



Central Luzon goes on an outbound mission to South Korea

By: Raquel R. Malig

Department of Trade & Industry-3 (DTI-3) Regional Director Leonila T. Baluyut, as a member of the Central Luzon Growth Corridor Foundation, Inc. (CLGCFI), joined the CLGCFI delegation for the Central Luzon Outbound Trade & Investment Mission to South Korea held on November 7-11, 2022.

Said mission was organized by CLGCFI, led by its president and Tarlac Governor Susan Yap, as part of its continuous efforts to promote the region as a trade partner and as an investment destination.

A total of 26 delegates from the provincial governments of Aurora, Bataan, Tarlac, and Zambales; heads/representatives from Aurora Pacific Ecozone Authority (APECO), Authority of the Freeport Area of Bataan (AFAB), Bases Conversion & Development Authority (BCDA), and Board of Investments; and secretariat from DTI-3 and CLGCFI participated in the mission.

The offices of the Philippine Embassy and Philippine Trade & Investment Center (PTIC) in South Korea extended their full support to the delegation as Philippine Ambassador to Korea Maria Theresa Dizon-De Vega personally welcomed the delegation while Commercial Counsellor Jose Ma. "Jojie" Dinsay assisted the officials during the preparation and actual conduct of the 5-day mission.

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Central Luzon Investment Seminar

One of the major highlights of the mission was the conduct of the Central Luzon Investment Seminar organized in partnership with PTIC. This was an opportunity for the Central Luzon provinces to present their respective business offers and network with their Korean counterparts. With 66 representatives from 32 Korean companies in attendance, Governor Yap presented Central Luzon's economic performance and distinct advantages that make it an ideal investment destination. This was followed by the presentations of Governor Christian Noveras on Aurora and Governor Jose Enrique Garcia on Bataan. Engr. Edwin Ebdane of the Provincial Government of Zambales, AFAB Administrator Emmanuel Pineda, and BCDA VP Lailani Macasaet also presented their respective areas as business location options. CLGCFI Member and DTI Undersecretary Ceferino Rodolfo also positively noted that the Philippines is now becoming a strategic partner for South Korea.



B2B Meetings and Product Presentations

To match the existing business offers of the Central Luzon provinces with potential Korean partners, business meetings were pre-arranged prior to the mission, and these materialized during the B2B activity. This provided personal encounters and interactions that led to fruitful discussions between groups based on their specific areas of interest.

As a result, 15 B2B meetings were held with 12 Korean firms signifying interest in Central Luzon as a possible business destination. Simultaneously, the B2B venue also showcased unique products from the region for a chance to market them to interested Korean importers. The provinces of Aurora, Bataan, Tarlac and Zambales brought with them a variety of products ranging from food to gift items. In the end, 3 Korean companies that are consolidators or suppliers of food products expressed interest on health food products for possible sourcing in the future.

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Company Visits

To learn from the best practices of Korean companies, the mission engaged the delegation in several visits to companies that are within the priority industries of Central Luzon and the provinces.

The visit to Incheon Free Economic Zone (IFEZ) was a benchmark for a smart and green city that can be replicated in Central Luzon. The delegates were provided presentations on IFEZ's strategic planning and command center operations and left impressed with how technologically advanced IFEZ is.



POSCO Engineering & Construction is a provider of construction and engineering services and are also in-charge of the construction of The Sharp Clark Hills, Masinloc Coal-Fired Power Plant, JG Summit NCC expansion, and Malolos to Clark Railway Project, located within the region. During the visit, POSCO expressed particular interest in the Bataan-Cavite Bridge project of the Provincial Government of Bataan.



Daedong is an agricultural machinery manufacturer of tractors, combine harvesters, all-terrain utility vehicles and engines. The visit to their Seoul Headquarters provided a tour of their facilities and technology on e-bikes, 4-wheel platform, and indoor hydroponic farming.



Korea Automotive Technology Institute (KATECH) is a research institute specializing in automotive parts with an existing MOU with KIA Motors and Ayala Corporation in the Philippines. The Provincial Government of Bataan plans to pitch the province as a possible site for the expansion of KATECH in the Philippines specifically in an AFAB expansion zone. On the other hand, Daechang Motors is a global company specializing in the development of electric vehicles, battery pack, autonomous vehicle and open platform.

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24TH LIKHA NG CENTRAL LUZON REGIONAL TRADE FAIR RETURNS TO MANILA

By: Grace G. Magtoto

The Likha ng Central Luzon Regional Trade Fair, on its 24th year, returned to a resounding success at the SM Megamall on October 26-30, 2022, after being held virtually in 2020 and in a hybrid concept in 2021 due to COVID-19 restrictions. On its return, the fair had 156 exhibitor-participants coming from the seven provinces of Central Luzon.

The opening ceremony of the 24th Likha was led by Undersecretary for Regional Operations Group Blesila A. Lantayona while Senator Mark A. Villar, Chairman of the Senate Trade, Commerce, and Entrepreneurship Committee provided a recorded video message. The event was also graced by Congressman Christian Yap of Tarlac, Atty. Maria Amalia T. Cayanran, Chair of the Regional Micro, Small, and Medium Enterprise Development (MSMED) Council-Region III and PCCI Regional Governor, Usec. Rowell Barba of the Intellectual Property Office, Philexport-3 Executive Director Marla Palileo, Regional Director Leonila T. Baluyut, ARD Brigida T. Pili and DTI-3 provincial directors. Key officials and representatives from partner LGUs, government agencies, and private organizations from Region 3 and Metro Manila also attended the trade fair.

Undersecretary for Regional Operations Group Blesila A. Lantayona, in her message, noted that the Likha ng Central Luzon Trade Fair, on its 24th year, is one of the longest running trade fairs in the country. The fair, she further emphasized, has helped many MSMEs to grow and thrive. She even noted that many of the former Likha participants have already made it big in business. At the same time, Usec. Lantayona emphasized the role of innovation and digitalization to make MSMEs sell more. Because of the pandemic, digital tools have been very useful for MSMEs in promoting and selling their products.

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Aside from the selling event, the Likha exhibitors start their day with Zumba sessions every morning. Each province also featured their crafts demonstration to buyers and other exhibitors. These crafts include wood carving, macrame making, mushroom sisig making, and bonsai plant preparation. Outstanding LCL participants were also given special awards such as "Best Booth Design," "Most Innovative Products," and "Green Product Award."

One of the highlights of the much awaited trade fair was the Special Setting. This centerpiece pavillion featured the new products and packaging/labels developed under the OTOP Next Gen Program and the best products produced from Shared Service Facilities (SSF) of the seven provinces. Coffee and beverage products were also featured in the Coffee Nook. The nook aims to further promote the coffee and beverages produce of SSF cooperators from Bataan, Bulacan and Aurora.

The five-day event generated total sales amounting to Php 57.049 Million, a significant increase from the sales in 2021 of Php 11.7 Million.

The Likha ng Central Luzon Trade Fair is a yearly event jointly organized by DTI-3 in partnership with Philexport-3, the Regional Development Council (RDC)-3, and the Central Luzon Growth Corridor Foundation Inc. (CLGCFI), the latter is composed of the seven governors of the region. It is DTI's major trade promotion activity and serves as the culminating activity of the packages of industry and trade related programs given to the MSMEs of Central Luzon.



"Sustainable Consumerism in the Digital Age"

2022 CONSUMER WELFARE MONTH CELEBRATION

By: DTI - R03 Consumer Protection Division

The Consumer Protection Division of the Department of Trade and Industry Central Luzon celebrated Consumer Welfare Month in October 2022, pursuant to Proclamation No. 1098. The objective of the activity is to promote and heighten consumer awareness in the region.

The 2022 Regional CWM Culminating Activity was held at the Waltermart Activity Center, San Agustin, City of San Fernando Pampanga on November 10, 2022. It was attended by all provincial offices, consumer organizations, invited government agencies, and participating schools. Keynote Speaker Director Marcus Valdez of the Consumer Protection and Advocacy Bureau of the DTI informed the participants of the current trends in global consumption. He mentioned that reliance on natural resources is rising over 65% globally from 2000 to 2019. Further, he said that unsustainable patterns of consumption and production are the root causes of climate change, biodiversity loss, and pollution.

Among the activities that were conducted are the Regional Bagwis Choice Award on Sustainable Production and Consumption, Regional Poster Making Contest, Vlogging Contest, Regional Consumer Quiz Bee and Spoken Poetry. The said activities focused on the CWM's Theme "Sustainable Consumerism in the Digital Age".



Toyota Marilao, Circle J General Stores and Add Sebrag Ventures, Inc bagged the 1st, 2nd and 3rd place, respectively, for the Regional Bagwis Choice Award on Sustainable Consumption and Production. The said contest served as the CWM 2022 kick-off activity.

The entry of San Guillermo National High School from the province of Zambales won first place in this year's Poster Making Contest. The second place was awarded to Doña Candelaria Memeses Duque National High School from the province of Bulacan, while Aurora National Science High School was placed third.

Winners for the Regional Consumer Quiz Bee are Claire Iya C. Esguerra of Aurora National Science High School – 1st place; Dimples J. Villanueva of Moronquillo National High School – 2nd Place; and Girlie G. Tumang Lawy High School – 3rd Place.

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For the vlogging contest category A, Aurora National Science High School won first place while Orani National High School and Baras-Baras High School were in second and third place, respectively. For Category B, Carranglan Consumer Affairs Council, Baler Consumer Organization, and Tarlac Consumers Council, Inc won the first, second and third place, respectively.

First place winner for spoken poetry was bagged by Alessandra Nicole T. Maniego of Tarlac Montessori School; Joyce M. Triñanes of Ramada National High School in Second Place and Drieyne Louizse M. Sevilla of Camachiles National High School in third.

A total of seventy-four (74) Bagwis seals were also awarded to DTI-Bagwis Accredited establishments, with thirty-one (31) Gold seals, twenty (20) Silver seals, and twenty-three (23) Bronze seals.

The culminating activity ended with an encouraging message from the Provincial Director of DTI-Zambales, Enrique D. Tacbad. He thanked everyone for being a helping hand in creating a place where consumers, government and businesses can work together in creating a healthy business environment for the consuming public.



CENTRAL LUZON

Local Government Units
in the
Top 10 National Ranks

BALER, AURORA

Class 3-4 Municipalities
2nd, Overall Competitiveness
5th, Economic Dynamism
6th, Infrastructure

BALIWAG, BULACAN

Class 1-2 Municipalities
2nd, Overall Competitiveness
8th, Economic Dynamism
4th, Government Efficiency
6th, Infrastructure
4th, Resiliency
7th, Innovation

SAMAL, BATAAN

Class 3-4 Municipalities
1st, Government Efficiency

BAGAC, BATAAN

Class 3-4 Municipalities
2nd, Government Efficiency

MORONG, BATAAN

Class 3-4 Municipalities
8th, Government Efficiency
4th, Innovation
2nd, Most Improved

MONCADA, TARLAC

Class 1-2 Municipalities
2nd, Government Efficiency
4th, Most Improved

SANTA MARIA, BULACAN

Class 1-2 Municipalities
5th, Economic Dynamism
9th, Infrastructure

VICTORIA, TARLAC

Class 1-2 Municipalities
6th, Most Improved

PILAR, BATAAN

Class 3-4 Municipalities
7th, Government Efficiency

PURA, TARLAC

Class 3-4 Municipalities
6th, Resiliency

SAN FERNANDO, PAMPANGA

Component Cities
10th, Overall Competitiveness
7th, Infrastructure
10th, Economic Dynamism
10th, Innovation

CASTILLEJOS, ZAMBALES

Class 3-4 Municipalities
6th, Overall Competitiveness
9th, Innovation

SAN SIMON, PAMPANGA

Class 3-4 Municipalities
10th, Economic Dynamism

SAN JOSE, NUEVA ECIJA

Component Cities
6th, Most Improved

BALANGA, BATAAN

Component Cities
9th, Most Improved

SAN MANUEL, TARLAC

Class 3-4 Municipalities
3rd, Most Improved

SCIENCE CITY OF MUÑOZ, NUEVA ECIJA

Component Cities
9th, Most Improved

GEN. MAMERTO NATIVIDAD, NUEVA ECIJA

Class 3-4 Municipalities
6th, Most Improved

ANGELES CITY

Highly Urbanized Cities
5th, Most Improved

OLONGAPO CITY

Highly Urbanized Cities
6th, Most Improved

BATAAN

8th, Most Competitive Province

BULACAN

10th, Most Competitive Province

Congratulations

DTI-3 CONDUCTS REGIONAL AWARDING OF THE MOST COMPETITIVE CITIES, MUNICIPALITIES, AND PROVINCES IN CENTRAL LUZON

By: Barry Bernabe J. Pangilinan

The Department of Trade and Industry (DTI) through its Competitiveness Bureau (CB) held the 10th Cities and Municipalities Competitiveness Summit on October 20, 2022 at the Philippine International Convention Center (PICC), highlighted by the presentation of the results of the 2022 Cities and Municipalities Competitiveness Index (CMCI).

The CMCI is an annual ranking of Philippine cities and municipalities based on an overall competitiveness score in the pillars of Economic Dynamism, Government Efficiency, Infrastructure, Resiliency, and Innovation. Administered by DTI-CB, in cooperation with the Regional Competitiveness Committees, the index serves as a diagnostic tool for local government officials to assess the competitiveness of their city or municipality and identify areas for improvement and collaboration. It may also be a significant guide for the business community in their investment decisions and as a take-off point for further research.

To recognize the Central Luzon cities, municipalities, and provinces that made it in the top ten of the national ranks, DTI-3 organized the Central Luzon Regional Competitiveness Summit (CL RCS) on December 14, 2022 at The Orchidarium, The Orchid Gardens, San Juan, City of San Fernando, Pampanga



Mayor Ferdinand Estrella (center) receives the award for the Municipality of Baliwag as the 2nd Overall Most Competitive Municipality. The municipality bagged a total of six (6) awards.

Atty. Maria Amalia T. Cayanan, the Regional Governor of the Philippine Chamber of Commerce and Industry Region 3, graced the event as the Keynote Speaker. In her speech, she stated that local government units (LGUs) are very powerful due to their devolved powers but should be exercised with caution and with the paramount interest of their constituents and the Filipino people. Atty. Cayanan stressed that the LGUs and the private sector should be viewed as partners and work hand-in-hand in providing basic services to have a balance in how to help the community and the impact on the economy is more significant.

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As CMCI is data-driven, Chief Economic Development Specialist (CEDS) Divina Hope Vallejo of the National Economic and Development Authority (NEDA) - 3 presented the importance of data in planning, development, and nation-building. She stated that through high-quality and reliable statistics, NEDA was able to observe the behavior and condition of people and without statistics, monitoring and evaluating economic development and crafting appropriate policies and programs are impossible.

CEDS Vallejo also shared that the achievement of economic transformation, the Sustainable Development Goals, and the Ambisyon Natin 2040 depends on the capacity of the LGUs. However, they also need to rely on quantitative information that is reliable and useful. The adoption of a Community-Based Monitoring System (CBMS) can assist local planners in identifying the needs of the communities and target vulnerable members of society and locate those that are at risk from natural hazards.

In her presentation, Director Lilian Salonga of the DTI-Competitiveness Bureau said that the CMCI can gauge the performance of the localities and these are their real scorecards on how they perform.

The index can benefit a lot of sectors and the most frequent user will be the public sector as an input to policy-making and identification of areas for improvement, the private sectors use the data for business decisions, and for policy studies of academic institutions.

Dir. Salonga shared that for the 2023 implementation, the CMCI Data Analytics Portal will be further improved and still be used by the LGUs in encoding their data. She also encouraged the LGUs to continue their participation and work together to achieve Philippine Competitiveness.

The 2022 CL RCS marks the introduction of a new plaque design which is made from engineered bamboo. The plaques are a product of the DTI-3's Shared Service Facility in partnership with Tarlac Agricultural University.

CMCI is being administered in Central Luzon through the initiative of DTI-3 under the Industry Development Division in cooperation with the seven DTI Provincial Offices and the participation of all 130 cities and municipalities. Nationwide, 145 cities and 1,489 municipalities have provided their data for the CMCI.



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During the meeting at Global Green Growth Institute (GGGI), GGGI expressed support to the Philippines in its transition toward climate resilient and inclusive green growth. It is a treaty-based international, inter-governmental organization dedicated to supporting and promoting strong, inclusive and sustainable economic growth in developing countries and emerging economies. The delegates were also inspired by how Korea was able to rise up from its dire situation in 1950s and emerged as one of the top economies today through their visit to the Global Knowledge Exchange and Development Center (GKEDC).

Lastly, the Central Luzon group visited ASEAN Week 2022, an annual cultural event organized by the ASEAN-Korea Center to enhance understanding and awareness of ASEAN culture and tourism.

Central Luzon is gearing up for a strong post-pandemic recovery. The overwhelming response of the Korean counterparts during the Central Luzon Investment Seminar, B2B meetings and company visits provided enough proof to confirm that the selection of Korea as this year's destination to present Central Luzon and its business offers was a good decision.



102 CARPPRENEURS PARTICIPATED IN THE 5TH CARP REGIONAL TRADE FAIR 2022

By: Riza Lina V. Dayrit



The Department of Trade and Industry – Region 3, under the Comprehensive Agrarian Reform Program unit, conducted a regional trade fair with the theme “Likha ng ARBS: Ipagmalaki at Tangkilikin” at the Marquee Mall Event Center, Angeles City on November 17-20, 2022. The fair gathered a total of 102 participating CARP entrepreneurs from the provinces of Aurora, Bataan, Bulacan, Nueva Ecija, Pampanga, Tarlac and Zambales.

The CARP Regional Trade Fair aims to showcase and promote the products of the Comprehensive Agrarian Reform Program beneficiaries and to help them meet institutional buyers. Through this activity, DTI hopes to uplift the economic conditions of CARPpreneurs and help them contribute to the economic activities in the region.

Present during the opening ceremonies were Congressman Rommel Rico T. Angara from the lone district of Aurora, DTI CARP Program Manager Ferdinand T. Aparri, Marquee Mall Manager, Ms. Peachy Atendido, DAR CARPO, Mr. Iluminda Ocampo, DA representative Mr. Eduardo Lapuz and DTI-3 Assistant Regional Director Brigida T. Pili.

The four-day trade fair provided the Region 3 CARPpreneurs the venue to showcase their products, exercise their negotiation skills, meet local buyers and expand their market reach. The trade fair generated a total of Php 6.565 million in sales.



Aurora representative Hon. Rommel Rico T. Angara delivering his message during the 5th CARP RTF Opening Ceremonies



Pampanga opens first OTOP HUB in Marquee Mall

By: Alfine B. Bonus

OTOP stands for "One Town, One Product." The OTOP program is a government initiative in the Philippines that aims to promote the development and growth of small and medium enterprises (SMEs) by supporting locally-made products.

The OTOP Hub is a physical space where products made by local MSMEs are sold and promoted. The goal of the OTOP Hub is to provide a venue for local businesses to showcase and sell their products, and to encourage tourists and locals to buy locally-made products.

Last December 28, 2022, the first ever OTOP Hub in Pampanga was launched. It is located at the 2nd Level of Marquee Mall in Angeles City. This is a collaborative project between DTI, Ayala Malls, LGU Angeles City and Pampanga Entrepreneurs and Producers Cooperative (PEPCo).

Guests during the launch were DTI-3 Regional Director Leonila T. Baluyut, DTI Pampanga Provincial Director Elenita R. Ordonio, PEPCo Board of Director Engr. John Revin Balingit and Ayala Malls North Malls Area Head Charmaine Bauzon.

The OTOP Hub is also the result of effective partnership of DTI with local malls. It is expected to be home of 30 local entrepreneurs.



THE REGIONAL BAMBOO INNOVATIVE PRODUCT DESIGN COMPETITION

By: DTI Zambales

The Philippines has been actively producing and processing bamboo products for construction, furniture and handicraft manufacture, food, musical instruments, farm and fishing implements, pulp and paper, and fuel for cooking and heating. Here in Region III, the Bamboo Industry is one of its major priority industries.

DTI Region 3 held the Regional Bamboo Innovative Product Design Competition last December 22, 2022, at Lubao Bamboo Hub, Lubao, Pampanga. It aims to create bamboo innovations that are marketable to the consumer and to develop innovative designs out of bamboo. Delegates from the five (5) Provinces of Central Luzon - Bataan, Pampanga, Nueva Ecija, Tarlac, and Zambales. participated in this event.

The entries are classified into decorative products and functional products. Decorative products are products that are used and function as decorative items such as but not limited to frames, candles holders, and products that are made to make a place attractive and appealing. On the other hand, functional products are those that are used as but not limited to fashion apparel, furniture, textile materials, kitchen utensils and products that are practical and useful. During the competition, the judges emphasized that all entries are excellent and appealing, and all the created entries can be exhibited on the national scene. The entries of Bataan introduced new designs such as the bamboo electric fan and the bamboo pen holder. Tarlac introduced a clock with calendar and a bamboo bike while Nueva Ecija enhanced the bamboo toothbrush and bamboo pillows.



Pampanga's winning decorative entry - 'Bamboo Carving'

Entries of Pampanga are reflections of the art of carving bamboo products while entries of Zambales introduced a new intricate design of bamboo chandelier and bamboo kubo. All of the designs were astonishing and excellent.

The winning entries are the following:

Functional Entry:

1st Prize: Bataan – Bamboo Electric Fan

2nd Prize: Zambales- Bamboo Chandelier

3rd Prize: Nueva Ecija-Bamboo Tooth Brush

Decorative Entry:

1st Prize: Pampanga- Bamboo Carving

2nd Prize: Zambales- Bahay Kubo

3rd Prize: Bataan- Bamboo Pencil Holder

The winning entries received gift certificates and will be part of the Regional Bamboo OTOP Hub for one year. Director Nelin Cabahug of DTI Bataan said that all of the Bamboo Products were elegant, brilliantly crafted and it is more than what is expected. This event will be replicated in 2023.



Left - Bataan's bamboo electric fan
Right - Zambales' bamboo chandelier



DTI - 3 HOLDS 2022 YEAR-END GA

The Department of Trade and Industry Regional Office III (DTI-3) held its 2022 Year-end General Assembly at the Bren Z. Guiao Multi-Purpose Center, Pampanga State Agricultural University, Magalang Pampanga on December 21, 2022.

The annual event was attended by associates from the seven DTI-Provincial Offices of the region - Zambales, Tarlac, Pampanga, Nueva Ecija, Bulacan, Bataan, and Aurora and the Regional Office. The affair also served as Christmas party for DTI-3 which centered on the theme: Revitalized MSMEs for a Thriving Economy.

Before the program proper, a special mass was celebrated and officiated by Rev Fr. Marvin M. Sinlao.

The learning session of the event focused on the Code of Conduct and Ethical Standards for Public Officials and Employees. DTI-3 Legal Officer Atty. Coco Chanel Garcia and HRMO Mark Anthony Lodrigito facilitated the session. Atty. Garcia reminded everyone that holding a position as a public official comes with both privileges and serious obligations. Hence, they must act with utmost responsibility and due diligence.

For her part, DTI-3 Regional Director Leonila T. Baluyut remarked that in order to revita-

lize client MSMEs, employees must first revitalize themselves at work with colleagues and at home with their family. The director encouraged everyone to maintain a work - life balance to maximize productivity at work.

A theme-centered group presentation contest ensued during the afternoon session. DTI-Tarlac bested other groups to win the top prize. Meanwhile, Wilfred Tristan Carbonell of the Regional Office topped the videoke singing contest.

In addition, newly-hired and promoted employees were acknowledged during the event along with the recognition of the recipients of 2022 Regional Director's special awards.





DTI Tarlac pays it forward

By: Ann Valencia Estacio

As the year 2022 was drawing to a close, the DTI Tarlac Provincial Office deemed it heartening to send out a little love to a group of children with developmental struggles. A gift-giving activity was held last December 16, 2022 at the St. Joseph Home of Special Children in San Jose, Tarlac City. The non-profit and non-government Catholic institution was established in 2009 and is involved in the care of special children with multi-disability. As of the date of the outreach, there were a total of 38 children housed in the shelter.

A holy mass was celebrated in the Chapel and the DTI Tarlac representatives were able to participate along with the children. Thereafter, the group transferred to the reception hall where snacks were served. Games were also enjoyed by the children, eager to join each one. Excitement can be drawn from their faces to have people visit and interact with them. Some though, because of their condition, stay aloof and silent in their places.

Through individual contributions of the DTI team, pre-loved clothes and toys were gathered. There were also monetary pledges from each one which were used to donate some goods and grocery items to the beneficiaries.

With this mere act of sharing, the DTI Tarlac family would like to express that they are one with the institution's vision in making the children experience love, respect and worth as God's special ones.



Children at the St. Joseph Home of Special Children in Tarlac City enjoy their sumptuous snack during DTI-Tarlac's gift-giving activity last December 16, 2022

DTI, CLSU CONDUCTS KAPIHAN AT CLSU-AFTBI

By: Honeylen Marie P. Fernando

The Central Luzon State University – Agriculture and Food Technology Business Incubator, CLSU-AFTBI, provides assistance to individuals who wish to establish or expand their business. CLSU-AFTBI Project Leader, Pablo Rafael Jr., PhD., says that their office is ready to help people just starting out in the agricultural, food, and technological product lines improve their products and grow their businesses.

CLSU-AFTBI houses a laboratory that is used for research by teachers, students, and micro, small, and medium enterprises (MSMEs). The laboratory has machineries and equipment designed for processing products.

Through academic researches, the agency hopes to make a significant contribution to the desired economic growth of the region and nation by facilitating the commercialization of MSMEs' products.

Rafael claims that MSMEs can enroll in the CLSU-AFTBI incubating program, a government program for entrepreneurs and technology generators where they will receive assistance from production to sustaining their own business.



MSMEs can also adopt a variety of technologies, such as discovered products like goat pellet feeds, test kits for identifying domestic pigs infected with the pig epidemic, and processed foods like tilapia ice cream, mango liquor, pineapple-papaya jam, instant papaitan, instant kapuk, processed meat, and fruit juices.

In addition, the office never stops developing cutting-edge solutions, technologies, and products.

The collection and processing of vegetable wastes, such as onion peelings and other vegetables that have been found to be effective in the production of tilapia, is one of the lined projects that CLSU-AFTBI is working in partnership with the local governments in Nueva Ecija.

Further, the office collaborates with a variety of private agencies, financial institutions, and government departments to assist the incubators in bringing their manufactured goods closer to the market.

CLSU-AFTBI's training and technical assistance programs are open to interested business owners and startup companies.



Aurora Coconut MSMEs aim for HALAL Certification



By: Johnsen V. Javar

As part of the Coconut Farmers Industry Development Plan (CFIDP), Aurora Coconut MSMEs sought for the Halal Certification of their coco products.

December 3, 2022

APPLICATION

DTI Aurora assisted four MSMEs for Halal Certification:

1. GMA Farms Inc.
2. Brianna Food Creations
3. Ibona Small Coconut Farmers MPC
4. Matawe ARBs and Small Coco Farmers Mktg. Coop



December 6-8, 2022

INSPECTION & AUDIT

Muslim Mindanao Halal Certification Board Inc. (MMHCBI) audited the four MSMEs in Aurora. Two auditors from the board audited and inspected the processing facilities of the MSMEs.



December 12-31, 2022

EVALUATION & APPROVAL

After the inspection, the auditors evaluated the requirements submitted by the MSMEs. Also, the MSMEs must conform with the audit findings in order for them to secure their HALAL Certification from the MMHCBI.

NC BALER TRAINS 4PS AND YEP BENEFICIARIES IN SABUTAN WEAVING

By: Gizel O. Dukha

The Negosyo Center Baler of the Department of Trade and Industry (DTI) Aurora Provincial Office trained 4Ps and Young Entrepreneurs Program (YEP) beneficiaries in sabutan weaving on November 10-11, 2022, at Picnic Bay, Brgy. Sabang, Baler, Aurora.

NC Baler Business Counselor Gizel Dukha facilitated the two-day activity with the trainer, Myrna De Leon, an expert of Sabutan Weaving from Baler, Aurora.

Ms. De Leon demonstrated the process of harvesting sabutan, stripping it into fibers, and dyeing it to make stylish Sabutan fibers. In Aurora, sabutan is a palm tree used to create native products such as hats, mats, fans, bags, and novelty items. Some participants initially found sabutan weaving difficult, while others had previous weaving experiences. At the end of the activity, everyone was happy with the activity, especially when they have weaved their first sabutan products - fans and table mats.



SABUTAN WEAVING. The Sabutan Weaving Skills Training participant on November 10-11, 2023, at Picnic Bay, Brgy. Sabang, Baler, Aurora. (Photo owned by DTI Aurora)

Business Counselor Dukha encouraged the participants to revitalize and strengthen the province's sabutan industry. They may be able to increase their income by weaving sabutan. Their finished products can be linked to pasalubong centers and other local businesses. After the training, the Negosyo Center Baler will regularly monitor the participants and the impact of the activity.



SABUTAN WEAVING. Trainer Myrna De Leon, while teaching Sabutan Weaving to participants on November 10-11, 2022, at Picnic Bay, Brgy. Sabang, Baler, Aurora. (Photo owned by DTI Aurora)



DSWD-DTI-BULACAN ENHANCED PARTNERSHIP AGAINST HUNGER AND POVERTY PROGRAM

By: Alex Roy F. Dela Cruz

For 2022, DTI-Bulacan has continuously contributed substantial efforts in accomplishing the project goals and objectives of the Bulacan Enhanced Partnership Against Hunger and Poverty Program (EPAHP). Established in 2021, EPAHP is an inter-agency collaboration aimed at mitigating hunger, ensure food and nutrition security and reduced poverty through synergy and convergence of essential services of different government agencies.

DTI-Bulacan actively participates by promoting and encouraging livelihood, ensuring access to Negosyo Centers and DTI core programs and providing capacity building on Entrepreneurship, Financial Literacy, Business Opportunities and Basic Marketing among others.



In Photo: DTI Bulacan Provincial Director Edna D. Dizon (seated 4th fr L), DC Maria Cristina V. Valenzuela (seated 2nd fr L), STIDS Alex Roy F. Dela Cruz (front, extreme left), and Mr. Jerry Cocabo Yao (seated 5th fr L), KMME Mentor facilitate Year-end Assessment and Planning for the existing Shared Service Facility (SSF) projects in Bulacan on November 16, 2022 at the Auditorium of Malolos New City Hall, City of Malolos, Bulacan.



In Photo: Congressman Ambrosio B. Cruz Jr. (f-5th fr R), Mayor Agatha Paula Cruz (f-8th fr R), Negosyo Center – Guiguinto Business Counsellor Jon Bryan Santos(b-2nd fr R), and officers from DSWD Regional, Provincial, and Municipal Office award livelihood assistance to Enhanced Partnership Against Hunger and Poverty (EPAHP) beneficiaries on June 21, 2022 at Guiguinto Municipal Athletic and Cultural Center, Poblacion, Guiguinto, Bulacan.

For Calendar year 2022, DTI-Bulacan was able to train 284 individuals endorsed by the Department of Social Welfare and Development (DSWD) for capacity building on the above-mentioned modules, across 8 different resettlement sites. The collaborative activities cover specific relocation sites within the municipalities of Guiguinto, Balagtas, Bocaue and Pandi.

Aside from training and development, DTI-Bulacan joined various consultation activities, awarding ceremonies, evaluation of project proposals and capability building seminars to establish the agency's presence. It further enhances the beneficiaries' knowledge on entrepreneurship and help them identify business opportunities to lift them out of poverty or at least augment their family's source of income.



EPAHP beneficiaries pose during the capability building seminar on March 17, 2022 at Batia, Bocaue, Bulacan

DTI-BATAAN DISKWENTO CARAVAN GENERATES P1.9 M IN SALES

By: Eileen E. Ocampo

With the easing of covid-19 restrictions in 2022, the DTI-Bataan Consumer Protection Division resumed, full blast, the conduct of Diskwento Caravans in the City of Balanga on May 19-20 and November 15-16, 2022.

A total of Php 1,969,735.75 in sales were generated benefitting 7,084 household in 25 barangays in the city.

While the 2 runs aimed at selling basic necessities and other essentials to the consuming public at discounted prices, the May Diskwento Caravan included school supplies, bags, and shoes for “Balik-eskwela”. The November run, on the other hand, highlighted Noche Buena products, gift items, and other essentials.

Compared to during the height of the pandemic, the 2022 Diskwento Caravans were full blast, face-to-face events participated in by more Micro Small and Medium Enterprises (MSMEs), distributors, and local retailers.

With only two regular full force runs versus 6 in the previous year, the events accomplished 28% increase in sales, assisted 57% more MSMEs, and benefitted 57% more families.



Balanga City Mayor Francis Garcia (2nd fr L) joins DTI Bataan PD Nelin O. Cabahug during the Ribbon-cutting Ceremony of the May 19-20, 2022 Diskwento Caravan at the Plaza Mayor.

Like the 2020 and 2021 Diskwento Caravans, the DTI-Bataan took advantage of social media and spotlighted the events through a series of video teasers, AVPs and tiktok posted both on Facebook and Tiktok. Strong partnership with the LGU of Balanga, the Bataan Provincial Government, and the Bataan Consumer Affairs Council was also evident as seen in the promotions and , logistics support, and their presence during the actual Diskwento Caravans.

Some of the distributors and big local retailers that joined in the 2022 Diskwento Caravans were Nutriasia, Mega Global Mega Sardines, Suychicken, Puregold, EBG Supermarket, Vercons, Pandayan, and K-Servico. MSMEs from Bataan, Pampanga, Bulacan, Nueva Ecija, Marikina, Rizal, and Quezon City also joined the caravans.



2023-2028 WEARABLES AND HOMESTYLE NATIONAL INDUSTRY CLUSTER ROADMAP

By: Leonel T. Cortez

The Philippine Wearables and Homestyle Industry Cluster Roadmap 2019-2022 was crafted to guide the players and other stakeholders of the W&H industry to follow a common development direction.

To continue providing strategic direction and information that will lead to the cluster's improved competitiveness and productivity from a global perspective, a 2-day workshop on the creation of the National Industry Cluster Roadmap for Wearables and Homestyle for 2023-2028 was conducted. The objective was to gather inputs from the representatives of the sixteen enrolled regions, both from the public and private sectors, for the crafting of the unified and integrated roadmap.

On the first day of the workshop, there was a complimentary tour organized by the NICC. As Central Luzon, specifically Pampanga, is known to be the home of the country's finest furniture makers, the chosen locations for the benchmarking tour were DECO Central by PhilExport and Pampanga Furniture Industries Foundation (PFIF), Inc. During the opening program and workshop proper in the afternoon, the National Industry Cluster Coordinator (NICC) for Wearables and Homestyle and DTI-3 Regional Director Leonila T. Baluyut delivered her opening message to the participants and emphasized the key course of action as declared by W&H stakeholders, that is, to increase overall global competitiveness.

The workshop provided venue for the industry cluster to discuss and provide inputs leading to the creation of the



2023-2028 Strategic Action Plan for the three sub-sectors: Wearables, Housewares and Home Decors, and Furniture and Furnishings. The plans were presented by Ms. Ana Marie Ocampo-Mabini, owner of Mariya's Cut and Sew Co. from Region IV-A (Wearables subsector), Ms. Anjoneth Daileg, Senior Trade- Industry Development Specialist from Region 4B (Housewares and Home Decors subsector), and Mr. Rami Amer Hourani, President/Lawyer, PhilExport Cebu from Region 7 (Furniture and Furnishings subsector).

To achieve the completion of the updated national roadmap, enrolled regions were also asked to set their 6-year bottomline targets.

Being the host region, DTI-3 mounted a mini-trade fair as a side event selected MSMEs from Region 3 participated. The participants were Armyths International Fashion Design of Bulacan (fashion accessories), LJRM Enterprises of Nueva Ecija (hand painted barongs, shawl, and filipiniana), Edelyn's Homemade Peanuts of Pampanga (peanuts, cashew nuts, squash seeds), and Made by Pearl of Pampanga (reusable sanitary napkins, cloth diaper, tote bags).



DTI PAMPANGA HOLDS “PAMITIPUN 2022: A YEAR END TOWN HALL MEETING”

By: Rhia C. Laxa



As the year is about to come to an end, DTI Pampanga conducted the 2nd Town Hall Meeting dubbed as “PAMITIPUN 2022: DTI Pampanga’s Year-End Review” last December 14, 2022 at the Bacolor Multi-Purpose Hall, Bacolor Municipal Compound, Cabambangan, Bacolor, Pampanga. Leading the event is Provincial Director Elenita R. Ordonio together with the Business Development Division (BDD) Team.

The event was intended to celebrate DTI-Pampanga’s small wins for the year. Partner agencies, organizations and academe’s efforts and contributions to the successful implementation of various programs of the agency for the year were accorded due recognition.

Four (4) universities were acknowledged for their untiring support in the promotion of youth entrepreneurship to their students and for the efforts of the faculty to impart their expertise and knowledge to MSMEs together with financing partners who provided business-friendly loan windows and partner malls who opened their spaces for MSMEs. Three (3) micro, small and medium enterprises (MSMEs) who have shown exemplary performance and actively participated in DTI activities were also awarded. The Pamitipun is the culmination of all BDD events this 2022.



The awardees were the following:

Academe

1. Holy Angel University (HAU)
2. Don Honorio Ventura State University (DHVSU)
3. Mary the Queen College (MQC)
4. Angeles University Foundation (AUF)
5. Angeles City Youth Development Alliance

Financing partners:

1. May Bank
2. BPI
3. Bank of Florida
4. Bank of Makati
5. SB Corporation

Partner Malls:

1. SM City San Fernando Downtown
2. SM City Telabastagan
3. Waltermart
4. Marquee Mall
5. Robinson’s Starmills Pampanga
6. Newpoint Mall
7. Jenra Mall

Outstanding MSMEs:

1. Sulu Candles Manufacturing
2. Pampanga Entrepreneurs Producers Cooperative (PEPCO)
3. Pansinao Parents and Agriculture Association



REGIONAL MSMED COUNCIL 3 HOLDS CONSULTATION WORKSHOP ON MSME DEVELOPMENT PLAN 2023-2028

By: Carla C. Pangan

The Regional Micro, Small, and Medium Enterprise Development (MSMED) Council 3 held a consultation workshop on the MSME Development Plan at the Royce Hotel, Clark, Pampanga on December 2, 2022. The activity aimed to evaluate the MSME Development Plan 2017-2022 and provide inputs in crafting a successor plan for 2023-2028.

"With the Philippine MSMED Plan 2017 to 2022 already in its final year of implementation and the significant events that happened in the last five years including the COVID-19 pandemic, there is really a need to evaluate the current plan and craft a successor plan," said DTI Bulacan Provincial Director Edna Dizon.

The MSMED Plan 2017-2022 is the sectoral plan for the growth and advancement of the MSME sector. It is aligned with the Philippine government's goal of boosting employment, business, and livelihood or "Trabaho, Negosyo, Kabuhayan" translating to "Malasakit", "Pagbabago", at "Patuloy na Pag-unlad" of the Philippine Development Plan (PDP) 2017-2022. Maricor R. Bañaga, Supervising Trade and Industry Development Specialist of the Bureau of SME Development presented the national accomplishments based on the MSME Development Plan for 2017-2022. Meanwhile, Division Chief Warren Patrick T. Serrano of the DTI-3 SME Development Division provided the regional accomplishments of DTI-3.

During the workshop, council members from DTI, national government agencies, business chambers and non-government organizations, presented their respective programs and projects that were implemented in support of the MSMEDP 2017-2022 strategic goals and vision.

Likewise, challenges and opportunities faced by MSMEs in the last five years were discussed. These served as important inputs in the crafting of the new plan framework. Some of the proposed strategies and priority programs of the council for the successor plan include embracing digitalization, promoting sustainable production and consumption, creating and sustaining startups, developing more creative industries, and upgrading, upskilling, and upsizing MSMEs.

In her message during the event, Region 3 MSMED Council Chair and DTI Regional Director Leonila T. Baluyut acknowledged the RMSMED council members' roles in hastening the growth and development of MSMEs for the past five years. She encouraged their continued participation as major stakeholders and key drivers in MSME development for the next five years in line with the implementation of the successor plan.

Outputs of the consultation workshop were endorsed to the DTI-Bureau of Small and Medium Enterprise Development (BSMED) as inputs of the region to the crafting of the MSMED Plan 2023-2028.

DTI BULACAN CONDUCTS YEAR-END PLANNING AND ASSESSMENT FOR SSF PROJECTS

By: Alex Roy F. Dela Cruz

DTI-Bulacan conducted a year-end assessment and planning for the existing Shared Service Facilities (SSF) projects in the province at the Malolos New City Hall Auditorium last November 16, 2022. Led by DTI-Bulacan Provincial Director Edna D. Dizon and Division Chief Maria Cristina Valenzuela, the event was attended by thirty one (31) individuals from different organizations and cooperatives managing SSF projects.

Anchored on the Innovation and Digitalization of Bulacan Shared Service Facilities Project for 2022, the participants gathered to learn about marketing plan preparation, improve the status of business and SSF operation and voice out issues or concerns that may hinder the SSF project in achieving its objectives.

PD Dizon gave her opening remarks, expressing her gratitude to the participants for gracing the event. She explained the rationale of the activity and reminded the cooperators of their obligations in keeping the SSF machineries safe and operational for the benefit of MSMEs and industry clusters present in their respective communities.

Mr. Jerry Yao, a well-known marketing expert and accredited resource speaker of Philippine Center for Entrepreneurship or PCE-Go Negosyo, facilitated the learning part of the activity by discussing the fundamentals of marketing and its relation to customer demand and value proposition. During the workshop, he presented how to create a simple marketing plan which addresses the present needs of the company. During the workshop, each representative shared their thoughts and ideas to the group and collectively prepared a marketing plan that entails specific action with budget allocation at a limited timeline or period of implementation in order to address or eliminate problems in business operation and at the same time realize the goals and objectives of the SSF project.



KMME Mentor Jerry Yao discusses the fundamentals of marketing to the participants as part of the Year-end Assessment and Planning for SSF in Malolos City, Bulacan on November 16, 2022.



DTI Bulacan Provincial Director Edna D. Dizon (seated 4th fr L) and KMME Mentor Jerry Yao (seated 5th fr L), joins DTI Bulacan associates and SSF beneficiaries during the Year-end Assessment and Planning for SSF in Malolos City, Bulacan on November 16, 2022.

Before the closing ceremony, DTI-Bulacan awarded a certificate of Recognition to Sta. Maria Dairy, a Division of Catmon MPC, for its continuous efforts in the creation and development of product innovations and maximization of the use of its Shared Service Facility on dairy processing. The award was received by Catmon MPC Chairperson , Emeliza Laurenciana.

The output of the planning and assessment will be a major consideration of DTI-Bulacan on its ways forward and the creation of new projects for the year 2023.

DTI ZAMBALES CELEBRATES CONSUMER WELFARE MONTH 2022

By: Adrielle Dominguez



The Department of Trade and Industry (DTI) Zambales Provincial Office Consumer Protection Division conducted various activities in line with the celebration of the Consumer Welfare Month last October 2022. With the theme "Sustainable Consumerism in the Digital Age" the annual celebration's goal is to increase advocacy for sustainability and encouraging a mindful shift in consumption, particularly when it comes to purchasing goods and services online.

The month-long celebration consisted of the E-Guhit Poster Making Competition and Spoken Poetry Contest which were participated in by Senior High School students from Olongapo City to Zambales, Consumer Forum 2 and Consumer Fun Run 4.

One of the key activities is the Consumer Forum 2. DTI Undersecretary Ruth B. Castelo was the Keynote Speaker along with Ms. Raquel J. Carpio, Technical Advisor for Public Partnership GIZ and Atty. John Ryan E. Sequit of the National Telecommunications Commission-Region 3. The forum was attended by 28 participants from the academe, the government, and private sector.



(L-R) DTI Zambales Provincial Director Enrique D. Tacbad, Patricia Therese P. Damaso, San Guillermo National High School (1st Place), Princess Alliyah Baja Danday, College of Subic Montessori Subic Bay Inc. (2nd Place), Elyiah Julia S. Añonuevo, Regional Science High School III (3rd Place), and Olongapo Consumer Affairs Council President Rogelio Castillejo during the announcement and awarding of winners for the e-Guhit Poster Making Contest last October 25, 2022.

During the Regional Culminating Activity, San Guillermo National High School, San Marcelino, Zambales was awarded first place for the Regional Poster Making Contest, while Regional Science High School III bagged the Best in Video Editing in the Regional Vlogging Contest. Circle J General Store championed in the Silver Category while Add Sebrag Ventures, Inc. placed first in the Bronze Category in the Regional Bagwis Choice Award on Sustainable Consumption and Production.

Other activities included orientation on Bagwis Award Program with the Hardware Store Owners at Rooftop Roydz Hardware, Calapacuan, Subic, Zambales with 26 participants.

← Awarding of winners during the Consumer Fun Run 4 last November 06, 2022, Subic Bay Freeport Zone

YEP BENEFICIARIES IN AURORA LEARN ORGANIC FERTILIZER-MAKING AND VERMICOMPOSTING

By: Gizel O. Dukha

Thirty-five (35) Youth Entrepreneurship Program (YEP) beneficiaries in Aurora joined the organic fertilizer-making and vermicomposting training on October 19, 2022, at the Aurora State College of Technology (ASCOT) Campus, Brgy. Zabali, Baler, Aurora.

The activity was a collaboration between the ASCOT Department of Agriculture and Aquatic Sciences (DAAS) and the Department of Trade and Industry (DTI) Aurora Provincial Office through Negosyo Center Baler.

DAAS Director Mark Joseph Rafael encouraged the students to develop their initiative into a source of additional funds to help them cover their educational expenses. Jester Leander, ASCOT Instructor, and YEP Focal Person emphasized the importance of the activity in preparing the students to become young entrepreneurs. He also thanked the DTI for selecting ASCOT as the program partner.

NC Baler Business Counselor Gizel Dukha provided an overview of the YEP, while TIDS Charlyn Kristel Galang of DTI Aurora lectured on the Fundamentals of Entrepreneurship. ASCOT Agriculture Professor Chenie Mae Bibon discussed organic fertilizer making- natural input preparation, and Professor Jonah Zante moderated the discussion on vermiculture and vermicomposting. The students have produced fermented plant juice, fruit juice, and fish amino acid as their outputs.

The organic fertilizer and vermicompost is the first project of Students in Lifting Aurora's Youth (SILAY), the first association organized under the YEP. The officers for the fiscal year 2022-2023 were also elected during the activity.





DTI ZAMBALES CONDUCTS NOCHE BUENA DISKWENTO CARAVAN

By: Adrielle Dominguez

The Department of Trade and Industry (DTI) Zambales Provincial Office Consumer Protection Division conducted a Noche Buena Diskwento Caravan at Rizal Triangle Park, Olongapo City last November 16 – 17, 2022.

The Noche Buena Diskwento Caravan is a DTI initiative that aims to provide consumers a venue to avail of Noche Buena products at discounted prices and offer a wider access on Noche Buena products, basic necessities and prime commodities to the low budgeted income and marginalized consumers. The program is in partnership with the manufacturers and distributors of Noche Buena products and basic necessities and prime commodities (BNPCs) and also in coordination with the Office of the Olongapo City Agriculture.

The Diskwento Caravan on Noche Buena products started with a ribbon cutting ceremony led by Provincial Director Enrique D. Tacbad of DTI Zambales, Ms. Aileen Reyes and Mr. Victorino Garengo of the City Agriculture Office, and Mr. Roger Castillejo, President of the Olongapo City Consumer Affairs Council together with the exhibitors and other participants.

DTI Zambales PD Tacbad, in his message, mentioned that this is the venue where the government endeavor to bring manufacturers closer to the public to avail Noche Buena products and Basic Necessities and Prime Commodities.

There were seventeen (17) exhibitors who participated in the said activity offering for sale products which include noche Buena products, agriculture produce, and products from Micro Small and Medium Enterprises (MSMEs). The activity generated total sale of P105,017.20 with 350 consumers benefitted.

Mr. Rogelio V. Castillejo, in his closing message, said that consumers are grateful to experience this once a year activity and he requested further to have the activity done every year.





ALO-NE HOLDS 10TH GENERAL ASSEMBLY

By: Honeylen Marie Fernando

The DTI-organized Business Permit and Licensing Office group, Association of Licensing Officers-Nueva Ecija (ALO-NE) held its 10th General Assembly on December 7, 2022 at the Mayor's Hall, Talavera, Nueva Ecija. The whole day activity included: (1) 4th Quarter meeting focusing on the 2022 assessment and 2023 planning (2) DTI campaign for the RIIC THRIVE Central Luzon and (3) YEGA cum Christmas Party.

The 4th Quarter meeting was a review of the 2022 activities undertaken like seminars and workshops, CMCI, National BPLO (NABLO) convention and highlighted with the orientation on the RIIC and THRIVE central Luzon as well as the 2023 plans and programs to be implemented. The day was concluded with the 10th GA celebration and updating of the roster of officers and BODs before the gift giving and fun games activity to everyone present.

The ALO-NE has been an active partner of DTI Nueva Ecija in the effective implementation of DTI's program in business and economic development thrust and services. Through ALO-NE, DTI Nueva Ecija remains to be one of the top performers of Region 3.



DTI - R3 GOES TO NORTHERN MINDANAO



By: Aaron Galang

On November 23-24, 2022, select R3 RO associates and Negosyo Center Business Counselors (NCBCs) went to Northern Mindanao for a benchmarking mission. The activity is intended to study the best practices and learn from DTI R-10 counterparts in terms of NC program implementation and other related programs that may be replicated. It was in the City of Cagayan De Oro where the first NC was established on November 13, 2014. DTI R-10 is one of the four regions, together with DTI R3, R12, and NCR, that were able to achieve full coverage in terms of NC establishment.

The activity started with a courtesy visit to the regional office to meet with R10 officers and NC program counterparts. The delegation then immediately proceeded to DTI Misamis Oriental provincial office for a briefing on their NC program, and best practices and also to meet the business counselors and NC program implementors.

The group also visited the University of Science and Technology of Southern Mindanao to look into the establishment, operationalization and to better understand the importance of the Northern Mindanao Metals and Engineering Innovation Center to MSMEs. Representatives from the Northern Mindanao Food Innovation Center, which is also housed in the same university, made a presentation on the different services being offered to MSMEs and the various innovation that they have introduced and adopted by MSMEs in the province of Misamis Oriental and nearby areas.



The fabrication laboratory housed at Mindanao State University – Iligan State University was also visited. R3 delegations were given a tour and a brief orientation on the different machines and equipment being used to develop prototypes for MSMEs and the various services being offered at the center. The day ended with a courtesy visit to the Lanao Del Norte provincial office.

The focus for the 2nd day of the activity is for the delegates to gain a better understanding of LGU Gingoog City's loan facility that is being extended to all peoples organizations, associations, and cooperatives engaged in livelihood program and an interest rate of only 1.00% per annum, the lowest in the market compared to commercial banks and other government financing institutions.

Other areas that were visited on the second day included Don Narciso Café and OTOP Kuyamis, both in the municipality of Claveria, SSF project – Oolong Tea production, NC Gingoog Cty, and the pasalubong center of Rural Improvement Club of Gingoog City.

PAMPANGA LGUS ENACT 'BUY LOCAL' ORDINANCE

By: Rhia C. Laxa

Article XII of the Constitution provides that the State shall promote the preferential use of Filipino labor, domestic materials and locally produced goods and adopt measures to make them competitive. Hence, the government should be the biggest buyer of these goods and services and by so doing will help our local MSMEs in sustaining their business to the new normal.

The national government through the Department of Trade and Industry has been conducting the roll out of the "Buy Local Advocacy Program" both to private and public institutions. The province of Pampanga has embraced the advocacy wholeheartedly, resulting to the issuance of twenty-two (22) Executive Orders (EO) from all 22 local government units in the province. The EO aims to institutionalize support for local manufacturers and enterprises by prioritizing the sourcing of products and services requirements of the local government from MSME suppliers in the locality, subject to existing procurement laws and regulations. The EOs are also the LGUs' way of formalizing and outlining their support to DTI's Buy Local Advocacy program.

Local malls in the province have likewise extended assistance by partnering with DTI-Pampanga in the conduct of trade fairs - free of charge or with very minimal fees - aimed at exposing local products to different market avenues.



Leading the DTI-Pampanga team in the Buy Local Advocacy Campaign is PD Elenita R. Ordonio (3rd fr R) during the buy-in meeting with Mayor Maria Lourdes Paras-Lacson (middle) of LGU Magalang

DTI PAMPANGA CONDUCTS STANDARDS SEMINAR

By: Ronan B. Rosete



As part of the celebration of National Standards Week and Consumer Welfare Month, DTI Pampanga's Consumer Protection Division, in partnership with Mabalacat City Local Government Unit, conducted Standards Seminar for retailers on October 11, 2022 at Mabalacat City College conference hall. Technical experts from Philippine Iron & Steel Institute (PISI), Steel Angles, Shapes and Sections Manufacturers Association of the Philippines, Inc. (SASSMAPI) and Cement Manufacturers Association of the Philippines, Inc. (CeMAP) were invited as resource speakers to discuss the requirements of the Philippine National Standards (PNS) for deformed steel bars, rerolled steel bars, angle bars and cement. Thirty-four (34) hardware store owners/representatives from Mabalacat City attended the said seminar.

The participants were informed of the latest requirements of the Philippine National Standards (PNS) of the said mandatory products. An open forum followed at the latter part of the seminar. The seminar is one of the advocacy programs of the department to minimize the selling of uncertified/substandard products of hardware stores in the province.

DTI REGION 3 VISITS WESTERN VISAYAS

By: Warren Patrick T. Serrano

Key officers of DTI Regional Office III recently visited DTI Region VI in Iloilo from November 15 -18, 2022 to benchmark and draw best practices from the regional and provincial offices. The visiting officers were Division Chief Raquel R. Malig of the Industry Development Division, DC Warren Patrick T. Serrano and TIDS Grace G. Magtoro of the SME Development Division of DTI-3. The group was received by PD Dinda Tamayo of DTI Iloilo and were ably assisted by CARP officer Daryl Mae Lorene Salveron.

During their visit, they attended the opening of the Panubli-on Trade Fair, the annual regional trade fair of DTI-6 featuring more than 100 MSMEs from the six provinces of Western Visayas. The regional trade fair was held from November 16-20, 2022 at the SM Iloilo City. The opening program of the trade fair was graced by DTI officials led by DTI-6 Regional Director Ermelinda Follentes, officers of national government agencies, local government officials and all provincial directors of DTI-6. During the Panubli-on Trade Fair opening, a fashion show featuring the wearable products of the region was held. The fair provided the Central Luzon team good insights on booth layout and design, as well as in partnerships.



Vice Mayor Lyle Bartolome of Leganes, Iloilo met with the DTI-3 officers to brief them on the business situation in the locality and the importance of the Negosyo Center.

The DTI Region 3 officers visited two successful MSMEs in Iloilo City, namely Rgies Delicacies and AIDis Food. Rgies is a family-owned firm well known for making different flavors of Butterscotch. The company was established in 1985 by Ramon and Grace Javellosa, with its friends and neighbors as its first customers. At present, the company sells its products in groceries and supermarkets in Luzon, Visayas and Mindanao. AIDis Food, on the other hand, was established by a former DTI employee, who tried entrepreneurship and worked on developing products based on turmeric. The group visited the well-designed production area of AIDi's and showed how it gained FDA certification. AIDi's is a regular trade fair participant.



The DTI-R3 team is joined by DTI Iloilo Provincial Director Dinda Tamayo (2nd from left) during the benchmarking at DTI Region VI.

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The group was also able to visit the Fabrication Laboratory of the Iloilo Science and Technology University (ISATU), the first Fablab in Region 6. During the visit, ISATU officials briefed them on the different equipment and Fablab services they provide to MSMEs and other stakeholders. Among the thrusts of their Fablab is to assist industries involved in the tradition of weaving in the region dubbed “Hablon.” The intricate design and artistry of the weavers are enhanced through the provision of Fablab equipment and capacity building. Engr. Ramon Alguidano Jr. briefed the visiting group on the products and services of the ISATU Fablab such as design, consultancy, training, rapid prototyping, modelling and production services. The Fablab receives many visitors, notably faculty, students, and industry representatives.

A visit to the OTOP Hub of Iloilo, also known as Balai Ilonggo, gave many meaningful insights to the visiting DTI-3 officers. The Balai Ilonggo is an OTOP Hub that was established in 2021 with the full support of the Iloilo Chamber of Commerce and the initiative of Region 6 MSMEs. The provincial government of Iloilo also pledged to set aside Php 1.2 Million in assistance to support the thriving Hub to build up its inventory of local products, which include delicacies, Hablon or traditionally woven products, home decorations, furniture and condiments. Girlie Flores, a DTI-6 client MSME and operator of the OTOP Hub noted that some of the key factors in establishing the OTOP Hub was the significant support of DTI and its negotiation with the Megaworld management, especially its EVP, Kevin Tan. The OTOP Hub is strategically located at the entrance of one of the iconic malls in the Central Business District of Iloilo City, the Festive Walk Mall.



The DTI-3 team met with the OTOP Hub operator Girlie Flores and Ross Page of OTOP PMU at the OTOP Hub in Iloilo City



Visiting the AIDis Food production and exhibit area

The DTI-3 visiting group also met with Vice Mayor Lyle Bartolome of the municipality of Leganes, Iloilo. The LGU officials briefed the group on the business climate in the municipality as well as the importance of its traditions in bringing more people to the area. The Central Luzon team noted that the Negosyo Center in Leganes was conveniently located within the municipal compound to provide various services to MSMEs in the locality. The center also have a mini-display area for local products. The group likewise attended the Regional CMCI awarding ceremonies held at the Park Inn Radisson in Iloilo City on November 18, 2022. The event was graced by DTI Competitiveness Bureau Director Lilian G. Salonga as well as local government officials such as Iloilo City Mayor Jerry Treñas.

DTI PAMPANGA AWARDS PANGKABUHAYAN SA PAGBANGON AT GINHAWA PROGRAM LIVELIHOOD KITS TO 565 BENEFICIARIES

By: Eugene L. Lazatin

The Department of Trade and Industry Pampanga Provincial Office conducted the awarding of Livelihood Kits to five hundred sixty-five (565) beneficiaries from the province of Pampanga under the Pangkabuhayan sa Pagbangon at Ginhawa (PPG) Program. Aside from the affected MSMEs, beneficiaries from the following underprivileged sectors were awarded: balik probinsya, displaced OFWs & displaced workers, fisherfolks, OSYs and PWDs from the poorest barangays in the province. The program aims to accelerate the recovery of affected businesses and communities by giving them livelihood assistance and entrepreneurship development programs, prioritizing areas affected by fire incidents and other calamities, including armed conflicts and health disasters (COVID-19 Pandemic).

Two hundred seventy-seven (277) sari-sari store kits, ninety-nine (99) snack cart/food service kits, sixty-six (66) bigasan kits, forty-nine (49) kakanin/pastries kits, twenty-nine (29) tailoring kits, twenty-five (25) hydroponics kits, twelve (12) soap-making kits, four (4) aquaculture kits and four (4) poultry-raising kits have been awarded on 3 separate ceremonies. In Santa Ana town, ninety-five (95) beneficiaries were awarded on November 03, 2022. In the City of San Fernando, 196 beneficiaries were awarded on December 19, and 274 on December 29. All five hundred sixty-five (565) PPG beneficiaries will undergo regular monitoring from DTI to assess the progress of the livelihood activity.

To date, DTI Pampanga has awarded one thousand two hundred twenty-four (1,224) livelihood kits to PPG beneficiaries in the province.



PPG awarding to 95 beneficiaries on November 03, 2022 at St. Isidore the FARMer Learning Center, Brgy. San Isidro, Santa Ana, Pampanga



PPG awarding to 196 beneficiaries on December 19, 2022 at St. Jude Village, Brgy. San Agustin, City of San Fernando, Pampanga



PPG awarding for 274 beneficiaries on December 29, 2022 at St. Jude Village, Brgy. San Agustin, City of San Fernando, Pampanga

DTI BULACAN HOLDS 2022 UNSTRUCTURED TEAMBUILDING

By: Mary Grace S. Reyes



The Department of Trade and Industry Bulacan Provincial Office conducted an unstructured teambuilding activity on November 4-5, 2022 at Casa Del Pueblo De Cabanacan, Brgy. Camachin, Doña Remedios Trinidad (DRT), Bulacan. The said activity was headed by Provincial Director Edna D. Dizon and participated in by thirty-four (34) provincial personnel and Negosyo Center Business Counsellors.

Director Dizon opened the activity and welcomed everyone. In her message, PD Dizon highlighted the theme of the teambuilding activity “Boosting and Building a Collaborative Team for an Effective Workplace” and said that she is hoping the activities set will be fun and exciting and that everyone will laugh, learn, and connect with the team.

The two-day activity served as a venue to deepen the camaraderie among the associates. Participants’ bond, communication, and creativity were unveiled in games such as the head, shoulder, knees, and toes game, Zumba sessions, guessing game, and videoke challenge that led to discoveries of associates with singing skills.



Another highlight of the activity was in spending the night outdoors while immersing the team with nature – a rare chance to enjoy quality time socializing. The associates also shared stories and discovered facets of self that allow them to see and appreciate each other in new and empowering ways.

DISCOVERING OPPORTUNITIES: A BENCHMARKING ACTIVITY

By: Danica Marion P. Gorospe



It is common knowledge that coconut is also known as the tree of life for its various by-products. Focusing on world production, the Philippines is the second largest producer of Coconut and is listed as one of the country's major crops. In February 2021, the Coconut Farmers and Trust Fund Act or Republic Act (R.A.) No. 11524 was signed into law to set in motion the full utilization of coconut and to provide assistance to the coconut farmers and extend it to their families.

Leading the implementation of the Coconut Farmers and Industry Development Plan (CFIDP) in the region is the DTI Aurora Provincial Director PD Aldrin M. Veneracion. On November 9-11, 2022, the DTI-3 delegation, headed by PD Veneracion, conducted a Study Mission and Technology Training & Exposure on Coconut Products Processing in Zamboanga City. This is a collaborative benchmarking activity with the Philippine Center for Postharvest Development and Mechanization and the Philippine Coconut Authority (PCA) to introduce new technologies and best practices to thirteen (13) coconut farmer representatives of Region 3.

The group toured around the PCA – Zamboanga Research Center, where there are food and non-food sections. They were exposed to the end-to-end production process of virgin coconut oil, coconut sugar, coconut bio-ethanol, alcohol, several scents of coconut-based perfumes, and white copra to the new machinery the PCA fabricated to produce briquettes, tanning, and other coconut handicrafts and by-products.

Region 3 delegates together with PD Nelin O. Cabahug of DTI Bataan, Engr. Clifford Tagactac and PD Aldrin M. Veneracion of DTI Aurora (Photo owned by DTI Aurora)

They also visited the coconut sap collection site, where an actual collection was shown, and a short orientation on the proper timing of collection was conducted. Assisted by DTI Zamboanga Regional Office, the group also visited one of the region's successful SSFs, the project on Coconut Sugar Processing managed by Malandi Patolan Zamboanga City Agrarian Reform Association MPC located in Zamboanga Sibugay. The group was founded in the 1990s and was strengthened in early 2012. They introduced coco sugar to their local market that year for mass production. Some of their shared best practices are maintaining a harmonious relationship with their colleagues and continuously expanding the business for their own good and the success of their community.

A wise man once said, "knowledge is power," but if not converted into action, it will remain a wasted potential. Thus, as one of the CFIDP's implementing bodies, DTI works to advance the sector, emphasizing research and market promotion. The agency believes that this activity would maximize the region's abundant coconut resources by encouraging the producers to share what they have learned with others and to continuously assist and encourage them to maximize the potential of the tree of life.

R3 NEGOSYO CENTER YEAR END ASSEMBLY

By: Aaron S. Galang

DTI R3, thru its regional Negosyo Center (NC) project management unit, successfully conducted the annual NC Year End Assembly last December 12, 2022. The activity is filled not only with fun and surprises but with learning as well. John Paul "PJ" Lanot, a certified neuro-linguistic practitioner and KMME mentor facilitated the engaging learning symposium on High Valued Leadership in the morning session.

In the afternoon, a summary of R3's NC physical accomplishments, for the period of Jan-Nov 2022, was presented to the participants, which also includes the major capacity-building initiatives organized by IDD-RO that have been undertaken and completed in 2022. The NCBC participants of the NC benchmarking mission in Northern Mindanao in November 22-23, 2022 also made an audio-visual presentation on the key learnings, takeaways, and best practices of DTI R-10 in relation to their NC program implementation, that may be applied in DTI R3. One of the highlights of the activity is the five-to-eight-minute creative presentations of each PO, wherein DTI Aurora bested the other six presentations and received the highest average from the panel of judges.



The main focal point of the event is the recognition of the best business counselors for the year. In the selection of the awardees, the following criteria were used: quality of service, attendance, punctuality, outstanding accomplishments, and their respective PGS dashboards. As a token of appreciation for their hard work and valuable contributions of the awardees, they were given plaques of recognition and gift certificates.

Below are the 2023 best business counselor awardees at the provincial and regional levels.



Best Provincial Business Counselors

- Aurora – Florelyn Caniete
- Bataan – Marielle Reyes
- Bulacan – Danilo Aquino III
- Nueva Ecija- Cheryl Tejada
- Pampanga – Vina Cabrera
- Tarlac – Renz Joseph Perez
- Zambales – Kelvin Fule

Best Regional Business Counselors

- Best Regional BC – Danilo Aquino III
- 1st Runner Up – Cheryl Tejada
- 2nd Runner Up – Florelyn Caniete

BENCHMARKING EXPERIENCE WITH A DÉJÀ VU

By: Marlon P. Apostol, Jr.

"Veritas Liberabit Vos" - a Latin proverb which translates to the truth will set you free. My Alma Mater, Xavier University's motto explaining that by acknowledging, admitting, or accepting the truth of a situation will allow one to move forward with and seek happiness in life.

I am a native of San Clemente, Tarlac but grew up in Cagayan de Oro City - from being an Ilocano to becoming a Kagay-anon. My family went to Northern Mindanao when my mother needed to work there in 1990. I studied there from Grade 2 until I finished college in Xavier University.

In 2006, my family relocated back here in Luzon and decided to stay for good. I supported our family by working in various private companies until 2016 when I was hired as a Business Counselor by DTI Region 3 assigned for a year at Moncada, Tarlac and later assigned in my hometown San Clemente, Tarlac.

In 2021, I became the Regional Negosyo Center Business Counselor (TIDA NC) but because of the Covid-19 pandemic it was only in 2022 when I was finally called to duty at the Regional Office.

In accomplishing its missions and goals, DTI is also providing its associates with capacity building activities to develop and increase their knowledge and skills. A memo last November 2, 2022 about a Region-3 NC benchmarking in Region 10 made me happy and excited because I was included as a delegate tasked to observe the best practices of DTI Northern Mindanao in relation to the NC program implementation, which may be replicated in Central Luzon.

The NC benchmarking activity was conducted last November 23-24, 2022. The R3 delegates visited select NCs and successful MSMEs being assisted in different priority sectors and other program partners.



The activity was definitely a déjà vu for me because most of the places we visited were familiar and meaningful to me. I got to reflect and reminisce those enjoyable recollections of the past. It felt like I'm Marty McFly from the Back to the Future movie. After 16 years of not setting foot in Cagayan de Oro City, I was very happy to meet with some my high school classmates during a quick bonding time the day of our arrival. I also got to see and exchange words with my "kababata" Edison C. Gascon, now a Supply Officer at DTI 10 during the courtesy call.

To conclude, I say that doing public service is challenging and made me realize that it is not only me serving the need of clients but rather my contributions that will be part of a whole to address the needs of all. I believe that there is no easy work in life, but having a happy approach towards it will make work easier. I am truly thankful and blessed to be part of this benchmarking activity and will surely apply my learnings in the works to come.



Selfie with my "kababata" Ed Gascon, now a Supply Officer for DTI 10 on November 23, 2022

JOURNEY TO ISO 9001:2015



By: Wilfred Tristan Carbonell

November 14, 2022 marks the most recent hurdle we successfully overcame as a region. Certification International Philippines (CIP) Auditors Liza G. Rosal and Edgardo Eleria, were happy to announce at the closing meeting that they did not find any Non-Conformities in DTI 3. This is an indication that systems are in place and are working for the organization.

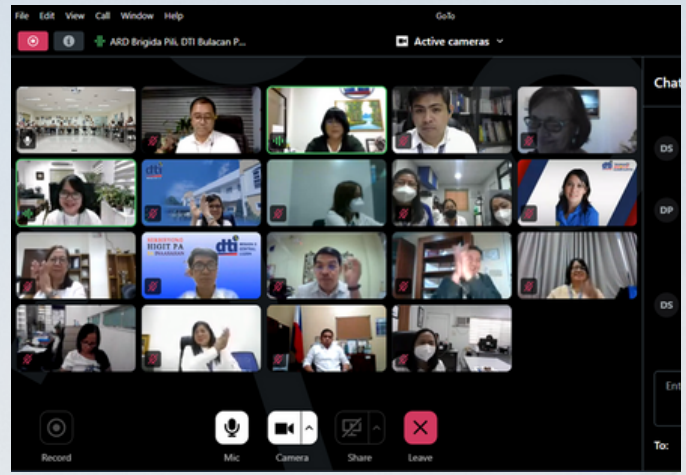
How did we get to this point? Here are just some of the highlights we experienced in our journey to ISO 9001:2015.

To begin with, the DTI Region 3 associates possess a culture that encourages continuous improvement and never departing from the saying that “we cannot give what we do not have”. This was the saying we hold on to when we face our clients and advocate on an idea or concept.

While we hold on to the banner of being the 1st ISO 9001:2008 Certified Government Agency, we never sat on our laurels and stayed complacent. It was not a walk in the park but our DTI 3 team worked together with DTI Head Office in moving DTI 3 to be Certified under ISO 9001:2015 version together with other regions and Head Office Bureaus as One DTI.

Our journey to ISO 9001:2015 began with the reconstitution of the DTI Region III Quality Management Team (QMT). Composed of the Regional Mancom, the Quality Management Representative (QMR), Deputy QMRs, Quality Coordinators and the IQA Team. The QMT is responsible for the smooth flow of the implementation of programs and activities to align with the requirements of the new ISO version.

In preparation for the simultaneous move of all regional offices as signaled by the One DTI ISO program, DTI 3, like other regions, had to give up its independent ISO 9001 Certification. Notwithstanding this, DTI 3 maintained its system aligned with the standards of the former ISO version (2008) but with a vision of achieving a greater goal.



Our journey to the newer version, however, was not totally unfamiliar but unmistakably not the same with the practices observed under our former ISO Certification. Together with the guidance we received from our consultant, Mr. Aurelio Ebita, and by our QMR Ma. Rita Fe Garcia, we took stock of the insights learned from the previous version, and used these to define our approach in aligning with ISO 9001:2015.

Our first steps involved a series of orientation and seminars on the new ISO version. We learned that the number of clauses in 2015 version is 10 while 2008 version had only 8 Clauses and that Risk-based Thinking (the core of ISO version 2015) is a better approach that encompasses “preventive action”.

Terminologies have also changed, and with it, DTI 3’s documents changed as well. One thing that remains the same is the Plan, Do, Check, Act (PDCA) project management framework to system implementation.

While it was said that the new version did not require much documentation of procedures, there were tons of documents generated by all the Regional Offices and head Office Bureaus in preparing for ISO Certification. Focused Group Discussions (FGD) per functional group were conducted, encouraging participation of all associates in the process of refining the procedures and forms. This is a good thing because it promotes ownership of the processes and make the associates responsible for its implementation. It is in this type of fora that we were able to thresh out and refine each planning tool. Each core and support process is reviewed in terms of Quality Objectives, Stakeholders analysis, SWOT Analysis, formulation of the Risk Registries, coming up with an Action Plan and the subsequent monitoring of the implementation of said Action Plan.

IN THE PUBLIC EYE: THE CODE OF CONDUCT AND ETHICAL STANDARDS FOR PUBLIC OFFICIALS AND EMPLOYEES



Last Christmas season, the statement of DTI that P500 is enough for Noche Buena earned different reactions from the public. While some agree with DTI, other people disagree with it citing the costs of food items nowadays. DTI officials and employees were bashed on social media and others even challenged DTI officials and employees to celebrate Christmas with a P500.00 budget.

Holding a position as a public official indeed comes with both privileges and serious obligations. When expectations are not met or duties are not fulfilled, one may become the subject of public scrutiny. Throughout history, many officials and government employees have faced condemnation for serious misconduct, extravagant lifestyles, abuse of power, etc.

So, as government officials and employees, how should we avoid and handle harsh criticisms from the public? Let the words of the Supreme Court in the case of Yabut v. Ombudsman and Doran, G.R. no. 111304, June 17, 1994 guide us:

"A public official, xxx, should not be onion-skinned. Strict personal discipline is expected of an occupant of a public office because a public official is a property of the public. He is looked upon to set the example how public officials should correctly conduct themselves even in the face of extreme provocation.

Always, he is expected to act and serve with the highest degree of responsibility, integrity, loyalty and efficiency and shall remain accountable for his conduct to the people."

The Code of Conduct and Ethical Standards for Public Officials and Employees or Republic Act no. 6713, Section 4 also serves as a reminder of the proper conduct expected of public officials and employees.

"Section 4. Norms of Conduct of Public Officials and Employees. - (A) Every public official and employee shall observe the following as standards of personal conduct in the discharge and execution of official duties:

(a) Commitment to public interest. - Public officials and employees shall always uphold the public interest over and above personal interest. All government resources and powers of their respective offices must be employed and used efficiently, effectively, honestly and economically, particularly to avoid wastage in public funds and revenues.

(b) Professionalism. - Public officials and employees shall perform and discharge their duties with the highest degree of excellence, professionalism, intelligence and skill. They shall enter public service with utmost devotion and dedication to duty. They shall endeavor to discourage wrong perceptions of their roles as dispensers or peddlers of undue patronage.

>> turn to page 41

(c) Justness and sincerity. – Public officials and employees shall remain true to the people at all times. They must act with justness and sincerity and shall not discriminate against anyone, especially the poor and the underprivileged. They shall at all times respect the rights of others, and shall refrain from doing acts contrary to law, good morals, good customs, public policy, public order, public safety and public interest. They shall not dispense or extend undue favors on account of their office to their relatives whether by consanguinity or affinity except with respect to appointments of such relatives to positions considered strictly confidential or as members of their personal staff whose terms are coterminous with theirs.

(d) Political neutrality. – Public officials and employees shall provide service to everyone without unfair discrimination and regardless of party affiliation or preference.

(e) Responsiveness to the public. – Public officials and employees shall extend prompt, courteous, and adequate service to the public. Unless otherwise provided by law or when required by the public interest, public officials and employees shall provide information of their policies and procedures in clear and understandable language, ensure openness of information, public consultations and hearings whenever appropriate, encourage suggestions, simplify and systematize policy, rules and procedures, avoid red tape and develop an understanding and appreciation of the socio-economic conditions prevailing in the country, especially in the depressed rural and urban areas.

(f) Nationalism and patriotism. – Public officials and employees shall at all times be loyal to the Republic and to the Filipino people, promote the use of locally produced goods, resources and technology and encourage appreciation and pride of country and people. They shall endeavor to maintain and defend Philippine sovereignty against foreign intrusion.



(g) Commitment to democracy. – Public officials and employees shall commit themselves to the democratic way of life and values, maintain the principle of public accountability, and manifest by deeds the supremacy of civilian authority over the military. They shall at all times uphold the Constitution and put loyalty to country above loyalty to persons or party.

(h) Simple living. – Public officials and employees and their families shall lead modest lives appropriate to their positions and income. They shall not indulge in extravagant or ostentatious display of wealth in any form.”

Finding ourselves constantly in the public eye, let us be mindful of the case of Yabut v. Ombudsman and the Code of Conduct and Ethical Standards for Public Officials and Employees. Before speaking and acting as government officials and employees, take slow, deep breaths, recognize our own defensiveness, listen to understand, and do not react right away. We will quickly regret our actions if we reply with sentiments of rage or wounded pride. If we wait patiently, we will be able to respond more appropriately.



Happy Birthday

January

Pacita P. Bandilla
Judelyn L. Peneyra
Leonora D. Embido
Honeylen Marie P. Fernando
Jose C. Dizon Jr.
Marcela Z. Yusi
Warren Patrick T. Serrano
Barry Bernabe J. Pangilinan
Marlon P. Apostol Jr.
Carla C. Pangan
Ana Marie S. Tabamo
Ma. Fatima A. David
Ernalyn C. Ecura
Elenita R. Ordonio
Christine G. Sahagun
Hanna Colleen S. Sarmiento
Abby Kaye D. Santos
Martin Kiel A. Dadez
John Paul C. Espino
Miah Minerva C. Gatbonton
Chris Lean B. Tungol
Khaycee Yvonne O. Ampania
Jhoana Rosalyn M. Pona
Katherine U. Dizon
Ethyl Dane S. Abadam
Roberto S. Lopez, Sr.

February

Judith B. Dela Cruz
Jingle M. Gines
Raquel R. Malig
Jhoy Alouh Pangilinan
Kenneth John P. Guillen
Kristine Joy M. Cortez
Jennica Joy T. Catolico
Marielle S. Reyes
Mara Klarissa DC. Nambayan
Janikha Ann F. Linsangan
Evangel E. Dayang
Ariane Angela C. Valez
Jerahmeel Grace P. Afan
Val Maenar L. Echavarri
John N. Ortiz
Cathlyn D. Oledan
Adrian E. Melanio
Glenn E. Diano
Kesia Mae DV. Pili

March

Mary Grace S. Reyes
Louella P. Talao
John Alvin G. Agapito
Ma. Cristina B. Evangelista
Dexter D. Baluyut
Celia M. Calaquian
Ma. Providencia P. Dizon
Rhina G. Villapana
Mary Ann V. Estacio
Grace Helena S. Lugtu
Charlie G. Espana
Danica Marion P. Gorospe
Arlyn S. Velasco
Dante L. Caparaz
Mariel D. Viado
Elcid L. Caisip
Jennifer D. Apolinar
Imiemalen S. Javar
Janine R. Garcia
Anthony S. Corpuz
Andy Marc F. Bactad
Henry F. Valdeconza

Congratulations! - newly promoted associates

Sofia Sandra P. Cruz

Budget Officer III - Regional Office

Carlito M. Mejia

Trade Industry Development Specialist - DTI - Pampanga Office

2022 Year-end General Assembly REGIONAL DIRECTOR'S

Special Awards



PD Enrique D. Tacbad
DTI - Zambales

For passionately implementing bamboo-related programs and projects in the Province of Zambales.



Barry Bernabe J. Pangilinan
DTI - III Regional Office (IDD)

For his effective collaboration, patience, and skills in the implementation of the CMCI Program in Region 3.



Aaron S. Galang
DTI - III Regional Office (IDD)

For his efficacious convergence among Negosyo Center Business Counselors & stakeholders leading to the conduct of successful Capacity Building Programs for BCs and R3's compliance to all NC reportorial and documentary requirements



Joseph D. Pineda
DTI - Pampanga

For his skills and expertise in hosting thereby contributing to the successful staging of DTI major events.



Jesusito D. Maregmen Jr.
DTI - III Regional Office (FAD)

For ensuring that I.T. - related concerns are technically addressed in a timely and efficient manner.

Congratulations!



Year-end General Assembly Snapshots



Year-end General Assembly Snapshots



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CONGRATULATIONS!

Assistant Secretary
LEONILA TARUC- BALUYUT

Newly-appointed
Assistant Secretary
of the Department of
Trade and Industry

We are so
proud of you!

*from your
DTI - 3 family*

