



DEPARTMENT OF TRADE AND INDUSTRY REGION IV-A



2018

ANNUAL REPORT

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Message from the Regional Director



All of these achievements emanated from the men and women of the DTI 4-A who have shown hard work, commitment, and determination despite the formidable odds.

Marilou Q. Toledo
Regional Director

The DTI 4-A continues to ramp up sustainable and inclusive development in the region.

This year, we have a total of 108 Negosyo Centers established in the barangays and cities of each province in the region to bring our services closer to our existing and would be entrepreneurs.

We managed to establish three fabrication labs as a spark plug for product innovation to propel our micro, small, and medium enterprises forward. With the establishment of these Fab Labs, equipment and resources are made available to ensure that the facility can help increase MSMES' productivity and lessen cost of prototyping and research and development of local products.

On top of our programmed activities, we have undertaken added measures to encourage more investments and exports to improve the economic conditions of our MSMES through our breakthrough goals: Expanding the US Market of CALABARZON Products to the East Coast and the Outbound Trade and Business Mission through Participation in the SIAL in France and Strengthening Business Partnerships and Industry Exposure in Germany and Belgium, yielding positive feedback and eliciting strong interest from investors, buyers, and guests.

We have expanded our consumer welfare program by bringing special packages of consumer services to the remote areas in CALABARZON to reach small communities and indigenous groups, creating the Consumer Protection and Welfare Facebook page for faster response to consumer complaints and inquiries, and conducting our 1st Regional Short Film Competition as an innovative way of engaging students in the tertiary level to increase awareness of consumer rights and responsibilities.

In the 6th Regional Competitiveness Summit, the region bagged twelve awards, with Rizal winning the Most Competitive Province in the country three times in a row. An attestation that the region is a force to reckon with as we innovate and improve our systems and procedures relentlessly.

Even with these attainments, we will sustain our strong partnership with other national government agencies, non-government organizations, private sector, LGUs, the academe, and stakeholders as we work with our common efforts and ideals.

All of these achievements emanated from the men and women of the DTI 4-A who have shown hard work, commitment, and determination despite the formidable odds.

With that, I am very proud to present our accomplishments for the year 2018.

With renewed optimism, we will continue to work with passion, integrity, creativity, competence, synergy, and love of country.

Mabuhay tayong lahat!

Message from the Assistant Regional Director



Within a year, DTI 4-A has achieved another record of accomplishments in 2018 as the Regional and Provincial Officers and staff work hand in hand in all programs and projects all throughout the region.

Marcelina S. Alcantara

Assistant Regional Director

Throughout the years, DTI-4A has been the primary government agency in CALABARZON that enables business, raise investments, support MSMEs, and empowers consumers. Our programs and projects are inclined to nurture economic growth and expand trade to achieve our goal in building a progressive country. It is our commitment to surpass our previous accomplishments and continue to develop our competency to bring to our clients the quality service with our utmost efforts.

Within a year, DTI 4-A has achieved another record of accomplishments in 2018 as the Regional and Provincial Officers and staff work hand in hand in all programs and projects all throughout the region.

We continue to exploit new market opportunities for MSMEs through several trade fairs and inbound and outbound missions, promote value addition through training sessions, seminars, and workshops on product development, empower consumers with awareness programs and advertisements, and strengthen priority industries by exploring for potential business development.

Hence, I must commend all our employees for all the hard work and for a job well done. May you continue to uphold the values of excellence and integrity as we work with passion and love for the country.

We humbly acknowledge as well the continuous support of our partners from various national government agencies, local government units, non-government organizations, academe, and private sector who share the same vision with us to create employment and to generate income in CALABARZON. These accomplishments will not be as meaningful and significant without collaborative efforts.

On behalf of our team, we at DTI 4-A are excited to share with our stakeholders and clienteles all of these achievements presented in this 2018 Annual Report.

Mabuhay, and may the blessing of our Lord be with us this year!

Our Mandate

The DTI is responsible for realizing the country's goal of globally competitive and innovative industry and services sector that contribute to inclusive growth and employment generation.

Pursuant to the Philippine Development Plan (PDP) 2017-2022, we shall endeavor to reduce inequality and poverty by expanding economic opportunities in industry and services, and by increasing the access particularly of micro, small and medium enterprises (MSMEs), cooperatives and overseas Filipinos (OFs) to these opportunities.

To attain these sector outcomes by 2022, we need to:

- Increase local and foreign direct investments
- Increase competitiveness, innovativeness and resilience of industries and services
- Improve access to finance, to production networks, and to markets
- Enhance productivity, efficiency, and resilience
- Ensure consumer access to safe and quality goods and services

These should be accomplished by the following major final outputs (MFOs):

- MFO 1:** Trade and Industry Policy Formulation Services;
- MFO 2:** Trade and Investment Promotion Services;
- MFO 3:** Technical Advisory Services;
- MFO 4:** Consumer Protection Services;
- MFO 5:** Business Regulation Services.

We commit to effect good governance by delivering public service that is predictable, participatory, accountable, efficient, transparent, and honest.

PROSPERITY PLAN FOR ALL 2022

Vision 2022

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

Mission

The government's main economic catalyst in Enabling innovative, competitive, job-generating, inclusive business, and Empowering consumers.

Values

Passion • Integrity • Creativity • Competence
• Synergy • Love of Country



Performance Governance System

Provide customized interventions for Micro- and SMEs for country-side development

1,956 MSMES ASSISTED IN THE PRIORITY INDUSTRIES

Partner with critical private organizations to promote ethical business practices

5 RECOGNIZED CONSUMER ORGANIZATIONS

98 NEW AND UPGRADED BAGWIS AWARDEES

Undertake targeted and more aggressive investment and export promotion for priority industries

**17 INVESTORS ASSISTED
30 EXPORTERS ASSISTED**



Implement fully the Go Negosyo Act

108 NEGOSYO CENTER ESTABLISHED AND MAINTAINED

16,141 NEGOSYO CENTER CLIENTS OBTAINED LICENSE OR PERMIT WITHIN 15 DAYS

16,803 BUSINESS LICENSE OR PERMIT APPLIED THRU NEGOSYO CENTERS

2,620 BMBE CERTIFICATES ISSUED WITHIN THE PRESCRIBED TIME

2,656 BMBE CERTIFICATION APPLICATIONS RECEIVED

91 LGUs SUBMITTED LIST OF BUSINESS PERMITS ISSUED ANNUALLY

Pursue internationalization of MSMEs by being part of the global value chain, developing global brands, and promoting e-commerce

34 IP APPLICATIONS FILED

610 MSMEs DOING E-COMMERCE

Create a more client-friendly environment to ensure a speedy, better, efficient service, resulting to delighted clients

4,128 APPLICATIONS RECEIVED

4,128 PERMITS/ACCREDITATION/ LICENSES/AUTHORITIES ISSUED WITHIN PRESCRIBED TIME



Establish and utilize alternative modes for a more efficient and effective handling of complaints

1,050 MEDIATION COMPLAINTS RESOLVED WITHIN 10 WORKING DAYS

1,146 CONSUMER COMPLAINTS RECEIVED FOR MEDIATION

11 CONSUMER COMPLAINT RECEIVED FOR ADJUDICATION AFTER NOTICE OF FAILURE OF MEDIATION

Ensure that SRPs reflect reasonable prices using commodity supply chain studies for all basic necessities and prime commodities

467 FIRMS MONITORED (PRICE TRENDING)

Ensure filing of cases with air-tight evidence to avoid dismissal, dispose cases and implement decisions expeditiously

4 VIOLATING FIRMS PENALIZED COMPLYING WITH THE PENALTY WITHIN PRESCRIBED TIME AS CONTAINED IN THE DECISION

Develop a credible and robust human capital

113 EMPLOYEES TRAINED MAINTAINED LEVEL 2 PRIME HRM

Promote a synergized organization anchored on a dynamic and efficient knowledge management system

1 PAPERLESS SYSTEM DEVELOPED

Exercise fiscal prudence and optimize use of resources as planned

99% OBUR 79% DBUR

P269.478- MILLION APPROPRIATIONS

P265.792- MILLION OBLIGATED

P210.771- MILLION DISBURSED

Increase the number of MSMEs registered and facilitate transition from informal to the formal economy

22,831 CLIENTS ASSISTED

18,617 MSMEs ASSISTED

14,953 REGISTERED NEW MSMEs

327 UNREGISTERED NEW MSMEs

3,306 REGISTERED EXISTING MSMEs

31 UNREGISTERED EXISTING MSMEs

4,214 OTHER CLIENTS ASSISTED



Promote new, innovative technologies and standards to meet market requirements

139 OPERATIONAL SSF

152 SSF ESTABLISHED

264 PROTOTYPES DEVELOPED

209 OTOP NEXT GEN 55 PRODEV ACTIVITIES

Modernize MSME human capital development initiatives

133 MENTEES ENROLLED AND GRADUATED

SME DEVELOPMENT DIVISION



112,239
Clients Assisted

60,040
Clients Assisted
*New MSMEs

01
Investor
Assisted

99,389
BN Registrations

40,599
Potential MSMEs
Assisted

2,679
BMBE Registrations
Facilitated



01

PRODUCT DEVELOPMENT

37 Product Catalogues Prepared
26 Packaging Designs Developed
37 ProDev Related Services

02

ACCESS TO MARKET

352 Access to Markets Services
215 A2M Related Services

03

INVESTMENT PROMOTION

1 Investment Promotion
Activity Conducted

04

ACCESS TO FINANCE

1,055 Loan Applications Endorsed
P25.5-M Granted
61 A2F Related Services Rendered

05

TRAINING AND SEMINAR

539 Skills and Managerial/ Entrep
Training Programs Conducted
20,467 Total Participants

06

MSMEs DATABASE UPDATING

5,421 MSMEs Profiles, Directories,
Success Stories Documented
8,478 Materials Disseminated

Kwentong Negosyo

Challenged by escalating competition, Elizabeth Magsino, the owner of the delectable Beth's Halayang Ube and Leche Flan, strategized on her marketing via word-of-mouth testimonials from satisfied clients and advertisement through her social media page.

After the Coaching Session on Marketing at the Negosyo Center- Nasugbu under Mr. Jhopet Fines, she gained knowledge on how to properly market her products and had her maiden trade fair experience at the "Tinda Turismo 2018" at Waltermart - Nasugbu. Confident with the quality of her products, she improved her label on packaging under the assistance of NC Nasugbu.

Beth's Halayang Ube and Leche Flan grabbed the second highest sales from the said event, earning more than Php 230,000. The local fair was able to capture regular customers from Nasugbu, Lian, and Calatagan. Mrs. Magsino is now poised to join larger trade fairs and participate in other entrepreneurial capability building programs of DTI Batangas.



"As a beginner in this entrepreneurial journey, we are grateful that DTI Laguna supported us to improve on our business and gave us the chance to achieve something in life, which makes our family and our community proud as well."

A mompreneur from Calauan, Laguna awes her clients with innovative products using sweet pineapple fruit from her hometown. Anna Roselle A. Garcia, a wife to an OFW, attended the Business Plan Coaching Session of NC Victoria, hoping to learn on how to write a business plan to avail the OFW loan.

As one of the most enthusiastic and committed Laguna MSMEs, she diligently attended the learning sessions conducted by DTI Laguna. She enrolled in the coaching program, using her first business "Beanni's Bakehouse." After the Operations Management session, she decided to venture into another business, which promotes the use of the local pineapple as the main ingredient in her products; thus, the Piñana Gourmet was born. She now develops several products under both business names such as Piña Tuyo, Tinapiña, Piña Jam, Piña Tarts, Pineapple Jerky, Piña cupcake pudding, and Piña muffins with coconut.

Business Name Registration

100,660
New and Renewal
Business Registrations

P6.989 M
Total Collection and Deposit
for BN Related Transactions

98.78%
Customer Satisfaction
Feedback Rating

BREAKDOWN

Province	New	Renewal	AVCO
Regional Office	9,852	1,548	2,049
Batangas	14,984	2,863	977
Cavite	27,166	2,785	2,716
Laguna	11,465		450
Quezon	7,167	1,379	1,070
Rizal	19,599	1,852	2,210

Kwentong Negosyo



Em Cruz of Take Away Sisig started his business in 2017 with two (2) branches in Imus. As a budding entrepreneur with promising business venture, his challenge is to develop a strategic plan.

With the assistance of NC Imus, he attended Coaching Sessions on Strategic Planning with Tokyo Tempura owner Jorge Wieneke. As an output, he was able to set his 2019 goal—to open the business for franchise. Through Mr. Wieneke, Take Away Sisig was given an opportunity to participate at the AFFI's Franchise and Business Expo to be held on 1-3 February 2019 where the business targeted to offer at least ten (10) more licenses to future franchisees. The said exhibit, highlighting innovative business concepts from Filipino entrepreneurs, is an excellent venue for him to introduce the brand to a wider audience.

Through the coaching sessions, Em was also able to come up with the "24-hour Take Away Sisig Store" concept as one of the brand's competitive edge.



Benie Gocon, owner of Asher Native Handicrafts, hesitated to continue her business at first due to the lack of capital and unstable suppliers. Fortunately, she learned about the programs and services offered by DTI; thus, she underwent a series of coaching, consultation, and seminars organized by NC Sampaloc and eventually came up with ideas for a brand name and logo.

Upon the advice of PCE mentor Paulo Tibig, she improved her business by registering her product at the Intellectual Property Office (IPO). She was then motivated to enroll at the DTI's KMME program. These have enabled her to expand her market reach to the LGPerez OneStop- Shop in Tiaong, Quezon. With a plan for growth and expansion, she was assisted to avail of an approved loan under the P3 Program.



For a senior citizen and grandmother, owning a business is a remarkable achievement for Eva Pirote. After serving actively to several People's Organizations, she opted to open her own "salabat" powder drink business. She went to barangay-based Negosyo Center in Sampaloc, Tanay and sought assistance from the assigned Business Counselor to improve her products and packaging.

By participating in DTI-NC seminars, Lola Eva learned to develop marketing strategies that helped her in tapping new markets for her products. To legitimize her business, the NC Rizal is assisting her with registration for the local permits.

Ang Negosyo Center ay malaking tulong sa akin. Ako ay nakadalo sa coaching session at ako ay nagnanais na mag apply para sa SET UP Program.

The coaching session entitled, Fridays for Innovation and Technology, is in partnership with the Department of Science and Technology (DOST).



Trabaho, Negosyo, at Kabuhayan

TNK is a localized employment and entrepreneurial caravan conducted in cooperation with the Department of Labor and Employment (DOLE) which aims to foster:

90 Participants Attended Training Sessions

P21,930 Sales Generated from Kabuhayan Fair

10 Participating MSMEs in Kabuhayan Fair

P24,327 Sales Generated from Diskwento Caravan

5 Exhibitors in Diskwento Caravan

10 MSMEs Assisted

40 Participating Employers

706 Job Applicants

242 Hired on the Spot

11 Livelihood Demo Participants

203 Livelihood Massage Services Clients Served



Convergence of the different livelihood and entrepreneurship programs of the government



Adoption of the 2017-2022 Livelihood Agenda, which envisions the transition of informal workers and informal economic units to the formal economy



Subscription to a localized approach in employment generation deferring to Local Governments, which know best the challenges in their respective areas

Regional MSME Development Council Conference



The 4th CALABARZON Regional MSME Development Council Conference conducted on 27 September in Tayabas City, Quezon was in support of the President's commitment to the development of MSMEs in the country with the MSME Development Council (MSMEDC) through the DTI as MSMEDC Chair, staging the National MSME Summit on 10 July at the ASEAN Convention Center in Pampanga. With the theme, "Accelerating 7Ms for Competitive MSMEs," the Summit presented various opportunities and initiatives in gearing up for MSME competitiveness under the 7Ms framework.

As a parallel activity to the National MSME Summit 2018, the conference featured Learning Sessions for MSMEs and Councils on the following:

01 Facilitating Ease of Doing Business, which defined the role of government in fostering a convergence mindset in facilitating the ease of doing business, creating and nurturing entrepreneurs built on a multi-stakeholder approach

02 Transforming MSMEs, which showcased real-life stories of an entrepreneur's journey in building a successful business and the remarkable lessons he/she passes on to other aspiring entrepreneurs

03 Financing MSMEs' Growth and Innovation, which tackled the emerging and innovative financing models and policy reforms of the government in supporting inclusive financing

04 Emerging Trends of Business Models, which presented innovations that spur new business models enabled by advanced technologies

05 Seizing Market Opportunities, which tackled ways in tapping new markets and how branding, social connections, and data science matter in sustaining markets

Shared-Service Facility



01 Innovation, Design, Engineering, and Art (IDEA) Fab Lab

The first of its kind Fab Lab in CALABARZON with PhP 11.041 million worth of sophisticated equipment. The IDEA Fab Lab includes the Building Information Modelling (BIM) software -an intelligent 3D model-based process. Not only a prototyping platform for innovation and invention of local manufacturers and designs, this will also serve the construction industry, specifically the architecture, engineering, and construction (AEC) professionals by providing the insight and tools to plan, design, construct, and manage buildings and infrastructure more efficiently.

02 Start-up Innovations and Business Opportunities Linkages (SIBOL) Labs

The SIBOL Labs is one of the major components of the Technology Business Incubation (TBI) program of the UPLB-CTTE. Business incubators support budding entrepreneurs through diversified and personalized incubation services such as business mentoring and access to technical training sessions, research and development facilities, product development, market linkage, and finance. Establishing the Fab Lab can help MSMEs significantly in terms of product development by allowing them to work closely with both the academic and industry experts for rapid prototyping as well as customer-centered product design.

03 Learning, Innovation, Knowledge Honing, and Art (LIKHA) Fab Lab

The LIKHA Fab Lab is a Shared Service Facility where business enterprises engaged in top industries in the region such as furniture or furniture-related processes and electronics, can converge with modelers/designers to create and develop models/designs, and make prototypes for mass production. It is a digital fabrication that enables collaboration and promotes transparency among the designers and modelers aided by computer-controlled machines. Stored digital design using the sophisticated technology provides an array of services to help the whole furniture design and manufacturing team for detailed designs, analysis, documentation, and fabrication.

From our beneficiaries



"I would like to thank the DTI Management, especially DTI Batangas and Region 4-A. SSF machines were such a great help on our part in improving not only our production but also the lives of our farmers and milkers."

/DANILO H. MAGPANTAY
Samahang Maggagatas ng Batangas
Cooperative (Batangas)



"DTI has been of invaluable help in invigorating and improving our shoe and bag-making livelihood. The SSF machines and mentorship that DTI provided inspired us to do our best to produce quality and affordable products. The repeat orders and increased production are the metrics of our close collaboration. Thank you very much, DTI Region 4-A."

/JOHANNA M. AQUINO
President, Association of Shoes & Bags
Makers & Retailers, Inc. (Laguna)



"Since its installation in 2013, the SSF remains to assist the Sampaloc ARB Multipurpose Cooperative in effectively producing instant "salabat" and turmeric powder. From 45 kilos per day, the cooperative can now process ginger and turmeric to almost 100 kilos per day. We are thankful that these equipment were provided to us, as they have opened more market opportunities local employment to the farmers and their families."

/DR. FLORIE GAPIDO
Chairperson, Chairperson, Sampaloc
Agrarian Reform Beneficiaries MPC (Rizal)



"Through the roasting machine provided by the DTI, the production process becomes more efficient and faster. The Café Amadeo was able to eliminate the long waiting time to have roasted beans and addressed the uncontrollable roasting schedule from the outsourced company. With the SSF, the cooperative and its members and non-members can avail of the roasting process anytime with less cost and more accessible location."

/AGNES MADLANSACAY
Manager, Café Amadeo Development
Cooperative (Cavite)



"The SSF contributed significantly in the instant "salabat" sales with a record of 63% increase from 2016 to its 2018 performance. Now, we have expanded our market reach beyond CALABARZON and inspired our Cooperative Members as the additional income brings joy and satisfaction to our "hillside" farming endeavors."

**/PINAGDANLAYAN RURAL IMPROVEMENT
CLUB MPC (QUEZON)**

Kapatid Mentor Me

The Kapatid Mentor Me (KMMe) Program sets out to produce confident entrepreneurs with the right business mindset to sustain and scale up their enterprises. The program aims: 1) to help the micro and small enterprises develop a good business sense by capacitating them through the fundamentals of entrepreneurship; and 2) to assist the MSMEs in scaling up and sustaining their operations by equipping them with the needed skill sets in the course of theoretical and conceptual lectures as well as mentoring and coaching sessions.

The program conducted the KMMe Summit in Cebu on 20 November with four (4) CALABARZON participants representing the region's exemplar mentee-graduates. With the theme, "Forging Networks and Opportunities Exchange," the summit is a follow-through event to continue the momentum and further sustain the affiliation among the mentee-graduates, certified mentors, and enablers from the DTI and the Philippine Center for Entrepreneurship (PCE)-Go Negosyo team.

6 KMME Launching
1,147 MSMEs Attended
1,113 Participants Attended
113 KMME Mentee-Graduates



/ANGELICA JR. MONSALE,
Koibito's Artisanal Gelato

"There are three things that I am very much grateful for KMME. First, KMME taught me to be humble and to have an open mind. But through KMME sessions and my interactions with my classmates and mentors, I realized that there's a better way of doing things, and there are other directions that might be more effective and efficient. Second, KMME taught me that brand image is very crucial in the success of the business. I discovered that it is important to register our logo and brand name in the Intellectual Property Office of the Philippines to really own our brand."

Thank you very much to my DTI family and all the mentors who worked tirelessly in making this program a success. I am impressed with how organized and professional you all have been in this journey. I wish you more power. I know that your office will continue to guide MSMEs like me to reach their full potential. Mabuhay ang KMME! Mabuhay ang DTI!"



/JERRY URRIQUIA, JR.
Harito Foods Enterprises

"The KMMe Project has been a positive influence in my business endeavours. The insights through mentorship have given easier access to learning/information to apply in and improve my actual business process. Compared to theoretical concepts taught through traditional education, KMME's modules have a more practical approach to real-life business situations and have helped make my business goals more attainable, and in my experience, achieved at a faster rate."



/BETTINA GRACE BELARDO
Belardo Coffee Enterprise

"The KMME program has been very helpful for entrepreneurs, especially to those who are just starting. The modules were able to guide us in our day-to-day activities and prepared us for when our businesses grow bigger. It was also an opportunity to widen our network. Together with my batchmates, we were able to collaborate and do business together."



/AZENITH CASTALONE
Pio's Gourmet Tuyo

"KMME is the avenue for MSMEs to network with my fellow mentees, to help increase the revenues and brand health of one another."



/CHONA BANDOLA
Charn's Food Products

"Napakalaking tulong po sa akin ang pagkakasama ko sa KMME sa loob ng ilang buwan na pagpa-plano at pag-aaral. Dito ko natutunan kung paano pahalagahan ang negosyo para sa aking ikatatagumpay. Sa ngayon po ay nakapagpatayo na ako ng aking maliit na pagawaan. Nagawaran din po ako bilang Regional Outstanding Rural Woman at naging Finalist sa National Outstanding Rural Women of 2018. Sa loob ng isang taon, nakatulong na ako sa aking pamilya at komunidad, sa mga farmers na pinanggagalingan ng aking mga raw materials, at sa mga nakatuwang ko sa aking pagpa-process."



SME Roving Academy

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



01

Orientation on Labor Laws, Health, & Safety Standards

Because of an increasing need for familiarization and/or reorientation on the different labor laws, health, and safety standards affecting our MSMEs and the issues regarding anti-contractualization, DTI Rizal conducted an Orientation on Labor Laws, Health, and Safety Standards last 21 November.

02

Seminar on Upcycling and Visual Merchandising

DTI Laguna, in cooperation with CAITS Information Technology Services, organized a Seminar on Upcycling and Visual Merchandising for PEZA locators and Laguna MSMEs to give them information regarding greening strategies and measures and provide them services tailored to their needs. The seminar was held 28 November at the Carmelray Industrial Park 1, Canlubang, Calamba City, Laguna.

03

Food Safety and Hazard Analysis and Critical Control Points (HACCP) Orientation

The Orientation on Food Safety and HACCP last 28 November in Gen. Trias, Cavite gave MSMEs an idea about the advantages of implementing the right practices on food preparation and distribution. The Carmelray Industrial Park 1, Canlubang, Calamba City, Laguna.

04

Bamboo Treatment Training

Last 23 November, the training on Bamboo Treatment was held in Sampaloc, Quezon. Participants were trained with the necessary knowledge on the treatment of bamboo to help them preserve the bamboo and avoid infestation and product rejection. The seminar emphasized the importance of enhancing the product quality to boost the marketability of the product.

05

Food Safety and 5S Waste Management Process

The speaker in Calaca, Batangas last 19 December discussed about food safety and its sub-topics – Good Warehousing Practices (GWP), Sanitation Standard Operation Procedures (SSOP), Hazard Analysis and Critical Control Points (HACCP), and the other related factors.



"DTI never fails to conduct different training sessions for businessmen and commit to a higher level of involvement to their development and success. We hope that in the coming years, through these training seminars, we meet more entrepreneurs, which could help attain the success of others."

/EFREN AYO
Esayo Soap Manufacturing

"When I heard about the objective of the SMERA Project of DTI, I began realizing that it is really a good opportunity for entrepreneurs to have access to free training sessions being offered by the government. To take part, we entrepreneurs are obliged to take our businesses seriously and comply with business requirements as required by various government agencies."

/CLARISA DIMAPILIS
8CDJ Enterprises

"As a result of the SMERA intervention, I met various investors in Cavite and other parts of the Philippines. Due to the added number of investors, my sales increased by 60%. I was then able to expand my farm in Trece Martires City to General Trias, Tagaytay City, and Silang. I was also exposed to different trade fairs and exhibits, which made the MMMushroom known to the public. Currently, we are sourcing raw materials from local suppliers, which decreased our production costs by 30%."

/MYRNA T. ALONSAGA
MMMushroom



Market Development

Aside from the annual regional trade fair “KALAKAL CALABARZON,” DTI 4-A is facilitating the MSMEs’ participation in annual trade fairs such as the National Food Fair, Arts and Crafts Fair, and Trade Fair organized by the DTI-Bureau of Domestic Trade Promotion (BDTP).

Overall, CALABARZON has been performing fairly well in terms of sales generated from national fairs participated in by MSME-exhibitors as these are venues for showcasing/ promoting all improved and newly-developed products under various types of assistance and interventions.

Trade fairs remain as the best avenue where MSMEs’ top-of-the-line products are being promoted in every trade fair event facilitated by DTI 4-A. MSMEs who have joined and participated were indeed satisfied with the generated sales report.

P4,538,926.00

National Trade Fair

P1,818,807.00

National Food Fair

P1,253,699.00

National Arts and Craft Fair
*October 2018

P2,804,384.00

National Arts and Craft Fair
*June 2018



“When I started my business, wala akong idea sa kung ano’ng kahalagahan ng magandang packaging. Akala ko noon, kapag maganda at unique ang concept ng produkto ay okay na. I admit, nag-struggle ako sa business ko dahil hindi ko alam kung bakit hindi ito masyadong pinapansin ng mga customers. Kaya sobrang thankful ako sa DTI at OTOP Next Gen dahil nag-increase ang sales ko ng 200% at hindi na ako nahihirapan na ibenta ‘yung produkto ko kasi ‘yung packaging mismo speaks for its premium quality. Thank you very much, DTI!”



JOHN LLOYD “CHOLO” QUIAONZA
Owner / Managing Director
John's Gourmet Kitchen
Brand Name: Spoonful Desserts





Since 2014, DTI 4-A has been mounting the KALAKAL CALABARZON: A Regional Trade Fair. It is an annual event organized in cooperation with the Provincial Offices and is considered an appropriate venue for the CALABARZON MSMEs to promote their products through showcasing and order-taking activities. The 5th KALAKAL CALABARZON was conducted on 12-21 October at the Festival Supermall, Alabang, Muntinlupa City.

2018 marks the year of the KALAKAL CALABARZON's transformation. DTI 4-A has devised a new logo, which will be used for 2018 and the coming years conduct of the trade fair.

The new logo, which is a cart icon, signifies the word "kalakal" or trade. During the early days, merchants used to trade their products using this type of cart. The five spokes within the cart wheel represent the five provinces of CALABARZON, carrying and supporting the MSMEs in promoting their products in other areas outside the region, including the various types of assistance being provided to help the MSMEs develop and scale up their businesses.

/NUMBER OF EXHIBITORS

A total of eighty-two (82) MSMEs assisted under the OTOP Next Gen (ONG) Program have participated in the said fair with seventy-five (75) booths provided by DTI 4-A through the service of an exhibitions-contractor, MSD Godspeed.

/SALES GENERATED

The total sales generated during the ten (10) day KALAKAL was recorded at Php 10,657,555.30.

/SPECIAL SETTING

In the KALAKAL 2018 Special Setting, the one hundred thirty-nine (139) newly-developed prototypes of 2018 ONG Product Development beneficiaries were showcased. Having a new KALAKAL identity through the new logo, DTI 4-A retained the same concept for its special setting. The region had a wooden display cart at the centerpiece that featured both the developed food and non-food product prototypes of the OTOP MSMEs.

/SPECIAL AWARDS

The Top Seller Award for KALAKAL 2018 was given to Ado & Dory's Catering Services, owned by Ms. Merycel Morales, who earned a total sales of Php 236,000.00 during the trade fair.

Most Innovative Product Award for KALAKAL 2018 was given to Quinlan Enterprises of Batangas for their lambanog, while the Most Innovative Non-Food Product Award was conferred to San Damiano Bamboo Producers Cooperative of Rizal for their bamboo lamps.

"Thankful ako sa DTI for always inviting me sa mga trade fairs katulad ng CALABARZON KALAKAL. For 2018, mas naging malakas ang sales ko sa trade fair dahil na rin sa Level-up Packaging na nagawa sa tulong ng OTOP Next Gen Program ng DTI. After ng trade fair, tuloy tuloy pa rin ang assistance ng DTI tulad ng pag-assist nila sa pag-aayos ng aming FDA-LTO Certificate na isa sa mga kailangan upang makasali pa kami sa mga ibang trade shows locally and internationally."

/MERYCEL MORALES
General Manager, Ado and Dory's
Catering Services

"Kami ay lubos na nagpapasalamat at naging bahagi kami ng OTOP 2018 sa tulong ng DTI. Dahil dito ay nadagdagan pa ang aming kaalaman kung paano maisasaayos at mapaganda ang kalidad ng aming produkto, ganoon din ang pag-assist sa amin para sa FDA license kung kaya't kami ay patuloy na nagsisikap na mapaulad at makilala ang JUAN lambanog dito sa Pilipinas at maging sa ibang bansa."

/RIZALDE PANGANIBAN
Owner, Quinlan Enterprises

Brand Equity Development

BrEDP is an initiative under the access-to-market action plan of the Micro, Small, and Medium Enterprise Development Plan 2017-2022, which intends to develop innovative and globally-competitive brands. The overall goal of the program is to increase brand awareness and identity of at least one MSME per province who can successfully penetrate into the national, regional, ASEAN, or international markets. Five MSMEs in the CALABARZON region were assisted under the BrEDP through packaging and labelling intervention. The services of Vitalstrats Creative Solutions was commissioned to provide the promotional video for this project.



The Promotion of Green Economic Development (ProGED) Program supports the Philippines in mastering the challenge towards sustainable and inclusive growth. ProGED targets MSMEs—the backbone of the country's economy—by putting a special emphasis on the tourism sector. In many cases, these MSMEs operate in a way that is harmful for the environment and unsustainable from a competitive perspective.

Thus, the overall goal of the program is to enhance MSME competitiveness through the adoption of climate-smart, environmental-friendly, and strategic measures that will help them in preparing for the impacts of climate change.

14
GREENING SENSITIZATION/
LEARNING EVENTS

615
MSMEs & OTHER
STAKEHOLDERS

2
MATCHMAKING
GREENING EVENTS

39
MSMEs PARTICIPATING IN
MATCHMAKING

1
MSME AVAILED GREEN
SERVICES

41
MSMEs GREENING THEIR
OPERATIONS

13
DTI STAFF PARTICIPATING IN
GED LEARNING EVENTS

2
NEW PROGRAMS INTEGRATING
GREEN APPROACHES

One Town, One Product Next Gen

The OTOP Next Gen is DTI's program generally aimed to level up the products and services of MSMEs. The program offers a package of public-private assistance for MSMEs 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, and brand development.

HIGHLIGHTS

01

The Regional Assessment Consultation and Triage Session, where MSMEs' products were assessed through the help of various service providers such as designers, brand experts, and food experts, was conducted on 10 April in Calamba City, Laguna. Mr. Leon Flores III, OTOP Project Manager, attended the session and discussed the pathway of the program for 2018.

02

The Product Development phase of the ONG Program took place from May to September where the initially-assessed products in April were levelled up by improving their packaging, labelling designs, and the product designs of the non-food products. DTI Provincial Offices hired their respective designers to implement the product development phase among their chosen enrollees for this year.

03

The Food Connect Seminar is an initiative of the Philippine Trade Training Center (PTTC), which targets to assist MSMEs under the processed food sector to conform with the requirements of the Food and Drug Administration (FDA) in securing a License to Operate (LTO) and a Certificate of Product Registration (CPR). It addresses the knowledge gap in preparing the FDA regulatory requirements and will eventually help the MSMEs establish the documentary requirements needed to comply with the international food standards. The series of Food Connect lectures were conducted in August in Tagaytay City, Cavite and attended by forty (40) CALABARZON MSMEs for the LTO course and thirty (30) MSMEs for the CPR course.

04

During the KALAKAL 2018 Regional Trade Fair, the before-and-after product prototypes of ONG enrollees developed within the four-month product development phase were showcased in a special setting. The lighting of the setting served as the ceremonial opening of the fair held on 12 October at the Festival Supermall, Alabang.

05

OTOP Next Gen Benchmarking in Western Visayas was conducted from 19-23 November to assess the market performance of the newly-developed CALABARZON products and to gather additional insights on how these products fare relative to the similar OTOP products in other regions. The one-week benchmarking activity was conducted in the provinces of Capiz, Iloilo, Antique, and Aklan where various OTOP production plants were visited.

06

The first OTOP PH Hub within CALABARZON is located at the D' Banquet Bake Shop and Restaurant, Emilio Aguinaldo Highway cor. Arnoldus Road, Brgy. Maitim 2nd East, Tagaytay City, Cavite. It had a soft launching on 28 December. It was established to showcase and market the various products developed under the program and to be a window and an avenue for our MSMEs to expand their markets and business network.





Go Lokal! is a Filipino retail concept store showcasing quality and innovative Philippine products crafted, designed, and produced by the country's MSMEs. It is considered as a free marketing platform for our MSMEs to gain access to the local consumer market, and ultimately, to the global export market.

"After participating in the Manila FAME, I was so blessed to have been called by DTI Assistant Secretary Rosvi Gaetos to join Go Lokal! Through this program, we have developed a line of coco coir footwear and fashionable bags designed with fossilized leaves and flowers, which was launched in Tokyo last November 2018. We consider the Good Design Award given to us by the Japan Institute of Design Promotion and ASEAN Japan Centre as our greatest achievement, and we dedicate this award to the people behind our social enterprise. Their hard work has contributed a lot and has brought us to our present position in the world market. To my fellow MSMEs who are working really hard to be successful in their business, I want you to think outside the box. Create. Let failures and shortcomings become your inspiration to innovate. Work harder and be passionate and positive."



EDNA ANDES-PALAD
Founder, Chief Design Officer
Red Palm Ventures



GO LOKAL! IN TOKYO, JAPAN

DTI's flagship program to offer free market incubation and brand testing for local businesses is using the Japanese store as a conduit for original Philippine creations. The products are designed to blend the traditional beauty of Japanese design. Twenty-seven (27) MSMEs are represented in the store; three of which are from the CALABARZON region.

PRODUCT DEVELOPMENT

Two international Product Specialists have been commissioned to build a collection that introduces Philippine culture to Japanese simplicity and Western focus on color and texture.

GOOD DESIGN AWARD

Red Palm Ventures, Banana stalk wall paper, has been conferred with the "Good Design Award" under the ASEAN Design Selection Category by the Japan Institute of Design Promotion (JDP) and ASEAN Japan Centre.

TOP BRAND

Edna's and Rebecca's Banana Chips of Batangas was recognized as one of the 2018 Go Lokal! Top Brand Awardees.

Pack! Pinas

DTI recognized that MSMEs lack access to affordable and well-designed packaging materials for their products. Barriers to access include:

Minimum Order Quantity (MOQ) requirement of suppliers;
Proximity of suppliers to MSMEs in the regions; and
The need for more players in the packaging industry.

In addition, MSMEs are not up-to-date with the latest trends in packaging and may be hampered by the limited options available. In response to this growing concern, coupled with the Secretary's vision to create an innovative ecosystem among businesses in the Philippines, DTI executed a series of Suppliers Trade Fair in the regions. One of the pilot roadshows was conducted by DTI 4-A on 29-30 May at the San Lazaro Business and Leisure Park, Carmona, Cavite.

01

PACKAGING SUPPLIERS TRADE FAIR

Twenty-five (25) packaging supplier companies showcased their products and services during the two-day Pack! Pinas Roadshow. Packaging and labelling equipment and high-end printers were displayed in the fair to show the participants how high-quality labels are being produced. A special setting unveiled by DTI Secretary Ramon M. Lopez, Undersecretary Zenaida C. Maglaya, and DTI 4-A Regional Director Marilou Q. Toledo, within the exhibit displayed the before-and-after packaging of DTI 4-A products enrolled in the OTOP Next Gen Product Development.

02

TRAINING SESSIONS

Simultaneous training sessions and seminars on Packaging, Design, and Branding were offered to the MSME participants during the Pack! Pinas Roadshow. Workshops and cliniquing were also conducted to equip participants with practical and technical skills.

03

B2B MATCHING

Business matching was conducted as a side-event where participating exhibitors were linked to clients or distributors for one-on-one consultations to expand their business networks.



/MARIA THERESA C. MENDOZA

Owner MTC Mendoza Enterprise (Cavite)

"Sa pag-attend ng Pack! Pinas, nakakita ako ng supplier ng bottle for my Calamansi Concentrate. Laking ganda ng packaging ko. Salamat sa pag-imbiba sa akin."



MSME Outbound Trade and Business Mission through participation in the SIAL 2018 in France and Strengthening Business Partnerships and Industry Exposure in Belgium and Germany



The DTI 4-A once again undertook another milestone by bringing CALABARZON products to the world. This mission provided avenues of learning via: 1) participation of CALABARZON MSMEs in the SIAL Paris 2018; 2) market intelligence in the mainstream markets; 3) seminars on "How to Export in France and in Germany;" and 4) visits to the University of Leipzig in Germany and to the Bean-to-Bar Concept Shop.

PARIS LEG

Headed by DTI ROG Assistant Secretary and OTOP Program-in-Charge Demphna Du-Naga and DTI 4-A Regional Director Marilou Q. Toledo, the Philippine delegation consisted of seven (7) MSMEs who participated in the SIAL Paris 2018:

1. Amazing Foods Corporation
2. Cocoplus Aquarian Development Corporation
3. Escaba Food Products, Inc.
4. Terravida Natural Ventures
5. Edna and Rebecca's Banana Chips and Coated Peanuts
6. Mira's Turmeric Products
7. Filipinas Oro de Cacao

"The CALABARZON MSMEs entertained a total of 106 inquiries with projected **potential sales of USD 5,589,000.00.**"



BRUSSELS LEG

The delegation was learned about the Bean-to-Bar Chocolate concept by visiting Mike and Becky's Chocolate Factory in Brussels. They also discovered the artisanal and organic chocolate bars and drinks.



BERLIN LEG

The Philippine delegation attended the briefing on Germany's market trends and opportunities facilitated by Commercial Counsellor Althea Karen Antonio. They also visited the University of Leipzig and attended the seminar on "Doing Business in Germany" where they gained knowledge on the Small Enterprise Promotion Training (SEPT), a research and training program dedicated in providing theoretical insights as well as practical experience in promoting MSMEs.

Breakthrough Goal: Expanding the US Market of CALABARZON Products to the East Coast



DTI 4-A envisions bigger opportunities for new market for the CALABARZON MSMEs through the business-to-business meetings and participation in the trade fairs. Hence, Expanding the US Market of CALABARZON Products to the East Coast was envisaged as one of the agency's 2018 Breakthrough Goals.

Headed by DTI 4-A Assistant Regional Director Marcelina S. Alcantara and DTI Rizal Provincial Director Mercedes A. Parreno, this activity provided opportunities for CALABARZON MSMEs to participate in the Fiesta in America held on 11-12 August at the Meadowlands Expo Center in Secaucus, New Jersey, meet potential buyers, build up business tie-ups, and establish network during the B2B meetings. This activity also strengthened the Philippine brand in the international market, specifically in the East Coast.



"These MSMEs generated cash sales of USD 19,640.00 plus booked sales of USD 1,000.00."

They were able to participate in the exploratory talks and market tie-up with US contributors such as Mr. Jan Cabangon and Ms. Noraida Cabangon of United Food of Asia, LTD, Mr. Carlos Gutierrez of JWIC Global Consultants, and Ms. Rita Calubayan of CEE Enterprises. The delegation also had a chance to do market scanning and merchandise visits at Wholefoods Market, Traders Joe, Walmart, Shop Rite, and some Filipino stores.



9 PARTICIPATING MSMEs

- Epicurian Gourmet Foods
- Olivia's Coffee Seed Corporation
- Psalmstre Enterprises, Inc.
- Artisan Atelier Creatives Handcrafted
- Cosmetics Trading
- Ma. Delza's Native Products
- Eva Marie Arts and Crafts
- Lolo Bobby's Handicrafts
- Mayon Perfection Confectionery
- Abanico Artworks

Building Entrepreneurs through Advisory and Mentoring Services

BEAMS is a local business advisory program rooted in the “bayanihan” spirit of the Filipinos. Lodged in the NCs, BEAMS is equipped with a pool of volunteer mentors with various expertise who are tapped to assist SSFs with their concerns to help them reach their full potential. These mentors also commissioned as resource speakers for SMERA, KMME, and other NC business operations and development training sessions.



/XARIUS JARRY QUIAMBAO
Executive Staff, Green Life Coco Products

“Edward Allen’s approach most of the time is based on a no nonsensical ideology. His criticisms on the company’s aspects of operation are valid and correct, while his recommendations are very helpful on how to address some issues. For a guy who just stayed for a week, he managed to grasp the company’s overall culture, business performance, and goals. I am very fortunate to have met this amazing person who makes me really think that maybe all the people at CESO are just as amazing.”



Canadian Executive Service Organization

In partnership with DTI 4-A, CESO, one of Canada’s leading volunteer-based development organizations, has been assisting MSMEs to overcome challenges and prepare them to prosper in their businesses. CESO Volunteer Advisers (VAs), experts in their own right, have been deployed for various assignments. Since 2015, CESO has completed 26 assignments with DTI 4-A.

Export Readiness and Assessment of MSME Products – Batangas
Luciana Wu
June 11 - 22, 2018

Brand Equity Development
Ira Teich
September 17 - 21, 2018

Export Readiness and Assessment of MSME Products – Cavite
Keith Kinniburgh
July 16 - 27, 2018

Business Diagnostics and Success Story Documentation
Vivien Escott
October 15 - November 6

Assessment of Business Operations and Financial Management
Edward John Allen
November 12 - 23, 2018

Comprehensive Agrarian Reform Program

The DTI through its Comprehensive Agrarian Reform Program (CARP) provides a comprehensive package of support services to the Agrarian Reform Beneficiaries (ARBs) in the areas of entrepreneurship and enterprise development. Support services include the conduct 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.



Among the activities conducted in 2018, trade fairs had the paramount impact with the Agrarian Reform Beneficiary Organizations (ARBOs). Through these events, they were able to promote, sell, and create market tie-ups with various buyers in the region.

“The trade fairs generated total sales worth Php 4,138,598 with 3,784 total farmer-beneficiaries of within the 27 Agrarian Reform Communities (ARCs). All these were accomplished in coordination and partnership with the ARBOs, LGUs, and other partner agencies.”



2018 TRADE FAIRS

Heartilicious Food and Non-Food Bazaar 2 (Rizal)
Quezon Kalakal Trade Fair
MAMARAKA sa Nasugbu
Tinda Turismo (Batangas)
Anilag Festival Trade Fair (Laguna)
Sikat Pinoy (National)
Summerific Trade Fair 2 (Rizal)
Niyugyugan Festival (Quezon)
KALAKAL CALABARZON Regional Trade Fair

P25,533,418
Investments Generated

P122,305,799
Total Sales Generated

4,417
Total Jobs Generated

77

ARCs
Assisted

80

MSMEs
Developed

126

MSMEs
Assisted

10,529

ARBs
Assisted

179

Trainings &
Seminars

362

Market Dev’t
Activities

43

Product Dev’t
Activities

126

CARP
Studies



/BATANGAS HONEYBEE MULTI-PURPOSE COOPERATIVE

"Maraming maraming salamat po sa DTI Batangas, dahil po sa kanilang tulong sa Online Application, cGMP Manual Preparation, at sinagot din po nila ang Laboratory Test na kinakailangan ay nakuha po namin an aming "License to Operate" sa Food and Drug Administration, na magiging napakalaking tulong po sa aming pagpoproseso ng pulot lalo na ngayon po ay dumadami na din po ang nagpoproseso nito sa aming bayan."

Ito po ang aming magiging kalamangan sa ibang nagpoproseso sapagkat ang mga mamimili at aming kliente ay nakakasiguro sa kalinisan, kaligtasan, at kalidad ng aming produkto."



/JOSELITO TIBAYAN

General Manager, Palangue Agrarian Reform Cooperative

"Ang mga training sessions sa ilalim ng CARP ang naging daan upang maisaayos namin ang aming operasyon lalo na sa paggawa ng mga report. Ito rin ang nagbukas ng bagong oportunidad para makapasok kami sa Food Processing Business."



/RODHORA REY

President, Baliksaka Farmers' Association, Inc.

"Ang Baliksaka Farmers Association, Inc. ay taos-pusong nagpapasalamat sa DTI sa pamamagitan ng CARP para sa mga ayudang naibigay sa aming samahan. Mula sa pagsisimula ng aming proyekto ng mushroom ay patuloy kaming ginagabayan ng DTI sa pagbibigay ng mga pagsasanay at tulong teknikal upang mapalago ang aming proyekto. Ang ahensiya din ang naging daan upang makalapit kami sa iba't ibang ahensya ng gobyerno. Ang DTI ang namagitan at tumulong sa paghahanda ng mga kaukulang dokumento upang makakuha kami ng benepisyo sa iba't ibang programa ng gobyerno. Sa ngayon, ang aming samahan ay nakapagtatag na ng mushroom house at processing center na nabigyan din ng mga kagamitan sa pamamagitan ng DILP ng DOLE, GIA ng DOST, at VLFED ng DAR. Sa patuloy na pagsuporta ng DTI at ng mga ahensiya ng gobyerno, ang aming nasimulang proyekto ay aming mapagtatagumpayan."



/JUANITO DS ANDAL

Casile-Guinting Upland Marketing Cooperative.

"Gusto ko sana 'yong magandang tag line na "FROM-SOIL-TO-CUP" para malaman nila ang tunay na lasa ng kape."



/LEONIDA MENDOZA

Agos ng Pag-asa Multi-Purpose Cooperative

"Ako ay totoong nagpapasalamat sa lahat ng tulong at suporta ng DTI at iba pang ahensiya ng pamahalaan. Malaking tulong sa aming kooperatiba ang Shared Service Facility na ipinagkaloob sa amin. Hindi na gaanong nakakapagod ang paggawa ng dalanghita juice. Ang mga seminars at training naman ay nakatulong ng malaki para mapanatiling buhay at mapalakas ang aming kooperatiba."



INDUSTRY DEVELOPMENT DIVISION

Cacao Industry Cluster

525

Jobs Generated

P23.08-M

Investments Generated

P9.11-M

Domestic Sales

4

MSMEs Created

38

MSMEs Assisted

12

Trainings Conducted

179

Beneficiaries Trained

As part of industry strengthening and institutional development, the DTI 4-A facilitated two council meetings this year: Cacao Industry Council Meeting on 01 February at the RDC Conference Room, Marcelita Building, Brgy. Real, Calamba City, Laguna and Cacao Industry Council Meeting cum Benchmarking last 16 November at the Green Options Agricultural & Environmental Business Center, Cawongan, Padre Garcia, Batangas.

The DTI 4-A provided a venue to revisit/ update the action plan for the industry through a Strategic Action Planning Workshop last 19 April at the Hotel Marciano, Brgy. Real, Calamba, Laguna. With the help of a facilitator, inputs on how to further develop the industry were gathered from a significant number of cacao stakeholders. The 2018-2022 CALABARZON Cacao Industry Action Plan was crafted, resulting to a more engaged and aggressive industry players and enablers.



The DTI 4-A facilitated the conduct of two council meetings cum benchmarking activities to provide venue for updates and discussion on current issues and concern of the industry and to learn from best practices of coffee model farms and processors in CALABARZON. These took place at Olivia's Coffee Estate, Amadeo, Cavite last July 25 and at Pia's Bee Farm, Lipa City, Batangas last 27 November.

Last 19-20 March, CALABARZON coffee stakeholders participated in the 3rd Philippine Coffee Conference at the Hotel Supreme Convention Plaza, Baguio City where the industry's national performance during the first year of the implementation of the Philippine Coffee Roadmap was presented. Furthermore, they shared and transferred relevant knowledge and trends aligned with the roadmap's strategic objectives.

In addition, stakeholders gathered at the Hotel Marciano, Brgy. Real, Calamba, Laguna for the Strategic Action Planning Workshop last 20 April. The Vision, Mission, and Goals of the industry were revisited and crafted with the aid of a facilitator. Stakeholders from the private sector, government and private enablers, and support agencies agreed on the priorities and actions to further strengthen the industry, leading to the creation of the 2018-2022 Coffee Industry Action Plan.

Around twenty-five (25) farmer-processors and MSMEs from



CALABARZON attended the Introduction to Basic Coffee Cupping conducted last 23 August at the Coffee Cupping Laboratory of Cavite State University in Indang, Cavite. It was facilitated by Ms. Bettina Grace B. Belardo, a certified R-Grader from Amadeo, Cavite. The attendees were able to learn and experience the value of good quality coffee.

The Basic Barista and Latte Art Training activity was held on 24 August, 31 August, and 3-4 September at the Olivia's Coffee Estate, Amadeo, Cavite. It was participated by twenty-four (24) coffee processors and MSMEs. The training equipped the participants with basic knowledge, skills, and hands-on experience on barista and latte art preparation, which they can apply when putting up a coffee shop business.

"When we didn't know where to start, DTI Cavite helped us set our goals, establish a brand, and develop a competitive product. DTI never stopped scheduling us for training sessions and seminars. We were also able to join local trade fairs. Because of their assistance, our sales increased up to 300% from 2017 to 2018."

/ALVIN CAUSING
Owner, Project Beans

Coffee Industry Cluster

424

Jobs Generated

P8.28 M

Investments Generated

P46.19 M

Domestic Sales

03

MSMEs Created

44

MSMEs Assisted

39

Trainings Conducted

217

Beneficiaries Trained

P2.90 M

Loans Facilitated

Coco Coir Industry Cluster

In promoting and fostering for the Coco Coir Industry's development, DTI built alliances with relevant agencies and institutions to develop competitive and innovative SMEs, implement a program for productivity and efficiency, and create conducive business enabling environment.

P86,000
Investments Generated

44
MSMEs Assisted

20
Trainings Conducted

P9.34 M
Sales Generated

1
MSME Created

664
Beneficiaries Trained

616
Jobs Generated

36
CBE Established and Assisted

15
Organizations Strengthened



As the Secretariat of the CALABARZON Coco Coir Regional Technical Working Group (RTWG), DTI 4-A called for a meeting last 08 June at the Queen Margarette Hotel Main, Domoit, Diversion Road, Lucena, Quezon. The RTWG harmonized the status of coco coir facilities/ equipment/ machines provided by the government and approved and updated the 2018 Coco Coir Sectoral Plan. Representatives from several government agencies such as DTI 4-A, DTI Quezon, DTI Laguna, PCA 4-A, OPA Quezon, DAR 4-A, DAR Quezon II, and DOST Quezon attended the meeting. A few coco coir SSF beneficiaries and representatives from the Private Sector also participated in the activity.

DTI has adopted the market-driven Industry Cluster Development Strategy through the Value Chain Development Approach, which seeks to strengthen the whole systems including enterprises, business relationships, market structures, and business environment for the benefits of the industries to be increased and shared.

On 20-21 September, DTI 4-A conducted the Regional Coco Coir Industry Market Assessment and Value Chain Analysis Workshop at the Diamond Resort and Hotel, Maharlika Highway Red V, Lucena, Quezon. With the help of a facilitator, the CALABARZON Coco Coir Stakeholders assessed the current products and markets; formulated new objectives and strategies; and developed a 2019 action plan to further develop and strengthen the industry. The workshop was attended by different government agencies and partner organizations (DTI 4-A, DTI Quezon, DTI Laguna, PCA 4-A, OPA Quezon, DAR 4-A, DAR Quezon II, DOST Quezon, DOLE Quezon, DENR 4-A, DENR-PENRO Quezon, NIA 4-A, DPWH Quezon IV, BOI, Small Business Corporation, and Peace and Equity Foundation); representatives from the Private Sector (Cocos Nucifera Pacific Corporation, Pilipinas Ecofiber, Tropical Prime Coir Corporation, Red Palm Ventures, Sanza Enterprises, Peter Paul Philippines Corporation); SSF beneficiaries (Imok ARC Women's and Farmers' Multi-Purpose Cooperative, Catanuan Credit and Development Corporation, and Samahan ng Manggagawa ng Geonet); and the Academe (TESDA - Quezon National Agricultural School and Southern Luzon State University - Lucban).



"Malaki ang naitulong ng DTI sa mga tao o grupo na kabilang sa Bamboo Industry ng Laguna. Dahil, bukod sa mga bagong kaalaman dahil sa pagbabago ng trend sa pagdaan ng panahon, tinulungan kami ng DTI sa pamamagitan ng mga kailangan naming trainings, seminars at machine and equipment na available naming gamitin. Noon pa man, pagdating sa marketing, ang DTI laging naandiyan at maaasahan."

/ARIEL A. PEÑAFIEL
Ariel's Arts and Crafts
Magdalena, Laguna

Bamboo Industry Cluster

P3.395 M
Investments Generated

187
MSMEs Assisted

21
Trainings Conducted

P9.681 M
Sales Generated

38
Farmers Assisted

240
Beneficiaries Trained

160
Jobs Generated

P980,000
Loans Facilitated

P6.759 M
Monitored Sales

Processed Fruits and Nuts Industry Cluster

Together with the regional offices of DTI, the Board of Investments (BOI) is working on the preparation of the Roadmap for Processed Fruits and Nuts, which includes calamansi, papaya, dragon fruit, mango, pineapple, cashew, pili nut, and durian. With the completion of the initial draft of the said Roadmap, the DTI-BOI conducted a validation workshop with relevant stakeholders on 01 June at the Social Action Center of Pampanga, Government Center, Maimpis, San Fernando City. One DTI 4-A representative and three CALABARZON MSMEs from the calamansi, mango, and nuts sector attended the workshop where the industry's vision, mission, goals, strategies, and activities were crafted and validated.

423
Jobs Generated

P23.08-M
Investments Generated

P45.38 M
Domestic Sales

35
MSMEs Created

91
MSMEs Assisted

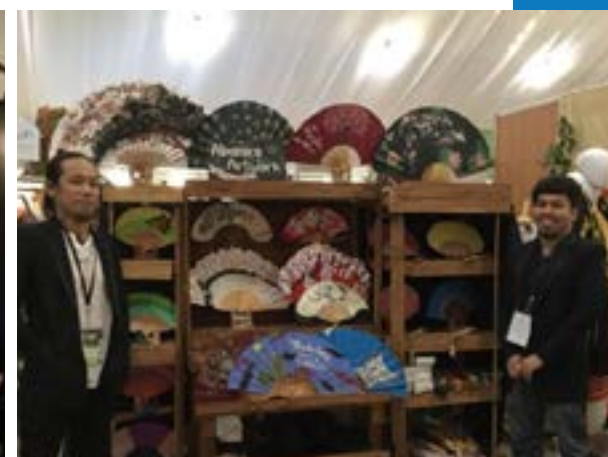
60
Trainings Conducted

266
Beneficiaries Trained



Within the global food and beverage industry, food growers, manufacturers/processors, import/exporters, distributors, retailers, and packagers are expected to adhere and be certified to food standards designed to ensure that products are safe for consumption. In this line, a two-day Seminar on FDA-LTO and CPR Documentary Requirements with Basics of current Good Manufacturing Practices (cGMP) and Barcoding was organized by the DTI 4-A on 26-27 September at the Hotel Marciano, Calamba City, Laguna. The activity encouraged the food sector businesses in CALABARZON, specifically the Coffee, Cacao, and Processed Fruits and Nuts MSMEs, to comply with the FDA standards to maximize their full potential and increase their level of competitiveness.

Wearables and Homestyle Industry Cluster



Wearables and Homestyle (W&H) is one of DTI's top priority industries that aims to achieve a globally competitive and innovative industry with a significant contribution to inclusive growth and employment generation.

529
Jobs Generated

P3.60 M
Investments Generated

P54.76 M
Domestic Sales

148
MSMEs Created

686
MSMEs Assisted

116
Trainings Conducted

232
Beneficiaries Trained

P2.10 M
Loans Facilitated

Investment Promotion Group

The CALABARZON Regional Development Council (RDC) reactivated the Investment Promotion Group (IPG) in June 2016 through RDC Resolution No. IV-A-67-2016, which is an institutional mechanism to promote trade and investment in CALABARZON. Correspondingly, an IPG-TWG chaired by DTI 4-A was created on 15 August 2017 as the technical arm of the IPG.

Recognizing the need to boost investments in the region and in line with the reactivation of the IPG, the IPG-TWG chaired by the DTI 4-A has embarked on the production of promotional collaterals for CALABARZON such as Flyer (embedded with interactive QR Codes), Audio Visual Presentation (AVP), Investment Priority Areas (IPA) Handbook, and creation of Regional Development Council Website. These initiatives which commenced in middle of 2018 are expected to be completed within first quarter of 2019.

In 2018, a total of six (6) IPG-TWG and two (2) Special Meetings were organized to steer the implementation of IPG projects.



US FPACC Inbound Investment Mission to Calabarzon

DTI 4-A facilitated the US Federation of Philippine American Chamber of Commerce (FPACC) Inbound Investment Mission to Calabarzon in coordination with the Office of Batangas Provincial Governor I. Hermilando Mandanas last 16-17 October.

The mission, which aimed to explore investment opportunities and establish business linkage in the region, was headed by Ms. Yolanda Stern, Founding President of FPACC, and Ms. Marie Cuning, President of US FPACC. The delegation was composed of 55 businessmen and potential investors based in the United States who are members of the US-FPACC in San Francisco, Central Florida, South Bay, Chicago, Seattle, Arizona, Oregon, Houston, Utah, and Arizona East.

A briefing at the Provincial Capitol of Batangas followed by a Business Forum focused on Investment Opportunities and Priority Areas in CALABARZON was held at the Cennacle B1, Montemaria Shrine, Brgy. Pagkilatan, Batangas City on the 16th. Officials and Members of the Philippine Chamber

of Commerce (PCCI), Philippine Economic Zone Authority (PEZA) Director General, CALABARZON RDC Sectoral Chairs, DTI 4-A Assistant Regional and Provincial Directors, IPG-TWG members, as well as representatives from local companies and media were present.

The US delegates were interested in partnership and joint venture projects specifically in the agribusiness, real estate, IT-BPM, electronics, telecommunications, tourism, and renewable energy sectors, among others.

The delegates visited the DTI-organized regional fair dubbed as "Kalakal 2018" at Festival Mall, Alabang City on 17 October where they met local suppliers for B2B meetings.



Automotive Industry

The automotive industry is among the five (5) major priority industries in CALABARZON, which is dubbed as the "Automotive Hub" of the Philippines. The industry has contributed significantly to employment and investments in the country. DTI 4-A chairs the RDC-IPG Committee on Automotive Industry.

On 12 September, the first IPG Committee Meeting on Automotive Industry was organized. It was chaired by DTI 4-A Director Toledo and attended by representatives from the BOI, NEDA 4-A, LTRFB, DOTr, DOST 4-A, DOF-Bureau of Local Government Finance, SEC, BIR 9-A, BIR 9-B, PEZA, URS, BSU, LSPU, and PPDOs.

Updates on the results and recommendations of the Preliminary Studies on CALABARZON Automotive Industry, Automotive Industry Roadmap, policies and programs such as the PUV Modernization Program, Comprehensive Automotive Resurgence Strategy (CARS) Program, Euro 4 Compliance, ROLL-IT, National Motor Vehicle Inspection & Maintenance Program (NMVIMP), among others, were presented and discussed.



DTI 4-A organized a Learning Visit and Consultation to Yazaki Torres Manufacturing, Inc. (YTMI) on 25 October to expose the Committee Members in the industry operations to gain more insights and better understanding about the industry. Issues concerning infrastructure, skilled labor/human resource requirement, and national policies were raised by YTMI during the visit and were endorsed by the IPG-TWG to concerned agencies and sectoral committees.

Metals Industry

The Regional Development Council of CALABARZON (RDC 4-A) commissioned State Universities and Colleges to conduct Preliminary Studies on the Five Priority Industries of the Region - Electronics, Automotive, Metals, IT-BPM, and Petrochemical - to determine the gaps including backward linkages and propose viable solutions to the issues and concerns of the industries.

The RDC 4-A tasked the DTI 4-A to lead the committees on Electronics, Automotive, and Metals Industries. As one of the initial steps in crafting an action plan that would further develop the Metal Industry in the region, RD Marilou Q. Toledo of DTI 4-A chaired the first IPG Committee Meeting on Metals Industry last 9 October at the RDC Conference Room. It was attended by representatives from DTI 4-A, NEDA 4-A, BOI, DOST 4-A, DOLE 4-A, University of Rizal System, Laguna State Polytechnic University, PPDOs from Cavite, and the Private Sector. The Composition of the Committee; Results and Recommendations of the Preliminary Studies on CALABARZON Metal Industry; Updates on the Metals Industry Roadmap, Policies, and Programs; and Next Steps and Way Forward Agreements were presented and discussed during the meeting.



Electronics Industry



CALABARZON accounts for 48% of the electronic businesses in the country. Seventy-three percent (73%) are into Semiconductor Manufacturing Services (SMS) while twenty seven percent are into Electronics Manufacturing Services (EMS). DTI 4-A, having been tasked to lead the IPG Committee on Electronics Industry, initiated conduct of activities in 2018 in preparation for the IPG Strategic Planning, which will be conducted in First Quarter 2019.

The 1st Meeting of the Investment Promotion Group – Committee on Electronics was organized on 20 June at the RDC Conference Room, Brgy. Real, Calamba City, Laguna. It was chaired by DTI 4-A RD Marilou Q. Toledo and attended by the Provincial Planning and Development Officers (PPDOs) and representatives from DTI 4-A, NEDA 4-A, PSA 4-A, DOT 4-A, DICT 4-A, BIR, BOI, and Cavite State University. Updates on the results of the CALABARZON Electronics Industry Preliminary Studies, current programs, and projects of the Philippine Electronics Industry as well as the pressing industry issues were presented and discussed.

DTI 4-A also spearheaded the conduct of the Learning Visits and Consultation in selected electronic companies located in the North Science Avenue Special EPZ-Laguna Technopark, Light Industry and Science Park (LISP) and First Philippine International Park (FPIP) on 5 and 25 October. These were participated in by the IPG Committee members to immerse them in the industries and determine the industries' needs as inputs in crafting strategic action plans.

Makapuno Industry Agribusiness Investment Promotion Program

The Makapuno Industry Agribusiness and Investment Promotion Program is a result of the collaboration of different agencies who saw the promising economic potential of the Makapuno Industry in the Philippines. It is among the strategic projects of DTI 4-A to support the breakthrough project of the Philippine Trade and Investment Center (PTIC) -Toronto in Transforming Overseas Filipinos (OFs) to Overseas Filipino Investors (OFIs) in North America and to develop the fifth-class Philippine Municipality of Alabat Island, Quezon into a Makapuno Island Economy in partnership with the Philippine Chamber of Commerce – Toronto (PCCT).



Facilitation of the PCCT Inbound Business Mission in the Philippines on 15-16 February. Different government agencies converged and collaborated to launch the first Makapuno Island in the Philippines on 16 February in Alabat Island, Quezon.



Consultative Meeting and Roundtable Discussion with Stakeholders on 21 June at LGU-Alabat to discuss possible investment platform and cooperation for the Makapuno Project



Planning Workshop for the Development of a Makapuno Value Chain Analysis (VCA) on 3-4 April at the DOST 4-A, Los Banos, Laguna



CALABARZON Outbound Mission to Canada in collaboration with the Foreign Trade and Services Corps (FTSC)-Toronto, DOST 4-A, and LGU-Alabat. It was participated by 20 delegates (13 MSMEs and 7 Government Sector) on 22-31 August.

Outbound Mission to Canada



The Outbound Mission to Canada aims to promote CALABARZON by encouraging more investments and exports to improve the economic conditions of farmers and MSMEs.

HIGHLIGHTS

- Launching of the 1st Philippine Pavilion at the Canada's 5th Coconut Festival and Superfoods Expo 2018 at the David Pecaut Square participated in by thirteen (13) MSMEs from Regions 4-A, 1, and 8. Total sales generated reached CAD \$ 83,448.33.
- MOU Signing and Launching of the Makapuno Industry and Agri-Business Investment Promotion Program on 27 August at the Ontario Investment and Trade Centre (OITC) Main Theatre. The MOU aims to establish collaboration and working arrangements between PCCT, PCRDF, Land Bank of the Philippines, and LGU Alabat to jointly undertake the planning, implementation, and monitoring of the Makapuno Industry and Agribusiness Investment Promotion Project in Alabat Island.
- Tree to Life Benefit Dinner, "Adopt a Makapuno Tree," is a project of the PCCT Toronto to encourage Overseas Filipinos to help develop the Alabat Island into a Makapuno Island Economy. It was held at iSLAS BBQ & Bar, Toronto on 27 August where CAD \$ 4,000 were raised for the project.
- B2B meetings attended by 15 Canada-based distributors with 9 Philippine MSMEs were held at the Ontario Investment and Trade Centre (OITC) on 27 August. Each MSME was given space to showcase his/her products and be able to talk to prospective importers, business owners for eventual sales of his/her products in the Canadian market.
- Benchmarking Visit to the University of Guelph Department of Food Science and Guelph Food Innovation Centre (GFIC) on 29 August. Possible collaboration in terms of research, food Innovation, and food safety was discussed. GFIC offers research services to the food industry that are crucial in driving safety, quality, functionality, and cost-effectiveness needed for products to be competitive in the marketplace.



CALABARZON INVESTMENT FORUM

The CALABARZON Investment Forum and B2B Meetings were organized by the DTI 4-A on 17 February in Lucena City, Quezon. The forum aimed to encourage more investments and exports in CALABARZON and promote local products and services to the North American market, especially in the food and non-food sector, business process outsourcing, customs brokerage, construction, and real estate business. It was attended by representatives from the national government agencies, local government units, Chambers of Commerce, MSMEs, and the CEOs of Canadian-based companies.

The forum and B2B meetings were part of the program of activities of the 7-day visit of the Philippine Chamber of Commerce (PCCT) Inbound Trade and Investment Mission in the Philippines on 12-17 February. The ten-member Canadian business delegation headed by its President, Mr. Steve Pagao and members (iAdverTUBE, Canada Business Connections, Blueprint Canada, Accubooks, Montepil, Inc., Boulevard, G&C Logistics, and the Federation of Filipino Canadian Associations of Quebec), eagerly pursued talks about possible joint venture arrangements with thirty-six (36) local MSMEs during the B2B meetings.



ROLL-IT

ROADS LEVERAGING LINKAGES FOR INDUSTRY AND TRADE

The Roads Leveraging Linkages for Industry and Trade (ROLL IT) Program is a DTI-DPWH Convergence Program that aims to further the growth of investments and other economic activities in the country through more road projects leading to manufacturing and economic zones. It is anchored and consistent with the President's mandate, "Ambisyon Natin 2040" (Executive Order 05, s. 2016), which envisions a predominantly middle-class society with enhanced standards of living and eradication of hunger and poverty.

In Region 4-A, a consultation forum and a series of site validations were conducted to contribute in delivering the twin promises of the present administration of accelerated infrastructure development and inclusive economic growth.

On 19 February, around two hundred fifty (250) participants composed of representatives from the one hundred forty-two (142) cities and municipalities, twenty-six (26) congressional districts, provincial planning, and development offices, and selected private stakeholders/ associations in CALABARZON attended the ROLL IT Orientation/ Consultation Forum at the Provincial Cooperative Development Center, Batangas Provincial Capitol, Batangas City. The activity provided a venue for the USAID-Compete and the DTI-BOI to present the improved ROLLERS Guidelines. It also allowed the participants to clarify issues and concerns regarding the program.

Afterwards, representatives of DTI 4-A joined the Central Technical Working Group composed of DTI-BOI, USAID, and DPWH in site validations of ROLL-IT proposed projects in Batangas and Quezon Province from 28-31 May.


Business Permits and Licensing System


The CALABARZON BPLS Regional Coordinating Committee (RCCOM), composed of the DTI, Department of the Interior and Local Government, Department of Information and Communications Technology, Bureau of Fire Protection, and Batangas State University, conducted the BPLS Joint Validation and Monitoring of Business One-Stop Shops last 15-19 January.


Twelve (12) LGUs were selected: Tanay and Tereza in Rizal; Famy, Mabitac, Rizal, and Victoria in Laguna; General Mariano Alvarez, Dasmariñas, and Carmona in Cavite; and Alitagtag, Balayan, and Laurel in Batangas. The said activity was in line with President Duterte's mandate to fast track the implementation of the Nationwide Streamlining of BPLS Program through DILG-DTI-DICT Joint Memorandum Circular (JMC) No. 1 series of 2016, amending the JMC no.1 series of 2010.


The summary of results per indicator showed that ninety-two percent (92%) complied to the suggested processing time of one to two days for new registration and one day for renewal; however, only seventeen percent (17%) of the LGUs have a maximum of three steps for both registrations. Forty-two percent (42%) of the LGUs were able to use the unified form. Moreover, it was found out that everyone was compliant with the advised number of signatories. Subsequently, RCCOM provided suggestions and recommendations to further enhance LGUs' processes to improve on the Ease of Doing Business Ranking of the Philippines in Global Standards.


CMCI Cities and Municipalities Competitive Index


 **Most Competitive Province**
1st Rizal
2nd Laguna

 **Infrastructure
(1st and 2nd Class Municipalities)**
3rd Cainta, Rizal

 **Economic Dynamism
(1st and 2nd Class Municipalities)**
1st Cainta, Rizal
2nd Taytay, Rizal
3rd Sto. Tomas, Batangas

 **Economic Dynamism
(Component Cities)**
3rd Imus, Cavite

 **Resiliency
(1st and 2nd Class Municipalities)**
1st Taytay, Rizal

 **Resiliency (Component Cities)**
1st Tanauan, Batangas

 **Government Efficiency (1st and 2nd
Class Municipalities)**
1st Carmona, Cavite

 **Overall Competitiveness (1st and
2nd Class Municipalities)**
1st Taytay, Rizal
2nd Cainta, Rizal

The ultimate goal of the National Competitiveness Council (NCC) is to improve the standing of the Philippines internationally. To measure the national standing, local competitiveness must be monitored and improved by attracting new investors and creating more employment.

The Regional Competitiveness Committee (RCC) conducted a CMCI Orientation with the Provincial Competitiveness Committee (PCC) last 12 March at Hotel Marciano, San Vicente Ferrer Rd, Real, Calamba, Laguna in preparation for data gathering. Right after, the Provincial Offices conducted their own to download the information and to plan strategically on how to compete for the upcoming 6th Regional Competitiveness Summit. An orientation for the Regional Line Agencies was then conducted to discuss the roles and timetable for CMCI implementation and to inform the participants the proper way to fill up the data capture sheet.

On 16 August, NCC announced the winners of the 6th Regional Competitiveness Summit at the Philippine International Convention Center, Pasay City, participated by a total of one thousand five hundred eight (1,508) LGUs. Twelve (12) out of seventy-five (75) awards were given to RCC 4-A.

EOD BUSINESS

The RA 11032, otherwise known as the Ease of Doing Business and Efficient Delivery of Government Services, was signed by President Rodrigo Roa Duterte last 28 May pursuing his vision to create an enabling atmosphere for businesses and to ensure the competitiveness of the Philippines.

The law aimed to simplify the current system in transacting with the government and to strengthen the capability of CSC to pursue anti-red tape cases by increasing penalties for violating the Act. Relative to this, the Anti-Red Tape Authority (ARTA) was created and put under the Office of the President. ARTA was tasked to plan, implement, and oversee national policy on anti-red tape and ease of doing and recommend policies, processes, and systems to promote regulatory reform among LGUs and NGAs.

The Competitiveness Bureau of DTI, as the designated temporary secretariat of ARTA, has organized and conducted series of regional consultative meetings to obtain feedback from stakeholders, to work directly on the issues and concerns of concerned stakeholders, and to draft the Implementing Rules and Regulations (IRR). The IRR consultative meeting/roadshow for DTI 4-A was conducted 26 September at the Hotel Marciano, Calamba City, Laguna participated by NGAs, LGUs, and private sectors. With this, the team was able to solicit suggestions and recommendations through an open forum to incorporate into the final drafting of RA 110320 IRR.

ARTA OIC-DDG Secretary Ernesto V. Perez, appointed 18 December, shall prepare the organizational structure of the agency and draft the IRR of this Act together with CSC and DTI in coordination with other concerned agencies. However, the approval and promulgation of the organizational structure and IRR shall be reserved for the permanent DG.



CONSUMER PROTECTION DIVISION

Monitoring and Enforcement of Fair Trade Laws

Pursuant to RA 7394 “Consumer Act of the Philippines” and RA 4109 “Standards Law,” the DTI through the Bureau of Philippine Standards (BPS) created a scheme called the product certification schemes to ensure the buying consumers of the quality and safety of products produced locally and those imported into the country. These schemes were covered under the Department Administrative Order No. 04 of 2008 (PS Mark Licensing) and Department Administrative Order No. 05 of 2008 (ICC Mark Licensing) for imported.



Philippine Standard Mark (PS)

81

Factories Assessed

13

New Applications Processed

P558,870

Total Fees Generated

Province	Target No. of Factories for Assessment	No. of Factories Assessed	New Applications Processed	Fees Generated
Cavite	22	24	1	Php223,510.00
Laguna	31	28	5	Php117,310.00
Batangas	15	12	4	Php81,300.00
Rizal	24	11	2	Php123,00.00
Quezon	7	6	1	Php13,750.00

Under the Philippine Standard (PS) Certification Scheme (DAO 04:2008), a manufacturer obtains a license to use the Philippine Standard (PS) Quality and Safety Marks for its capability to consistently manufacture products in accordance with a specific Philippine National Standard (PNS) or an internationally accepted foreign standard. Conformity to the standard is determined on the basis of satisfactory results of the quality management system and product assessments. The PS license is a prerequisite document prior to the distribution of products to the Philippine market.

DTI 4-A has a pool of auditors who routinely conducts factory and product assessments to all manufacturers in the CALABARZON region of products covered under mandatory certification to verify their compliances to applicable Philippine National Standards.

For 2018, a total of eighty-one (81) manufacturing firms producing products covered under the three (3) different product categories, Electrical Product Group (EPG), Mechanical/ Building and Construction Materials Group (MBCG), and Chemical, Consumer, and other Related Products Group (CCOPG) were assessed and endorsed to BPS for the issuance and/ or continued use of PS licenses. In addition, there were thirteen (13) new manufacturing firms who applied for PS license. These firms are producing cement, fire extinguishers, medical grade oxygen, and doing LPG cylinder repair.

164

ICC APPLICATIONS
PROCESSED

38

INSPECTIONS
CONDUCTED

49

IMPORT COMMODITY
CLEARANCE ISSUED

Import Commodity Clearance (ICC)

Under the Import Commodity Clearance (ICC) certification scheme (DAO 05:2008), ICCs are issued to importers of mandated product for certification whose shipments have been found confirming to the requirements of the relevant Philippine National Standards or acceptable international or foreign standards.

To ensure that these imported products are not to be distributed in the market without proper license and testing, BPS qualified DTI 4-A Product Inspectors to do on-site verifications of imported products whether on vessel or in declared warehouses where inventory, product markings, documents validation, and product sampling are being conducted. Only those who successfully passed the documentary and PNS requirements including product testing shall be issued with the applicable ICC certifications and stickers.

In 2018, most of product importations in CALABARZON covered under mandatory certification were cement, pneumatic tires, room air conditioners, and sanitary wares. Other imported products that were applied for ICC not covered in mandatory certification were issued with Certificates of Exemptions. Below are the numerical data of received and processed ICC applications in 2018.



3

Newly Accredited Truck
Rebuilding Centers

5

Truck Rebuilding Centesr
Renewed Accreditation

243

Accredited Private Emission
Testing Centers

1,504

Repair and Service Shops
Accreditation Applications
Processed

Truck Rebuilding Certification

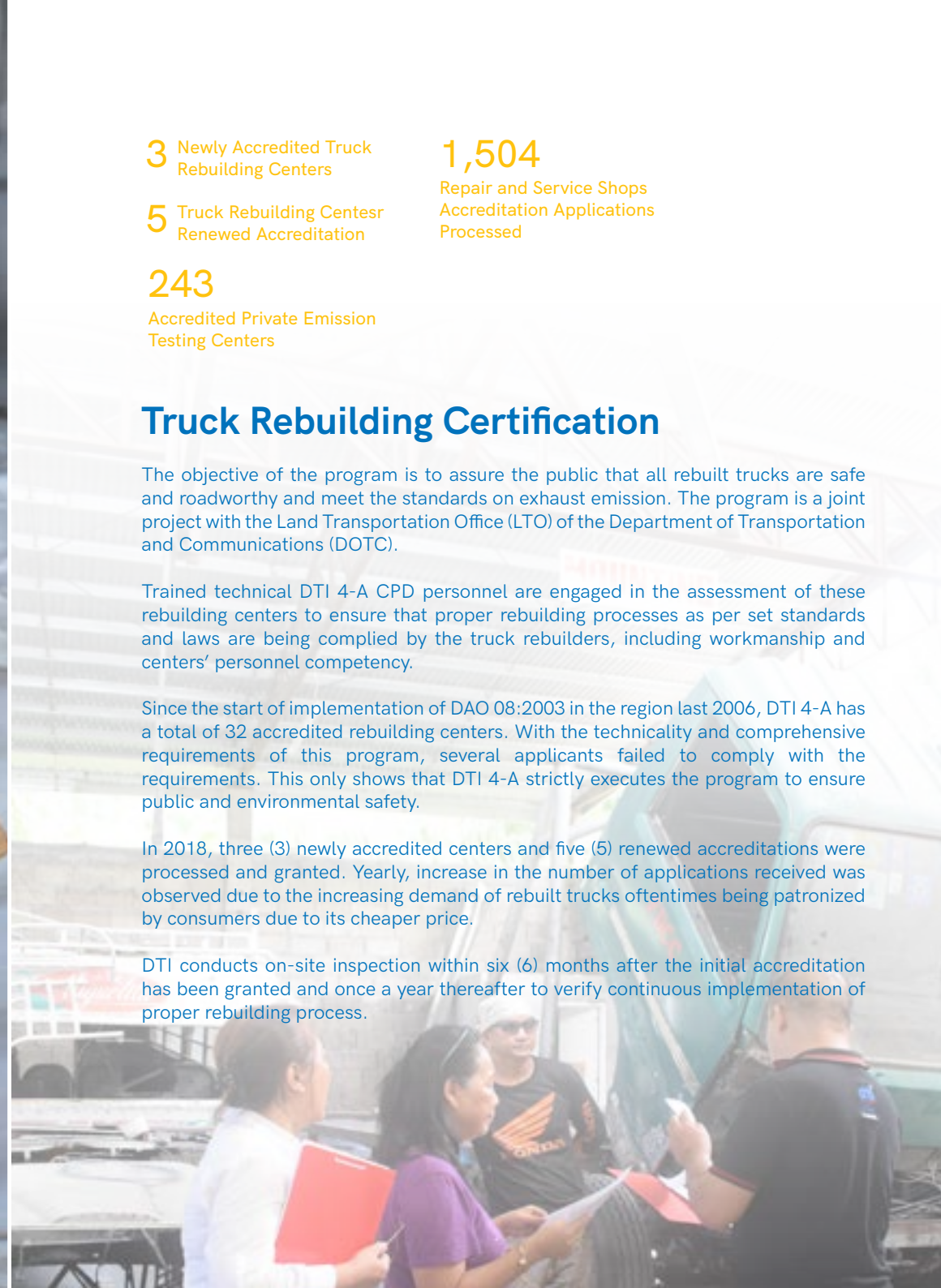
The objective of the program is to assure the public that all rebuilt trucks are safe and roadworthy and meet the standards on exhaust emission. The program is a joint project with the Land Transportation Office (LTO) of the Department of Transportation and Communications (DOTC).

Trained technical DTI 4-A CPD personnel are engaged in the assessment of these rebuilding centers to ensure that proper rebuilding processes as per set standards and laws are being complied by the truck rebuilders, including workmanship and centers' personnel competency.

Since the start of implementation of DAO 08:2003 in the region last 2006, DTI 4-A has a total of 32 accredited rebuilding centers. With the technicality and comprehensive requirements of this program, several applicants failed to comply with the requirements. This only shows that DTI 4-A strictly executes the program to ensure public and environmental safety.

In 2018, three (3) newly accredited centers and five (5) renewed accreditations were processed and granted. Yearly, increase in the number of applications received was observed due to the increasing demand of rebuilt trucks oftentimes being patronized by consumers due to its cheaper price.

DTI conducts on-site inspection within six (6) months after the initial accreditation has been granted and once a year thereafter to verify continuous implementation of proper rebuilding process.



Repair and Service Shops Accreditation

The 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 mechanical 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, the law 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 CPD personnel are engaged in the assessment of these repair and service shops. To maintain compliance, each accredited center is required to renew its accreditation annually and will be subjected to on-site inspection. Each center is graded/rated and categorized as 1-star to 5-star depending on the capability/capacity, infrastructure, human resources, capitalization, etc.

In 2018, a total of 1,504 new and renewal applications were processed.

Private Emission Testing Centers

The Republic Act No. 8749, otherwise known as the Philippine Clean Air Act, was enacted into law in 1999 to maintain the quality of air and protect human life from the dangers of air pollution. It mandated the DTI to develop and implement standards and procedures on the licensing of qualified private service centers and their technicians. Motor vehicles need to have their vehicles tested and certified for emissions compliance prior to vehicle registration renewal at the Land Transportation Office.

To date, there are 243 accredited Private Emission Testing Centers in CALABARZON. The DTI along with the Department of Environment and Natural Resources and the Department of Transportation regularly conduct monitoring and inspection activities of all accredited PETCs to ensure consistent conformance to the accreditation/authorization requirements.

National Standards Week Celebration

The DTI through the DTI-BPS successfully celebrated the 44th National Standards Week (NSW) to observe the 49th World Standards Day (WSD) by conducting activities that aim to strengthen the participants' awareness of the importance and relevance of standards in their daily lives. The program and activities emphasized the importance of standards, benefits of standardization, and relevance of conformity assessment procedures.

The NSW, celebrated every 08-14 October of each year, adopted the 2018 WSD

theme **"International Standards and the Fourth Industrial Revolution"**

that focused on the role of standards on emerging technologies and the way this connectivity of people and things will impact the way we produce, trade, and communicate. DTI 4-A's participation to the NSW celebration included:



Philippine National Standards (PNS) Caravan / Consumer Summit

DTI 4-A Provincial Offices conducted product standards orientation seminar among distributors, LGUs, and the academe in partnership with industry experts. Topics included product familiarization, PNS requirements, consumerism, FTLs, and others under the RA7394 "Consumer Act of the Philippines."

Conduct of Contest

DTI Cavite introduced its first ever Spoken Poetry Contest competition last 10 October where students wrote a piece to be delivered with emotions in an audience. Spoken Poetry, as an oral art that focuses on the aesthetics of word play, rhythm, improvisation, rhymes, intonation, and voice inflection, is very popular among millennials.

ISO 9001:2015 Awareness Seminars

Aside from the in-house standard related training sessions being done by the DTI 4-A Pool of Assessors to requesting companies, during the celebration of the NSW, DTI 4-A initiated and conducted an ISO 9001:2015 Awareness Seminar and Internal Audit Workshop among PS clients in the region. About 50 participants attended the said two-day training. It was initiated to help PS licensees and applicants to thoroughly understand the new requirements- Risk Based Thinking- in lieu of the ISO 9001:2008 version that expired last September 2018.

E-Presyo

e-Presyo is the Online Price Monitoring System (OPMS) of the DTI where consumers can check the prevailing prices of basic necessities and prime commodities that are being monitored by the agency. It serves as a price guide for consumers in doing their grocery shopping, which in turn ensures "value for money." It was fostered to ease the life of price monitors and consumers.

Since the launch of e-Presyo, monitoring of prices became much simpler and report generation consumes lesser time as it provides more accessible updated price information on basic and prime commodities to the public.

By the end of 2018, DTI generated price data, representing 5,532 retail firms in CALABARZON. The firms will also be monitored on their compliance to Price Tag, Labeling, and Philippine Standards.

Throughout the year, the DTI 4-A staff had diligently monitored price data from different establishments all over CALABARZON using e-Presyo.



Sales Promotion

Sales Promotion is a strategic method of marketing that aims to encourage the consumers to avail the products/services of an establishment with additional privileges.

Proven effective, more and more firms recognize sales promotion as one of the highly effective methods in attracting consumers. It also serves as a redeemer for other companies on their diminishing revenue.

For 2018, a total of 391 sales promo applications were processed at the DTI 4-A Regional Office alone with an average processing time of less than an hour





Diskwento Caravan

The Diskwento Caravan is a public service conducted by DTI in partnership with big manufacturers and/or distributors to sell goods to public at discounted prices.

18 DISKWENTO CARAVANS

11,133
CONSUMERS BENEFITED

P7.548 M
SALES GENERATED



BATANGAS

1 Regular Diskwento Caravan
1,478 Consumers
P1.193 M Sales Generated

2 Special Events
1,626 Consumers
P1.272 M Sales Generated

CAVITE

1 Regular Diskwento Caravan
2,952 Consumers
P692,000 Sales Generated

1 Special Events
357 Consumers
P141,000 Sales Generated

LAGUNA

1 Regular Diskwento Caravan
350 Consumers
P357,000 Sales Generated

9 Special Events
2,257 Consumers
P3.029 M Sales Generated

QUEZON

1 Regular Diskwento Caravan
300 Consumers
P255,000 Sales Generated

1 Special Event
170 Consumers
P55,000 Sales Generated

RIZAL

1 Regular Diskwento Caravan
2,000 Consumers
P608,000 Sales Generated

"Through DTI, we were able to reach the consumers in Magallanes, Cavite, increasing our sales opportunity. Aside from the sales generation, almost 85 store owners were likewise issued Aling Puring Cards, which they can use to avail products at wholesale prices. It was a truly great experience we had."



/PHINKEE VERGARA
AREA MANAGER, PUREGOLD PRICE CLUB, INC.
GEN. TRIAS, CAVITE

Bringing Consumerism to the Countryside

Due to budget constraints, the implementation of DTI's consumer welfare programs has been limited to growth areas, especially those easily accessible to DTI Offices.

In 2018, an attempt was initiated to bring special packages of consumer services beyond the growth corridors to boondocks and remote areas in CALABARZON. This initiative was triggered by incident reports received from DepEd-Rizal Teachers based in the Sierra Madre Mountains:

- High incidence of scamming and FTL violations, seemingly targeting remote communities;
- Limited access and high price (vs. SRP) of basic necessities and prime commodities;
- Need for assistance in augmenting income of farmers, especially vegetable growers

The five (5) CALABARZON Offices of DTI responded by reaching out to special remote areas with their respective packages of services for the consumers:



CAVITE

Consumer Protection
Awareness Advocacy
250 Participants

Diskwento Caravan "Sari-sari
Store Edition"
850 Business Owners

On-the-Spot Poster Making
Contest
38 Students from Private and
Public Schools

P141,267.56
Discounted Sales

LAGUNA

Consumer Education and
Advocacy Seminar
55 Participants

Business Forum for the
Retailers
20 Participants

Diskwento Caravan
225 Consumers

P379,934.33
Discounted Sales



RIZAL

Consumer Protection
Awareness Advocacy
(Usapang Mamimili at
Negosyo)

SRP sa Kabundukan (Sulit
at Responsableng Presyo sa
Kabundukan)

A Farmer's Market Day

Partnership with interested
parties



BATANGAS

Consumer Advocacy
Plants and Seeds
Distribution
254 Consumers

P134,215.00
Discounted Sales



QUEZON

Diskwento Caravan
P54,930.30
Discounted Sales

Consumer Complaints

For a long time, many consumers were easily deceived by opportunistic entrepreneurs for their lack of knowledge regarding their rights and responsibilities. Thus, it became an advocacy for DTI to spread awareness to help consumers know and understand their rights and responsibilities.

Now, the number of consumers asserting their rights by filing a complaint through DTI 4-A Provincial Offices is significantly increasing as the campaign for awareness of consumers concerning their rights and responsibilities is conscientiously being carried by DTI 4-A.

In 2018, the Facebook page of DTI 4-A CPD was launched. Through the help of this medium, DTI 4-A reached more consumers by posting consumer-related information.

Below is a compilation of message of appreciation from the consumers who were assisted by DTI 4-A through the "DTI 4-A Consumer Protection and Welfare" Facebook page:



Rhobz Sison Vanguardia

Thank you so much for your attention, highly appreciated po. God Bless



Millanie Cunanan

Maraming Salamat po



Brian Asturias

Maraming Salamat po.
God Bless



Consumer Organizations

DTI 4-A achieved its 2018 target of accrediting five (5) consumer organizations as part of CPD's network development strategy as it implements various consumer development programs. The 5 accredited organizations were the following:

Rizal Fed of Consumer Coops (Rizal)

Quezon Fed and Union of Coops (Quezon)

Bantay Bayan Foundation, Inc. (Laguna)

Imus Metro Credit Multi-Purpose Coop. (Cavite)

Sangkap Multi-Purpose Coop (Batangas)

The accreditation of consumer organizations follows DTI's Department Administrative Order #17-7, S. 2017 that seeks:

1. To encourage consumers to establish active COs;
2. To lay down the guidelines and procedures for the recognition of the COs by DTI;
3. To ensure that only legitimate COs that advocate, promote, and advance consumers' interests and welfare should be recognized;
4. To develop and empower COs to champion the welfare of consumers;
5. To develop effective partnership between the government and COs; and
6. To establish guidelines for the grant of benefits and the availment of project assistance to sustain COs' programs or projects that positively contribute to the promotion of consumers' interests.

CONSUMER SUMMIT

A gathering of consumers, PNS exhibitors, partner advocates, consumer protection speakers, and Bagwis awardees was organized to celebrate the 2018 Consumer Welfare Month. With the theme, "Mamimiling Rizaleño: Mapanuri at Alerto sa mga Abuso sa Mercado," 334 participants were introduced to consumer welfare concepts through lectures and exhibits. 11 Rizal establishments were awarded New Gold Bagwis. Consumer Infomercials were ceremonially launched and an initial 13 Consumer Partner Advocates were recognized.

Lecture topics were handled by different government agencies and industry associations. The following were discussed: "Watch Out for Fraud & Scams" by Bangko Sentral ng Pilipinas; "Safeguarding against Scams & Schemes" by the Philippine National Police – Rizal; "Scam Alerts" by DTI- CPAB; and "Consumer Alerts and Tips" by Industry Associations and manufacturing companies.

The objectives of the summit include: increase awareness of current consumer scams/modus operandi prevalent in the area; encourage mindfulness of PNS markings of different products and raise consumer knowledge on product safety issues; promote dissemination of Consumer Education Information; and campaign the DTI Bagwis Awards to the public.



Suking Tindahan

The DTI Suling Tindahan was launched in August 2018 with the aim of encouraging retailers to sell basic and prime commodities (BNPCs) within or lower the Suggested Retail Price (SRP) on a voluntary basis. Given the request for nationwide implementation, there was a need to promote the program to persuade existing stores to register.

On 5 December, an orientation on the DTI Suling Tindahan Program was conducted at the DTI Rizal Training Room, Antipolo City. It was attended by forty-eight (48) sari-sari store owners from all over Rizal. Ms. Cristina Bungay, Senior Trade & Industry Development Specialist of the Consumer Protection and Advocacy Bureau (DTI-CPAB) unboxed the Suling Tindahan Program while Ms. Cleo Duran, Chief of the Consumer Protection Division of DTI Rizal and Ms. Concepcion Ramos discussed the salient features of the Price Act and Consumer Act, respectively.

The goal of the activity was three-fold: to inform potential stores of the guidelines and requirements of the program as well as other fair trade laws; to encourage the registration of the stores to the program by providing a forum where they can air out their concerns and reservations; and to assist the potential applicants by providing forms and allowing onsite submission.

Some issues and reservations aired during the open forum such as penalties, which may be incurred by sari-sari stores for selling BNPCs above the SRP, DTI procedure involving suppliers selling commodities above the SRP, and clarifications on the Senior Citizen Discount.

Of the 48 participants, nine (9) applied for the Suling Tindahan Program immediately after the orientation.



Special Consumer Advocacy Activities

Developing training modules for both the consumer and retail sector is seen as a dual approach to empower consumers and minimize incidence of FTL violations. Implementation of these twin modules was made possible by developing partnership with the private sector like the mall management for the conduct of FTL orientation for retail locators in the malls/supermarkets as an example.

In similar fashion, DTI sustained its partnership with the industry groups in the following sectors: construction steel bars, flat glass, steel pipes/black iron and galvanized iron, ceramics, electrical, etc. The Provincial Offices conducted at least 175 seminars touching on consumer rights and responsibilities provided under the Consumer Act of the Philippines (RA 7394) and various Fair-Trade Laws. Audience included the following sectors: academic communities, independent retail sectors, malls/supermarket locators, consumer groups/cooperatives, and barangay communities.



11th Regional Tanghalang Pangmamimili


The Regional Tanghalang Pangmamimili was conceptualized and implemented to engage high school students in the consumer advocacy program of the DTI 4-A. The stage play actors/actresses have evolved as real consumer advocates in playing their roles both on-stage and back to their respective homes and communities. This competition has successfully reached 11 years already and continued to capture the appreciation of participating schools, the selected board of judges, and audience.


2018 also marked the adoption of Tanghalang Pangmamimili by the DTI-Consumer Protection and Advocacy Bureau (CPAB) as a 'national project' that translated to budget subsidy for regional/provincial project roll-out. The stage play used the 2018 theme, "Making Digital Market Places Fairer." This year, the Tanghalang Pangmamimili successfully produced another batch of consumer warriors out of the 25 participating schools at the provincial level elimination.



2019 WINNERS

 **Lodlod Integrated National High School (Batangas)** Regional Champion

 **Lead School for the Arts (Rizal)** First Runner-up

 **San Jose National High School (Laguna)** Second Runner-up

 Consolation
Congressional Integrated High School (Cavite)
Mary Hill College Lucena City (Quezon)



Short Film Competition

The Regional Short Film Competition was a pioneering work of the DTI 4-A CPD as an innovative way of engaging students in the tertiary level. By internalizing on their rights and responsibilities as consumers, students were able to effectively interpret what they learned as they execute various roles in the short films that their respective schools produced for the provincial and regional film competition. In 2018, the short film contest adopted the theme: "Making Digital Market Places Fairer."


Video files of all Top Five (5) out of nine (9) provincial entries were reproduced for distribution to different Negosyo Centers in CALABARZON for viewing by DTI clients while waiting for their business transactions to be completed.



Spoken Word Poetry

The first ever Spoken Word Poetry Contest was held last 10 October 10 at the Event Center, Robinsons Place, Gen. Trias, Cavite. High school students drafted their own piece to be delivered orally with proper intonation and voice inflection to an audience. Because the Spoken Word Poetry is popular among millennials, it was used as a tool for students to enjoy and learn about consumerism, at the same time, promoting it to a wider audience.

2019 WINNERS

 **Congressional Integrated High School** Champion

 **Imus National High School** First Runner-up

 **Munting Ilog National High School** Second Runner-up



Bagwis Program

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. It 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 prompt resolution of consumer complaints. CWDs not only make life easier for consumers but also elevate the reputation of a company.

There are incentives that encourage the establishments to join the program (excerpt from DAO 17-08: Implementing Guidelines on the Grant of Bagwis Award to Business Establishments that uphold Consumers' Rights and Interest and Practice Business Ethics):

CAVITE	LAGUNA	BATANGAS	QUEZON	RIZAL
29 Gold	26 GOLD	10 GOLD	3 GOLD	14 GOLD
	9 SILVER		1 SILVER	
	4 BRONZE		3 BRONZE	



Consumer Fun Run

Following the successful simultaneous National Fun Run 2017, the Consumer Protection Group (CPG) of DTI through the Consumer Protection and Advocacy Bureau (CPAB) hosted again the 2018 implementation with adequate budget provisions to the Regional/Provincial Offices that would ensure bigger representation at CPG-led run held at the Mall of Asia Complex. The event jumpstarted in the early dawn of 1 October. The Fun Run was attended by DTI staff and representatives from the different support bureaus and adjacent DTI provincial/regional offices. CPG Undersecretary and several Directors of DTI attended the event.

As a gesture of full support and solidarity, DTI Region 4-A sent contingents from all its five (5) Provincial Offices and from the Regional Office.

Running with fun and building consciousness about consumer rights and responsibilities among a big crowd of runners were indeed doable. Runners, therefore, were potential consumer warriors.



OFFICE OF THE REGIONAL DIRECTOR

4 Executive Committee Meetings

3 Regional Management Committee Meetings

1 Planning Officers' Meeting



Planning and Session Meetings

A thorough and comprehensive integrated planning and assessment are vital to the successful implementation of any program. Through these activities, strategies and schemes are identified to address problems encountered in the achievement of the program's goals and targets. Furthermore, pertinent directions, guidelines, issues, and concerns are discussed and resolved.

DTI 4-A conducted four (4) Executive Committee (EXCOM) meetings – 09 May, 03 July, 05 September, and 26 November and three (3) Regional Management Committee (MANCOM) meetings – 17-18 January, 08-09 March, and 26-27 July.

A Planning Officers' Meeting was also organized on 21 June in preparation for the Midyear Assessment and Review. Likewise, the status of the 2018 Performance Governance System (PGS) Scorecard and Organizational Output Report Card Accomplishments versus Targets were discussed.

Data Privacy Act and Freedom of Information

In line with the constitutional mandate upholding the right to freedom of information and implementation of full public disclosure of all transactions involving public interest, the DTI 4-A is committed to release information to the public involving public interest, subject to limitations as provided by the Constitution, applicable laws, rules, regulations, and procedures such as the Republic Act (RA) No. 10173, otherwise known as the "Data Privacy Act," and the List of Exceptions approved by the Office of the President, among others.



To further improve the knowledge and understanding of employees about the Freedom of Information and the Data Privacy Act, DTI 4-A and DTI- Knowledge Management and Information Service conducted two orientations on 19 March and 03 October.

The series of orientation tackled the FOI and DPA procedures to: implement the guidelines effectively; present the recent developments; strengthen the information handling in the Department; and help the designated FOI and DPA officers and employees know more about their respective processes and responsibilities.

Gender and Development

The Republic Act No. 9710, the Magna Carta for Women, aims to eliminate discrimination against women, especially those in the marginalized sector. The General Appropriations Act (GAA) requires government agencies to allot 5% of their total budget for the formulation and implementation of their respective GAD plans.

On 16-17 August, DTI 4-A conducted an Evaluation Workshop on the Harmonized Gender and Development Guidelines (HGDG) to:

1. Discuss the Pinay Leads Program
2. Explain the objectives, principles, and features of the HGDG as a gender analysis (GA) tool
3. Level-off on the application of the HGDG tool to GAD Planning and Budgeting
4. Ensure that the various stages of selected enterprise development programs/projects undertaken by DTI are gender responsive.

For 2018, DTI 4-A attributed Php 56.328 M out of Php 269.478 M total appropriations to the GAD Program.



MEDIA APPRECIATION

Acknowledging the media's important role in creating and shaping of public opinion and strengthening of society, DTI 4-A held a Media Appreciation Luncheon in the five provinces of CALABARZON as our expression of gratitude for their support in disseminating information about our programs and projects for our MSMEs and consumers.

Through this yearly activity, we strengthen our good rapport with our media partners to get the best and most appropriate coverage for our stakeholders and clients.

DTI PROVINCIAL OFFICES' BEST PRACTICES

DTI BATANGAS

Since 2017, the Batangas CATV, a local cable provider in the Province, has been allotting airtime for infomercials and public service announcements from the DTI Batangas for free. Announcements in developmental activities, as well as consumer protection, were the regulars. As an added innovation, winning entries of the infomercial contest, an initiative of DTI 4-A in relation to the implementation of Consumer Advocacy Program, were aired.



DTI CAVITE

Organizing Re-tooling Workshops for Negosyo Center Business Counselors and DTI regular staff is one of DTI Cavite Business Development Division's Best Practices. The activity is conducted beyond the Small Business Counselors' Course (SBCC) to develop competencies of front-line staff by taking up modules on Quality Customer Service, Code of Professional Ethics, Interpersonal Skills, Presentation Skills, among others.

Creativity, as one of DTI's core values, has inspired the Consumer Protection Division of DTI Cavite to introduce new ideas, innovate, and think out-of-the-box. As a best practice for 2018, the Division presented innovative activities, which transcend traditional methods of promoting consumerism. These include the conduct of product standards orientation seminar with on-site visit and conduct of spoken word poetry contest.



DTI LAGUNA

Strategic Initiative Project: Intensification of Monitoring and Accreditation of Repair and Service Centers/Shops in Laguna

DTI Laguna recognized the rapid increase of unaccredited repair and service shops operating in the province. In response to this, the Consumer Protection Division of DTI Laguna proposed a project called "Strategic Initiative: Intensification of Monitoring and Accreditation of Repair and Service Centers/Shops in Laguna." The said project was approved by the DTI's Executive Committee under the Strategic Initiative Fund on 26 February. Thus, DTI Laguna was able to hire two Trade and Industry Development Analysts under Contract of Service (TIDA - COS) to help monitor the repair and service centers/shops operating in Laguna.

In a span of ten months, the number of accredited repair shops has increased by 79% (from 272 to 488) and 98% of violating firms (those that did not file for the renewal of accreditation) complied upon issuance of the Show-Cause Order.



Widening Consumer Reach through Partnership with Cable Television Companies

In celebration of the 2018 World Consumer Rights Day, a Memorandum of Agreement signing took place on 01 March between DTI Laguna and four cable television (TV) companies: Community Cable Vision Corporation, Telmarc Corporation, Pakil Cable International Company, and CableVision Systems Corporation. The MOA was for the free airing of consumer infomercials and other projects of DTI Laguna.

By the end of the year, a total of seven (7) cable TV companies aired consumer infomercials on their stations since other cable companies such as Royal Cable, Pila Cable TV Corporation, and Laguna Bay Vision, Inc., followed suit and signed a MOA with DTI-Laguna.

Through this, the public became aware and was reminded of their rights and responsibilities as consumers as well as tips and information regarding consumerism.

DTI RIZAL

DTI Rizal strengthens their linkages with the private sector in pursuit of achieving its objective—enabling the business sector and empowering the consumers. To date, all sectors are represented by Industry Associations including Rizal Exporters and Manufacturers Association, Inc. (REMAI) for Non-Food Industry, Samahan ng Rizalenyos sa Sektor ng Agrikultura at Pagkain (SARAP) for Food Industry, Taytay Sash Contractors Association (TASACOP) for Construction Industry, Baclaran Association of Garment Producers Association (BAGPI), and I Love Taytay Garments Producers Association (IGPAI) for Garments Industry.

Moreover, there is a strong affiliation between the academe and the industry in Rizal. The University of Rizal System assigns its teaching staff to assist SMEs in the areas of accounting and marketing, the Industrial Design students of the University of the Philippines College of Fine Arts to develop new prototypes, and the Innovation Design Engineering and Art (IDEA) Fabrication Laboratory of the Antipolo Institute of Technology (AITECH) to assist construction firms and SMEs.



DTI QUEZON

MSME DEVELOPMENT

As MSMEs are developed, the demand for business coaching and mentoring becomes inevitable. As different industry sectors are attended, there are various levels of need such as the potential of entrepreneurs to connect and engage to build up support for other micro-entrepreneurs. Likewise, this became an opportunity to develop the capability of DTI Quezon Business Counselors to scale-up services and upgrade skills. As a result, a training dubbed - "Mentoring the Mentors" was implemented. This served as a platform to cater to entrepreneurs that are not PCE accredited to be identified as our new mentors to expand our reach to the barangay levels.

CONSUMER PROTECTION

The harmonious relationship with the media sector made it possible for DTI Quezon to establish good linkage with the media practitioners, which eventually paved way to a fitting platform for the Department to disseminate its mandate and programs. For the benefit of the public, local stations in the province have been gracious enough to accommodate the Department in their programs. Radio Pilipinas granted DTI Quezon a weekly slot, which happens every Monday, and from time to time.



ADMINISTRATIVE & FINANCIAL MANAGEMENT DIVISION

Quality Management System

The top management's commitment of the DTI 4-A to quality policy is to strive for continual improvement of the Quality Management System (QMS) to meet the appropriate regulatory and statutory requirements of the international standards. The DTI 4-A ISO certification covered 27 QMS enrolled processes composed of two (2) general processes, four (4) mandatory processes, 21 service processes; all of which were documented and implemented. With regard to the maintenance of effective implementation of the DTI 4-A QMS, the management captured the Plan-Do-Check-Act cycle for continual improvement.



PLAN

To further validate adherence to the set QMS, DTI 4-A executed the regionwide Internal Quality Audit (IQA). On selection and appointment of composite team, the creation of the IQA team was based on nomination by the Office Heads. The Regional Quality Management Representative through the Quality Improvement Team with the support of the Consumer Protection Division initiated to conduct training on refresher course on ISO 9001:2015 internal auditing. The team determined the areas included on the scope of the IQA program as well as the assigned auditors for each office as part of creation of the audit plan.

DO

Internal Auditing was set in November 2017 and ended in January 2018. During the audit, information relevant to the audit objectives and scope were obtained and verified through review of documentations and records.

CHECK

The Internal Audit Team, guided by the Quality Improvement Team, discussed and finalized the results of the IQA on 10 January 2018. Non-conformities, observations as potential non-conformities, and opportunities for improvement were noted during the presentation of the internal audit findings summary.




ACT

Relative to the results of our previously conducted internal audit, each Office noted, reviewed, and corrected the corresponding non-conformities accordingly. Potential non-conformities (negative observations) noted during IQA were become inputs in plotting Risk-Based Thinking. On the other hand, opportunities of improvement cited were suggested, which could help to further enhance our established system

The DTI 4-A Assessor Team also gave support to the benchmarking activity of the DTI-CAR in preparation for their transition to ISO 9001:2015 QMS by conducting simultaneous internal audit held at the DTI-CAR Regional Office and DTI-Benguet Provincial Office last 16-17 May 2018.

Public Procurement

Procurement refers to the acquisition of goods, consulting services, and the contracting for infrastructure projects by the Procuring Entity. It involves planning, standards determination, specifications development, supplier research and selection, contract administration and other related functions. A systematic procurement system is necessary for timely and accurate execution of projects to deliver public services on time.



- 10 Total Projects
- P68,521,250 Approved Budget for the Contract (ABC)
- P66,673,500 Total Contract Price
- P1,847,700 Total Savings
- 9 out of 10 Projects under SSF

Project	End-User	SCRB/LCRB	ABC	Contract Price	Savings	Total No. of Days	Delivery Schedule
Motor Vehicles for DTI IV-A Regional Office	DTI IV-A Regional Office	Toyota Alabang, Inc.	Php 2,200,000.00	Php 2,200,000.00	Php 0.00	114 calendar days	15 calendar days
Establishment of Rizal Fabrication Laboratory (TOR 1)	Antipolo Institute of Technology	American Technologies, Inc.	Php 3,354,250.00	Php 3,086,000.00	Php 268,250.00	39 calendar days	45 calendar days
Establishment of Rizal Fabrication Laboratory (TOR 2)	Antipolo Institute of Technology	Maximum Solutions, Inc.	Php 7,687,000.00	Php 7,569,700.00	Php 117,300.00	52 calendar days	45 calendar days
Establishment of Batangas Fabrication Laboratory	Batangas State University	OmniFab, Inc.	Php 11,160,000.00	Php 11,135,300.00	Php 24,700.00	53 calendar days	60 calendar days
Establishment of Laguna Fabrication Laboratory	University of the Philippines – Los Baños	QL Development, Inc.	Php 14,233,000.00	Php 14,178,000.00	Php 55,000.00	60 calendar days	60 calendar days
Establishment of Quezon Nipa Sweeteners Production (TOR 1)	Southern Luzon State University – Infanta	Dynamics Development Trade and General Services, Inc.	Php 5,646,000.00	Php 5,060,000.00	Php 586,000.00	94 calendar days	90 calendar days
Establishment of Quezon Nipa Sweeteners Production (TOR 2)	Southern Luzon State University - Infanta	Enertech Systems Industries, Inc.	Php 3,210,000.00	Php 3,198,650.00	Php 11,350.00	38 calendar days	120 calendar days
Establishment of Quezon Nipa Sweeteners Production (TOR 3)	Southern Luzon State University - Infanta	Dynamics Development Trade and General Services, Inc.	Php 1,391,000.00	Php 1,108,000.00	Php 283,000.00	95 calendar days	90 calendar days
Establishment of Rizal Finishing Line	ILOVETAYTAY Garments Producers Association, Inc.	Unix Industrial Corporation	Php 1,640,000.00	Php 1,515,000.00	Php 125,000.00	70 calendar days	30 calendar days
Establishment of Batangas HALAL Slaughterhouse and Meat Processing	LGU Tanauan	System Processors and Construction Corporation	Php 18,000,000.00	Php 17,622,900.00	Php 377,100.00	71 calendar days	90 calendar days

Best Practices in Procurement

Increase Level of Awareness

During the Pre-Procurement Conference, the first stage of the bidding process, audio-visual presentation on Government Procurement Reform Act (GPRA), is being played to stakeholders to have holistic view on the procurement process and to be informed on their participation in the procurement organization.

Documentary Requirements

During the Pre-Bid Conference, the Bids and Awards Committee (BAC) enumerates and explains the documentary requirements for the bidding to eliminate the failure of bidding due to lack of documents. The bidders are also informed on the proper sealing and marking of bids.

Projected Procurement Timeline

By projecting the procurement timeline, the BAC is able to present the earliest possible date of completion and for the Management to have strategic plan to properly execute the project and to resolve issues and concerns that may arise. This tool could also help in scheduling of cash program.

Strengthening the Procurement Organization

The BAC requires the participation of all stakeholders in all stages of procurement to have a shared responsibility to ensure that the bidder is responsive to the requirements and goods or services to be delivered are compliant to the specifications. Provincial Directors became part of the BAC as Provisional Members, Provincial Division Chiefs/ Account Officers represent the Implementing Office/ PMO and Cooperators as End-Users.

Use of DTI Website and Social Media

For wider dissemination of bid opportunities, the BAC Secretariat seeks assistance from Regional Information Officer and DTI-KMIS for posting to DTI Website and Social Media accounts.

Invitation to Observers

The BAC recognizes the importance of participation of observers in the procurement process to preserve transparency and accountability. The BAC Secretariat regularly invites the observers from Commission on Audit (COA), Transparency and Accountability Network (TAN), and the Philippine Chamber of Commerce and Industry (PCCI). State Auditor IV Delia C. Dojillo commended the BAC for being diligent in following procurement procedures.

On-Site Post-Qualification

The BAC improved the process of selection by strengthening the on-site post-qualification. It not only aims to check the veracity of documents but to validate the capability of the supplier to deliver the goods and services. The Post-Qualification Team is composed of BAC Members & Secretariat, Technical Working Group, Implementing Office, and End-User/s.

Project Site Inspection

The BAC conducts site inspection to ensure the readiness of the Cooperator to accept the machineries and equipment as scheduled.



E-PRIME HRM

Enhanced Program to Institutionalize Meritocracy and Excellence in Human Resource Management

With the aim of establishing Human Resource Excellence through government agencies empowerment, the Civil Service Commission initiated the E-PRIME HRM. The DTI 4-A was awarded of PRIME HRM Bronze Level II at the 2018 HR Symposium on 17-20 July in Davao City relative to the Maturity Level II Accreditation last 17 February.

Jay A. Acar, Administrative Officer V – awarded by Civil Service Commission Region 4 as “Best Human Resource Management Practitioner” in Region 4 for the year 2018.

Learning & Development

One of DTI 4-A’s objectives is to provide continuous learning and development to its employees. This helps improve employees’ performance by honing their skills and knowledge through training sessions, coaching, and scholarships provided/supported by the agency. Moreover, Learning and Development is a fundamental factor in the accomplishment of the agency’s goals and targets.

The Human Resource Development Committee consistently conducted quarterly meetings to help determine the support needed by all employees in terms of Learning and Development. This year, HR conducted seven in-house training sessions, including those facilitated by the Internal Learning Service Providers. All 105 regular employees were given and attended their assigned training sessions, reaching the 100% out of the 90% target in adherence to the Equal Opportunity Principle in Learning and Development.



Christian Ted O. Tungohan of DTI Laguna was the regional representative for SPRInts Award Huwarang DTI 2017 Employee of the Year.

System on Performance Rewards and Incentives

SPRInts is an annual search for exemplary performers deemed worthy of recognition for their outstanding accomplishments, impactful innovations, heroism, and demonstration of DTI Values in the rendering of service to the public. They are servant-heroes in their own right, truly deserving of the title "Huwarang DTI."

Based on DTI 4-A's Final Individual Performance Rating (FIPR) overall ranking, the following are the Mythical Five comprised of both technical and non-technical positions:

HARVIN BOB P. PUNO
Administrative Officer III, DTI 4-A Regional Office

ANNA MARIE V. QUINCINA
Senior Trade-Industry Development Specialist, DTI Quezon

PRECIOSA C. OBTIAL
Administrative Aide VI, DTI 4-A Regional Office

CHRISTIAN TED O. TUNGOHAN
Senior Trade-Industry Development Specialist, DTI-Laguna

JAY A. ACAR
Administrative Officer V, DTI 4-A Regional Office



“I have realized that my life's greatest lesson would be to value life and make the most out of it.”

CHRISTIAN TED O. TUNGOHAN
LAGUNA PROVINCIAL OFFICE
REGION IVA, ROG

SERBISYONG
HIGIT PA
SA INAASAHAN

General Assembly

The General Assembly of DTI 4-A is an annual event where all employees gather together not just as a team but as a family. It promotes the development of a good working relationship among employees along with their work-life balance.

On 10-11 May, dressed up to the theme "DTI 4-A Goes to Coachella," everyone looked equally dashing and stylish at the Chateau Royale Hotel Resort and Spa in Nasugbu, Batangas. This get-together gave a chance to the newly-hired members of the family to be introduced and to showcase their remarkable performances in singing and dancing.

Mr. Paulo M. Tibig, a best seller author and motivational speaker, tackled about behavioral mind-setting, sense of ownership development, and love of work in a training/workshop on Culture, Attitude, and Values Sustainability at Work.

Team Building Activities ensued and challenged the participants' physical capabilities, strategizing, camaraderie, and teamwork. Afterwards, DTI 4-A's "Your Face Sounds Familiar Season II" and presentation of newly-hired personnel per Office aimed to unleash the talent of the employees. Moreover, the "Dance Competition" where employees were equally divided into five groups gave an all-out performance as they jived to the rhythm of the songs and sang their heart out exuding a cheerful and millennial vibe.

Lastly, the gathering became an opportunity for exemplary employees to receive award/s for their hard work, loyalty in service, and excellent performances.



Christmas Lantern and Dress Up Your Division Competition

Transpiring Art from Junk

The Christmas Lantern and Dress Up Your Division (DUD) Competitions were particularly designed by AFMD as part of the celebration of the Christmas season and demonstration of the DTI core in the aspiration of saving Mother Nature by creating ingenious lanterns and dresses out of 100% recycled materials.

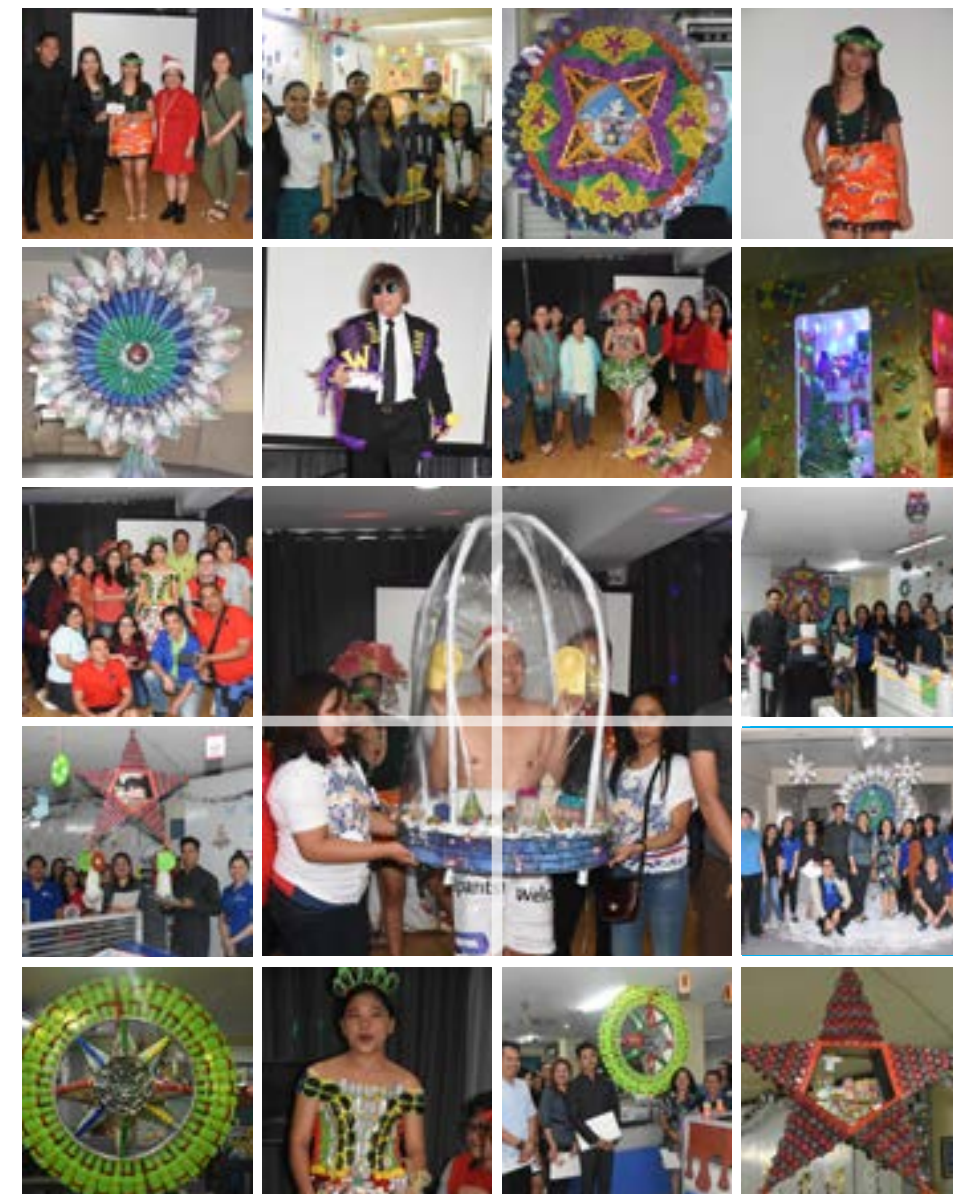
Christmas Lantern Competition

The assessment for the Christmas Lantern Competition was held on 11 December at the DTI 4-A Regional Office. Each division was tasked to make their lanterns out of recycled materials (old CDs, disposed mussels, plastic bottles, used posters, papers, wrappers, and many more). Some of the witty concepts were Charlie and the Chocolate Factory, Mussel Theme, We Bare Bears, etc.

Dress Up Your Division (DUD) Competition

Intended to take on the next level of the Christmas Lantern Competition that originally commenced in 2017, one of the highlights during the evening program of the O-Cult and Year-End Assessment Activities was the Gala: Dress Up Your Division (DUD) Competition.

Last 13 December, the representatives of each division proudly took their walk wearing their artistic and uniquely-handcrafted recycled costume embodying their mandate for environmental consciousness at the Y2 Residence Hotel in Makati City.



Organizational Culture Activities

Organizational Culture (O-Cult) is defined as an organization's expectations, experiences, philosophy, and values that guide its members' behavior. DTI 4-A's annual conduct of this activity has an objective of continuous manifestation and enhancement of its core values—Passion, Integrity, Creativity, Competence, Synergy, and Love of Country. It is done per office and subject to approval from the Head Office.

1 DTI 4-A Regional Office

Held on 13-14 December in the province of Rizal, DTI 4-A Regional Office employees enjoyed their time exploring and appreciating Angono's artistic culture by visiting the Angono Petroglyphs, Blanco Family Art Museum, and Balaw-Balaw Art Restaurant.

2 DTI Batangas Provincial Office

The conduct of O-Cult cum Team Building Activities of DTI Batangas focused on relaxation time and outdoor activities, which promotes better efficiency. They had a two-day teambuilding activity at the Kabayan Beach Resort, Brgy. Laiya Aplaya, San Juan, Batangas.

3 DTI Cavite Provincial Office

For the first semester, DTI Cavite conducted their O-Cult Activity at the Torres Farm and Resort in Naic, Cavite. This provided sufficient time for their staff to bond through team building activities and to appreciate some replica of the world's most popular tourist attractions like the Eiffel Tower, Singapore's Merlion, Disneyland Castle, Pyramid of Egypt, Italian-inspired houses, and Albay's Mayon volcano.

For the second semester, DTI Cavite organized an outreach program at the Cancer Warriors Foundation in Batangas City, Batangas. This activity motivated the staff to be more aware of the needs of other people in the community. Before the outreach program, they visited the National Shrine of Padre Pio in Sto. Tomas, Batangas and Marian Orchard and Cintai Corito's in Balete, Batangas.

4 DTI Laguna Provincial Office

Employees of DTI Laguna, including personnel under Contract of Service (CoS), actively participated in their O-Cult at the Kabayan Beach Resort, Laiya, Batangas. They learned to work together as a team and utilize available resources to achieve their goals. The activities focused on bringing out the best from every employee, ensuring self-awareness, and building self-confidence, effective time management, and competitiveness.

5 DTI Quezon Provincial Office

The O-Cult of DTI Quezon was conducted on 14 December with the theme "Focusing on Wellness and Organizing Meditation." They visited the Ace Water Spa in Pasig City. The aim was to create a holistic atmosphere for new thinking towards the stimulation of creativity, address stress issues, and cope with rapid market changes.

6 DTI Rizal Provincial Office

DTI Rizal spent their O-Cult at the Las Casas Filipinas de Acuzar in Bagac, Bataan on 13-14 June. The activity enabled them to focus on reflecting and refreshing their commitment to public service and on improving the relationship among themselves.



Health and Wellness Program

01

Zumba/Gym Exercises, Table Tennis, and the use of some exercise equipment were the chosen activities of the office to improve the employees' productivity, performance, and physical fitness.

04

DTI Batangas conducted their health and wellness program through outdoor activities such as badminton. As part of their objective, the staff established competence and positive team culture.

02

DTI Cavite had their Zumba session from September to December. It was observed that staff became more physically fit and energetic.

05

DTI Rizal continued their Badminton Tournament Season 2, which started in 2017 as their wellness program. The games were scheduled every Wednesday and Friday after office hours.

03

DTI Laguna also had a series of Zumba sessions in December. In addition, the designated wellness area of the office was improved, and health equipment were added for the employees to use during their free time.

06

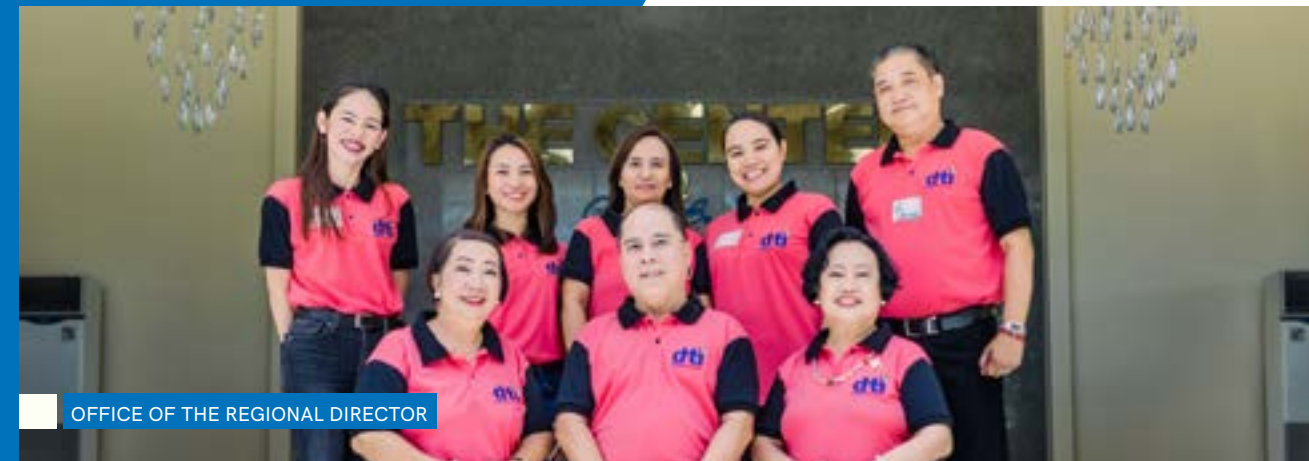
On 21 February, a free computerized eye examination and consultation from Eyetech Design Optical Center was conducted. To share the program with the community, DTI Quezon continued their 6th year of Medical Mission with the help and support of Dr. Maria Lourdes R. Gonzales

DTI 4-A conforms to the CSC MC No. 38 Series of 1992 regarding the "Physical and Mental Program for Government Personnel" and CSC MC No. 8 Series of 2011 requiring all agencies to adopt the "The Great Filipino Workout" as an integral part of the National Fitness and Sports Development Program for government personnel.



During the O-Cult and Year-End Assessment Activities of the Regional Office at the Angono Petroglyphs in Rizal last 13 December, a tree-planting activity was initiated to contribute in the preservation of the historical site. The seedlings planted in the area were rambutan, duhat, bignay, guyabano, calamansi, mulberry, guapple, chiko, pomelo, and longgan.





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