provided the needed equipment to process mangoes. Tolentino was also invited to several trade fairs as well to introduce his products to potential buyers, to include the prestigious ANUGA Fair in Germany last October 2019.

Tolentino sources mangoes from his own plantations, but since the demand is high, he gets supplies from nearby provinces such as Kalinga, Apayao, Cagayan, Ilocos Norte, Ilocos Sur, Abra, La Union, and Pangasinan. This is also Tolentino's means of extending help to small-holder farmers.

Tolentino shared that they use native (Carabao) mangoes in producing dried mangoes.

The long dry season in the province produces quality mangoes, it maintains the freshness of the mango and its distinct aroma.

Moreover, the dried mango and wine products also boast of vitamins and nutrients. Both are rich in A and B-complex vitamin, fiber, and antioxidants.

The growth of Mango King seems unstoppable as it has reached the Visayas and Mindanao regions, and has established its export market in the US. Mango King does not just cater to individual buyers and small business owners, they have also collaborations with big companies in Metro Manila which order dried mangoes in bulk.

Always open for improvements

Mango King is committed to maintaining the quality of its products. Tolentino shared that they also make sure that orders are delivered on time and cleanliness is observed at the production area. He added that they are always open to comments and suggestions from their clients.

The enterprise managed to introduce a remarkable brand in the local market because of its commitment to high quality and good relationship with clients.

Given their current status, Tolentino is positive that his business will further grow. He is also confident that supply will never be a problem, and that with their expansion plans they will be able to keep up with the increasing demand.

Asked on his message to budding entrepreneurs, he said: "It's just in the beginning that the hardship is hard to overcome."





DTI ILOCOS SUR

Gaget ken Saririt ni Agtutubo, Hope for Young Entrepreneurs Amid Pandemic

The COVID-19 pandemic has affected the lives of people in all ages more importantly the youth. With the imposition of the various restrictions on mobility and mass gathering, youth are then encouraged to stay at home. This paved the way to a new strategy in earning a living and adoption of a new way of learning as some age brackets are prohibited from going out of the safety of their homes.

To prepare the youth to cope with this health emergency and become economic drivers in the future, existing government programs on youth should be intensified. In line with the government's Youth Entrepreneurship Program (YEP), the Department of Trade and Industry Ilocos Sur Provincial Office has embarked a localized project called "Gaget ken Saririt ni Agtutubo" (Diligence and Intellect of the Youth). The Gaget ken Saririt ni Agtutubo is a program that help young Ilocos Surians develop their entrepreneurial skills amid the pandemic through the provision of comprehensive package of interventions.

The Gaget ken Saririt ni Agtutubo has two components: the Entrepreneurship Seminar and the Provision of Livelihood Kits to the young entrepreneurs. The first component is in the form of a coaching and mentoring sessions with qualified mentors while the second component involves provision of livelihood kits to augment their existing businesses. The Entrepreneurship Seminar was conducted on November 5-6, 2020 thru Zoom. Twelve (12) young entrepreneurs underwent the virtual seminar with Mr. Joel L. Cruz, an accredited mentor of the Philippine Center for Entrepreneurship (PCE)-Go Negosyo for the regular Kapatid Mentor ME (KMME) Program and

owner of the LLC Communications in Manila, a full-service branding agency known for its passion in creating and developing compelling branding concepts and campaigns for micro, small and medium enterprises (MSMEs). The Seminar has six modules, namely:

- Entrepreneurial Mind Setting
- Marketing
- Product Development
- Introduction to Business Model Canvass
- Branding, it helps them form a bond.
- Post Pandemic Business Opportunities

After undergoing the coaching and mentoring session, the twelve young entrepreneurs were awarded livelihood kits on December 14, 2020 at DTI Ilocos Sur Provincial Office. These kits were in the form of sari-sari store package, food processing equipment, printing materials and kitchen utensils for eatery business. During the turnover, Ms. Amelia E. Galvez, head of the Small and

Medium Enterprise (SME) Division encouraged the young entrepreneurs to apply the knowledge and skills they have learned during the Seminar with Mr. Cruz and become catalysts of development in the countryside. "Always bear in mind the words of Mr. Cruz that to be the first is better than to be the best. Explore new business ideas that will respond to the needs of time. Thru your business, you can help others. Innovate to stay relevant", Ms. Galvez said.

"We thank the Department of Trade and Industry for this opportunity to learn new techniques on how to improve our respective businesses thru their program "Gaget ken Saririt ni Agtutubo". The pandemic did not hinder us to widen our knowledge on entrepreneurship and develop our skills to become a contributor in the economic recovery of our country. We are so much elated to receive the livelihood kits as this helps us recover the lost income during this trying times," said Ms. Kerby P. Olivas, a project beneficiary and owner of the Donya Bella's Food Products.



Left: Ms. Amelia Galvez provides pieces of advice to the young entrepreneurs
Center: Beneficiaries of the program receive their certificate of turnover
Right: One of the beneficiaries shows off the livelihood kits she received from the DTI

ELCAC Affected Communities See Hope with the DTI's NSB-LSP



Priority assistance through the provision of livelihood kits and the conduct of training programs under the Negosyo Serbisyo sa Barangay- Livelihood Seeding Program (NSB-LSP) were given to residents of the End Local Communist Armed Conflict (ELCAC) affected areas in the province of Ilocos Sur during the period June 2020 – December 2020. Recipients of the program include former members of the Underground Mass Organizations (UGMO) who surrendered and undertook the Oath of Allegiance to the government and the Enhanced Comprehensive Local Integration Program (E-Clip) beneficiaries. Under the NSB-LSP which lies in the purview of the whole of government approach, beneficiaries received

various kinds of individual livelihood kits amounting to Five Thousand to Ten Thousand Pesos (P5,000.00 -P10,000.00) that could aid them in generating household income or support the recovery and continuity of their affected businesses. All of the fourteen (14) ELCAC covered municipalities were beneficiaries of the NSB-LSP with a total of three hundred fifty-eight (358) existing and potential entrepreneurs receiving individual livelihood kits like Sari-Sari Stores, Bigasan, Food Processing Equipment and Livestock Projects (hog raising and goat raising). To ensure the efficient management of these

implemented projects, the beneficiaries were capacitated through the conduct of Entrepreneurship Development Seminars and Profitable Raising of Livestock Trainings. Technology transfer through the conduct of Basic Skills Trainings on Food Processing were likewise conducted to enable these beneficiaries to acquire alternative livelihood skills. To date, twenty-seven (27) seminars and trainings were conducted benefitting five hundred fifty-eight (558) individuals.

Amidst the COVID-19 pandemic, the DTI-Ilocos Sur through the Poverty Reduction Livelihood and Employment Cluster (PRLEC) which managed to mount a number of Community Dialogues and Serbisyo Caravans during the year implemented its programs consistently adopting the prescribed COVID-19 health protocols and safety measures. Through the said programs of the DTI alongside the Livelihood Seeding Program, the beneficiaries catch a glimpse of hope of renewed life, as one recipient said, “This is the first time that I experience receiving assistance from the government. I have been through adversities and scores of difficulties as an underground mass supporter. It is good to live freely.” #



ILOCOS SUR RELAUNCHES YLOCOS LINAWAS A TIENDA

In the course of Covid-19 Pandemic, wherein all socio-economic activities have slowed down in the province, the Department of Trade and Industry - Ilocos Sur (DTI-IS) relaunched the Ylocos Linawas A Tienda to stimulate the economic activities among entrepreneurs and consumers.

Timely, as the Provincial Government of Ilocos Sur (PGIS) is looking for ways on how to revitalize the economy, DTI-IS proposed to the office of the honorable Governor Ryan Luis V. Singson, the relaunching of the Ylocos Linawas A Tienda as part of its Economic Revitalizing Program.

The Ylocos Linawas A Tienda was originally launched in 2015 as a weekly trade fair – every Saturday, at the Gregoria Rivera Memorial Library of Vigan City, and participated in by local entrepreneurs from different towns.

This year's Ylocos Linawas A Tienda is one of the province's economic coping mechanism amidst mobility restrictions. Mounted like a trade fair, various local products were brought to the two (2) cities and four (4) municipalities in the province. A relaunching was conducted at the Second Congressional District on December 2, 2020 at Candon City Trade Center, and another at the First Congressional District on December 7, 2020 at the Barangay Hall of Barangay VIII, Vigan City. Among the municipalities where the trade fair was brought to Narvacan on December 13, Sta. Lucia on December 14, Sta. Cruz on December 20 and Sta. Maria on December 26.

Thirty-five (35) Micro, small and medium enterprises across Ilocos Sur municipalities participated in the said event. About twenty-five (25) food processors, (10) gifts, decors and housewares, and furniture manufacturers joined as exhibitors in the Ylocos Linawas A Tienda.

In his message, Governor Singson said that the Provincial Government of Ilocos Sur gives its all-out support to the initiatives of government line agencies and local government units for the recovery and restart of businesses of our local micro, small and medium enterprises. He also added, "Sa

unti-unting pagbubukas ng ating ekonomiya, malaki ang magiging benepisyo (nito) sa ating mga kababayan. Kaya nakipagtie-up tayo with DTI na magsagawa ng mga ganitong aktibidad para matulungan ang mga kababayan natin upang mabigyan sila ng venue o lugar para makapagtinda... This project also aims to help our provincemates sell and promote their One Top One Town Product as their means of living."

The Ylocos Linawas A Tienda aims to prioritize the promotion and selling of local products to help our MSMEs revive from the downtrend of businesses. It is also a venue to create awareness on the existing and innovative products of our local entrepreneurs.



During the cutting of the ribbon by Provincial Director Grace R. Lapastora and Hon. Governor Ryan Luis V. Singson (with co-officials in the provincial government office) as Ylocos Linawas A Tienda was relaunched in the Second Congressional District of the province, at Candon City Trade Center on December 2, 2020, and in the First Congressional District at Vigan City Barangay VIII Hall on December 7, 2020.



DTI Provincial Director Grace R. Lapastora giving her message on the objectives of the Ylocos Linawas A Tienda during the launching at the Second and First Congressional District of Ilocos Sur



Some of the participants in the Ylocos Linawas A Tienda run from December 2 to December 26, 2020

ILOCOS SUR COFFEE COMMANDS A HIGHER PRICE FOR ITS GOOD QUALITY

Five coffee farmers in Ilocos Sur continue to enjoy the fruit of their labor with a higher price for their coffee products. Before these farmers were able to reap this benefit, they went through many processes to produce quality coffee. Previously, their market awareness was limited to the local consolidators who frequented their areas after harvest season but with their participation to coffee activities extended by various support units like the Provincial Government of Ilocos Sur, the Department of Trade and Industry, and the Department of Agriculture, they were introduced to other markets with higher coffee price options. Being receptive of the new ideas shared during these activities, they were able to gradually change their mindset towards the coffee market.

Aware of the alternatives to add value to

their coffee, they thought that producing high quality coffee green beans was worth a try. Embracing the idea of undergoing coffee evaluation to determine coffee quality, they voluntarily submitted their coffee samples for grading and profiling. Evaluation results of their coffee showed that their coffee quality ranges from premium to fine. This boosted their confidence to join in the National Coffee Quality Competitions where they emerged as winners giving pride to the Province of Ilocos Sur.

While others opt to get a bargain price for their coffee, these farmers recognized that producing quality coffee is always a better option. Hence, they continue to command a higher price for their coffee beans and has gained the patronage of quality coffee buyers.



The representative from Equilibrium Intertrade Corp.-Baguio Branch, Mr. Theodoro Gomez as he inspects the coffee beans (Left photo) before these were weighed (Right photo) and purchased by the said company.



The coffee owners from Salcedo and Gregorio Del Pilar posing with their buyer, Mr. Theodoro Gomez of Equilibrium Intertrade Corp.-Baguio Branch during the market matching conducted on July 16, 2020 at the Negosyo Center-Salcedo, Ilocos Sur.



DTI LA UNION

Orientation and Strengthening of Local Price Coordinating Councils

The RA 7581 otherwise known as the Price Act was promulgated to ensure the availability of basic necessities and prime commodities at reasonable prices at all times without denying legitimate businesses a fair return on investment. The law also emphasizes the declared policy of the State to provide effective and sufficient protection to consumers against hoarding, profiteering, and cartels with respect to supply, distribution, marketing, and pricing of basic necessities and prime commodities during periods of calamity, emergency, widespread illegal price manipulation and other similar situations.

As per Memorandum Circular No. 2018-128 issued by the Department of the Interior and Local Government (DILG), all Local Chief Executives are strongly encouraged to reactivate their Local Price Coordinating Councils (LPCCs) to address and monitor unreasonable price increases of essential prime commodities in their locality.

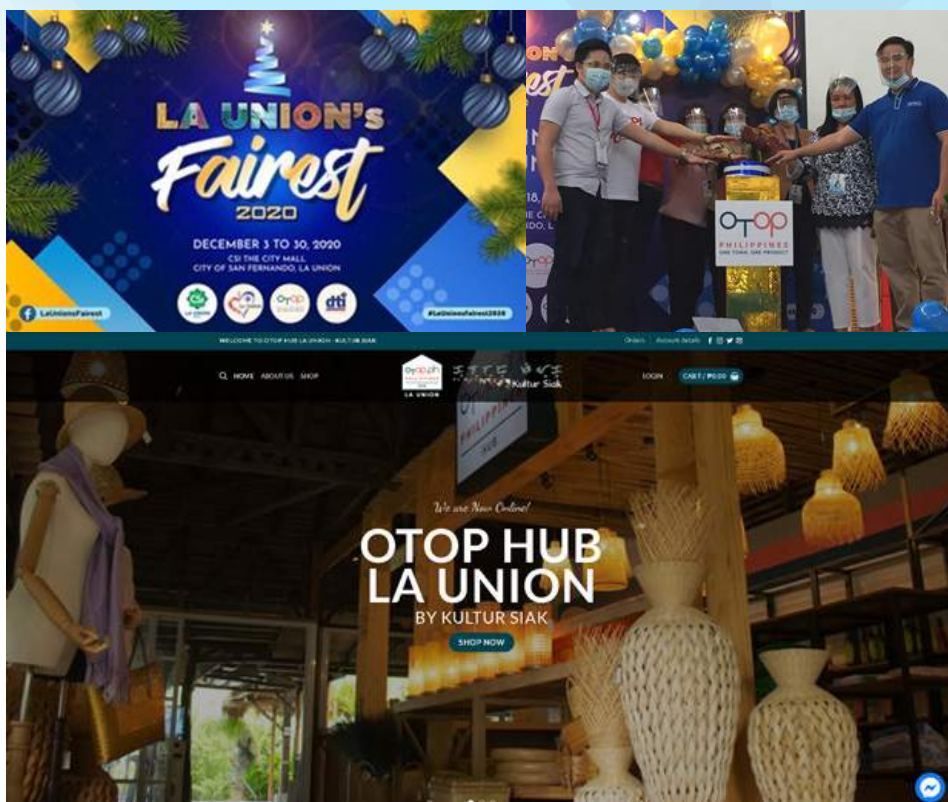
Relative to this, DTI La Union conducted the Orientation and Strengthening of the Local Price Coordinating Council in the nineteen (19) Municipalities and one (1) City in the Province of La Union. Further, an Orientation Meeting and Strengthening of La Union Provincial Price Coordinating Council (PPCC) was held via video conference on November 18, 2020 to help lift the province's local economy.

In general, the objective of this activity is to reorganize, reactivate, and strengthen the LPCC of each municipality in accordance to the requirement of the Price Act. The activity is a continuous effort of DTI and LGUs to ensure the stability of price and supply of Basic Necessities and Prime Commodities especially in this time of the COVID-19 pandemic.

—Mark Joseph O. Alonen



La Union's Fairest...An OTOP Trade Fair



1. Bacnotan Longganisa
2. Bancagan Bamboo Handicrafts
3. Bauang Crochet Association
4. D'Seno's Creations
5. EDC Paperhaus and General Sales
6. Elyu Bayong and Beyond
7. Familiar Table Artisan Chocolate & Café
8. Green Valley United Cooperative
9. Gwenysa Enterprise
10. Halog West Producers Cooperative
11. Halo-Halo De Iloko
12. Kultur Siak Enterprise
13. Lomboy Farms
14. Nacionales Bibingka and Food Products
15. Northway Arts & Crafts
16. R.P. Lucina's Loom Weaving
17. Rio's Broom
18. Uncle Tom Food Products

Gradually, more local OTOPreneurs will be covered especially now that business entities and their patrons embrace the e-commerce phenomenon progressively.

The 19th La Union's Fairest...An OTOP Trade Fair was participated in by 43 MSMEs from the Province of La Union. Notably, 27 are Kapatid Mentor ME Program graduates. The breakdown per industry cluster is as follows: Food - 19; Gifts, Decors & Housewares - 14; Furniture & Furnishings - 8; Plants - 2.

The fair generated cash sales and booked orders of Php3.864M with an additional amount of Php117,000 recorded as sales under negotiation for a total of Php3.982M. The Return on Investment for LUF 2020 was recorded at 756%, which means that for every Php1.00 spent by the government, Php756 was generated in sales by the exhibitors.

-Michelle M. de Jesus

The Department of Trade and Industry – La Union Provincial Office, in partnership with the Provincial Government of La Union, again mounted the La Union's Fairest Trade Fair anchored on the One Town, One Product (OTOP) Program bolstered by Buy Local, Go Lokal thrust.

On its 19th year, this event served as a platform for OTOPreneurs to regain their products' market acceptability in the new normal by providing a promotional medium for patronizing home-grown goods.

Gov. Francisco Emmanuel R. Ortega III conveyed his message during the opening program on December 3, 2020 that the La Union's Fairest trade fair reflects on the transformative governance initiative and solidified La Union not only for tourist destinations but also as an investment hub.

Two special settings were put up that showcased La Union food and non-food products. Purposely highlighted were the newly developed products by the OTOPreneurs that were given five designs each by Ronald Rommel Vilorio, a Go Negosyo mentor and design director/consultant. The Virtual Product Development for Bamboo Craft Manufacturers was implemented in November 2020 with Bancagan Bamboo Weavers Association, Kultur Siak Enterprises, Northway Arts and Crafts, and Turod Weavers Association.

Back-to-back with the trade fair is the Launching of the La Union OTOP Hub La Union website on December 18, 2020. Gov. Francisco Emmanuel Ortega III, Mayor Hermenegildo

Gualberto, ASec. Demphna Du-Naga, ASec. Asteria Caberte and USec. Blesila Lantayona extended their messages of support during the ceremonial switch-on of the La Union's fairest products made available online.

The otophublaunion.com is an e-commerce site initiated by DTI in partnership with the La Union Entrepreneurs for Progress Association, Inc. (LUEPA).

There are 18 MSMEs on board:



Enabling MSMEs through Business Registration Forum



The Department of Trade and Industry – La Union Provincial Office, in line with its goal to bring more MSMEs into the formal economy and to propel the nation towards economic development through enabling business and advancing our micro, small and medium enterprises (MSMEs), is continually promoting and providing training that aims to improve the competitiveness and development of MSMEs.

As part of DTI's mandate to assist the growth of MSMEs through capability building activities, DTI La Union through its Negosyo Centers strategically conducts Business Registration Forum (BRF) in every municipality in the province of La Union before the start of the registration period. This undertaking is in partnership with other registering agencies such as: Bureau of Internal Revenue (BIR), Social Security System (SSS), Philippine Health Insurance Corporation

(PHIC), Home Development Mutual Fund (HDMF), and Bureau of Fire Protection (BFP).

Business registration involves enlisting small enterprises with the proper government agencies and obtaining the necessary permits to conduct business. The forum aims to provide basic information on the flow of business registration and documentary requirements needed from registering agencies, enlighten business owners on the benefits and incentives of registration, provide general information to business operators and would-be entrepreneurs on the mandatory requirements and procedures in business registration and operation, and increase the awareness of the participants on the services and programs that other government agencies may provide them.

—Mark Joseph O. Alonen

Uplifting Lives of Dairy Farmers: Rosario Dairy and Pastries' Success Story

Locally produced dairy products such as fresh milk, yoghurt drinks and chocomilk are made available in the local market by Rosario Dairy Farmers Cooperative since 2016. The cooperative buys the raw milk production of its members and process these into various milk products and sell locally within La Union and nearby cities.

Most of the time, the Coop is able to process and sell the volume of raw milk received from the dairy farmers. Products are sold in the Coop's shop located at Poblacion East, Rosario, La Union.

However, the COVID-19 pandemic has disrupted the usual market channels as movement of people and goods became restricted. With no foot traffic and with public transport suspended, the shop is unlikely to make sales. For the first few months of the quarantine period, many of the dairy farmers have to give out their harvested milk to their neighbors for free rather than it go to waste. Some were also donated by the Coop to the frontliners as refreshments.



Most of the farmer members rely on their farming activities as their primary source of income. With prices of palay, corn and other crops below the cost of production, the farmers incurred capital losses. The impact to the families of farmers was distressing.

The situation has put the Coop into a tremendous challenge. It is at this time of economic

hardship that it should stand by its purpose – to be an instrument of uplifting the lives of its members. It has to stay operational to be able to buy the raw milk production of the members and create jobs. The situation compelled the Coop to step up and explore other channels of marketing including using social media and participating in bidding for government projects/programs. This approach proved to be the key to weather the pandemic.



Thanks to Philippine Carabao Center, DTI La Union and DTI-LU CARP, for supporting our social media ad campaigns and referrals that yielded the Coop wholesaler partners. But more importantly, thank you DTI for the product development activities like, enhanced packaging & labeling, product laboratory testing/analysis, market linkages, trainings and mentoring that proved to be valuable in times of crisis. The shared service facility is beyond its cost as it planted the seed and inspired the dairy farmers to pursue dairy farming.

With orders for the Coop's milk products, more families are supported in their dairying livelihood and kept the jobs of at least 2 personnel.

Fortunately, the Coop got a contract with DEPED La Union during the time of pandemic. The coop supplied pasteurized carabao's milk for their national milk feeding program. The milk feeding program has generated about 22 temporary jobs (2 shifts/day), with a rate of P300/day, many of them are displaced workers. In this time of pandemic when most families are in survival mode, the Coop is happy for the opportunity to help its members cushion the harsh effects of pandemic by providing work to its members.

—Lyra Glaize G. Bac-ingan

National Standards Week Celebration: Protecting the Planet with Product Standards Enforcement



The Department of Trade and Industry – La Union Provincial Office joins in the celebration of the National Standards Week. The event which is celebrated from October 8-14 of every year aims to increase the level of awareness of consumers on what standards are and its importance to everyone.

The National Standards Week celebration is an indication that standards play an important role in improving the needs of the government, business, and consumers in general. In this year's celebration, DTI – La Union has lined up several activities to further engage stakeholders' appreciation and awareness.

One of the activities conducted by DTI – La Union during the celebration of the National Standards Week is the Spot Inspection of Fire Extinguishers on October 8, 2020 to check compliance to specific requirements of PNS 15, Part 1 Series of 1989 (for dry chemical). Fire extinguisher samples were randomly picked up from the six (6) establishments engaged in the production and tested with the applicable PNS.

All six (6) samples passed the minimum requirements of fire extinguishers when these were tested on October 16, 2020 with the discharge capability test, which tests the discharge duration, and the right amount of chemical loaded into the cylinder.

On October 13, 2020, City Vice-Mayor Alfredo Pablo R. Ortega, RD Grace Falgui-Baluyan, ARD Daria R. Mingaracal, and PD Merlie D. Membrere led the ceremonial destruction of confiscated uncertified products at the Sanitary Land Fill of the City of San Fernando, La Union. A total of Php 125,000.00 worth of substandard, uncertified, and non-conforming products were destroyed during the said activity.

One of the functions of DTI is to regulate certain critical products in the market to ensure its safety for use. These products are required to bear the Philippine Standard (PS) Quality and/or Safety Certification Mark for locally manufactured products and the Import Commodity Clearance (ICC) Certification Mark for imported products.

As a result of the intensified monitoring and enforcement conducted by the DTI La Union Provincial and Regional Enforcement Team, several products were found to be not conforming to the marking requirements on DAO 02:2007. Among the products found in the market which do not bear the required markings were: Christmas lights, angle bars, GI pipes, lighters, receptacles, snap switch, PVC electrical tapes, GI wires, rubber plug, and LED light. These products were voluntarily surrendered by the owners of the business establishments to DTI for destruction. Administrative fines were also imposed against these business establishments as provided for under the abovementioned Administrative Order.

The activity aims to show to the public that DTI is serious and relentless in its desire to clear the market of uncertified products in order to safeguard the consumers. Further, the actual destruction of these non-conforming products would show that not a single confiscated products goes to the hands of the enforcement teams.

—Mark Joseph O. Alonen





DTI PANGASINAN

Consumer Friendly firms receive DTI Bagwis Seal of Excellence Award

The Department of Trade and Industry Pangasinan Provincial Office continues to recognize Most Consumer-Friendly business establishments as part of its advocacy: "The Best Advertisement is from a Satisfied Consumers". On her opening message, OIC PD Natalia B. Dalaten expressed her gratitude to the awardees who complied with the Bagwis requirements despite the adverse effect of the COVID-19 pandemic to their businesses and encouraged them to continue to be a consumer-friendly firms.

According to OIC Provincial Director Natalia B. Dalaten, DTI Bagwis Awards is a recognition granted to business establishments who complied with the following Bagwis Award parameters:

1. Compliance with Fair Trade and Other Consumer-Related Laws
2. With established Customer Relations and Services
3. Store Management and Operations
4. Socially Committed and Responsible Business Sector (For Silver and Gold)
5. Quality Orientation Management (For Gold Only)

Due to COVID-19 restrictions and compliance with minimum health protocols especially physical distancing, awardees were group per batch in a two-day awarding ceremony held on November 26-27, 2020 at DTI Pangasinan Conference Room, Arellano Street, Dagupan City.

A total of fifty-nine (59) awardees received their Bagwis Awards, eleven of which were Silver Seal of Excellence and forty-eight (48) Bronze Seal of Excellence. Awardees were also encouraged to level-up to Silver or Gold Category the following year to promote higher business standards to their clients. ### **Ruth Salazar**



DTI Pangasinan conducts series of Mall Trade Fairs

Amidst the pandemic that affected most if not all of the local MSMEs, the DTI Pangasinan Provincial Office was faced with huge tasks on how to help them sustain their operation. The strict health protocols that restricts mobility of people in order to contain the spread of the virus resulted to depressed markets causing MSMEs to reduce or stop production.

Aware of the current plight of the local MSMEs, The Department of Trade and Industry – Pangasinan Provincial Office have organized face-to-face trade fair and helped the local MSMEs promote and market their products in coordination and benevolence of the three (3) SM Supermalls in the province that provided the venue free of charge, namely – SM Center Dagupan, SM City Rosales and SM City Urdaneta Central. The activity was also in partnership with the two (2) associations, namely, Pangasinan Entrepreneurs Development Associations, Inc. (PEDAI) and PHILEXPORT Region I, that handled, selected and consolidated products of their members as exhibitors to these trade fairs. The fair was dubbed as “Gawad Pangasinan” Trade Fair and Exhibit which means “Made in Pangasinan” in the local dialect and in “parangal” in Filipino.

The first fair was conducted at SM Center Dagupan last October 1 – 31, 2020 with 44 exhibitors, who are members of PEDAI and/or PHILEXPORT. It has generated a total sale of P713,432.00. The Opening Ceremony was attended by Pangasinan/Region I MSMD Council President, Mr. Howard Chua-Cham; DTI Pangasinan Provincial Director Natalia B. Dalaten; SM Center Dagupan Manager, Mr. Abraham M. Malicdem; PHILEXPORT Region I President, Ms. Jocelyn Ong Perez and PEDAI Marketing Manager, Mr. Salvador Beltran.



The second fair was conducted at SM City Rosales last November 6 – 19 and was extended until December 30, 2020 with 41 exhibitors, who are members of PEDAI and/or PHILEXPORT. It has generated a total sales of P4,193,955.00. The Opening Ceremony was attended by Provincial Population Cooperative and Livelihood Development head Mr. Ellsworth Gonzales, representing Gov. Amado I. Espino, III; Pangasinan/Region I MSMD Council President, Mr. Howard Chua-Cham; DTI Pangasinan Provincial Director Natalia B. Dalaten; SM City Rosales Manager, Mr. Herald D. Eleria; PHILEXPORT Region I President, Ms. Jocelyn Ong Perez and Marketing Manager of PEDAI, Mr. Salvador Beltran.

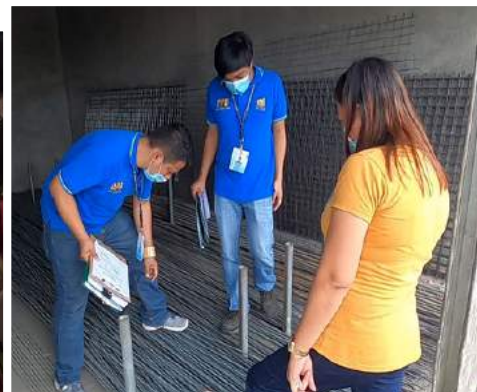
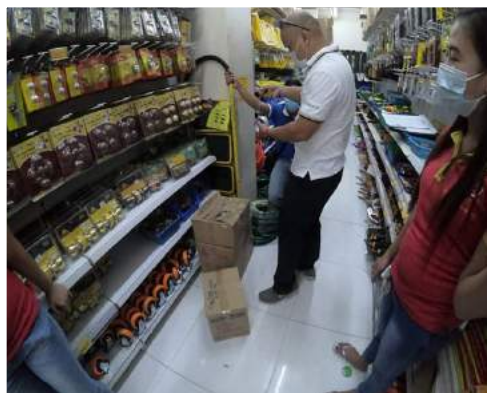


The third fair was conducted at SM City Urdaneta Central last December 5 – 31, 2020 and was extended until January 5, 2021 with 28 exhibitors, who are members of PEDAI and/or PHILEXPORT. It has generated a total sale of P681,204.00. Guests present during the Opening Ceremony were District 5 Pangasinan Representative Ramon V. Guico, III, Urdaneta City Mayor Julio F. Parayno, III, DTI Region I Director Grace Falgui-Baluyan, DTI Pangasinan Provincial Director Natalia B. Dalaten, Pangasinan/Region I MSMD Council President Howard Chua-Cham and SM City Urdaneta Central Manager Eileen V. delos Santos. Likewise, the 2 partner associations headed by Marketing Manager of PEDAI Mr. Salvador Beltran and PHILEXPORT Region I President Ms. Jocelyn Ong Perez.

Due to willingness and interest of the exhibitors to promote their products, the Department of Trade and Industry had again coordinated with the management of SM City Urdaneta Central for an extension and It was approved until February 3, 2021, but with a minimal fee to be shouldered by 18 eager exhibitors. ### Jun Reyes



DTI Pangasinan intensifies FTL monitoring and enforcement amidst Covid19 Pandemic



DTI Pangasinan Provincial Enforcement Team conducted series of monitoring and inspection to check the business establishments' compliance with Fair Trade Laws (FTLs) and to ensure the safety of the consumers by eliminating uncertified/substandard products in the market.

Despite the risk brought by the COVID-19, DTI Pangasinan was able monitor and inspect a total of 2,665 business establishments in the whole province which composed of Grocery Stores and Supermarkets and Hardware Stores, Appliance Stores and Auto Supply Stores. Out of the total number of monitored firms, only 21 were formally charged and penalized amounting to Php 392,500.00.

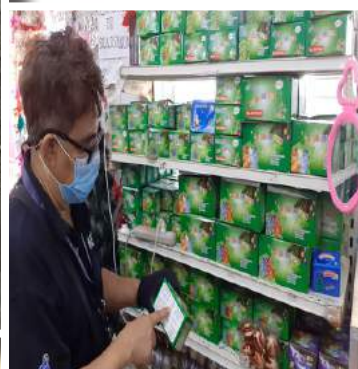
Of the 21 non-compliant firms, 3 were charged under the Price Act (R.A. 7581), 2

for Price Tag Law (R.A. 71), 1 under Labeling Law, 1 under Business Name Law (R.A. 3883) and 11 firms were charged under Standards Law (DAO2:2007) and R.A. 4109.

OIC Provincial Director Natalia B. Dalaten warned the business owners to comply with Fair Trade Laws implemented by the DTI to avoid being penalized and undergo rigorous process of Adjudication Proceedings.

Also, OIC PD Dalaten reminds the buying public to be more cautious in buying consumer products and services, always check product markings, patronizing certified products and exercise their consumer rights. "A Vigilant Consumer is the best Protected Consumer" PD Dalaten added.

Ruth Salazar



LIVELIHOOD SEEDING PROGRAM HEAD STARTS IN PANGASINAN

In response to the need for MSME development and to contribute to business continuity amidst of the COVID-19 pandemic, the Department of Trade and Industry implemented the Livelihood Seeding Program while observing the prescribed health protocols in 47 LGUs in Pangasinan covering 304 barangays.

The Livelihood Seeding Program - Negosyo Serbisyo sa Barangay (LSP-NSB) and Livelihood Seeding Program – Pangkabuhayan sa Pagbangon at Ginhawa (LSP-PPG) aim to uplift the economic well-being of the target beneficiaries by generating livelihood opportunities and additional source of income through extending assistance and awarding of Livelihood Starter Kits to selected beneficiaries.

With the help of our 21 Negosyo Centers and Barangay Development Councils (BDCs) together with the LGU officials, DTI reached out for over 6,693 individuals orienting them with the DTI Programs and Services. Among the number, 840 clients were given DTI assistance. While the partner entities lend a hand in the identification of the target beneficiaries, the DTI conducted the evaluation and was able to turnover 299 livelihood starter kits under LSP-NSB and 442 livelihood starter kits under LSP-PPG with the total amount of PHP 6,074,857.12. The livelihood starter kits awarded were in the form of grocery package, bigasan package, salon and manicure/pedicure package, bakery package, t-shirt printing and souvenir package, carinderia/canteen package, food processing package, and other negosyo packages requested by the beneficiaries.

The Livelihood Seeding Program looks forward for the eligible beneficiaries to be equipped and empowered with the necessary skill to effectively start and run a sustainable business. It also hopes to contribute with the current administration's dream for the Filipinos to have a “Matatag, Maginhawa at Panatag na Buhay” under Ambisyon Natin 2040.

Apple Kate Santos



Rimat Ti Amianan DTI Region 1 - Annual Report 2020

We are immensely grateful to everyone who made this publication possible.
Every effort is made to provide accurate and complete information in this publication.
Our sincerest apologies for any unintended errors, misspellings or omission of names and information.
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