



DEPARTMENT OF
TRADE & INDUSTRY
PHILIPPINES

2016

DTI REGION IV-A ANNUAL REPORT

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It is with great pride that I present the 2016 DTI Region IV-A Annual Report. In this report, we share how we help in establishing a better business environment for MSMEs to boost their productivity and competitiveness and in protecting, educating, and empowering consumers.

2016 was a year of a more prosperous CALABARZON.

Through the collaborative efforts supported by partner agencies and stakeholders, 30,540 jobs were generated; 16,561 micro, small, and medium enterprises were assisted. 19 new Shared Service Facilities and 23 new Negosyo Centers were established; Php 142, 455,000 sales were generated from DTI initiated events; 67,573 business names were registered. 6,301 firms were monitored under the Fair Trade Laws. 61 local manufacturers and currently licensed holders were assessed. 894 repair and service shops were processed for accreditation.

The Department of Trade and Industry remains to be a source of strength that propels our economy forward. It continues to provide services, programs, and other important activities that would secure a stable trade and industry structure.

DTI Region IV-A CALABARZON, with the guidance and support from our Secretary, Regional Operations Group Undersecretary, and other functional groups, has remain steady and strong in carrying out its mission to provide timely and relevant services, projects, and information that would continuously improve our trade and industry, enable businesses, and empower consumers in the entire region.

It is in this light that I would like to note the commendable effort, dedication, and hard work of the entire officers, employees, and staff of DTI IV-A Regional Office and Provincial Offices. The back-to-back Employee of the Year Award of a DTI Quezon employee and the Executive of the Year Award of yours truly just prove that we are consistently demonstrating DTI values and delivering Serbisyong Higit pa sa Inaasahan.

May we continue upholding the core values of DTI: passion, integrity, creativity, competence, synergy, and love of country. Mabuhay!



MARILOU Q. TOLEDO
Regional Director



MESSAGE TO STAKEHOLDERS

The DTI 4-A's operations are guided by the Department's mandate to enable business and empower consumers. We aim to promote globally-competitive with value-added and innovative industries and services sector that are moving up the global value chain. Our programs, projects, and activities were designed to benefit micro, small, and medium enterprises. We, at DTI 4-A, give consumers the treatment they deserve in the face of intense market competition.

Throughout the years, DTI 4-A has organized projects that contribute to its aim of energizing industries and trade in the region. With the promise of good governance, the projects ensure active engagement of industries regionwide.

In the year 2016, DTI 4-A Regional and Provincial officers and staff worked efficiently and effectively in pursuing the Department's vision of becoming a more prosperous Philippines. We were engaged in different programs and projects for consumer protection, SME development, and industry development. All of these yielded great results contributing to creation of jobs,

Our milestones could not be achieved without the help of our equally competent and dedicated partners, the national government agencies, local government units, non-government organizations, academe, and the private sector. I would also like to commend all DTI 4-A Regional and Provincial officers and staff for serving and helping our stakeholders to the best of their abilities. May our accomplishments in this annual report remind us to continue to give the best of ourselves as we serve the people. May this also motivate us to work harder towards the betterment of CALABARZON and the country as a whole.

Finally, we would like to dedicate this annual report to all our clientele; we offer you these humble achievements.

Pagpalain tayong lahat!

Mabuhay!



MARCELINA S. ALCANTARA
Assistant Regional Director

Vision

We see the Philippines occupying its rightful place in a community of nations, prosperous, and free.

Together with business, we are an active and leading partner in propelling the Philippines toward a dynamic and thriving economy. Our success is anchored on global competitiveness, with social responsibility and consumer welfare as our guiding principles. In all these, we adhere strictly to the tenets of professionalism, integrity, and transparency.

Mission

DTI is committed to:

- Champion business and consumers
- Foster active involvement of dynamic people-centered enterprises to ensure equitable distribution of resources and gains and improvement of the quality of life
- Provide excellent services to all its clients
- Ensure professional growth and development of personnel, exercising the highest standards of integrity and transparency

Quality Policy

We, the DTI IV-A CALABARZON, commit to champion business and consumers.

We shall help build an enabling environment for business to grow and for consumers to get best value for money, as we foster professionalism, integrity, and competence among ourselves in DTI.

We shall continually improve our Quality Management System to deliver better, faster, and more efficient services to our clients.



PERFORMANCE GOVERNANCE SYSTEM



30,540
Jobs Generated



15,583
MSMEs Assisted



152 SSF
Established



83%
Implementation



23 NEW
Negosyo Centers



67,573
BNR Approved

TARGET

28,000

15,640

152

60%

23

12%

% OF ACCOMPLISHMENT

109%

99.6%

100%

138%

100%

155.2%



100%
Violating Firms
Penalized

90%

111%



93%
Consumer Complaints
Resolved

80%

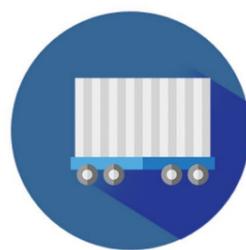
117%



P1.036 M
Negosyo Centers
Domestic Sales

P1-M

104%



23
Exporters
Assisted

16

144%



90
MSMEs Loan
Availment

90

100%



507
Firms Monitored
on Price Trending

467

109%



6,186
Firms Monitored
on Fair Trade Laws

5,200

119%



P18.320 M
Additional Support
Generated

P15-M

122%

**SME
DEVELOPMENT
DIVISION**

NEGOSYO CENTER

The Negosyo Center is a one-stop-shop for services that cater to the need of entrepreneurs in processing requirements necessary to establish a business and in accessing information essential for entrepreneurs' growth. The establishment of the Centers is a provision in the Go Negosyo Act (RA 10644; enacted on July 15, 2015) where the DTI has been given the key responsibility and challenge of establishing Negosyo Centers in all provinces, cities, and municipalities.

Negosyo Centers' Services

Business Registration Assistance, which facilitates all registration applications of MSMEs, the Philippine Business Registry (PBR), and Barangay Micro Business Enterprise (BMBE)

Business Advisory Services, which provides advisory services tailored to the MSME needs that include product development, trade promotion, financing facilitation, investment promotion, and SME counselling

Business Information and Advocacy, which provides information on market, suppliers, buyers, government assistance programs, etc. and conducts training and seminars



1 Registration Services/Facilitate Processing of Documents

67,491 business name registration facilitated
602 BMBE registration facilitated
7,909 other business registration/facilitation rendered

2 Product Development Services Highlights

150 product catalogue/profiles prepared
8 product clinics facilitated
26 packaging and label designs developed
278 other product development related services rendered

3 Access to Finance Highlights

23 loan applications endorsed to partner financial institutions/government financial institutions
Php 38M loan amount granted/approved
188 other A2F related services rendered

4 Access to Market Services Highlights

14 MSMEs selling through online platforms
636 other A2M related services rendered

5 Investment Promotion Highlights

3 investment fora/conferences/business-matching activities
12 investment collateral/project briefs prepared

6 Training/Seminar Highlights

331 skills/entrepreneurial/managerial training conducted
14,013 participants served

7 MSME Database Updating

371 MSME profiles/directories/success stories prepared/uploaded/updated
6,069 information materials disseminated

The Negosyo Centers are responsible for promoting “ease of doing business and facilitating access to services for MSMEs within its jurisdiction.”



2016 Major Activities

Seminar on Expanding your Business through E-Commerce

June 27, 2016 | Tagaytay Country Hotel, Tagaytay City, Cavite

260 Participants

Negosyo, Konsumer, At Iba Pa

November 23-24, 2016 | T'Taal Vista Hotel, Tagaytay City, Cavite

1,447 Participants

SHARED SERVICE FACILITY (SSF)

Shared Service Facility (SSF) Project is a major component of the Micro, Small, and Medium Enterprises Development Program, which aims to improve the competitiveness of MSMEs by providing them with productivity-enhancing machinery, tools, systems, accessories, and other auxiliary items, skills, and knowledge under a shared system. The shared set-up of service facilities is considered a strategic means to reach the country's goal for inclusive growth and jobs generation



SSF addresses the gaps and bottlenecks in the value chain of priority industry clusters through the use of productivity-enhancing machinery and equipment. It also encourages the graduation of MSMEs to the next level where they could tap a better wider market share and be integrated in the global supply chain.

Shared Service Facility

IN NUMBERS

152

Shared Service Facilities established as of December 2016

26,013

Total number of direct and indirect beneficiaries

16,554

Total number of Micro, Small and Medium Enterprises beneficiaries

P150-M

Total Budget Utilized for establishment of Shared Service Facilities



Calabarzon Region Shared Service Facility Summit 2016

May 6, 2016 | Queen Margarette Hotel, Lucena City

1,000 Participants

Sharing service facilities is DTI's strategic means to attain the country's goal for inclusive growth and jobs generation.

SSF Summit was to bring together cooperators and beneficiaries to learn and to celebrate the gains of the SSF projects in the different provinces of the region. It also paved the way for networking among cooperators and beneficiaries towards market and services matching, encouraged the beneficiaries to continue to use and support the SSFs and to help others to access the facilities, shared best practices of SSF cooperators, and highlighted the program's benefits to beneficiaries to create more impact and more unified the region's position regarding the future of the SSFs established in terms of the needed support from the next administration.

Almost 1,000 participants attended the summit composed of SSF cooperators/beneficiaries from the CALABARZON region: the members of the Regional Development Council and the Regional MSME Development Council; private stakeholders; the academe; partner financing institutions; and DTI staff both from the region and the Head Office. Then DTI Secretary Adrian S. Cristobal Jr. and ROG Undersecretary Zenaida C. Maglaya graced this momentous activity.

The event highlights were the exhibit of SSF products from the region, awarding of Lingkod Banahaw Multi-Purpose Cooperative of Quezon as the Best SSF with the "Most Ramdam Effect," and the turn-over of a resolution requesting the Department of Trade and Industry for its continuing support in terms of allocating additional funds to secure the gains already achieved and attaining the goals geared towards sustained productivity.

Project KAPATID is Go Negosyo's initiative in partnership with the Department of Trade and Industry that aims to strengthen the mentorship program for micro and small enterprises (or MSEs) and link them to the value chain of medium and large corporations through inclusive business models.



Project Objectives

Objectives

1 Help MSEs scale up their businesses through the weekly coaching and mentoring by business owners and practitioners on different functional areas of entrepreneurship

2 Produce confident entrepreneurs with the right mindset and business know-how that will be able to sustain and scale-up their enterprises

Project Components

Components

Kapatid Mentor Me (KMME)

Adopt-an-SSF

Inclusive Business

In April 2016, DTI 4-A was tapped by the Philippine Center for Entrepreneurship (PCE) - Go Negosyo to be one of the pilot areas to implement the program. There are 10 MSEs identified as part of the first batch of mentees. All these mentees came from Laguna and out of them, nine (9) were able to graduate from the program. The other pilot area was Mandaluyong City.

From the successful launching in the first two pilot areas, KMME has moved further as it was massively rolled out in other regions across the country. As the second run of the KMME program in Region 4-A, it was rolled-out and launched in Cavite on September 20, 2016 with solid audience participation from MSEs, local stakeholders, and development partners.

A total of 20 Cavite MSEs were subjected to a ten-week module on business and entrepreneurship. Out of this, 19 were able to present their Business Improvement Plans (BIPs) in the presence of DTI KMME Program In-Charge and Assistant Secretary Blesila A. Lantayona, Mr. Victor Madlangbayan of PCE, and other respected local mentors from Cavite. Majority of the recommendations by the panelist were on product quality and development as well as application to certifying body such as the Food and Drugs Administration (FDA). The mentees received their Certificates of Graduation after the respective presentation of the BIPs held on December 22, 2016.

PROJECT KAPATID MENTOR ME



SMALL & MEDIUM ENTERPRISES ROVING ACADEMY (SMERA)

The Small and Medium Enterprise Roving Academy (SMERA) is a management training program for would-be entrepreneurs, SME owners, and managers of micro and small to medium-sized businesses meant to provide continuous learning program for entrepreneurs to help them better step up their operations and improve competitiveness thereby facilitating easier access to domestic and international markets.

8,661

Small and Medium Enterprises Assisted



182

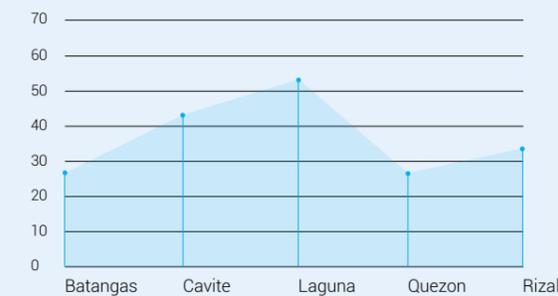
Small and Medium Enterprises Roving Academy Trainings Conducted



Small and Medium Enterprise Roving Academy

By number of SMERA training runs in 2016, Region 4-A already surpassed its target of 175 with a total of 182 runs in the five provinces. Laguna posted the highest number with a total of 52 runs, followed by Cavite with 41, and Rizal with 32. Batangas and Quezon conducted 29 and 28 training runs, respectively.

Small and Medium Enterprise Roving Academy
IN NUMBERS



DTI 4-A is fully committed to provide assistance through capacity building as it targeted a total of 177 SMERA runs for 2017, aiming to benefit around 5,105 SMEs in all of the 142 cities/municipalities across the region.



Building Entrepreneurs through Advisory and Mentoring Services or BEAMS is a local business advisory program lodged at the Negosyo Centers. It provides rapid business diagnostics and mentoring to Shared Service Facility cooperators by qualified Volunteer Mentors (VMs) screened by the Regional Steering Committee (RSC).

The DTI's battle cry of "Enabling Businesses and Empowering Consumers" has created different programs and services to help the micro, small, and medium enterprises improve their productivity and increase their access to market.

The DTI has partnered with the Canadian Executive Service Organization (CESO), one of Canada's leading volunteer-based development organizations for the BEAMS project.



BEAMS BUILDING ENTREPRENEURS THROUGH ADVISORY AND MENTORING SERVICES



Entrepreneurial Skills Development and Organizational Effectiveness

- August 29 - September 2, 2016
DTI Batangas
- September 5-9, 2016
DTI Cavite
- October 10-14, 2016
DTI Laguna
- October 17-21, 2016
DTI Quezon

VAs Ira Teich and John Williams visited SSFs chosen by the different provinces and conducted a rapid assessment of the business. The final day was dedicated to a workshop on productivity and efficiency.



Effective Mentoring for BEAMS Services

- September 13, 2016
DTI Batangas
- September 14, 2016
DTI Laguna
- September 15, 2016
DTI Quezon
- September 16, 2016
DTI Rizal
- September 19, 2016
DTI Cavite



Results Based Management Training

- October 3-14, 2016
All Provinces

CESO worked with DTI Project Officers and Business Development Service (BDS) Providers to equip them with knowledge on monitoring and evaluation using the RBM approach and conduct of regulatory impact assessment of services offered by the agency. An output of the training was the development of database for monitoring and evaluation of techniques, methods, and tools.



The series of training conducted in 2016 were predominantly skills training and business opportunity seminars. Aside from the continuous support to enable business in the region, some SMERA topics were also geared towards empowering consumers through the conduct of consumer advocacies and effective customer relations. Other topics include technology application and productivity improvement, marketing and promotion, as well as some greening initiatives.

Market Development



3 Local Trade Fairs

2 International Trade Fairs held locally

1 International Fair

Local and International Trade Fairs

Trade promotional activities like the conduct of trade fairs (virtual and physical) and missions (buying and selling) increase the exposure and sale of the region's products both in the domestic and foreign markets. These also provide excellent opportunities to assess the clients' opinions and market potential; conduct research and evaluate competition; develop commercial structures by identifying new agents and distributors; and initiate joint ventures and project partnerships.

At the DTI 4-A, we have assisted small and medium enterprises (SMEs) in their participation at both local and international trade fairs, endorsing those who are ready and capable of meeting the requirements of trade events initiated and organized by the DTI Bureau of Domestic Trade (BDT) and the Center for International Trade Expositions and Missions (CITEM), including the Regional Trade Fair.

Market development is very helpful in the transfer, exchange, and movement of goods between producers and consumers.



- KALAKAL CALABARZON Regional Trade Fair
- October 12-16, 2016
- 69 Participating MSMEs

"KALAKAL CALABARZON: Mga Produktong Natatangi," is a regional trade fair of DTI 4-A, which recognizes its conduct and participation as one of the most effective and efficient means of marketing strategies in promoting the region's local products and services. In cooperation with the five (5) Provincial Offices of Batangas, Cavite, Laguna, Quezon, and Rizal, it has showcased various products, which includes gifts, décor, and housewares, fresh produced and processed food, handicrafts, fashion accessories, wearables, footwear, and furniture and furnishings. The region has been aggressive in conducting trade events and selling fairs to strengthen the marketing efforts of the micro, small, and medium enterprises (MSMEs) in the countryside.



Local and International Trade Fairs

IN NUMBERS

	P1.789 M National Food Fair March 26-30, 2016	P5.757 M KALAKAL 2016 October 12-16, 2016	P931,947 National Arts and Crafts Fair October 26-30, 2016	P1.237 M NKATB Mini Kalakal Trade Fair November 23-24, 2016	P1.532 M National Trade Fair December 7-11, 2016
	17 Participating MSMEs	69 Participating MSMEs	17 Participating MSMEs	45 Participating MSMEs	22 Participating MSMEs
Batangas	171,443.00	299,354.00	123,168.00	147,350.00	521,295
Cavite	404,309.00	2,343,833.00		831,684.50	
Laguna	602,744.00	1,154,164.00	248,251.00	150,425.00	499,586
Quezon	74,358.00	310,717.00	91,320.00	67,864.00	193,425
Rizal	536,350.00	443,738.00	469,208.00	100,015.00	317,718

Market Development Activities

- Market Encounter with Tourism Industry, Establishments, and SMEs
- August 3, 2016 | Tagaytay Country Hotel, Tagaytay City, Cavite
- 100 Participants
- Category Management Seminar cum Planogram
- December 15-16, 2016 | Tagaytay Country Hotel, Tagaytay City, Cavite
- 100 Participants

BOTTOM-UP BUDGETING

BuB is a government program subscribing to a budget preparation guided by the development needs at the grassroots level. It does not only aim for proper allocation of resources but also directed towards poverty reduction and promotion of inclusive growth.

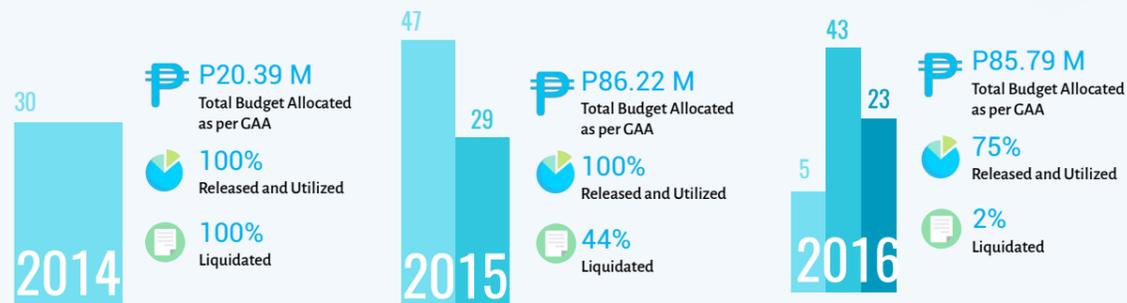
The DTI 4-A has actively participated in this breakthrough endeavor with projects largely geared towards development of innovative, globally-competitive, capacitated MSMEs that would result to employment generation in the countryside.



Bottom-up Budgeting Projects

IN NUMBERS

- Completed
- Ongoing
- Pipelined



2016 Accomplishments

The year 2016 ended with a fairly good battering average in terms of the region's rate of implementation (as shown in the summary table below) with a carry-over of the 2014 and 2015 BuB projects to 2016. DTI 4-A got on board the BuB program in 2014 when it commenced in 2013.



Fund Utilization

DTI 4-A has attained a 100% fund utilization rate for the 30 projects of 2014 worth PhP 20.39 million and for the 76 projects of 2015 amounting to PhP 86.22 M. The fund use for 2016 projects was registered at 75%, as the rest of the projects awaits the release of project fund under the DTI ROIVA's Accounts Payable for 2016.

Completion and Liquidation

All the 2014 projects have been completed and fully liquidated as well. About 38% of the 2015 projects are up for completion and full liquidation is expected done by end-June 2017. There still remains about 56% of the 2015 projects yet to be liquidated.



P110.28 M
Total Sales Generated

P25.08 M
Total Investments

2,403 K
Jobs Generated

COMPREHENSIVE AGRARIAN REFORM PROGRAM



The DTI's participation in CARP was formalized through the establishment of the Small and Medium Industrial Technology Transfer Development Program (SMITDDP) in July 1989. The DTI-CARP's main role is to promote and develop micro, small, and medium enterprises in the countryside

The challenge for the DTI-CARP is to be able to contribute to the improvement in the quality of life by increasing the annual aggregate household income of the client by 25 percent and surpassing the annual poverty threshold for a family of five.

In view of its comprehensive scope, the implementation of the CARP involves the following departments/agencies: Departments of Agrarian Reform (lead agency), Agriculture, Environment and Natural Resources, Public Works and Highways, Labor and Employment, Local Government, Finance, Budget and Management, and Trade and Industry; National Irrigation Administration; Land Bank of the Philippines; and Land Registration Authority.

The DTI-CARP CALABARZON provides support services to Agrarian Reform Communities (ARCs) and its farmer beneficiaries in the form of studies, training/seminar, market development, product development, and consultancy. The program aims to prepare the farmers to undertake other livelihood activities with an ultimate goal of improving their family income towards countryside development.

The CARP National Program Office (CARP-NPO) thrust is to increase the ARC coverage in the Philippines at least 50%. The CALABARZON Region needs to cover other 33 ARCs not yet served to reach that target.

GREAT Women Project 2

The Supporting Women's Economic Empowerment (WEE) Project builds on the results and lessons learned from the GREAT Women Project 2006-2013. GREAT stands for Gender Responsive Economic Actions for the Transformation of Women.

The earlier project focused on creating an enabling environment for women's economic empowerment at national and local level, and in the latter part, engaged private sector partners to support women micro entrepreneurs (WMEs) improve their product design and market strategies. For GWP2, it has a bigger focus on improving competitiveness and sustainability of women's enterprises in order to produce quality, environmentally sustainable products; making value chain more gender responsive and improve entrepreneurial capacity.

DTI being the lead partner agency of the GWP2, a Project Management Team is housed at the DTI IV-A that oversees the implementation of the project nationwide.

No. of WMEs Assisted in various Local Trade Fairs

- 29 KALAKAL Calabarzon 2016
- 06 Manila FAME 2016
- 16 NKATBP CALABARZON 2016

No. of WMEs participated in various Skills Enhancement Trainings

- 15 FDA Licensing and Production Site Compliance
- 10 Food Safety and Food Handlers Training
- 220 Product Development Training

142

Women Micro Entrepreneurs Enrolled in CALABARZON

316

Women Micro Entrepreneurs Participated in Various Trade Fairs

P32.363M

Combined Sales Generated from Various Trade Fairs

No. of Women Micro Entrepreneurs Participated in the Interventions based on the Four Pillars of SME Development

- 37 BUSINESS ENABLING ENVIRONMENT
ASEAN Economic Community (AEC) Seminar
Coffee Industry Investment Forum
- 61 ACCESS TO FINANCE
Financing Forum
Facilitation in the Provision Working Capital for raw materials and marketing
- 620 ACCESS TO MARKET
SMERA Putting Your Business on-line
Market Encounter
Trade Fairs
- 1,111 Green and Gender Responsive Value Chain Analysis
- 98 ProGED 15 Packaging and Labeling
- 117 Capacity Enhancement Training of WMEs on Production Management and Productivity Improvement





Promotion of Green Economic Development

Promotion of Green Economic Development or ProGED is one of DTI's many initiatives to support the country's economic development through the implementation by the micro, small, and medium enterprises of environment-friendly, climate-smart, and inclusive strategies.

For the CALABARZON Region, the ProGED initiatives started in the Province of Laguna back in 2014, subsequently followed by Cavite as another replication area. A massive effort and support ensued to institutionalize the green practices not only in the MSMEs' business operations but also in all the partner-stakeholders and green champions in the region.

In 2016 alone, DTI 4-A generated a total of 1,428 MSMEs, LGUs, and other stakeholders that participated in the 31 greening sensitization/learning events conducted in Laguna and Cavite. While only these two are enrolled in the program, other provinces (Batangas, Quezon, and Rizal) in the region also have their own initiatives to promote and support green economic development through several training sessions and seminars on green businesses and green living and practices towards a sustainable environment and energy efficiency. There were also efforts to promote to the MSMEs the adoption of green practices such as waste segregation, use of LED lightings, tree planting, and recycling.

Another partnership, which helped institutionalized the GED in the region, is the ASEM Eco-Innovation Consulting (ASEIC) Project supported by the Small and Medium Business Administration (SMBA) of the South Korean Government. The ASEIC Project is intended to provide environmental consulting services that drive businesses to institute greener

processes and management activities and to utilize new business opportunities that are both economically and environmentally-beneficial. ASEIC has benefitted several SMEs in Batangas, Laguna, Cavite, and Rizal through one-on-one visits to the enterprises, providing recommendations to improve the business operation of SMEs through eco-innovations. For 2016, there were about six (6) SME-beneficiaries of the ASEIC project.

Since it is the final year of implementation, several major activities under GED were also conducted. These include the Phasing-In Event held on September 29, 2016 at the Camp Benjamin, Alfonso, Cavite, which gathered all the MSMEs and stakeholders to present the DTI initiatives and achievements to promote green economic development as well as to recognize the partnerships that fostered and supported the growth of GED in the region. Another activity was the Green Learning Visit to Bohol attended by the delegates from Batangas, Quezon, Rizal, and regional partners with a subsequent culminating activity held in Cebu on October 25-26, 2016.

The overwhelming contributions of green economic development and successful collaboration have called for continuity of sustainable initiatives and support sustainability measures for more SMEs to go green and improve operation. As such, the Acceleration of Green Economic Development (AccGED.PH) program was conceptualized for implementation starting 2017 to sustain the GED initiatives in the country by tapping the Negosyo Centers in all DTI offices.

INDUSTRY DEVELOPMENT DIVISION

DTI identified industry clustering and value chain development approach as a key strategy to MSME development. Industry Clusters are defined as groups of competing, collaborating, and interdependent businesses within a value chain. It necessitates the operation of upstream (raw material suppliers and production inputs) and downstream (logistics, value-adding, packaging, and marketing) economic activities to support the whole value chain. Cacao has been identified as a priority industry due to its bright prospects both in the domestic and export market and the competitive advantage of the country in terms of land, soil quality, and climatic condition fitted to growing cacao.

₱ P5.32 M
Total Domestic Sales

P2.14 M
Total Investments

105
Jobs Generated



MAJOR ACTIVITY
Regional Industry Promotion and Investment Forum for Cacao
August 17, 2016 | Lipa City, Batangas
200 participants composed of nursery operators, farmers, traders, processors, Regional-line agencies, local government units, and academe

3 MSMEs Created
39 MSMEs Assisted
25 Trainings Conducted
470 Beneficiaries Trained



INDUSTRY-RELATED ACTIVITIES
1st Regional Cacao Council Meeting
September 1, 2016 | Lipa City, Batangas
Kakaokonek 2016 Asia Pacific Cocoa Conference
September 15-17, 2016 | Davao City
Regional Strategic Action Planning
November 3, 2016 | DOST-PCIEERD, Taguig City



CACAO INDUSTRY CLUSTER



COFFEE INDUSTRY CLUSTER

MAJOR ACTIVITY
Regional Forum on Technology, Innovation, and Market Opportunities for Coffee
September 20-21, 2016
150 Participants



The DTI has adopted the industry clustering approach as a major strategy for poverty alleviation and inclusive growth. Under the industry clustering approach, DTI will build partnerships with agencies and institutions to implement programs and establish locally available mechanisms for continued development.

₱ P26.61 M
Total Domestic Sales

P5.7 M
Total Investments

680
Jobs Generated

6 MSMEs Created

53 MSMEs Assisted

₱ P 3 M
Loans Facilitated

27 Trainings Conducted

527 Beneficiaries Trained

COCO COIR — INDUSTRY CLUSTER

 **P3.29 M**
Total Domestic Sales

 **P2.41 M**
Total Investments

 **01**
MSMEs Created

 **51**
MSMEs Assisted

 **28**
Trainings Conducted

 **645**
Beneficiaries Trained

 **19**
CBE Established

As one of the DTI's National Priority Industry Cluster, the Coco Coir Industry has helped in the creation of jobs within the country, especially those in rural areas. With its great market potential, its demand consistently increases both in the local and international market. Thus, the Coco Coir Industry stakeholders continue to innovate their products without compromising its standards.

PHOTOS IN VIBRANT COLOR

3rd National Coco Coir Summit

 **July 29, 2016 | SMX Convention Center**

 **479 participants including farmers, processors, traders, exporters, LGUs, NGAs, NGOs media personnel and other stakeholders**

With the theme "Expanding Opportunities for Coco Coir through Technology and Innovations", the Summit aimed to strengthen the connection among the coco coir stakeholders, from the petty coir twiner up to the exporters and active buyers in the ASEAN market.

Parallel to the event were two activities. One is the business matching activity that forged domestic and export market partnerships on coco coir. According to DTI- Export Managing Bureau (EMB), four buyers, Mr. Fakin, Mr. Seong, Mr. Dudang, and Ms. Eroy, were matched with local suppliers and another 34 matches have been made. These matches generated Php 8,700,000 domestic sales and 893,000 exports sales. The total sales generated was Php 9,593,000. Aside from the business matching activity, there was a mini exhibit showcasing innovative coco coir and peat products. These products are the same products showcased at the HallONE Coco Coir Project, which generated sales of Php 26,500,000.



PHOTOS IN
B&W COLOR

Coconet and Vetiver Launching

 **May 27, 2016 | Munoz, Nueva Ecija**

 **324 participants including farmers, processors, members of the Coco Coir Technical Working Group, NIA personnel, and other stakeholders**

In partnership with the National Irrigation Administration, the activity aimed to present the coconets in infrastructure projects for soil erosion control and slope stabilization, promote the use of coconets by integrating in government infrastructure projects, present that domestic market is available for coco coir which would encourage farmers to venture/increase coco coir production thus will lead to increase in income and generation of additional jobs.

Cities and Municipalities Competitiveness Index

The Cities and Municipalities Competitiveness Index is an annual ranking of Philippine cities and municipalities developed by the National Competitiveness Council through the Regional Competitiveness Committees (RCCs) with the assistance of the United States Agency for International Development.

The participating cities and municipalities in the CMCI Survey are ranked on their competitiveness based on an overall competitiveness score. Competitiveness Scores are determined by the values of the actual data, as well as the completeness of the submitted data. The higher the score of a city or municipality in the three pillars, the more competitive it is. The three main pillars are: economic dynamism, government efficiency, and infrastructure. This year, there is an additional indicator—resiliency.

BUSINESS PERMITS AND LICENSING SYSTEM

The national government has continuously laid down strategic initiatives and devised developmental mechanisms to ensure that good governance, transparency and improved public services are cascaded across all local government units in the country.

Among the various transparency and governance initiatives is the Nationwide Streamlining of BPLS PROGRAM anchored on the Joint Memorandum Circular (JMC) in partnership with the Department of Interior and Local Government and the Department of Trade and Industry as lead implementing agencies. According to the International Finance Corporation (IFC) Ease of doing business, Philippines ranked 103rd in 2016 out of 189 economies due to number of indicators specifically in "Starting a business." In order to fast track processing of business permits, President Rodrigo Duterte issued Joint Memorandum Circular no. 01, series 2016 for the LGUs to comply in implementing only 3 processes: (1) Filling of application and verification (2) Assessment (3) Pay and Claim.

On January 18-25, 2016, DTI 4-A and DILG 4-A conducted its Joint Field Evaluation & Monitoring / Validation Survey in fifteen (15) LGUs within CALABARZON. This program aims to monitor the LGUs on the adoption of the unified form, reduction in the number of signatories, number of steps and processing time. This survey also aims to capture the customer satisfaction and its overall performance of the LGUs in processing the business permits.

The BPLS Oversight Committee agreed to further impose stricter performance standards for business and regulatory processes to further improve the competitiveness ranking of the Philippines in Global surveys.



Overall Ranking Provinces

- 1st – Rizal
- 2nd – Cavite
- 4th – Laguna
- 9th – Batangas
- 34th – Quezon

Overall Ranking Component Cities

- 4th – City of Bacoor, Cavite
- 6th – Antipolo City, Rizal
- 8th – City of Imus, Cavite
- 10th – City of San Pedro, Laguna

Most Improved LCU

Pagbilao, Quezon

Overall Ranking (1st to 2nd Class Municipalities)

- 1st – Cainta, Rizal
- 2nd – Taytay, Rizal
- 3rd – General Trias, Cavite

- 6th – Angono, Rizal
- 9th – Rodriguez, Rizal

Overall Ranking (3rd to 6th Class Municipalities)

1st – Infanta, Quezon

Economic Dynamism (Component Cities)

- 2nd – City of Imus, Cavite
- 3rd – Binan City, Laguna
- 5th – City of San Pedro, Laguna
- 6th – Antipolo City, Rizal
- 7th – Lipa City, Batangas
- 8th – Batangas, City, Batangas
- 9th – City of Cabuyao, Laguna

Economic Dynamism (1st to 2nd Class Municipalities)

- 1st – General Trias, Cavite
- 2nd – Cainta, Rizal
- 4th – Taytay, Rizal

Economic Dynamism (3rd to 6th Class Municipalities)

1st – Infanta, Quezon

Government Efficiency (1st to 2nd Class Municipalities)

- 1st – Cainta, Rizal
- 2nd – Taytay, Rizal
- 7th – Carmona, Cavite

Infrastructure (Component Cities)

- 2nd – City of Bacoor, Cavite
- 5th – Calamba City, Laguna
- 7th – Antipolo City, Rizal
- 6th – Dasmariñas City, Cavite
- 10th – City of Santa Rosa, Laguna

Infrastructure (1st to 2nd Class Municipalities)

- 1st – Cainta, Rizal
- 3rd – Taytay, Rizal
- 4th – Angono, Rizal
- 6th – General Trias, Cavite
- 7th – Rodriguez, Rizal

Infrastructure (3rd to 6th Class Municipalities)

- 1st – Infanta, Quezon
- 2nd – Pagsanjan, Laguna
- 6th – Taal



CONSUMER PROTECTION DIVISION



FAIR TRADE LAWS



6,308

Monitoring Visits for Price Act with 100% Compliance



1,315

Monitoring Visits for Labeling with 100% Compliance



574

Monitoring Visits for Standards Law with 100% Compliance



351

Monitoring Visits for Service Repair Shops with 100% Compliance



04

Monitoring Visits for Truck rebuilding Center with 100% Compliance

DTI CALABARZON's Consumer Protection Divisions annually set their targets and plans for FTL monitoring and enforcement and regularly conduct these activities based on their planned arrangements. Establishments like retail outlets, manufacturers, repair shops, emission testing centers, rebuilding centers, and hardware stores were inspected to verify compliance to applicable FTL.

In 2016, there were 6,301 establishments actually monitored under different FTLs out of the targeted 4,335 establishments. These establishments were visited more than once to verify compliance maintenance

26

PRIVATE EMISSION TESTING CENTERS ACCREDITED

Republic Act No. 8749 also known as the Philippine Clean Air Act was enacted into law in 1999. It aims to maintain the quality of air for the protection of the public's health and welfare.

Pursuant to Section 21(d) of this Act, the DTI, through the Bureau of Product Standards (BPS), is mandated to develop and implement standards and procedures on the licensing of qualified private service centers and their technicians as prerequisite for performing the testing, servicing, repair, and the required adjustment to the vehicle emission system.

Motor vehicles are the biggest source of air pollution, which include ozone, particulate matter, and other smog-forming emissions. These pollutants contribute to environmental degradation and have negative effects on human health. Since 2003, emission testing conducted by a Private Emission Testing Center (PETC) duly accredited by DTI and authorized by the Department of Transportation (DOTr) is a requisite to annual registration of motor vehicles. These tests ensure that vehicle emission is within the allowable threshold set by the emission standards.

To date, there are 318 DTI accredited PETCs in CALABARZON. Cavite has the most number of accredited PETCs with 88. Laguna, Batangas, Rizal, and Quezon follow with 84, 64, 59, and 23 accredited PETCs, respectively.

The DTI regularly conducts monitoring and inspection activities of all accredited PETCs to check the consistent conformance to the accreditation requirements.

82

REACCREDITED





PRODUCT CERTIFICATION SCHEMES

One of the major programs of DTI in terms of protecting consumers is Product Certification Scheme rolling under two Department Administrative Orders (DAOs). Under this scheme, products that will affect life, safety, and health of the people and environment are declared for mandatory certification.

To ensure quality and safety of these declared mandated products, DTI 4-A assessors conduct assessments on manufacturers' quality management system based on established ISO standards and product testing/sampling based on relevant Philippine National Standards (PNS).

For the year 2016, under DAO 04:2008, DTI 4-A assessed a total of sixty-one (61) local manufacturers who currently are licensed holders (Cavite- 15, Laguna- 17, Batangas- 13, Rizal- 12, and Quezon- 4). There were also six (6) new applications processed and assessed (Cavite- 1, Laguna- 3, and Batangas- 2) and a total of fifty-five (55) PS licenses approved in 2016. Moreover, DTI 4-A generated Php 1,191,997.00 on DAO 04:2008 for related fees.

Under DAO 05:2008, products covered under mandatory certification in CALABARZON are being ducted in Batangas port; thus, ICC processing were mostly done in DTI Batangas with support and assistance from the regional office assessor. On the other hand, several imported product verification and inspection were done in Quezon where the declared warehouses are located. In 2016, most of the product importation in CALABARZON related to DAO 05:2008 were air conditioners, black iron/galvanized iron pipes, pneumatic tires, cement, and sanitary wares. A total of seventy-two (72) ICCs were issued in Batangas with generated fees totaling Php 575,900.00.

For the 1st sem of 2017, DTI 4-A targets thirty-seven (37) local manufacturers for assessment and eighty-five (85) different products for inspection and testing to verify compliance to the set standards. Importation of mandated products are still pouring in Batangas port due to congestion in Manila port; thus, DTI CALABARZON is expecting voluminous number for product inspections this year.

61
Local Manufacturers
Assessed for
DAO 04:2008

55
Philippine Standards
Licenses Approved

P1.191 M
DAO 04: 2008 Related
Fees Generated



04 TRUCK REBUILDING CENTERS ACCREDITED

Under the accreditation of truck rebuilding centers program, all rebuilders of trucks covered under the scope of the Department Administrative Order No. 08 series of 2003 (DAO 08:2003) are not allowed to engage in truck rebuilding business without the necessary DTI accreditation. The objective of the program is to assure the public that all rebuilt trucks are safe and roadworthy and has met the standards on

exhaust emission. The program is a joint project with the Land Transportation Office (LTO) of the Department of Transportation and Communications (DOTC).

Presidential Decree No. 1572 (PD1572) is the governing law in regulating and controlling the operation of service and repair enterprises for motor vehicles, heavy equipment, and engines and engineering works; electronics, electrical, air conditioning, and refrigeration; office equipment; medical and dental equipment; and other mechanical consumer and industrial equipment, appliances or devices, including the technical personnel employed therein. This law is centered in providing adequate protection to safeguard the interest of the public against unethical and incompetent practice of service and repair enterprises. In addition, it is concerned in protecting reliable and competent service and repair enterprises against such malpractices, which undermine their good name and established reputation.

Trained technical DTI 4-A Consumer Protection Division (CPD) personnel are engaged in the assessment of these repair and service shops. In order to maintain compliance, each accredited center is required to renew its accreditation annually and is subjected to on-site inspection. Each center is graded/rated from 1-star to 5-star depending on the capability/capacity, infrastructure, human resources,

894 REPAIR AND SERVICE SHOPS REACCREDITED

270 NEW REPAIR AND SERVICE SHOPS ACCREDITED



Diskwento Caravan

DTI 4-A has been conducting Diskwento Caravans for the past years. It is a public service conducted by DTI 4-A in partnership with big manufacturers and/or distributors. It aims to sell goods to public at discounted prices.

For most distributors, the Diskwento Caravan becomes an act of goodwill to people. Although they often do not earn profit, they are still willing to take part in the project.

09
Diskwento Caravans
Conducted

10,771
Total Consumers
Benefited

P3.612 M
Total Sales
Generated

Prior to “e-Presyo,” price monitoring was being done through manual method. Price monitors list the prices of goods using paper and pen and encode the data at the office. Thus, DTI developed a web-based price monitoring system known as “e-Presyo.” It was fostered to ease the life of price monitors and consumers as well.

The “e-Presyo” is designed to collect, process, and store prices for basic necessities and prime commodities. It is an Online Price Monitoring System (OPMS) that provides reports based on price data collected nationwide. Through this system, consumers could easily access price data anytime and anywhere. The e-Presyo was formally launched nationwide on October 24, 2016.



e-presyo



sales promotion

480 Sales Promo Applications Processed

Sales Promotion is a strategic method of marketing. It is a set of marketing activities undertaken to boost sales of a product or service. It aims to encourage consumers to avail the products/services of an establishment with additional privileges. Types of promotions include discounts, premium, raffle, contest, redemption, game, beauty contest, and home solicitation.



Bagwis Program

The Bagwis Program gives due recognition to establishments that uphold the rights of consumers and practice responsible business, where consumers get value for money. It 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 serve as a mechanism for speedy resolution of consumer complaints.

The Bagwis Program aims to promote and foster the highest level of business ethics and advocate a fair and honest marketplace through voluntary self-regulation and service excellence. Business establishments providing enhanced products/services to consumers shall result to a customer higher satisfaction and shall lead to lesser consumer complaints.

BATANGAS
2 Gold

CAVITE
5 Gold
2 Silver

LAGUNA
12 Gold
6 Silver

QUEZON
2 Silver

RIZAL
5 Gold



**Tanghalang
Pangmamimili
Finalists**

BATANGAS
Batangas Province High School for Culture and Arts

CAVITE
Munting-Ilog National High School

LAGUNA
Siniloan National High School

QUEZON
Sariaya Institute, Inc.

RIZAL
Regional Lead School for the Arts in Angono

Tanghalang Pangmamimili

The Tanghalang Pangmamimili is an informative and entertaining vehicle to disseminate basic and current consumer information. In one concerted effort, the contest is able to educate the audience from the academe and the mall goes as well.

Through this competition, the audience are able to identify themselves and relate to funny/current consumer situations/issues presented. As such, consumer-related laws are easy for consumers to recall and to make them more conscious of their consumer responsibilities and vigilant of their consumer rights.

Number of participants per school should not be more than 25, including coaches/guides and maximum of 20 participants for the play proper. Maximum of 20 minutes is allocated per participating school, including setting-up of props and cheering competition. Each presentation must adhere to the Consumer Month's theme. For 2016, the Consumer Month's theme was "Consumer Protection: A Shared Responsibility."

The DTI 4-A Tanghalang Pangmamimili Finals was held on November 21, 2016 at the SM City Lucena.

CHAMPION BATANGAS PROVINCE HIGH SCHOOL FOR CULTURE AND THE ARTS

The Batangas Province High School for Culture and Arts from Batangas City, Batangas was declared Region IV-A Tanghalang Pangmamimili Champion. They also performed at the DTI Negosyo, Konyosyer, At Iba Pa (NKATBP) event in Tagaytay City and at the World Consumer Rights Day at the Activity Center of the Robinsons Galleria in Quezon City.



1st Place: AB Comm. Society from St. Anne College Lucena, Inc.

2nd Place: Mary Jean D. Bertumen from Enverga University Foundation

3rd Place: Juan Macandille from Sacred Heart College

Infomercial

Infomercial is an advertising film that promotes products or services in an informative and supposedly objective style by demonstrating its use and benefits. With the use of animation, special effects, colors, and sounds, audience's tendency to get bored while listening is reduced, if not eliminated. It arouses viewers' interest as to what to see next. The visual effects contribute in relaying and helping the viewers understand the information. Infomercial should only range from three to five minutes to achieve retention and higher memory recall rate.

Among the DTI offices, DTI-Quezon was the first to stage the animated infomercial contest in all levels. Through the support of Quezon-CATV and approval of Quezon-Provincial Office, it was made possible and was successfully executed.

The presentation of entries, declaration of winners, and awarding of prizes were all held at the Event Center of Pacific Mall, Lucena City. Judging of entries was done two days prior to the day of awarding to give ample time for the judges to check each output.

Poster Making Contest

The Poster Making Contest enables the students to showcase their artistic skills, develop their imagination, and spread awareness on consumer rights and responsibilities. The participants were given three (3) hours to create and finish their artwork. Afterwards, each would need to explain the idea or meaning of his/her output.



Quezon Province
October 12, 2016

1st Place: Lorraine Feona N. Baronia from International School for Better Beginnings

2nd Place: Edan Mark B. Tabug from Calayan Educational Foundation, Inc.

3rd Place: Mardsay A. Galang from St. Joseph Academy

Rizal Province
November 26, 2016

1st Place: Daniel Marie Doce from Taytay Elementary School

2nd Place: Juniel Roho from Sumilang Elementary School

3rd Place: Charles Capangyarihan from Sto. Nino Elementary School

OFFICE OF THE REGIONAL DIRECTOR

Implementation and Institutionalization of Gender and Development in DTI

August 24-25, 2016 | DTI IVA Negosyo Center

Gender Focal Point Persons

Its core objective was to re-orient the GFPS on the basic GAD concepts and principles



Gender and Development

Pursuant to the Republic Act 9710 or the Magna Carta of Women (MCW) and the General Appropriations Act (GAA), which direct government agencies to allocate 5% of their annual budget in the formulation of Gender and Development (GAD) plan and the conduct of seminars and training, DTI 4-A conducted one (1) seminar and two (2) training sessions this year.

Re-Orientation on Gender and Development cum Seminar-Workshop on GAD: A Planning, Budgeting, and Analysis

July 7-8, 2016 | Doña Jovita Resort, Pansol, Calamba City

Gender Focal Point Persons

It aimed to acquaint gender focal point persons in the preparation of GAD plan and budgeting including accomplishment reports; to prescribe guidelines and procedures for the formulation, development, submission, implementation, monitoring, and evaluation of annual GAD plans and budgets and accomplishment reports; to develop a basic understanding of gender analysis and its benefits; to become familiar with gender analysis tools, approaches, and data; and to create the GAD Regional Focal Point System.

Gender Sensitivity Training

September 27-28, 2016 | Riverview Resort, Calamba City

DTI Regional Office Employees

The training aimed to guide and to equip the Regional Office's personnel in the basic ideals of GAD and what it is all about.

Planning Sessions and Meetings

With the appointment of the new DTI secretary and the end of the term of the then President Noynoy Aquino, 2016 was a busy year for the Office of the Regional Director/ Management Support Unit.

During the first six months of the year, five (5) Executive Committee (ExCom) Meetings were conducted mainly because of the downloading of information from the monthly ROG Management Committee Meeting. A Planning Officers' Meeting was also administered by the Planning Officer (PO) to discuss the previous years'

accomplishments and to set a new target for the year. By the end the first semester, a Regional Management Committee (RMC) Meeting for the mid-year assessment was also conducted to monitor and update the catch-up plans of DTI's regional divisions and provincial offices.

The second semester started with an Executive Committee Meeting to farm-out the information from the Special ROG Management Committee (MANCOM) Meeting and to make an agreement about monthly and quarterly deadlines of reports. It was followed by three (3) more ExCom Meetings. A Performance Management Team (PMT) Meeting was also held to recompose members and to designate

new members as agreed upon by the PMT; they discussed the draft policy guidelines on the implementation of individual dashboards.

Moreover, the conduct of Planning and Budgeting Workshop was spearheaded by the PO to guide the account officers in harmonization of their respective dashboards and in preparation of their monthly disbursement programs, annual procurement plan, and 2018 budget proposal. Lastly, an RMC Meeting for the year-end assessment took place to evaluate the accomplishments and the performances of each office for the whole year and to introduce the new DTI Vision, Mission, and Core Values.



ADMINISTRATIVE, FINANCIAL & MANAGEMENT DIVISION

DTI 4-A has continued to adopt ISO 9001, the most popular management standard worldwide where over one million companies in 176 countries have been certified as compliant.

DTI 4-A is now on its journey to adopt the latest version of ISO 9001, the ISO 9001: 2015, following the certification to 1994 version. Seeking certification under ISO 9001:2015 version manifests DTI's stronger commitment to deliver quality systems through improved processes considering the risks involved. It also demonstrates DTI's pursuit of a culture of discipline towards continual improvement and impresses on its external clients the importance of trusted public services.

The certification helps in developing an improved relationship among internal process owners. The interdependence among the various processes or process owners resulted to effective communication system. In effect, there is clear expectations/

objectives, less confusion, and stronger team work between the Regional Office and Provincial Offices and between support and operational units.

The journey towards certification to ISO 9001: 2015 is already more than half-way as we go through series of orientations and seminars, workshops, Quality Manual drafting and finalization, internal and external audit, and process maps finalization, incorporating the mitigating programs in every step of the process to ensure the achievement of the targets at various functional and hierarchy levels.

DTI 4-A is set to be audited by a third party in January next year to prepare for certification and implementation of ISO 9001: 2015.

Quality Management System



System on Performance Rewards and Incentives

SPRInts is an annual search for exemplary performers deserving of recognition for their outstanding performance, achievement, or contribution that affects economy in operation, increase in production, improved work conditions/ services, or such other end-results beneficial to the government, including heroic acts done in the public interest or through sustained work performance and consistent work outputs in terms of quantity without sacrificing quality and timeliness.

SPRInts honors the top-performing officials and employees who embody the best DTI values and have consistently delivered "SERBISYONG HIGIT PA SA INAASAHAN." This search is open to all DTI employees on permanent, co-terminus, temporary, casual, and contractual status who have rendered at least nine (9) months of service (with employee - employer relationship) in the agency by 31 December of the previous year. The employee must belong to the top performers of the bureau/office/agency/unit and has not been found guilty of any criminal or administrative offense during the period covered at the time of the nomination and for an extended

period as may be prescribed by the SPRInts Committee. The nominees will be evaluated based on Outstanding Work Performance/Achievement and its noteworthiness and impact and demonstration of DTI Values.

The SPRInts awarding was held at the Philippine International Convention Center (PICC) on July 27, 2016. The awardees from DTI 4-A were RD Marilou Q. Toledo, as one of the Executives of the Year, and Ms. Anna Marie Quincina of DTI Quezon, as one of the Employees of the Year.

"I'm honored to live the DTI Core Values exemplifying Serbisyong Higit Pa Sa Inaasahan"

RD MARILOU Q. TOLEDO
Executive of the Year



ANNA MARIE QUINCINA
DTI Quezon
Employee of the Year



"I'd forever be grateful to DTI for the opportunity of serving and making a difference in the lives of the people I serve"



As defined by its governing law, Organizational Culture (O-Cult) is defined as the shared values and rituals to bond the employees. O-Cult activities are provided for the employees to enhance such values. It is to be conducted per Office at the maximum of four (4) in a year subject to funds availability and approval of the Head Office. The interventions to conduct the activity may be informal/unstructured or formal/structured, which may vary from communication activities, collaborative activities, recognition activities, group games, cultural activities, or activities showcasing DTI programs/activities.

Organizational Culture Activities

REGIONAL OFFICE

This year's O-Cult was held at the Villa Escudero Plantations and Resort in Tiaong, Quezon. The resort fascinates its visitors with the Philippines' cultural heritage through its history, cuisine, and natural beauty. Through this activity, the employees were able to uphold awareness and appreciation of the country's history, culture, and heritage, at the same time, to appreciate local tourism. It is also a way of promoting amity among the employees of DTI 4-A.

DTI QUEZON

DTI Quezon's O-Cult was themed "A Visit to the Rizal Province." They went to Pililia, Tanay, Angono, and Antipolo City on June 24, 2016. Through this activity, employees were exposed to social, cultural, and historical experiences that enhance their perspective in life as employees.

DTI RIZAL

DTI Rizal conducted their O-Cult on June 17-18, 2016 at the Villa Escudero Plantations and Resort, Tiaong, Quezon, which aimed to build a strong teamwork toward a common vision—to establish a positive team culture, beliefs, and norms of behavior, at the same time, be motivated and encouraged physically and emotionally toward their work and clients.

DTI BATANGAS

DTI Batangas believes that all employees deserve good activity programs like Leading and Innovating Milestone (LIM) on Organizational Culture and Team Building to promote team cohesiveness and efficiency, which contributes to the organizational goals.

DTI CAVITE

As a good start for the year, DTI Cavite conducted its O-Cult Activity last May 17 to 18, 2016 in Puerto Galera, Oriental Mindoro.

DTI LAGUNA

O-Cult activity of DTI Laguna was held at the Corazon Beach Resort, Nasugbu, Batangas on May 12-13, 2016. This activity is based on optimizing mind power using radiant thinking through fun-filled indoor and outdoor activities and learning to work together as a team.





General Assembly and Team Building

 **April 14-15, 2016** | Estrellas de Mendoza
Playa Resort Laiya, San Juan, Batangas

 **DTI Regional and Provincial Offices Employees**

General Assembly and Teambuilding is an annual event where all DTI 4A employees from the Regional Office and Provincial Offices are gathered to celebrate as one family to promote camaraderie among employees and to develop good working relationships.

It is a two-day event normally composed of Personal/Professional Development Training and Fellowship Night on the first day and teambuilding activities on the second day. Through this, employees are given a short break from their regular office work and a chance to mingle with their co-employees. As allowed by the Governing Body, the activity may be conducted within the office premises or outside of place or work.

Team Building Activities

The teambuilding activity was conducted in a form of Amazing Race, which started at 5:30 in the morning and lasted for two (2) hours. The race tested the group teamwork, creativity, and strategic thinking to finish all the challenges at the earliest possible time with compliance to the set rules.

ISO 9001:2015 Awareness

The training was conducted in preparation for the upcoming shift from ISO 9001:2008 to ISO 9001:2015. The agency, as part of its quality policy, seeks to develop a Quality Management System to enhance its processes in delivering the services.

Fellowship Night

This year's theme for the Fellowship Night is Korean Pop (K-Pop) as being agreed upon by the Organizing Committee and approved by the Top Management. Highlight of the program was the K-Pop Dance Presentation from each Office. As concluded, DTI Laguna was hailed as the Best Performer. Moreover, as part of the program, Service Awards were given to those employees who have been with DTI for at least ten (10) years.

Tree Planting Activity

DTI 4-A participated in the Tree Planting Activity held in Cavinti, Laguna last September 15, 2016 with the theme "Puno ng Pag-asa, Umpisa sa Caliraya." The activity aimed to eliminate the effects and inhibit the danger of climate change and to prevent soil erosion. To do so, 1,000 seedlings were planted in the area.

The activity was initiated by the Green Living Advocacy Movement (GLAM) Philippines—a health and wellness group of MSMEs based in CALABARZON that is embarking on holistic greening initiative for MSMEs with the project CALABARZON Cares. It embraces the core of environment protection and consciously imparts the greening practices of MSMEs to recycle and upcycle industrial waste, eradicate carbon emission, and promote love for Mother Earth.

The Tree Planting Activity was a joint project of GLAM Philippines, DTI 4-A, and the Regional MSME Development Council with the special participation of the Association of Laguna Food Processors (ALAFOP), Laguna State Polytechnic University (LSPU), and the Department of Environment and Natural Resources (DENR).



DTI REGION IV - CALABARZON

MANCOM

MANAGEMENT COMMITTEE





OFFICE OF THE REGIONAL DIRECTOR



SME DEVELOPMENT DIVISION



CONSUMER PROTECTION DIVISION



INDUSTRY DEVELOPMENT DIVISION



ADMINISTRATIVE, FINANCIAL AND MANAGEMENT DIVISION



DTI CAVITE



DTI BATANGAS



DTI LAGUNA



DTI QUEZON



DTI RIZAL

Key Officials



Marilou Quinco-Toledo
Regional Director

Phone: (+6349) 545.6169 FAD: (+6349) 545.7571/545.7448
Fax: (+6349) 545.7573 NERBAC-CALABARZON: (+6349) 834.2715
Email: R04A@dti.gov.ph



Marcelina S. Alcantara
Assistant Regional Director

Phone: (+6349) 545.6169 Fax: (+6349) 545.7573
Email: R04A@dti.gov.ph



Marissa C. Argente
Officer-in-Charge, DTI Batangas

NACIDA Bldg., Old City Hall Compound, B. Morada Ave., Lipa City, Batangas
Phone: (+6343) 756.2330 Telefax: (+6343) 756.1336 (+6343) 756.6477
Email: R04A.Batangas@dti.gov.ph



Noly D. Guevara
Provincial Director, DTI Cavite

2F Government Center Bldg., Capitol Compound, Trece Martires City
Phone: (+6346) 514.0461 Telefax: (+6346) 419.1028
Email: R04A.Cavite@dti.gov.ph



Susan R. Palo
Provincial Director, DTI Laguna

Varimco Bldg., Brgy. Banca-Banca, Victoria, Laguna
Phone: (+6349) 559.0520 Telefax: (+6349) 559.0254
Email: R04A.Laguna@dti.gov.ph



Julieta L. Tadosa
Officer-in-Charge, DTI Quezon

2F Grand Central Terminal, Ibabang Dupay, Lucena City, Quezon
Telefax: (+6342) 795.0442
Email: R04A.Quezon@dti.gov.ph



Mercedes A. Parreño
Provincial Director, DTI Rizal

2F Altica Arcade, 83 Circumferential Road, Brgy. San Jose, Antipolo City, Rizal
Telefax: (+632) 470.8824
Email: R04A.Rizal@dti.gov.ph

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Editor-in-Chief

Mia Angeline V. Cortez

Managing Editor

Carlos S. Dajao

Associate Editors

Carina P. Virtucio
Priscila P. Flores
Arianne Rose T. Capistrano
Marie Lois A. Flores

Contributing Writers

Regional Office

Irish Joy M. Inciong
Leif Byron S. Samiano
Maria Ana Maila A. Florendo
Loumarie Linglingay T. Galvan
Nicola Teresa Y. Salgado
Teresita F. Tawingan
Ma. Sheila B. Atienza
Noli K. Manalo
Felizardo B. Cupit
Paolo Brandy D. Balitaan
Mary An R. Mada
Melissa Joy C. Papina
Ma. Ehlla S. Macatangay
Harvin Bob A. Puno

Contributing Writers

Provincial Office

Christian Ted O. Tungohan
Sharon F. Dioco
Jennifer E. Ilagan
Kristine S. Mojica
Karla Teresa L. Carig





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3/F Marcelita Bldg., Brgy. Real Calamba, Laguna