



ANNUAL REPORT

DEPARTMENT OF TRADE AND INDUSTRY
NATIONAL CAPITAL REGIONAL OFFICE





The DTI National Capital Regional Office (DTI-NCRO), under the DTI Regional Operations Group (ROG), aims to contribute in realizing the country's goal of having competitive and innovative industries, and service sectors that lead to inclusive growth and employment generation in Metro Manila.

MISSION

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

VISION 2022

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

VALUES

Anchored on the Values of Passion, Integrity, Creativity, Competence, Synergy, and Love of Country

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Message from the Regional Director



From the time I took on its helm in 2019, I have seen how, over the years, NCRO has grown and matured as an organization. These past few years, I have borne witness to the roller coaster ride that it took before it was finally able to carve its place in the larger bureaucracy that is the DTI. Today, as we mark the end of this year, I can proudly say that, indeed, we have come a long way.

Fraught with challenges, 2022 is one of those years that really tested our resolve as an organization. It's not lost on me how, on more than one occasion, we struggled to accomplish our mission due to a variety of circumstances that made things harder for us. Yet, despite all that is thrown at us, we persevered in our own little ways. And now, as we mark the end of the current year, we are a step closer to accomplishing our goals.

This year is characterized by innovation as we tried to find new and creative ways of doing things to accomplish our goals and targets. Naturally, we had success in some while in others not so much. That is okay. The important thing is that it did not deter us from our mission. Instead, these temporary setbacks, made us even more resolute in our quest for the promotion of our MSMEs.

We have proven yet again our mettle with the quality of our accomplishments we have this year. This is evident in the 27,146 MSMEs we assisted in the priority sectors, the 14,243 entrepreneurs who participated in our SMERA caravans, and the 14,000 beneficiaries of our Pangkabuhayan sa Pagbangon at Ginhawa Program.

In addition to these, we were also successful in our Metro Fiesta activities this year. For example, for the first time ever, we were able to hold five sub-regional fairs through our area offices with a total combined sales of P2,658,516.04. Meanwhile, our Regional Fair was able to book a total sales of P6,805,447.50 while assisting sixty-two MSMEs, among others.

These milestones are a testaments to the handwork and dedication of the organization and its personnel to the cause of our MSMEs. With these, I am confident that moving forward, our MSMEs will be in safe hands as we roll out even more interventions in the coming years. They can rest assured in the thought that they will be taken care of.

DTI-NCRO plays a critical role in the development of MSMEs. We in the organization have a big part to play in their future. Because of this duty, we put a premium on their welfare and this is seen by our MSMEs. To my mind, it is their continued confidence in the things we do that is making us strive harder and better as public servants and as an organization as a whole. For this, I want to congratulate everyone and, at the same time, express my gratitude for once again living up to that Serbisyon Higit pa sa Inaasan that we in the DTI are known for.

- Marcelina S. Alcantara, CESO IV

2022

Department of Trade and Industry National Capital Regional Office Performance Governance System Scorecard

27,146

Number of MSMEs
Assisted in Priority Industries



19 Negosyo Centers
56,279 Clients Assisted
47,248 MSMEs Assisted

100% - Percentage of BMBE Certificates
issued within the prescribed time

100% - Percentage of business registered
within 15 days applied through
Negosyo Centers

98% Percentage of MSMEs assisted
who rate DTI satisfactory or better



1,090

IT Business
Process Management,
E-Commerce



3,994

Furniture,
Garments, and
Creative



1,484

Agribusiness



13,709

Tourism



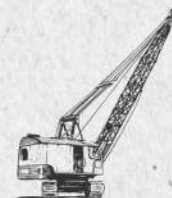
783

Electrical and
Electronics



2,200

Transport and
Logistics



1,032

Construction

99% KMME Mentees Graduated
100% Operational SSFs

1,127 Prototypes Developed
324 Fablabs
245 OTOP NextGen
558 Other ProDev Activities



18,243 MSMEs doing E-Commerce
154 IP applications filed
100% Employees Capacitated

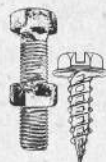


17 - Number of Annual list of
business permits issued by LGUs
1 Paperless System Developed and Implemented
1 Document Tracking System Maintained



754

Auto and
Auto Parts



280

Tool & Die;
Iron & Steel



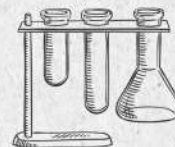
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Shipbuilding
RORO



2

Aerospace



365

Chemicals

Other Accomplishments:

255 SMERA Trainings Conducted
12,600 PPG Beneficiaries
2,115 LSP-NSB Beneficiaries
443 YEP Participants



The Negosyo Center Program is responsible for promoting ease of doing business and facilitating access to services for Micro, Small, and Medium Enterprises (MSMEs). Republic Act No. 10644 otherwise known as the “Go Negosyo Act,” seeks to strengthen MSMEs to create more job opportunities in the country.

Negosyo Centers are found in strategic areas convenient for the existing and would-be entrepreneurs, such as DTI offices, Local Government Units (LGU), academe, Non-Government Organizations (NGOs), and malls.

Regional Negosyo Center Coordinator:
Lady Katherine R. Puente



The Department of Trade and Industry - National Capital Regional Office (DTI-NCRO) was able to maintain the Region's 19 Negosyo Centers operating. The Negosyo Centers were located across every city in the NCR, including one in Pateros Municipality.

Negosyo Centers provide services such as Business Name Registration, Business Advisory, Business Information and Advocacy, Trade Promotion, Financing Facilitation, and Investment Promotion.

In the year 2022, a total of 56,279 clients were assisted, with 26,056 business names issued. In addition, 4,054 Barangay Micro Business Enterprises (BMBE) Certificates were issued to business enterprises engaged in production, processing, or manufacturing products, including agro-processing, as well as trading and services.

26,056

BN Certificate Issued

4,054

BMBE Certificates Issued

47,248

MSMEs Assisted

56,279

Clients Assisted

19

Negosyo Centers Maintained



Breakdown

Area	City	Number of BN Registration
Area 1	Manila, Pasay, Parañaque	4,009
Area 2	Las Piñas, Makati, Muntinlupa, Pasig, Pateros, Taguig	7,838
Area 3	Quezon City, Mandaluyong, San Juan	7,016
Area 4	Caloocan, Malabon, Navotas, Valenzuela	4,526
CITE	Marikina	2,667

Negosyo Center Business Counsellors General Assembly

*By Lady Katherine R. Puente
Regional Negosyo Center Coordinator*



The 2022 Negosyo Center Business Counsellors General Assembly (NCBC GA) has been the long-awaited meeting by the Business Counsellors in which all NC staff came together with a common goal to discuss the DTI-NCRO NC performance, clarify concerns, and connect with each other. The 2022 NCBC GA was particularly noteworthy as it included several key activities that aimed to enhance the support provided to MSMEs, including Persons with Disability (PWD) sensitivity training and cascading of NC updates and discussion of NC issues and concerns.

The first activity during the Assembly was a PWD sensitivity training session. This training was an important addition to the assembly, highlighting the importance of making entrepreneurship accessible to all, including PWDs. Through the training, business counselors learned how to properly assist our PWD clients availing of the services of NCs.

After the PWD sensitivity training, the Assembly moved on to reporting Negosyo Center accomplishments and updates. This reporting provided an opportunity for the NC focal person to share with the Business Counsellors their agency's performance, significant achievements, and discussion of the catch-up plan.

After the management team's presentation was the discussion of issues and concerns. This activity allowed Business Counsellors to raise questions, clarify issues, provide feedback, and share their opinions on various topics, including the challenges they face when assisting clients. This open dialogue helped build trust and fostered a sense of collaboration and mutual respect between staff and management, thereby creating an environment that encourages synergy and creativity.

Overall, the NCBC GA was a highly beneficial event as it strengthened teamwork, enhanced organizational success, and created a positive work culture. The assembly provided a valuable opportunity for business counselors to learn from each other and connect with their peers, improving their services to entrepreneurs and strengthening their impact in their respective communities.

In conclusion, the NCBC GA is an essential event that every organization should prioritize. The training, reporting, and discussion activities provide invaluable support and resources that can help Business Counsellors provide effective guidance, ensuring the success of small businesses and promoting economic growth and development.

A Comeback Win for Quezon City

By Beverly G. Jimenea
Regional CMCI Focal

On October 20, 2022, the most coveted event happened during the Cities and Municipalities Competitiveness Index (CMCI) Program, which conferred recognition towards deserving local government units in the country. The event marked the 10th Year of the CMCI cycle with the theme, “A Decade of Excellence: Championing Innovation to Sustain Competitiveness”, highlighting the inclusion of innovation as an added pillar in its key indicator areas aside from its original competitive pillars namely: Economic Dynamism, Government Efficiency, Infrastructure, and Resiliency.

This year, another feat was achieved by Quezon City-LGU as they were again hailed as the “Overall Most Competitiveness City” among the 1,634 LGUs in the country. They were also declared winners under the highly urbanized cities (HUCs) for Innovation pillar (Top 1), and for Economic Dynamism, Government Efficiency, and Resiliency pillars (Top 2). Their comeback win was after being proclaimed as a hall of famer for winning four consecutive years previously. Quezon City proved that the city has been consistent in their performance in increasing the competitiveness of the country.

Other NCR LGUs that join the spotlight are Manila City as the Overall Most Competitiveness City (Top 2) as well as for Innovation pillar (Top 2); Pasay City for Economic Dynamism (Top 1) and also named as the Overall Most Competitiveness City (Top 3); Muntinlupa City for Resiliency pillar (Top 1); and Marikina City for the Most Improved LGU (Top 1); while both Mandaluyong and Malabon shared the Top 2 ranking for the Most Improved LGU.

CMCI is an annual gathering of competitive cities and municipalities, organized by the Department of Trade and Industry under the Competitiveness Bureau (DTI-CB), since 2013.



Rank 1-Most Competitive Highly Urbanized City
Quezon City | Score: 58.45



Rank 2-Most Competitive Highly Urbanized City
City of Manila | Score: 57.5



Rank 3-Most Competitive Highly Urbanized City
Pasay City | Score: 57.08

DTI Supports MSME Week

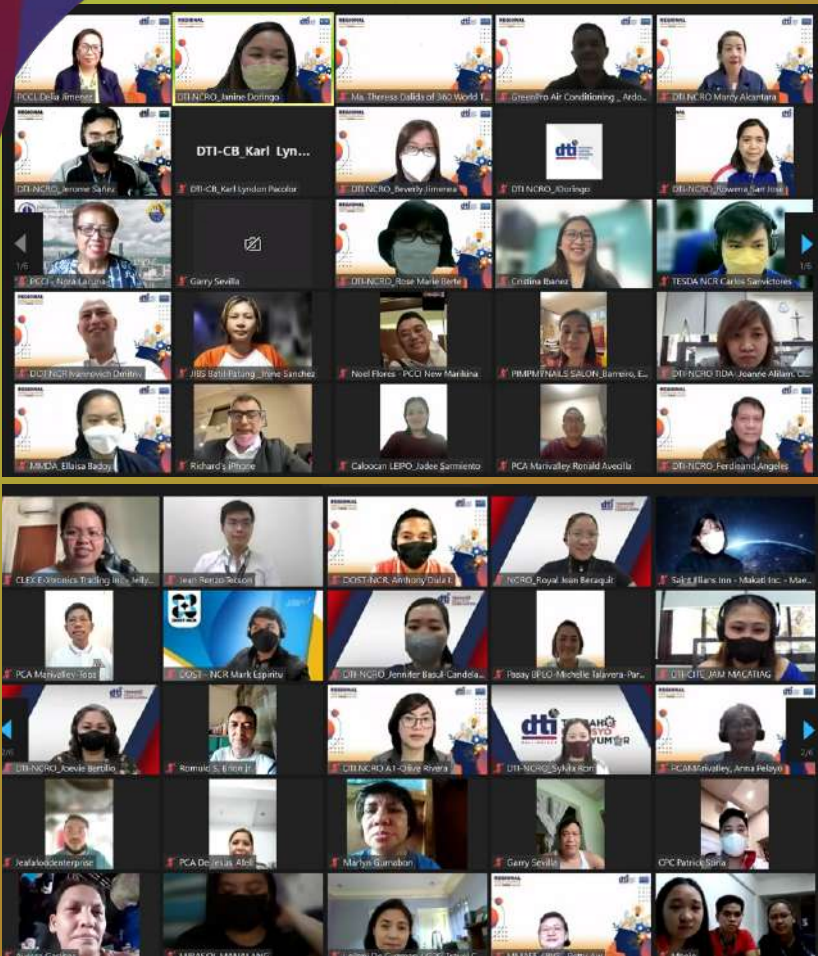
*By Beverly G. Jimenea
Regional MSMEDC Focal*

Last July 27, 2022, the Department of Trade and Industry-National Capital Regional Office (DTI-NCRO) in collaboration with the Regional MSMED Council-NCR, conducted a half-day forum on innovation and digital transformation for NCR micro, small and medium enterprises (MSMEs). The activity was in support and an extended celebration of the National MSME Week held on July 11-15, 2022, with the national theme, “RISE MSMEs in the Digital Economy: Resilient, Innovative, Sustainable, and Empowered” – to highlight the MSMEs resiliency amidst the pandemic by adapting to the digital economy through the active support from the government and the private sector.

During the event, RD Marcelina S. Alcantara of the DTI-NCRO emphasized that digital technologies are critical for MSMEs to succeed post-pandemic and believed that many MSMEs need to be oriented continuously since they fail to prioritize digitalization sufficiently. She likewise mentioned that the forum served as a gateway to better understand the importance of being open to an innovative culture and adjust to new business environments.

Additionally, to impart a deeper understanding of the opportunities being offered by digital transformation, the DTI-NCRO invited resource speakers who are experts on the topic including Dr. Alvin Culaba of Center for Engineering & Sustainable Development Research, Prof. Maria Cristina Ibañez of Miriam College, Mr. Ivannovich Dmitriv Agote of the DOT-NCR, and Mr. Karl Lyndon Pacolor of the DTI-Competitiveness and Innovations Group.

The said forum achieved its objective of providing additional knowledge to intended participants and it was well-attended by at least 134 MSMEs via Zoom.





SME Roving Academy (SMERA) is a continuous learning program for the development of micro, small and medium enterprises (MSMEs) to become competitive in the domestic and international markets. Its main strategies contain:

- 1** Integration of the business development services for small and medium enterprises (SMEs) at the national and local levels
- 2** Establishment of the Provincial, Regional, and National Entrepreneurship Development Networks
- 3** Management of an inclusive promotion program

*Regional SMERA Focal:
Sylvia M. Ron*



The DTI National Capital Regional Office in its quest to promote entrepreneurship and help existing MSMEs become more competitive and resilient, the office had conducted 235 seminars benefitting 14,243 potential and existing entrepreneurs that belong to the different levels of the Enterprise Development Track Framework of the Department.

The table below provides the number of training conducted per area office:

AREA	City	Number of Runs	Number of Participants
Area 1	Manila, Pasay, Parañaque	59	2345
Area 2	Las Piñas, Makati, Muntinlupa, Pasig, Pateros, Taguig	44	1893
Area 3	Quezon City, Mandaluyong, San Juan	69	4754
Area 4	Caloocan, Malabon, Navotas, Valenzuela	41	2577
CITE	Marikina	42	2674
Total		235	14,243

14,243

MSMEs Assisted

8,407

Potential Entrepreneurs




5,836

Existing Entrepreneurs



In pursuit of assisting our aspiring and existing MSMEs and helping them start their businesses, SMERA aims to make potential business owners competent and capable with the latest information that will benefit the businesses. Moreover, with a thorough provision of various business solutions, they can become wiser to use the resources as they compete in the ever-changing business world, thus connecting them to endless possibilities of success.



 Mr. Christian T. Albolaryo
 Kasangga Housing Cooperative
 Parañaque City

“Last October 26, 2022 nag-attend kami ng Financial Literacy Seminar ng DTI at PCDO. Sobrang daming natutunan at realization ng araw na iyon.




Sa pagne-negosyo kailangan may hiwalay ka dapat na account para sa negosyo mo misyo at personal expenses. Kaya naman ginawa namin ito although hindi pa sa bangko, kundi sa mga envelope at napakaeffective nito, sa una mahirap pero kinakaya naman. Nagsimula na rin kami maglista ng daily income at monthly expenses para namonitor din namin kung lugì o kumikita ba kami sa negosyo natin at nag-open na din kami ng bank account para sa savings.

Nakalinya or naka-plano na rin ang susunod naming negosyong gagawin, dahil sabi nga sa seminar, kailangan hindi ka dapat makuntento lang sa iisang negosyo kung maari dagdagan para kung sakaling di mag-click o malugi ito mayroon kang fall back or back up para tuloy-tuloy din ang income at di masakit sa ulo at puso (damdamin) dahil nga sa nalugi ka.

Sinubukan na din naming aralin ang pagi-invest sa stock market sa pamamagitan ng pagbubukas ng account sa COL. Sabi sa seminar Php 1000.00 pwede ka na mag- invest pero hindi pala dahil may mga stock na kinakailangan ng mas malaking halaga (mga Php 5000.00) dahil may mga charges ka pang babayaran kapag nagsimula ka mag-invest. Pakonti-konti rin ay nagtatabi na kami ng pera para pondohan ito para ng sa ganun ay makabili na ng stock habang mababa pa ang presyo.

Tinuloy-tuloy din namin ang pagi-impok sa alkansya at ang purpose nito ay para sa emergency fund.”



 Mr. Ramilour Ochoco
 StreetLocals Clothing Shop
 Muntinlupa City

Mr. Ramilour Ochoco Ramirez owner of StreetLocals Clothing Shop built his business from the ground up and established himself in the competitive clothing market. He offers high-quality big brand-inspired shirts at reasonable prices.

However, like other business owners, Mr. Ramirez also experienced some difficulties, especially in funding and availability of stocks. That is why he studied more about business through the help of the Department of Trade and Industry. He attended “Safe Management”, “Google My Business”, “Quality Customer Service”, and “Basic Cash Flow” seminars under the SME Roving Academy program. After taking seminars, he learned that is important to develop meaningful relationships with current and potential customers, engage using creative content, leverage on social media influencers to share product content, and continuously analyze consumer behavior patterns to identify the latest trends in fashion.

SME Roving Academy gave a huge impact on his business and now little by little he can apply his takeaways to the growth of his business.

“Natutupad din ng clothing shop ang layunin na mapalawak pa ang client base at pagpapabuti ng pangkalahatang relasyon sa lumalagong network.”

SMERA Testimonials



📍 Mr. Gerald Grana
 🍷 Gerald Magic Homemade
 Creamery Ice Cream
 📍 Batasan Hills, Quezon City

The seminar I attended last June 21-22, 2022 on branding under the SME Roving Academy Program facilitated by DTI-NCRO-Area-3 has been very helpful to ultra-premium dessert brand Magic Scoops. It has helped us improve our brand visibility and helped streamline portions of our operations and marketing that improved our production significantly. I am very grateful for this program and the assistance DTI specifically the NCRO has provided to us. Looking forward to attending useful and helpful future seminars as well.



📍 Ms. Chelsea Ann Quiambao
 🍷 Le Fleur Café
 📍 Fairview, Quezon City

“Thank you again DTI for a wonderful seminar on bookkeeping 101 conducted last July 04, 2022, very relatable to us businessmen. The program helps a lot, especially when dealing with business taxes. All your efforts paid off, happy to have more.”



Capacity Building Program for “Pangkabuhayan QC”
 Beneficiaries: 4Ps of Marketing and Steps in Registering a Business



Capacity Building for Solo Parent-Groups in District 6, Quezon City
 Focusing on Entrepreneurial Mindsetting and Business Planning



Training on Design Thinking for Entrepreneurs



Ms. Consorcia “Connie” Plantilla
 Consorcia Sari-Sari Store
 Valenzuela City



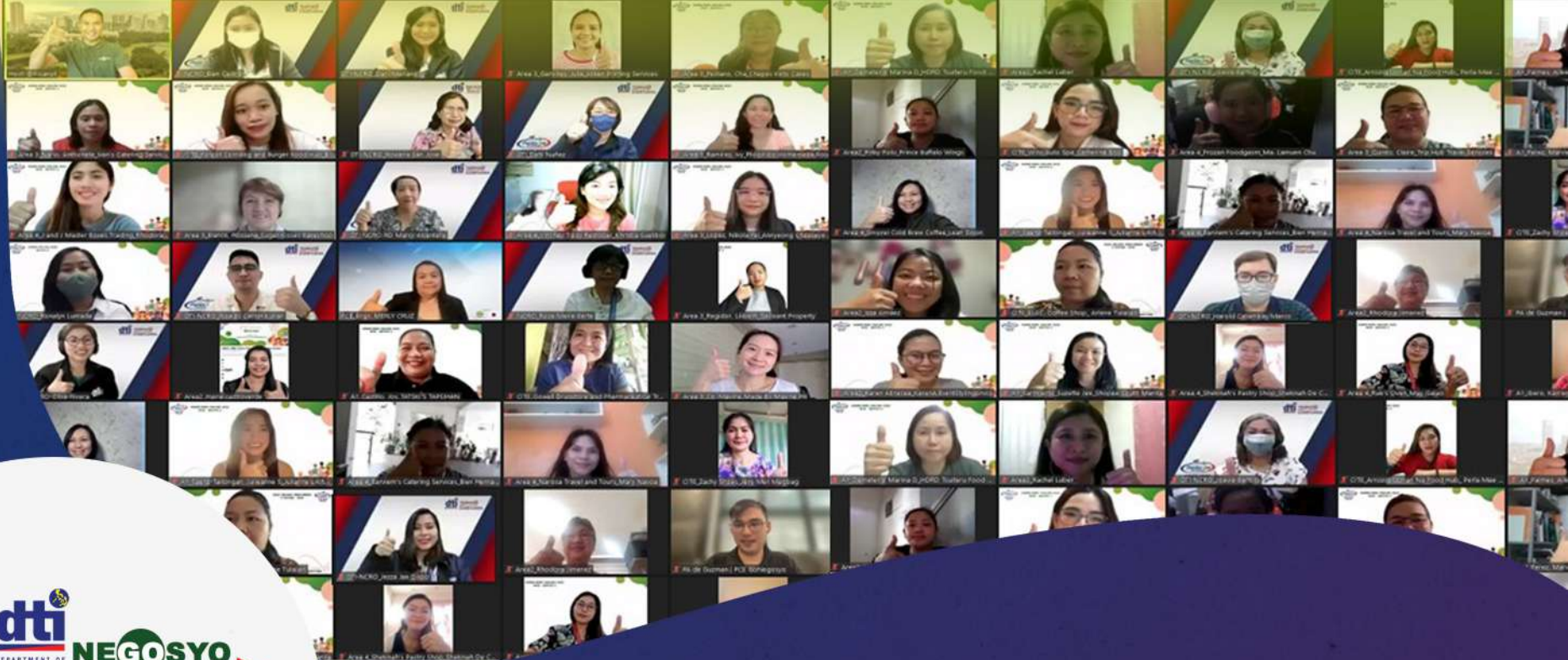
Entrepreneurship Learning Session Project
 Brgy. Mapulang Lupa, Valenzuela Entrepreneurs

One of the advocacy of Barangay Mapulang Lupa, Valenzuela City is to initiate a business opportunity for its constituents. Kagawad Gregoria “Neneng” Vergano, Head of Barangay’s Livelihood Committee had forged a partnership with the Department of Trade and Industry-NCRO thru Area 4 Negosyo Center-Valenzuela a program entitled, “Entrepreneurship Business Opportunity” for the enhancement or upscaling of their business. A series of Small and Medium Enterprise Roving Academy (SMERA) run consisting of three (3) seminars were conducted monthly such as Entrepreneurship Awareness Seminar, Accounting for Non-accountants, and Marketing Skills in which Area 4 provided the resource persons.

Mrs. Consorcia Plantilla is one of the attendees/participants of the said project as well as the owner of CONSORCIA SARI-SARI STORE registered with the Department of Trade and Industry on 30 June 2022. Mrs. Plantilla was also a beneficiary of the program, Pangkabuhayan sa Pagbangon at Ginhawa (PPG) which she availed a livelihood kit worth Php 10,000 pesos which were used as additional working capital for her business.

According to her, the seminars were timely since these had helped her in managing her business, especially the livelihood kit availed from the PPG project.

The knowledge gained on good qualities of an entrepreneur and the Do’s of managing a business has helped in her self-assessment as a businesswoman as well as the drive to handle the business operation. Moreover, the seminars helped her to establish a simple recording of transactions as well as to separate working capital from profits and keep the records. Due to her vigilance in record-keeping practice, she was able to determine the 8% increase in her sales. Hence, though the effects are minimal on her capital and sales eventually, this will become a constant practice that will become a vehicle for upgrading her business. As the saying goes “Constant correct practice makes one perfect”.



Regional KMME Focal:
Dahlia J. Nuñez

The KMME-MME Online is developed as the practical delivery mechanism for the same mentorship modules to be used to propel MSEs to survive and thrive in spite of the unprecedented setbacks that now confront businesses of all types and sizes.

The program is designed to integrate the Money Market Encounter (MME) into the regular KMME Program. This will be achieved through the presentation of a Business Improvement Plan (BIP) to an expanded panel of evaluators composed of representatives from banks, online market platforms, and other business support organizations.

Coaching is added to the program to assist the mentees during the drafting of their BIPs and improve their materials and presentation skills. Coaching is also envisioned to further develop their capacities in accessing CAPITAL and MARKET. Thus, enabling them to pivot and prepare for the new normal. KMME-MME Online will be implemented in the new normal using the Zoom app. It addresses the urgent need for the continued access of mentees to Money, Market, and Mentorship (or the 3Ms) without compromising the safety of the stakeholders involved and the overall effectiveness of the comprehensive KMME Programs.



The Department of Trade and Industry–National Capital Regional Office (DTI-NCRO) officially presented a total of 96 enrolled mentee-entrepreneurs in its two batches of the 2022 Kapatid Mentor ME–Money Market Encounter (KMME-MME) with forty-eight (48) mentees for each batch during the Program Launches and Orientation last May 11, 2022 and September 7, 2022.

On its 6th year since its pilot run in 2016, KMME-MME Program is a partnership of the Department of Trade and Industry (DTI) and the Philippine Center for Entrepreneurship (PCE) that aims to equip Micro, Small, and Medium Enterprises (MSMEs) scale up their businesses through lecture, coaching, and mentoring sessions with successful business owners and practitioners on various fields of entrepreneurship.

A total of 95 mentees who graduated from the program last July 22, 2022 (Batch 1- Multi-Sector) and November 18, 2022 (Batch 2- Women Sector) were now added to the universe of 571 mentee-graduates from NCR since its pilot run in 2016. In every launch and graduation, full support is extended by the DTI’s Regional Operations Group Undersecretary Blesila A. Lantayona and PCE Go Negosyo’s Adviser Engr. Merly M. Cruz as well as by DTI-NCRO’s Regional Director Marcelina Alcantara and her Area/Center Heads Corona Olivia Rivera (Area 1); Rowena San Jose (Area 2), Elma Viray (Area 3); Rosemarie Berte (Area 4) and Ferdinand Angeles (CITE).

95 Total Number of
Mentee-Graduates

1st Batch

May 11, 2022
Multi-Sector
48 Enrolled Mentees

2nd Batch

September 7, 2022
Women Sector
48 Enrolled Mentees

Breakdown

Area	Total Mentees Per Area	City	No. of Graduate Mentees Per City
Area 1	21	Manila	12
		Parañaque	9
Area 2	20	Las Piñas	2
		Makati	2
		Muntinlupa	3
		Pasig	8
		Pateros	1
		Taguig	4
Area 3	21	Mandaluyong	3
		Quezon City	18
Area 4	21	Caloocan	3
		Malabon	2
		Navotas	3
		Valenzuela	13
CITE	12	Marikina	12



Celebrating Excellence: KMME Graduates Recognized

Two KMME Graduates from Area 2, Ms. Macon of Diwatang Maria and Ms. Irene of Eco Shift received an award for “Most Inspiring MSMEs of 2022”. The awards were given during the MSME Summit 2022 with the presence of His Excellency President Ferdinand “BongBong” Marcos, Jr. at the Manila Hotel on August 26, 2022. They are driving forces behind innovation and are constantly seeking new ideas and opportunities.





These risk-takers have left a powerful mark in their respective fields, offering invaluable insight for aspiring business owners regardless of industry. Amidst the growing competition, these owners can serve as examples for others looking to start or grow their companies.



Everything But Cheese (EBC)

By Dahlia J. Nuñez
Regional KMME Focal



 Mr. Benigno Roco
 Sta. Ana, City of Manila
 0917 710 5064
 customercare@everythingbutcheese.com

Everything But Cheese (EBC) is the first cheese-concept restaurant in the Philippines that serves anything and everything cheese, including craft sandwiches, pasta, cheeseburgers, and cheese fondues. Known as “the cheesiest place on earth” to avid cheese lovers, Everything But Cheese started as a small food kiosk in the heart of Manila, owned and founded by Mr. Benigno Roco.

As a little kid, Mr. Benigno Roco already had in him the fire of an entrepreneur. He would earn little by selling ice candy to his friends and neighbors. At one point, he even opened a small chicken food cart in front of his house. While in college, he worked as a Jollibee crew to help his parents fund his studies. Dreaming one day of becoming like Tony Caktiong and Injap Sia, two self-made entrepreneurs with humble beginnings, he took the risk and went the entrepreneurial path after finishing his undergraduate studies. With the savings he had that were initially meant for CPA licensure exam review, he launched what was once a seemingly impossible dream—his very own cheese restaurant.

Mr. Roco persisted with grit and guts, forging his own path to success despite trials in life and lack of funding. He built everything from the ground up—using his 30,000-peso capital to buy secondhand equipment and running his first food kiosk all on his own, wearing many hats at the same time: that of a waiter,

dishwasher, and cook. Seven years later, Everything But Cheese has established its name in the food industry, providing its unique “Cheeseperience” in 23 branches across Luzon. By the end of 2022, Roco aims to have more “cheesiest places on Earth” by tirelessly working to expand to 35 to 45 branches in the Philippines.

Mr. Roco acknowledges how the KMME program helped pave the way for success by giving him a headstart on how to professionalize his business.

“It gave me the opportunity to grow as a person and share my learning with others as well as to learn from the mentors and my classmates.”

A hustler and a non-stop learner, Roco continues to strive to be the best version of himself and is in fact taking his Masters in Entrepreneurship at the Asian Institute of Management (AIM).





Meng Cha Cafe

By Nathaniel Andre I. Cadampog
Area 2 KMME Coordinator

- 👤 Ms. Evangeline “Vanch” Agabon
- 📍 Parañaque City
- ☎ 0977 394 3631
- ✉ vanchdavid@gmail.com

While many businesses have struggled during the pandemic, others have pivoted and experienced growth and success, just like how Meng Cha Cafe expanded amidst the pandemic.

In 2019, Ms. Evangeline “Vanch” Agabon was still connected to the corporate world where she worked 10 to 14 hours a day. Ms. Vanch observed that she no longer has quality time with her son and husband and doesn't have a work-life balance. Being a milk tea addict and having dreamt of owning a business, she decided to start her café in her house garage. Meng Cha Café takes pride in serving a variety of premium but affordable drinks including milk tea, frappe, fruit tea, and espresso coffee. They also have pizza and other snacks on their menu. Most of their flavors are created and can be found only at Meng Cha Café stores.

During the pandemic and lockdowns, the most challenging part is having a short store operational time and no dine-in policy. To counter that challenge, Ms. Vanch boosted the online awareness of her business and implemented a time frame promo for her customers to do their purchases during

the significant lesson she gained from the lean time (1 pm to 4 pm), as well as a free delivery service with a minimum purchase amount.

“Wag gaya-gaya! Find the unique opportunities available for you in your given situation, skills, and resources”

Due to good reception and feedback from customers, Ms. Vanch was able to expand her stores and reach more customers within the metro. Currently, Meng Cha Café is open in 3 locations: 2 in Taguig City (Central Bicutan and Central Signal), and 1 in Parañaque City (Annex 25 Betterliving).

Hopefully this coming year, Meng Cha Café is set out to open another store in Pasay and eventually expand to nearby areas via franchising.

Daddy Doogie's Kitchen (DDK)

By Jezza Jae B. Dispo
Area 3 KMME Coordinator

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Daddy Doogie's Kitchen (DDK) stationed in Mandaluyong City is a product of Mr. Anthony Dugenia's life-changing decision to turn his passion for cooking into a successful food business offering quality packed meals and party trays. Anthony has over 20 years of experience working in the corporate world, primarily managing operations teams, and assisting BPO firms with start-up projects. In his last six years working for a corporation, he secured a variety of positions that helped him become a successful project manager. He decided to leave his lucrative corporate career in July 2020, at the height of the economic unrest, in order to finally pursue his long-held passion of becoming a chef.

He created a new path for himself after realizing that no matter what he accomplishes, his heart has always belonged to cooking. Just like how other successful mentee has a coach, he had always held his Nanay in high regard and inspiration. At a very young age, she trained him in her canteen business. While working at his corporate position then, he pursued certificate courses in culinary arts to complement his cooking experience. He believed that his enthusiasm, expertise, and his culinary training had amply equipped him with his dream food business.

Anthony shared that his first year as an entrepreneur had been a positive experience, as he felt confident in his ability to run the enterprises successfully. But he eventually discovered, in a challenging way, that becoming an entrepreneur is a separate discipline and world for him. For several months, Anthony relied on Google as his closest companion as he tried to figure out his new profession. He sought his friends for advice but relied on himself in deciding on things on pure luck and logic.

"I do not have a secretary, an accounting department, or an HR department to do things for me. I blindly operated the business for almost a year until finally, I found myself on the edge of giving up. After all, I am getting offers from previous bosses to return to my position and get the same hefty salary I was getting plus more. It was tempting, but there was a voice inside me that says, "Do not give up!"



He consistently prayed to God for guidance in his business direction. And not for long, he received a call from a DTI employee outlining the many services the DTI provides to entrepreneurs. He was mainly intrigued by the KMME-MME program since it offers accredited business mentors to assist entrepreneurs to scale up their businesses. Along with numerous other webinars DTI offers, including Accounting 101, Branding, and Marketing, Anthony enrolled in the KMME program in 2021. He said, "I just felt some level of relief at how committed this DTI team is to bring me into this program," when asked what made him decide to enroll.

"It was a meeting of great minds who have one goal in mind, to keep our respective businesses afloat. It was a great relief to be with fellow entrepreneurs who are experiencing the same issues in their businesses and to draw inspiration on how they overcome hurdles. All of these helped me jump-start again my entrepreneurial journey!"

Several opportunities and recognitions opened as soon as Anthony finished the KMME-MME course. The enterprise was able to partner with investors to advance expansion plans. They were also able to improve their capacity to handle the influx of client orders. Daddy Doogie's Food House was also recognized as the Best Party Food Trays Provider during the 20th Q Asia's Quality Excellence Awards 2021 and the Certified Netizens Choice Awards 2021.



Daddy Doogie's Food House with the trademark Daddy Doogie's Kitchen (DDK) is now a registered trademark at the Intellectual Property Office (IPO) of the Philippines through the help of DTI. Although young in his entrepreneurial journey, Anthony's extensive background and motivated drive shall continue to create remarkable business realities for DDK.

"I know I am still at the start of my journey, but the road has been paved through the help of the DTI programs, specifically the KMME Mentor ME program. My advice to fellow start-up entrepreneurs is to never give up your dream and your hard work. Pray every day for guidance and seek help from DTI as they genuinely care for entrepreneurs!"

Anthony says the KMME-MME program has been very beneficial to him as an entrepreneur and that other business owners should look into it because it will put them in the capable hands of mentors and help them build a network of like-minded individuals who can support each other through tough times. Today, DDK is dedicated to serve more people with their quality packed meals and party trays.

Mang Delfin's Putong Polo

By Danylene Nicole E. Mariano
Area 4 KMME Coordinator

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Mang Delfin's Putong Polo, Pancit Malabon and Native Kakanin is a family business ran by Delfin Gutierrez, Jr. They specialize in baking Putong Pulo, a native Valenzuelano delicacy, and in cooking mouth-watering Pancit Malabon.

After graduating from high school, Delfin had no idea what course to take up in college since he was so busy taking care of their business. He realized that he needed to go to college for him to have a stable job and a better future. Even with his experience as a tindero growing up, it never crossed his mind that he would be an entrepreneur. Delfin spent two (2) and a half year in college before eventually deciding to focus on being a full-time tindero to support his family. For him, experiencing both positive and negative situations in their business growing up helped prepare him for the challenge of managing the family business.

In 2001, when his mom flew to the US, she gave the full responsibility of managing the business to Delfin and told him that he must work on his own and prepare to face the world of being an entrepreneur. She also entrusted all the materials and recipes needed in making Putong Pulo. With an initial capital of 5,000 pesos, he started the business.

Running the business was not always smooth sailing, he did not escape those rough days, he borrowed money from loan sharks for him to keep the business striving. He started making partnerships with rice dealers, sugar suppliers, and other merchants for him to have a credit line. At first, these suppliers gave him a small number of products with a short timeline for the dues, but as the business continued to grow, he was able to buy ingredients in bulk with longer payment terms. It showed him that trust is very important in doing business.

Like the lowly mustard seed, his business continued to grow. Delfin was able to cater to more customers when he opened his 2nd branch in Karuhatan, Valenzuela. This milestone made his Putong Pulo a household name in the industry and locality. He then started offering new products to his customers, such as Pancit Malabon.

KMME Success Story

In 2018, Delfin opened his 3rd branch in Bancal, Meycauayan Bulacan but had to close it in 2020 due to unforeseen events.

When one door closes, another opens!

The same year, another opportunity knocked when someone from DTI came to his store in Valenzuela and invited him to be part of the KMME, or the Kapatid Mentor Me Program. At first, he thought that he was too old to learn, but he realized that it was important for his business. Delfin finished KMME on September 6, 2018 and, according to him, became a full-fledged entrepreneur.

When the pandemic started, he was able to run his business smoothly because of the lessons he had learned from the KMME program equipped him with the necessary skills and tools to face any challenge.

The same year, as a token of appreciation to what God has given him, he and his team extended their arms and helped our heroes by donating food packs and water to the frontline workers who risked their lives everyday.

“When you plant a good seed, you will harvest a good crop”.

On April 4, 2022, the DOST Financing Set-Up of Technology extended its hand and lent 5 types of machines that the business needed for a faster and more systematic process to increase the production output. They also provided trainings and assisted him in improving the layout of their production area.

“Truly, MSMEs need to be a part of the DTI Mentor Me Program. It is a big help for you and your business.” In closing, Mang Delfin says that his life story is proof that nothing happens by chance and everything that happens has a reason.”





MyFamilyOne Enterprise

By Zemarjudia S. Pacuribot
CITE KMME Coordinator

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Being the son of an entrepreneur, growing up for Mr. Carlo Jason Tan meant seeing his father running their family-owned shoe supply store in Marikina City. Jason recalled accompanying his father in meetings with suppliers, client calls with shoe manufacturers and business talks with the pillars of the Marikina shoe industry.

In 2010, Jason took over as owner/manager of their family business, now named MyFamilyOne Enterprise. Jason acknowledged that he was lucky enough to inherit a business with trusted suppliers, regular customers, and loyal employees to its credit. Under his helm, reforms in inventory management, sales targets, and profit margin were instituted but not without some resistance, in the beginning, from its employees. With the institutionalized reforms, the business doubled its sales in just 2 years, expenses and losses were minimized, and targets were hit. Likewise, the shop was renovated and expanded.

In 2020, as the world tried to adjust to the new normal, KMME Mentor ME Online beckoned. Jason went up for the challenge and was one of the Program's pioneer graduates from NCR.

"My mentor advised me to identify my bestsellers and most profitable items, and then, focus more on its marketing efforts, and likewise, implement action plans to effectively manage inventory and cash flow."

MyFamilyOne Enterprise aspires "to be the brand that people will recall when it comes to shoe materials and shoe care needs." It is a one-stop shop for shoe and bag materials for every Juan shoe/bag maker. Its product line consists of shoe and bag materials, rubber and leather adhesives, rubber soles and sheets, shoes and bag accessories, shoe components, shoe care products, and threads. It sells online through Shopee, Instagram, and Facebook, as well as, through its physical store located at 291 E. Dela Paz, Sto. Niño, Marikina City.





ONE TOWN, ONE PRODUCT (OTOP) PHILIPPINES is a priority stimulus program for Micro, Small and Medium-scale enterprises (MSMEs) as government's customized intervention to drive inclusive local economic growth. The program enables localities and communities to determine, develop, support, and promote products or services that are rooted in its local culture, community resource, creativity, connection, and competitive advantage.

As their own 'pride-of-place,' these are offerings where they can be the best at or best renowned for. It endeavors to capacitate our 'OTOPreneurs' to innovate and produce market-ready products and services

*Regional OTOPO Focal:
John Paulo P. Antigua*



With the numerous activities and projects catered to our MSMEs, DTI-NCRO has achieved and accomplished so much this year. The breakdown are as follows:



No. of MSMEs Assisted

Food: 173
Non-Food: 120



No. of Brands Developed

Food: 16
Non-Food: 15



No. of Products Developed

Food: 116
Non-Food: 129

The Department of Trade and Industry – National Capital Regional Office's efforts have been instrumental in promoting the growth of MSMEs in the region. By providing assistance in product development, the office has helped local businesses to enhance the quality of their products and increase their competitiveness in the market. The food certification program has enabled MSMEs to meet the stringent quality standards required for food products, thereby enhancing their credibility and reputation.

Furthermore, the OTOP Hubs and Trade Fairs have given MSMEs a platform to showcase their products and connect with potential buyers. This has not only helped them to expand their customer base, but it has also aided the local economy's growth.

Sales Generated Php 61,672,398.12

OTOP Hub Sales	Php	716,140.83
Trade Fair Sales	Php	60,728,072.29
Monitored Sales	Php	228, 185.00



Assessment, Consultations, and Triage (ACT) Session

A product development program dubbed as “ACT Session 2022” was conducted by the DTI-NCRO from July to October 2022. With this, a total of one hundred (100) MSMEs from the food and non-food sector benefitted from the program which aims to transform their existing and new products to be aligned with the standards and with the current design trends.

Through the help of CJ Millare Design and Consultancy’s team, these MSMEs have been well guided as they have undergone sessions that include attending seminars related to the current design trends, and one-on-one consultations. Since the pandemic is still present in the country, all these sessions were conducted online via Video Teleconferencing.

At the end of the consultations, the consultant has provided their suggested designs for each of the MSMEs enrolled products to be approved and accepted for production or execution. In conclusion, the executed prototypes have summed up to 245; the breakdown of accomplishment per area office is as follows:

Area	Target	Prototypes Developed
Area 1	42	47
Area 2	42	44
Area 3	42	51
Area 4	40	67
CITE	34	36
Total	100	245

As a culmination for the conducted ACT Session 2022, the executed prototypes were showcased and featured at NCRO’s Regional Trade Fair entitled “Metro Fiesta 2022: Paskong Pinoy” last December 7 -11, 2022 through its Special Setting area.





Food Certification Program

From May to July 2022, the DTI-NCRO conducted a Food Certification Program to assist food MSMEs in complying with the standards in terms of food handling and certifications. For this, ten (10) MSMEs have benefited from the said activity. Each of them received assistance on how to prepare the documentary requirements needed for the FDA - License to Operate Certification. These MSMEs have undergone a series of processes which include attending seminars on Food Legislation and Good Manufacturing Processes, facility audit and pre-assessment of existing documents, consultative meeting and document review, nutritional analysis, and shelf-life testing, and finalization of documentary requirements. Here are as follows:

MSME Participants:

1. Don Hulyo (Area 1)
2. JIBS Batil-Patung at Kainan (Area 1)
3. Maharlika Taste (Area 2)
4. Casa Bernas (Area 2)
5. YZHENY Enterprise (Area 3)
6. Lionshare Co. Ltd. (Area 3)
7. KNJ Food Products (Area 4)
8. Anavill Food Products (Area 4)
9. Suba's Diner (CITE)
10. Lexie's Turmeric & Ginger Tea Mfg. (CITE)

An exit meeting was held to discuss the results of the first facility audit, consultative meeting and document review, and document finalization. The consultant, SGS Philippines has discussed the progress of the ten (10) participants and congratulated them in advance on completing the program.

DTI-NCRO assured that MSMEs would be continuously monitored until they obtained their FDA - License to Operate.



OTOP Philippines Hub

Our OTOP Philippines Hubs has also contributed to the generation of sales as it is the physical store that displays and sells the locally-made products of our assisted OTOPpreneurs. The breakdown of sales of each OTOP hub is as follows:

OTOP Hub	No. of Onboarded MSMEs*	Generated Sales (January to December 2022)
OTOP Hub Makati	30	P 330,028.63
OTOP Hub Lakbay Museo**	6	P 4,820.00
OTOP Hub Pasig**	18	P 6,253.00
OTOP Hub Marikina	21	P 237,846.00
OTOP Hub Alabang Town Center	27	P 137,193.20
Total	102	P 716,193.83

*cumulative

**permanently/temporarily closed

Re-Opening of OTOP Hub Makati

By John Paulo P. Antigua
Regional OTOP Coordinator

The OTOP Hub in Makati re-opened with a new co-operator, DTI – Employees Union last November 13, 2022. This is a new partnership with a new operator since its reopening on February 17, 2022.

On a related note, the Memorandum of Agreement between DTI - NCRO and DTI – EU has been signed last November 14, 2022, at the OTOP Hub Makati inside the DTI Main Office Building. Present in the MOA signing is DTI – ROG Usec. Blesila A. Lantayona, DTI – NCRO Regional Director Marcelina S. Alcantara, DTI – EU President Mr. Noel Guillermo M. Zapanta and some of DTI - EU's Board Members.

The partnership aims to promote the OTOP Hub in a larger reach by targeting to onboard other products from the different regions in the Philippines.





By John Paulo P. Antigua
Regional OTOP Coordinator


In partnership with Alagang Ayala Land and Ayala Malls, DTI-NCRO successfully launched its newest OTOP Hub located at the Ayala Malls Alabang Town Center in Muntinlupa City last December 13, 2022.

The said launching was attended by DTI-NCRO Regional Director Marcelina S. Alcantara, Ayala Land Inc. Director Mr. Tony Aquino, and Alagang Ayala Land Inc. Head Ms. Jinky Aguinaldo. Also present at the event are AFFI President Mr. Jeremiah Paul Morales, AFFI Chairman Mr. Leon Flores III, and the AFFI Board of Directors, as the Association of Filipino Franchisers, Inc. (AFFI) will serve as the cooperators and take on the responsibility of operating and co-managing the hub.

The establishment of OTOP Hubs in Ayala Malls is expected to boost its sales as malls are a good marketplace since it provides high foot traffic. Undoubtedly, this strategic move will improve OTOP products' accessibility and visibility, boosting their market share and profitability.







PHILIPPINES
ONE TOWN, ONE PRODUCT

From participating in and conducting numerous trade fairs, the Department has remained steadfast in its commitment to assist and provide additional platforms to promote our MSMEs. This year, the office has endorsed MSMEs in a total of 19 trade fairs to participate with. In addition to this, the region also conducted its very own trade fairs which have been conducted from various locations within the metro – a total of 7 trade fairs has been organized.

7	19	384
Organized Trade Fairs	Participated Trade Fairs	MSMEs Assisted (Cumulative)

Php 60,728,072.29
Total Sales Accumulated



Area 1: Mini-Metro Fiesta Goes to Binondo

By Fely Rose Termo
Area 1 OTOP Coordinator

The Mini-Metro Fiesta Goes to Binondo 2022 is an adaptation of the Regional Trade Fair of DTI-NCRO, known as “Metro Fiesta.” The fair was held from September 28 to October 2, 2022, at Lucky China Town Mall in Binondo City, Manila. The primary objective of this event was to support and promote local MSMEs from the National Capital Region.

In collaboration with the Chinese-Filipino Business Club Inc. (CFBCI), twenty-four (24) exhibitors participated in the mini-trade fair. The event showcased a diverse range of products, with the food sector comprising the largest percentage of participants, followed by the wearables sector.

To kick off the five-day physical trade fair, a mesmerizing dragon dance was performed by Philippine Ling Nam Lion to welcome the attendees from Binondo during the Opening Ceremony. The Chinese-Filipino theme was a brilliant concept that not only attracted more buyers but also fostered a positive collaboration between the two communities. Mr. Stephen Sia, the President of CFBCI, delivered warm Welcome Remarks, which was followed by an inspiring Opening Message from Ms. Olive Rivera, the Division Chief of Area 1.

DTI Regional Operations Group Assistant Secretary Dominic Tolentino and Manila Vice Mayor John Marvin Nieto gave their special messages of support and congratulated the exhibitors and organizers. CFBCI Vice President Gerald Chan gave a rundown of guests and exhibitors and CFBCI Executive Vice President Samuel Uy delivered the Closing Statements.

Overall, the mini-trade fair was a resounding success with a whopping P898,804.04 in sales. Both the DTI-NCRO and CFBCI received positive feedback from exhibitors, indicating that the event was well-organized and executed. Participants are already eagerly anticipating the next edition of the Mini-Metro Fiesta and are hopeful that they will be able to participate in future trade fairs.



Php 898,804.04

Total Sales Accumulated

Area 2: Mini-Metro Fiesta

By Lorenzo Miguel Fresnoza
Area 2 Trade Promotion Officer

At the beginning of the year 2022, DTI-NCRO was looking for ways to support their MSMEs in a quick and efficient manner. Since the regional trade fair is only conducted every 4th quarter, there is no other fair DTI-NCRO has for the MSMEs.

The Area 2 of DTI – NCRO suggested creating a mini-trade fair event that will only be conducted in a day. The premise was to use the event as a promo for the regional trade fair event while helping new and old MSMEs promote their product. Only a few selected MSMEs were allowed to make the event feasible for the team.

It was a great idea for the office since plenty of locations provide free accommodation for public projects such as this one, and the project's reach is within Metro Manila. The most important aspect of the mini-fair is the location. It will determine the accessibility of the customers to the event.

The first-ever Mini-Trade Fair of DTI-NCRO was conducted at the DTI Main Office Parking Lot on July 22, 2022, from 7 am to 5 pm. It was spearheaded by Area 2. The event was crucial since it's the testing ground if the DTI -NCRO personnel could carry out this sort of event.

There were 2 weeks of preparation for the event. Tarpaulins, flyers, and social media posts were produced to market the event. The tarps were posted in the 3 DTI buildings along Sen. Gil Puyat Ave. Flyers are given away near the main office a day before the event the during the event are given away near the main office.



The social media posts are posted daily to remind potential customers of the event. Coordination with the main office was also happening to reserve the parking lot on the day of the event.

The turnout was positive. As the organizers were not expecting the high volume of people coming into the parking lot. This was from noon up to the closing of the event. All of the MSMEs thanked the DTI-NCRO personnel. Many suffered heavy losses due to the COVID lockdown, and the event helped them recover some of their losses. MSMEs also suggested that there could be small events like this one, which could boost their sales and connect them with potential suppliers.

Because of the success of the first Mini-Trade Fair, another fair was conducted on November 25, 2022. It was prepared with the same energy and meticulousness as before. This time there were new MSMEs that joined and MSMEs that provided goods that are aligned to the Christmas season, such as handicrafts and homewares.

It was a great event, all in all. On the side of the DTI-NCRO, their creativity in assisting MSMEs with certain limitations made a tremendous impact on the lives of the MSMEs.



Php 197,143.00

Total sales on July 22, 2022

Php 147,026.00

Total sales on November 25, 2022



Area 3: Mini-Trade Fair Paskuhan sa Calle Plaza

By Nerizza L. Valdez
Area 3 Trade Promotion Officer

A four-day long mini trade fair of Area-3 in partnership with the Araneta Group was held at Farmer's Plaza Cubao last December 1-4, 2022.

The opening of the fair was graced by Mayor Joy Belmonte-Alimurung of Quezon City, VP Moriel of Araneta Group, Ms. Sarah Deloraya-Mateo of PCCI-NCR, Mr. Joaquin Co of Filipino-Chinese Businessmen Association, Deputy Executive Director Glenda Carlota of J. Amado Araneta Foundation and COS of Cong. Arjo Atayde of Quezon City-District 1, Mr. Hamilcar Rutaquio. A unique feature of the fair was the mounting of a special setting for Processed Fruits and Nuts-MSME-products. A total of thirty (30) MSMEs participated in the fair generating a total sales amounting to P700,501.00

Php 700,501.00

Total Sales Accumulated





Area 4: 2022 Mini-Metro Fiesta Goes to Camanava

*By Christine Bien DS. Castro
Area 4 OTOP Coordinator*

The spirit of Christmas was widely felt in DTI-NCRO thru its various bazaars and trade fair events conducted in different areas of the National Capital Region. Area 4 office CAMANAVA seized the opportunity of the holiday season by holding a mini version of Metro Fiesta at Fisher Mall Malabon thru a partnership with Mallers Investment Corporation Fisher mall Management.

This is the first mini trade fair in the northernmost part of Metro Manila dubbed as “2022 Mini-Metro Fiesta Goes to CAMANAVA” and conducted from November 26-30, 2022. It was participated by a total number of 20 exhibitors from different cities in the NCR who offered a wide variety of products under the following sectors as health and wellness, processed food, and wearables.

The formal launching was done on the 26th of November 2022 that was jointly participated by PCCI officers from the City of Malabon and Valenzuela. The Malabon City Mayor, Jeannie Sandoval extended her support to the event as well as Congressman, Jaye Lacson-Noel.

The mini-trade fair was able to generate a total sales amounting to Php 196, 928.00 pesos. The event has provided market access to the participating entrepreneurs as well as benefits of the Metro Fiesta project for its buyers cum consumers. Moreover, Area 4 partners, Mallers Investment Corporation and Fisher Mall Management are looking forward to another round of similar activity in the future.

Area 4 will continue to craft projects for better market channels of promoting trade in the northernmost of the National Capital Region.

Php 196,928.00

Total Sales Accumulated

2022 Metro Fashion Fair

By Jocivic F. Bertillo

CITE Trade Promotion Officer

The wearables industry, particularly the footwear sub-sector, is among the hardest hit by the pandemic. To help give the necessary push to this sector by giving more exposure to their products, the DTI-NCRO brings forth the conduct of the Metro Fashion Fair (MFF) showcasing not only the best and finest products of the region's wearables sector but also their ingenuity and craftsmanship as well. The fair was piloted last 2021 starting with 23 exhibitors and considered a regular regional fair since then also under the One Town, One Product (OTOP) Nex Gen Program.

The second implementation of the fair was held at the 1880 Strip, Eastwood Mall, Orchard Road, Bagumbayan, Eastwood City, Quezon City last December 14-18, 2022 with 15 exhibitors, 5 of which were producers of bags and other wearables products while the remaining 10 were manufacturers of shoes and sandals. The fair opening was graced by Mr. Ferdinand O. Angeles, Center Head of DTI-NCRO's Center for Innovation and Technology for Enterprises (CITE) and Ms. Ritchie Pascual, Eastwood Deputy General Manager. Among the products displayed were bags, purses, leathers goods, sandals in flats and even in heels, espadrilles, loafers, and closed shoes for men and women. The total sales generated from the 5-day fair was Php 693,115.00 composed of cash, booked, and under nego sales.

Php 693,115.00

Total Sales Accumulated



At NCRO's Biggest Trade Fair, MSMEs See an Economy Bouncing Back

By Kenneth F. Fadrilan
Regional Trade Promotion Officer

In a sign of a raring economy, shopgoers flock in droves to DTI-NCRO's biggest marketing event, the Metro Fiesta 2023, over the weekend, with many taking advantage of their recently received holiday bonuses.

The mood at the Glorietta Activity Center in Makati was festive as shoppers weave their way into the maze-like setup of the regional fair. To many of them, this is the first real holiday celebration in a long time after being restricted indoors during the last two years.

"This is an exciting time for us as we will get the chance to celebrate the Christmas season after almost two years. We are very happy to be able to shop in malls together again", shared a mall goer.

The Metro Fiesta 2023 is the first major trade event organized by NCRO since the Philippines fully relaxed its COVID restrictions and allowed full face-to-face gatherings. Under this setup, malls are permitted to operate at almost full capacity to the delight of shoppers and mallgoers alike.

The enthusiasm for the newfound freedom, however, is not confined to buyers alone. Participating MSMEs in the fair was in unison that the recent shift in government policy brought a sigh of relief to their struggling businesses. Since 2020, they have been operating below their optimal capacity.

"During the last two years, our business suffered due to the Covid restrictions. Our sale is not that good which affected our profitability and our ability to hire workers. It's good that we are finally opening up again", said an exhibitor.

Over sixty-two MSMEs decided to participate in this year's Metro Fiesta. Although still fewer than the pre-pandemic numbers, organizers are positive that this is the start of brighter days for the sector.

Marcelina Alcantara, NCRO's regional director, said that they are delighted by the public's general response to the fair.

"Our MSMEs are pumped up by the prospects of a bigger market in a rejuvenated economy. For this fair, we are anticipating a robust and sustained interest from the buying public, said RD Alcantara.

"We are very excited for next year," she said, with the hope of the new year bringing more opportunities for the regions' MSMEs.

In a nod to this positivity, the reception of the public to the regional fair was generally warm. During the event, enthusiastic customers swarmed every booth looking for items to give as gifts and new food to try out, with the flow of people consistent all throughout.

This gamble by organizers and the exhibitors seemed to pay off. At the end of the fifth day, the fair registered a total of Php 6,805,447.50 in actual sales bringing it closer to the pre-pandemic levels.

RD Alcantara said the organizers did not expect the high turnout of visitors much less the higher-than-expected sales. He believes that the economy is slowly recovering and, with it, consumer confidence.

"If things proceed as smoothly as they are currently going, we expect next year to be an even better year for NCRO's MSMEs."

Present during the fair's opening ceremony, among other guests, are Usec. Blesila Lantayona and Asec. Domingo Tolentino Jr. from DTI-Regional Operations Group. Meanwhile, some of Metro Manila's chief executives expressed their support for the fair though video greetings.

Dubbed "Metro Fiesta: Paskong Pinoy 2022", the regional fair run from December 07-11, 2022, at the Glorietta Mall, Makati City.

Php 6,805,447.50

Total Sales Generated





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“Mini Metro Fiesta Goes to Binondo 2022, A Story by Hazel Delloso Dolot, the owner of Kurbang Lokal Testimony: Kurbang Lokal is one of the few lucky Area 1-based MSMEs who joined the very successful Mini Metro Fiesta Goes to Binondo 2022 event last September 28 - October 2, 2022, at Lucky Chinatown Mall, Binondo. We are very grateful for all the support we have been receiving from DTI. The event imaginably turned my fears into something else, with the turn of events giving our brand and, our lives, a wider array of opportunities - it all seemed like Magic.

SUCCESS DURING THE EVENT AND THEREAFTER. Kurbang Lokal had excellent results during the event: Great Gross Sales; Excellent Buyer Feedback with Followers on Instagram and Facebook even exerting effort in traveling to see us (Proximity is a Plus!) For these reasons, Kurbang Lokal decided to go back and rent booths at the Mall Atrium to present our items in person. We were renting 3-4 booths per event. We rented at least three more times during Q4 of 2022. By the end of the year, three months after Mini Metro Fiesta, we were already laying plans and starting discussions about our very own physical store at LCTM. As of this writing, February 2023, our first physical store is being renovated. How about that for fast results?!

SAVED FROM ONLINE SELLING SATURATION. I am not a very good content creator. It's hard to start selling during the pandemic era because almost all, if not all, venues to sell are online and I AM AN OFFICIAL TITA. I am not very good at building online presence (I am the only one posting on our Social Media pages) and creating an entity and being consistent has been really tough for me. Also, the numbers tell that the quality of our products requires being seen, and sold, in person. These DTI events are such a blessing to us. If not for the events, I am not sure if Kurbang Lokal would have survived the pandemic and the saturation of online sellers.

BEING AN OFFICIAL BRAND. As a start-up brand owner who started selling online, I dreamt of having my own store. I still can't believe that less than a year since DTI started presenting us with (and to) opportunities, Kurbang Lokal will be in a row next to Big Brands at a Lifestyle mall. Salamat at Kudos to DTI NCRO! Kurbang Lokal is on its road to success because you are our constant supporter. Mabuhay po kayo!”

Alvers Specialty

 Ms. Everlyn Gicana
 Las Piñas City
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 alversspecialtystore@gmail.com

“In every crisis, we have only two options in life: (1) Keep going (2) Give up.

Generally, if we choose to keep going we are able to overcome whatever obstacle that will come our way. No matter how big or small it is. So always choose to keep going.

However, if we choose to give up and make constant excuses for our hardships and minor disappointments we tend to quit/surrender and fail to learn the biggest lessons in life and in business.

As for me and our team, we always choose option 1 which is to keep going because we need to keep learning, keep moving forward. That's why with the help and guidance of the Department of Trade and Industry NCRO is very vital in the success of our entrepreneurial journey. They help us to focus on what is important, assist us in making our business to be more competitive and instill the pride of creating a world class Artisanal Products. The motivation, inspiration, mentorship and opportunities that DTI NCRO gave us is overwhelming, we are beyond grateful for it.

Moreover, DTI NCRO gave us the opportunities to showcase our Artisanal Products at the 2022 Metrofiesta Trade Fair and helped us to elevate the visibility of business locally and globally. Mini Trade Fairs, OTOP and ACT also built a strong online and offline personal brand and helped us to utilize different social media platforms and make sustainable strategic connections. We have gained new loyal customers and encourage us to expand in other parts of the region.”



Little John's Enterprises

👤 Mr. Edcel P. Ignacio
📍 Quezon City
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✉ edignacio@yahoo.com






Little John's Enterprises started its operations last CY-2014. According to Mr. Edcel Ignacio (owner), the business was born out of desperation in finding grooming products that are safe and effective for their fur babies in particular for their bulldogs. So out of necessity and desperation comes the invention of new product. Mr. Ignacio started to develop an organic soap which he initially introduced in Quezon City. The product was well received by the customers and eventually became their trusted and well loved brand for their fur babies. As their fur family grew, they developed another product called Little John's Kennel Cleaner to help remove foul doggie smell. With the continued success of his business, Mr. Ignacio got more inspired to expand his product lines to address continuing needs of his customers and increase company sales as well.

When the opportunity to be part of DTI-NCR's ACT program came, they were ecstatic and immediately grabbed the opportunity as this would surely help them in improving their current labels to be more enticing to their target customers.

Mr. Ignacio reported to DTI with a grateful heart that his newly developed designs and labels for their organic soap and rosemary variant shampoo products were well received and lauded by their loyal clients. They plan to adopt the same to their other products once their inventory of old labels were all used up. To maximize the benefits under the ACT program, Little Johns Enterprises was invited to join DTI-initiated trade fairs. His participation in DTI fairs had resulted to a 20% increase in his sales and customer base. Mr. Ignacio extended his thanks to DTI, especially to the personnel who have been generously supporting and assisting him as he navigates his business forward. He looks forward to more collaborative engagements with DTI as he aspires to go mainstream.



A Winerful Journey

 Ms. Katherine Ronquillo | Admin Officer
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“With wine and hope, anything is possible.”

People most likely start their day with a cup of coffee and end with a glass of wine. For many, life is too short to miss a taste of a great wine.

A lot of businesses, if not all, were greatly challenged when the COVID-19 pandemic struck the entirety of our world way back in 2020. Most of them had to completely shut down their business due to the pandemic. It was indeed obvious that regardless of the industry, everyone had been deeply affected by it.

Oceanic Global Trading Solutions Inc. kicked off its start only weeks before the globally terrifying lockdown. They started doing business in March, right before the lockdown was announced in our country in 2020. They have high hopes and aspirations when they started their venture, but then suddenly, the pandemic came. It was an unusual start, for sure.

Everything has been done with delicate planning, only to achieve perfection and success. But, even the biggest of the companies had no control over the situation, how much more for a starting entrepreneur like Oceanic Global?

Surely, there were thoughts that the company will not overcome the challenges this pandemic has brought. Even so, they remained focused and still. They were not sure of what the outcome will be, but they know they are not giving up.

Their visions for the company are clear and precise, and they are dedicated to pursuing what they have started. They believe that their quality products deserve more exposure. However, it is a struggle to attract customers no matter how high-end the products are.

Thereupon, when the restrictions had been set loose, they regained and continue where they paused. Little by little, they were taking small steps to revive the business that they were striving for. They share the same goal of building their brand and gaining awareness in a wider market.

“Before joining DTI events, our company was struggling to establish itself in a competitive market. Despite having a promising product, the company was not gaining enough traction and was having difficulty attracting customers.”

DTI first met Oceanic Global when they applied online for Go Lokal Store in Makati. And that is where it all started. The company representative, Ms. Elaine Salvador, visited DTI-NCRO Building to seek possible assistance that can be given to them.

The odds were in favor of them because they came just right in time. There was a mini-trade fair event to be held a day or two during that time, and one of the exhibitors unexpectedly backed out.

The slot was an urgent need to be filled out. Since they are more than willing to showcase their products, given the fact that they have complete requirements available for submission, they were offered a slot in the mini-fair event.

Lucky indeed, the said event was held in Malabon where their company is located. They were grateful for the opportunity since they are aiming for ways to advertise their products and make them known.

After that event, they were also invited to join DTI-NCRO's annual Metro Fiesta Paskong Pinoy 2022 in Glorietta where they had a total sales of more than Php 40,000 pesos.

“DTI events provide a great platform for companies like ours to learn, network, and grow. This led to increased interest in the company, which helped us attract new clients, generate leads, and increase our sales. By participating in these events, we can gain valuable insights, build our brand, and develop new skills that will help us succeed in the long run.”

Since then, they continuously become active OTOPreneur and tried out joining OTOP Hubs in Makati and Alabang Town Center, Shell Select partnership, and the like. They are also invited to join the Hybrid National Food Fair and the rest of the activities conducted by DTI and under the OTOP Program.

“Success is not measured by what you accomplish, but by the opposition, you have encountered, and the courage with which you have maintained the struggle against overwhelming odds.” - Orison Swett Marden

Arrozcaldohan Na Food Hub

👤 Ms. Perla Mae Tagacay
📍 Marikina City
☎ 0917 153 8637
✉ pearl.ugbmmacorp@gmail.com

Ms. Perla Mae Tagacay, was born and raised in the mountain of Igabuciao, Iloilo City. A BS-HRM graduate at the University of Manila and the owner of Arrozcaldohan Na Food Hub located at #62 Unit C, Katipunan St., cor. Rainbow St. Concepcion Dos, Marikina City. Arrozcaldohan na Food Hub was originally owned by her former boss – Mr. Ferdie Munsayac of UGB MMA Corp – and was given to her as a fruit of her labor as an Executive Assistant.

Arrozcaldohan na Food Hub was conceptualized with a provincial ambiance that serves Ilonggo dishes such as Arrozcaldo, Kalamay Hati, and, Ilonggo Brewed Coffee – as one of their best sellers. Its main objective is to support the local farmers of Igabugao, Iloilo City, where her Ilonggo Brewed Coffee originated.

As Ms. Tagacay improved her business' profitability, she discovered the rapid increase of competition in the marketability of her products, then realized that improving the presentation of their Ilonggo Brewed Coffee can help her gain more consumers and resellers online. However, she had been struggling in creating presentable packaging and a suitable designer for her needs. But her luck was indeed destined because she was invited to participate in the One Town One Product - Assessment, Consultation, and Triage (OTOP-ACT) Session 2022.

The OTOP-ACT Session gave her a chance to develop the packaging of her best-seller coffee that suits her liking. Additionally, through the program, she was able to enhance her business logo. With the enhanced logo and improved packaging, Arrozcaldohan Na Food Hub has now attracted more resellers, consumers, and food advocates online. These changes brought about by the dedication to continuously improve her business, and her participation in DTI's OTOP programs allowed her to produce more product lines to offer such as the Samgyupcar and Unlimited Korean Barbeque.



During interview, Ms. Tagacay quoted:

“Sa mga katulad kong mayroong Negosyo, inaanyayahan ko kayong sumali sa mga libreng programa ni DTI lalong lalo na ang ACT Session, dahil sobrang matutulungan nito ang inyong sarili lalong lalo na ang inyong mga negosyo. Bubuksan nila ang isip ninyo sa mga bagong kaalaman at karanasan na makakatulong sa pagpapalago ng inyong negosyo.”

She had been very grateful for the DTI's services, especially with the help of the OTOP-ACT Session to her business.



The Pangkabuhayan sa Pagbangon at Ginhawa (PPG) is a livelihood program of the Department of Trade and Industry that provides livelihood assistance to economic sectors affected by fire incidents and other calamities. It also serve sectors that are included in priority areas of the national government such as KIA/WIA and NTF-ELCAC, among others.

Though this initiative, DTI assists eligible beneficiaries through the provision of information materials on entrepreneurship, conduct of enterprise development training, business counselling and mentoring, and provision of livelihood kits to restart/recover their livelihood.

Regional PPG Focal:
Kenneth F. Fadrilan



In 2022, DTI-NCRO was allotted a total budget of P143,810,00.00 for its Pangkabuhayan sa Pagbangon at Ginhawa (PPG) Program. The said program was able to provide livelihood kits across the 16 cities and 1 municipality in the National Capital Region (NCR). Through the PPG Program, 252 training sessions were conducted, 12,600 microenterprises were assisted, and 12,600 livelihood kits were distributed in the form of a Landbank Cash Card.

Breakdown

City/Municipality	Trainings Conducted	Total Kits Awarded	Amount Released
Manila	40	1,134	11,340,000.00
Pasay	14	488	4,880,000.00
Parañaque	24	1,019	10,190,000.00
Makati	7	110	1,100,000.00
Pateros	3	93	930,000.00
Pasig	5	365	3,650,000.00
Taguig	28	1,601	16,010,000.00
Muntinlupa	5	214	2,140,000.00
Las Piñas	3	188	1,880,00.00
San Juan	3	300	3,000,000.00
Mandaluyong	20	1,000	10,000,000.00
Quezon City	45	2,110	21,100,000.00
Caloocan	9	491	4,910,000.00
Malabon	8	357	3,570,000.00
Navotas	5	800	8,000,000.00
Valenzuela	7	1,000	10,000,000.00
Marikina	26	1,330	13,300,000.00
Total	252	12,600	126,000,000.00



Wisdom in Action: The Success of Learning and Trying

📍 Ms. Joy Geonzon Castillo 📍 Parañaque City

Ms. Joy Geonzon Castillo, owner of Tatski's Tapsihan is a licensed Nutritionist-Dietitian who gained ideas and inspiration from a Meat Processing Training Manual, inherited from her mother. Ms. Joy and her sister tried and experimented on various recipes for meat processing and soon marketed them to close relatives and friends which gained positive feedback that pushed them to convert their garage into a small diner. It was in August 2021 when they finalized all necessary business licenses and permits and had been partly operational since then.

Doing business was never easy, especially for those who were new to that experience. Ms. Joy learned that it is not as simple as knowing what to sell and how to market her products. Instead, doing business is subject to constant learning and a deeper understanding of the key fundamentals of business processing—from financial management, identifying suppliers and acquiring supplies, product making, and marketing strategies among others. It was also an added challenge and a roller-coaster of hardships, learnings, and perseverance in starting her business during the height of the COVID-19 pandemic. Restricted health protocols and the onslaught of hoarding and monopoly of supplies prompt her to think of innovative ways to help her business strive

and survive. Ms. Joy introduced a variety of food choices among her Silog meals to which she added burgers, sandwiches, bottled atsara (pickled papaya), bottled shrimp paste, and Leche flan. She also established social media accounts for her business and affiliated with various delivery services to cater to more customers and grow her earnings.

On September 6, 2022, with the endorsement of the Parañaque Cooperative Development Office (PCDO), Ms. Joy became one of the beneficiaries of the Pangkabuhayan sa Pagbangon at Ginawa (PPG) Program of DTI. She utilized the Php10,000 worth of livelihood assistance to make and introduce additional products for her business. A selection of Frappes, Fruit teas, and Milk teas are some of the products she now offers at her diner.

Ms. Joy also had the opportunity to join the 2nd batch of the 2022 (Women Sector) Kapatid Mentor Me-Money Market Encounter (KMME-MME) Program of DTI and successfully graduated on November 18, 2022. She was also assisted by DTI on her IPO Trademark application and is looking forward to more DTI programs and services she can avail/join

It is truly her pride and honor to have gained not only a substantial amount of livelihood

assistance but also the knowledge, individual connection, incentives, and opportunity to showcase her business on a bigger market all acquired with the help and unending support of DTI to striving businesses like hers. She is sincerely grateful, fully equipped, and more than ready to take on her business to a higher level and wishes that DTI will continue to help more MSMEs in achieving their full potential.

"Sipag, pananampalataya, at tiyaga. Kayang-kaya natin 'to!"



The Ultimate Mompreneur

👤 Ms. Consorcia “Connie” Plantilla 📍 Valenzuela City

There goes a Filipino saying “Kapag binato ka ng bato, batuhin mo ng tinapay”. But what if the one who throws the stone is the life itself, how will you handle it?

Life is full of surprises, and unfortunately, not all of them are pleasant. This is precisely why Consorcia’s story of the hot pandesal is similar to the challenges of life.

Conсорcia “Connie” Plantilla is a 59-year-old businesswoman who resides in Brgy. Disiplina Village, Lingunan, Valenzuela City. Despite being visually impaired, she has not let her disability hinder her from pursuing her dreams for her family’s future. Connie lives a simple yet fulfilling life with her husband and daughter.

In 2019, she made the decision to start a small business with the unwavering support of her husband. Her venture involved selling snacks, or meriendahan, to supplement their income. Unfortunately, their success was short-lived as they encountered unforeseen circumstances that drastically altered their lives. In 2020, they were forced to relocate to Disiplina Village in Valenzuela City, which presented a new set of challenges.

Initially, Connie was worried about how she would sustain her small business in an unfamiliar location. However, with her cheerful and optimistic personality, she recognized a gap in the local market and transformed it into a chance to re-open her business.

She took the risk of continuing her small business. Connie began with a starting capital of Php 2,000 pesos and decided to open a small sari-sari store and an RTW shop in the building where she lived. Her hard work and dedication paid off as she was able to recover her initial investment and expand her grocery supplies. This not only benefited Connie and her family by providing a steady source of income to pay their bills but also helped her neighbors by providing them with essential goods through her shop.

In March 2020, the pandemic swept across the globe, wreaking countless individuals and businesses. Connie was no exception. Her business was hit hard by the pandemic, and she struggled to keep it afloat amidst the income loss and sales. The community was forced to implement strict lockdown measures to mitigate the health risks, which only added to Connie’s challenges.

Due to the mandatory stay-at-home orders, Connie’s business had no customers to patronize it. As a result, her investment began to fall, causing her to suffer financial losses. The situation was dire, and Connie was at a loss as to how to keep her small sari-sari store and thrift shop afloat amidst the widespread problems. However, even after experiencing those difficulties, she proved to be resilient in those trying times to continue operating her business even if it means shelling out money from her own pocket and savings just to sustain her business.





Over the past two years, since the pandemic outbreak, Connie's sales have been consistently low, ranging from Php 200 to Php 500 per day. The situation reached its worst point when she experienced a day with no sales at all, causing her to worry about the future of her business. To make matters worse, Connie also had to endure three-day periods where she could only save Php 50 to Php 100 per day, which she used to purchase limited grocery items for her sari-sari store. These challenges have made it difficult for her to keep her business afloat.

In those trying times, some business owners thought of temporarily closing their stores and other business, but Connie made an exemption. She paved her way to overcome those challenges and barriers that would block her path to becoming a successful entrepreneur. During her interview, she once said:

"Well, we can't control what will happen in our life, ma'am same in business. There are times when our business has to experience its ups and its downs. So, we need to keep going and fight those challenges we faced in life".

In June 2022, the Department of Trade and Industry's National Capital Regional Office, in collaboration with the Local Government Unit of Valenzuela City, launched a program to assist MSMEs impacted by natural and human-induced calamities, such as fires and health crises caused by pandemics. The program, known as Pangkabuhayan sa Pagbangon at Ginhawa (PPG), aims to provide relief and support to affected businesses.

Before receiving financial assistance worth Php 10,000 from the program, Connie's sales only ranged from Php 200 to Php 500. However, with the help of the program, she was able to increase her sales to Php 1,000. The financial aid came in the form of a cash card, which she used as additional capital for her sari-sari store. With the extra funds, she was able to purchase a variety of goods and items to display and sell in her store.



The Family's Humble Beginnings

Mr. Rodolfo “Rudy” Valzado Ubales Sr.
Quezon City



Ubales Enterprises is a family-run business venture that provides services related to printing, laminating, graphic arts, and other related services.

The business started in 2016 with Mang Rudy doing the promotion and other leg work while his son acted as manager. The daughter of Mang-Rudy who at that time was based in China co-financed the business operations. The business was slowly gaining its momentum when an opportunity abroad presented a more lucrative endeavor to the son of Mang Rudy. The son decided to try his luck abroad and the family is left with no option but to shut down the business.

After the closure of their business, Mang Rudy tried his very best to lead a normal life. But sometimes in life, you will experience a lot of turns. You have your plan but life has a way of surprising you with unexpected things in which you have no control over these. Boom, the whole world was hit by the COVID-19 pandemic and this health crisis posed many challenges to people’s lives. It was at this time that the daughter of Mang Rudy decided to go home and re-opened their printing business with her as the new manager. The business’ initial operation just catered to the printing requirements for vaccination cards and quarantine passes with lamination services for the same.

The father-and-daughter tandem has made the business become more resilient and innovative. The duo decided to venture into producing customized cake toppers, vinyl stickers, tarpaulin banners and printing of sintra boards. These new services have attracted more customers, not to mention the creation of their own facebook page.

The implementation of Pangkabuhayan Program in Barangay Sto. Cristo came very handy as the same has helped them procure enough supplies to meet customer’s demand. The owners are very thankful to the PPG Program as their income has increased by 10%-15% because of the additional capital assistance extended by the DTI-NCRO.

As their own little way of giving back to the community who patronized their services, Ubales Enterprises launched the “Guhit Bulilit” drawing contest for children during the previous barangay fiesta. It is their share of helping children develop a love for art and help the same express their creativity at a young age. Likewise, they also initiated the “PartyLikeItsThe80s” a social event, where the proceeds of the activity will go to the youth athletes of the Brgy. Santo Cristo Football Team.

The Ubales family aspires to elevate their business to higher grounds by acquiring more sophisticated equipment as they endeavor to create more positive changes in their community. They are guided by the mantra that success is no accident, it is excellent service, quality output, hard work and love of what you are doing rolled into one.

When Blessings Come Knocking

8 Ms. Gina M. Teanila

9 Marikina City

Ms. Gina M. Teanila and her husband are the proud owners of Gian Mini Store, a popular Sari-sari Store situated at 50 SNED Compound, along Eastdrive Street, Barangay Marikina Heights, Marikina City. Their store is renowned in the community for its exceptional customer service, kindness, and accommodating nature, making it the go-to store for the neighborhood.

The family has been able to grow their business over time. They added a computer shop and an LPG store, which helped them make even more money. With the profits they earned, they were able to buy a tricycle and their family home. Mrs. Gina thinks their sari-sari store is so successful because their neighbors always come back to buy things from them. They have everything people need and their prices are fair.

When the lockdown started in March 2020, Mrs. Gina saw a big problem. No one was coming to her store anymore, and she couldn't get new things to sell. The rules about delivering things made it impossible to restock her merchandises. She thought maybe people were buying used things instead of new things. This kept happening, and soon her store was in big trouble. It looked like she might have to close it down forever.

Gina's entrepreneurial spirit never waned. She decided to post pictures of her Lutong Ulam and sells them on Facebook. Her friends and neighbors were so impressed that they began placing orders for her delicious food. Fortunately, her husband owned a tricycle, which he used to deliver tasty meals to their customers.

With all of the challenges they are facing, Mrs. Gina didn't expect to receive good news from their Barangay. She was informed that she had been selected as one of the fortunate entrepreneurs to benefit from the DTI's Livelihood Program. When she heard this, she was so happy and thankful to God for the chance to be assisted by the PPG program.

"Gusto ko magpasalamat sa training and livelihood assistance sa pagnenegosyo na binigay ng DTI. Ang laking tulong nito. Dahil sa binigay naitawid namin ang tindahan at pang-araw araw na gastusin. Sa awa ng Diyos, nakakabawi na kami ngayon at sana tuloy-tuloy na ito. Diskarte ang kailangan para makabawi. Thank you ng marami sa DTI."





“Nagsimula ang aming munting Eatery ng mawalan ng trabaho ang aking asawa at sa aming negosyo na lamang kami kumukuha ng aming pang araw-araw na gastusin. Noong kami ay nag umpisa, sobrang nahirapan kami sa kadahilanan na din na marami na ang kakumpetensya at sa kakulangan na din ng puhunan. Pero dahil na din sa pagsisikap naming mag-asawa para mataguyod ang aming mga anak, pinagpatuloy pa din namin ang aming munting negosyo sa kabila ng mga problema na aming pinagdaanan.

Ngunit dumating muli ang panibagong hamon sa aming buhay ng magkaroon ng pandemic noong March 2020. Nagsara ang mga eskwelahan kung saan kami ay naghahatid ng mga pagkain sa mga estudyante at mga guro, kami din ay nawalan ng mga customers. Napilitan na muna kami magsara ng aming negosyo dahil na din sa hirap ng mga transportasyon. Pero noong naging maluwag na, ang diskarte na ginawa ko sa aking negosyo ay ang pag-post sa social media ng aking mga lutong ulam na sinamahan ko pa iba’t iba pang mga paninda. Dahil na din sa aking natanggap na dagdag puhunan mula sa DTI ay nadagdagan pa ang aking mga niluluto at marami na ako napopost na paninda sa online. Sobrang malaking tulong ng kami ay mapasama sa mga napili na mabigyan dagdag puhunan ng DTI. Dahil sa tulong na yun kami ay muling nakabangon aming pagkalugi. Bilang isang negosyante dapat masaya at mahal mo ng iyong ginagawa.

Sobra laki po ng pasasalamat ko sa Programa ni DTI. Sana mas marami pa ang maabot ng inyong programa lalo na ang mga katulad ko na may maliit na negosyo at hirap sa puhunan. Pangako ko po na pagbubutihan at palalguin ko po ang aming negosyo. Maraming salamat po.”

👤 Ms. Ceceille De Jesus
📍 Pasay City



“I started my business year 2019, without having enough knowledge about business. Good thing, my business was DTI registered. I always attend their free seminars and yes, it helped me a lot! Then the pandemic came, and almost all, including ours, had a hard time dealing with it, with no walk-ins, and only delivery service available. Problems at the time are everywhere, especially when it comes to finances.

Luckily, I received a message from DTI saying that my business was qualified to receive worth 8,000 gift checks. I was so surprised, made me think that it was worth it to register to DTI.

It really helped our business sustain and cover the loss from the pandemic. We bought additional stocks (using the gift checks) that were good for about a month. And from there with the help of DTI, we survived and still up to this day our business is still running.

Lastly, we were able to share the blessing with other people. I always look forward to their activities. Thank you, DTI! You are one of the reasons why we are still here.”

👤 Ms. Karen Mae Tinimbang
📍 Valenzuela City



“Gamit ang cash assistance, nakabili ako ng panibagong air compressor at nadagdagan din ang mga panindang accessories at motor parts. Dahil doon, tumaas ang aking kita kada linggo kumpara sa dati na sirang air compressor lang ang nagagamit. Mula sa P2, 500, ngayong tumaas sa P5,000 to P6,000 dahil mas marami nang motor o sasakyan ang aking nagagawa. Nakapag- hire din ako ng isang mekaniko dahil mas dumami na ang mga nagpapagawa ng sasakyan. Maraming maraming salamat sa DTI at ang programa niyong Pangkabuhayan para sa Pagbangon at Ginhawa program. Nakakatuwa at sana ay mas marami pa kayong matulungang maliliit na nagnenegosyo.”

👤 Mr. Jesus Solas Jr.
📍 Mandaluyong City



“Noong wala pa ang pandemic maayos pa ang kita ng aking negosyo na Sari-sari store. Ngunit ng dumating ang pandemic sa ating bansa marami ang naapektuhan dito kasama na ang hanap buhay namin. Para hindi magsara ang aking tindahan nangutang ako pangdagdag puhunan dahil sa tuloy-tuloy na gastos.

Malaki ng tulong na nabigay ni DTI na financial assistance sa aming mga Micro Business, dahil dito nagkaroon ako ng dagdag puhunan pambili ng mga kailangan sa aking sari- sari store at maliit na burgeran. Dahil sa pinansyal na tulong, nadagdagan pa nito ang sales ko at nakabayad pa ako sa mga bills ko.

Until now open pa din kami kaya salamat sa DTI hopefully magkaroon ng part 2 para tuloy-tuloy ang recovery. God bless po and more power!”

👤 Ms. Mayleen Alvarez
📍 Valenzuela City



“Dati ay isa lamang kaming maliit na sari-sari store pero ito ay napalaki na namin ngayon. Nagkaroon na kami ng loading station at Globe cash in /cash out services. Nadagdagan na rin ng frozen goods ang aming paninda. Nagkaroon na rin kami ng maliit na bigasan at nakabili rin ng timbangan. Ang benta namin noon ay P18,000 kada buwan pero ngayon ay P26,000 na. Salamat sa programa na ito ng DTI dahil nakakatulong sa aming maliliit na negosyante.”

👤 Ms. Joy Anne G. Alipiosa
📍 San Juan City



LIVELIHOOD SEEDING PROGRAM

NEGOSYO
SERBISYO sa
BARANGAY

*Regional LSP-NSB Focal:
Kenneth F. Fadrilam*

The Livelihood Seeding Program – Negosyo Serbisyo Sa Barangay (LSP-NSB) is a program of DTI that allows a wider reach of business development assistance by bringing government services closer to the people through partnerships between relevant local government units and DTI officials. Through Barangay Development Councils (BDCs), the DTI shall help capacitate Barangay personnel to provide basic business advisory or information dissemination services to MSMEs in the locality.

MSME beneficiaries of the LSP-NSB Program may include sole proprietors, cooperatives, or sectoral associations that are located in identified barangays, including those in Local Communist Armed Conflict (LCAC) affected areas and vulnerable communities such as the Indigenous Peoples (IPs), refugees or stateless persons also known as Persons of Concern (POCs). Priority assistance shall be given to MSMEs affected by natural and human-induced calamities including health disasters arising from epidemics and pandemics.



In the year 2022, the Livelihood Seeding Program-Negosyo Serbisyo sa Barangay (LSP-NSB) emerged as a vital source of financing for our MSMEs, whose businesses were severely impacted by the pandemic. This program successfully reached 16 cities and 1 municipality and provided assistance to 2,115 beneficiaries, offering guidance, training, and encouragement to help them navigate the challenges of running a business during such unprecedented times. In addition to the training, the program also distributed 2,115 livelihood kits, which served as a valuable resource to support their existing businesses.

Breakdown

City/Municipality	Total Kits Awarded	Amount Released
Manila	168	1,344,00.00
Pasay	248	1,984,00.00
Parañaque	156	1,248,00.00
Makati	43	344,000.00
Pateros	25	200,00.00
Pasig	116	928,00.00
Taguig	49	392,00.00
Muntinlupa	81	648,000.00
Las Piñas	72	576,000.00
San Juan	137	1,096,000.00
Quezon City	235	1,880,00.00
Caloocan	60	480,000.00
Malabon	110	880,000.00
Navotas	2	16,000.00
Valenzuela	8	64,000.00
Marikina	605	4,840,000.00
Total	2,115	16,920,000.00

Nothing is Inkpossible!

- Ms. Kathlyn Joyce Calangin
- Nikabachi Printing Services
- Caloocan City

Ink is a liquid containing pigments used for writing, marking a text, design, or even color surfaces and images, which is similar to man's life. An individual is responsible for creating and choosing her own life story. She is free to choose what to write and what pigments would add beauty to her life. This is similar to the story of how Nikabachi Printing Services started its journey to success by choosing the path into the colorful and creative world of the printing industry.

Ms. Kathlyn Joyce Calangin worked as a call center agent for the past 7 years. The experience she gained from her former job taught her how to put herself in someone else's shoes which helps her to develop her social and interpersonal skills. However, life is a continuous journey of development and people seek it whether it's mental, social, spiritual, emotional, or even career growth. Similarly, Kathlyn decided to take a step towards another journey of her life as she followed her passion for creating different clothing designs and layouts leading her to start her own printing services.

Choosing this path is not like a walk in the park for Kathlyn since doesn't have any idea on how to start and manage her own printing business. When she opened her shop, she only has one printer, laminating machine, and a laptop that she borrowed from her sister. From these things, Kathlyn took a risk by opening and offering her services to people even though it's quite hard to find a market for her business.

Kathlyn was fully aware of the fact, that she's being a beginner in the business industry with limited skills in printing services and it was not enough to attract more customers. However, despite these challenges, they didn't hinder her to do her best and strive for the betterment of her business. Having those thoughts of losing her business, Kathlyn managed to overcome them and continue to operate her newly established printing business which soon showed progress. Customers gradually knew her skills and trusted her work resulting in increased sales which led her to purchase additional machines for her printing business.



Three (3) years after she established her business, she received an offer from her former superior telling her to do a project in relation to her printing business. This opened the door to a new opportunity that might help her business increased its sales and an opportunity as well to gain more networks. However, this opportunity needs a big capital to start the project but she doesn't have much money to begin with. In order not to lose the opportunity, she decided to lend some money to her relatives and as a result, she managed to finish the project. The aftermath of the successful project gave Kathlyn a chance to be known to other firms and gained more clients who were already lining up for her printing services.

In life, there's no success if there's no process and during the process, different stages and challenges occurred and this is what has likely happened to Kathlyn. Before the year 2020 ended, her business went through a rough patch that happened during the pandemic.



During the peak sales of her printing services, Covid-19 entered the country which affected many lives including her growing business which resulted in its temporary closure. Since there were no customers due to community restrictions, Kathlyn decided to continue her business using different online platforms but then, it didn't last long as she gradually lost some of her clients. Seeing her growing printing services closed, Kathlyn felt so disappointed and sad about the outcome of her business for 3 years. However, it didn't deter her to continue to fight in life. She decided to shift to some other business like baking some cakes and pastries and selling it online. However, despite what she earned from it, Kathlyn still hoped that one day she might recover and open again her dream business Printing Services.

December of 2021 when the Department of Trade and Industry - National Capital Regional Office, thru its Area 4 Office together with the help of the Local Government Unit of Caloocan City, conducted profiling for the Livelihood Seeding Program – Negosyo Serbisyo sa Barangay/ LSP-NSB which aims to counter the effects of unforeseen events, like fire incidents and health disaster such as pandemic crisis, that slowed down the economic activities in the communities. The implementation of the program is purposely for the City of Caloocan, Malabon, Navotas, and Valenzuela Beneficiaries with existing business that needs assistance to restart or sustain under a new normal environment. Fortunately, Ms. Kathlyn Joyce Calangin was one of the chosen beneficiaries of the said program.



February 2022 when Kathlyn received the financial assistance provided by the Livelihood Seeding Program – Negosyo Serbisyo sa Barangay/ LSP-NSB. The gift card given by the said program of the Department of Trade and Industry has helped her to restart again her printing services by buying additional baking ingredients for her business since the gift card cannot be used to buy the raw materials for her printing business. As a result, her sales in the baking business had increased compared to her past sales. The earnings she gained from selling baked products online, doubled which she used to buy additional printing machines for her business.

Now, Kathlyn was very happy and grateful for the livelihood assistance given by DTI's LSP-NSB program. She is now confident to operate and manage her Nikabachi Printing Services and selling baked products without worrying about losing any of her two businesses. She knew that she still has many things to learn and discover in managing her Printing Services which motivated her to continue with her life despite the challenges she experienced. This inspired Ms. Kathlyn Joyce Calangin to always think positively in any situation she may face and take every challenge as an opportunity in improving herself. She believed that there's always a way that led to everything so nothing is INKpossible

Bro.ooze Coffee Shop

👤 Mr. Lorenz Dagongdong
📍 Pasay City
☎ 0956 779 0724

“Ako po si Lorenz Dagongdong, isang dialysis patient at ako po ay 28 years old. Ang aking negosyo na itinayo ay isang coffee shop at ipinangalan ko dito ay “Bro.ooze Coffee Shop”

Nagsimula ang aking negosyo noong na diagnosed ako ng CKD (Chronic Kidney Disease) napa-isip ako bigla na darating ang araw na manghihina din ako at hindi ko na kakayanin ang magtrabaho, dahil alam ko na hindi ako palaging malakas at baka ito pa ang aking ikatanggal sa trahaho. Kaya nasabi ko sa sarili ko na kailangan ko ng iba pang pagkukunan ng gastos araw-araw, kaya naisipin ko nang magtayo ng negosyo ng mga panahon na yun at itinayo ko ito noong 2021, hindi ito full time operation, sapagkat sa kasalukuyan ako ay pumapasok pa din sa trabaho.

Isa sa mga hamon na hinarap ko sa aking negosyo ay ang kasagsagan ng COVID-19 sapagkat hindi ko alam kung kailangan ko na talagang ituloy ito sa kadahilang marami pa din ang mga tao na hindi bumibili lalo na kung hindi ito kakilala, ang lokasyon din ang isa sa hamon na kinaharap ko, sapagkat wala pa akong kakahayan umupa ng pwesto at hindi pa ito fully operational baka hindi ito kumita kung sa bahay ko lang ito ilalagay at ang huli ay ang financial, bagamat may trabaho ako pero kulang pa din sapagkat pa minsan-minsan ay may biglaan akong dialysis may mga proseso na kailangan ipagawa kaya minsan ang puhunan ng aking negosyo ay nagagamit ko.

Ang mga estratehiya na aking ginawa upang mapagtagumpayan ko ang mga ito. Una magtiwala tayo sa Diyos sapagkat hindi araw-araw panalo ka, lagi ko din ginagalingan sa aking pag tatrabaho at sa pagnenegosyo upang may pagkukunan ako ng pera. Sipag at tiyaga ang puhunan ko sa ngayon dahil sa dami ng problema na dinadaan ko. Kahit na paminsan minsan ay mahina ang aking benta masaya pa din ako pag na satisfied ang aking mga customers.

Maganda ang programa ng DTI ang Livelihood Seeding Program-Negosyo Serbisyo sa Baranggay (LSP-NSB) Program, dahil dito ay natutulungan nila ang mga maliliit na negosyante, kaya nagpapasalamat ako sa tulong na ibinigay ninyo sa akin, malaking tulong po ito para madagdagan ang aking pang puhunan para sa negosyo. Sana ay marami pa kayong matulongna na katulad naming mga maliliit na negosyante. God bless and more blessings po muli maraming salamat po DTI.”



Tisoy Store

Ms. Eva Q. de Torres
Marikina City

Mrs. Eva de Torres owns Tisoy Store located at 6 Gumamela St., Tanguile Marikina Heights, Marikina City.

This is her experience, in her own words. “Noong dumating ang Covid-19 Pandemic, na stressed talaga ako kasi nawalan kami ng mga customers. Yung pwesto namin ay malapit sa pila ng mga jeep at tricycle. Ang ginawa ko, nilipat ko dito sa bahay namin ang tindahan sa loob ng compound. Nagtinda din ako ng shanghai na luto na at frozen at nilalako namin house-to-house.

Napasama kami sa livelihood assistance na binibigay ng DTI Marikina City. Sakto sa pangangailangan ko na dagdag puhunan sa shanghai business at sa sari-sari store namin. Nagpapasalamat ako sa Diyos at sa DTI, di kami pinabayaan ng Diyos. Humiling ka lang sa itaas at may darating na tulong at ito na nga ang sa DTI Livelihood Assistance. Ngayon umaabot sa 4,000 or mahigit ang benta ko sa isang araw. Thank you talaga sa DTI. Di ko kinakahiya na isa ako sa nabigyan ng tulong ni DTI.”



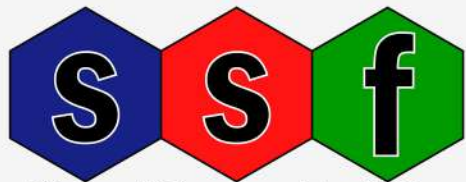
Rosebelle Sari-Sari Store

Ms. Rosebelle U. Budhi
Marikina City

“Noong pandemic, lumapit ako sa barangay para humingi ng tulong kasi nagsara muna ako ng aking tindahan. Walang kliyente dahil walang pasok ang mga empleyado at estudyante. Nagamit din namin sa pangkain yung puhunan kaya nag-alala ako na baka hindi na kami makapag-bukas ulit ng negosyo.

Buti nalang at mayroong livelihood assistance ang DTI sa Marikina City at isinama ako ng barangay sa mga makakatanggap ng benepisyo. Bumili ako ng dagdag paninda noong nagbukas kami. Nagdagdag ako ng mga bottled water, softdrinks, biscuits, at iba pang kutkutin. Salamat DTI sa binigay na pandagdag puhunan. Basta ginamit sa tama ang binigay ng gobyerno at hindi sa pang-personal ito ay lalago. Ngayon sa maghapon na pagtitinda, may take-home ako na P1,000 o higit pa!”





Shared Service Facilities
"Shared Success for Filipino MSMEs"

Shared Service Facility (SSF) Program is meant to improve MSME competitiveness by providing machinery, equipment, tools, systems, accessories, and other auxiliary items, skills, and knowledge under a shared system. The facilities should help target beneficiaries increase their production capacities and improve product quality, resulting in increased markets, increased sales, and jobs generation. SSF is a public-private partnership initiative being implemented through cooperators who can house the machinery and equipment and make these accessible to MSMEs.

*Regional SSF Focal:
Mary Joy S. Mojica*



In 2022, the easing of Covid-19 restrictions has paved the way for the economy to rebound. This is evident in the impressive performance of government programs, private sectors, and emerging businesses. The Department of Trade and Industry National Capital Regional Office has played a significant role in this recovery through its Shared Service Facilities program, in collaboration with Cooperators. The program has assisted 409 MSMEs and 1,535 other users, creating jobs for 410 individuals and generating Php 4,269,796.02 in sales.

Moreover, the NCRO FabLabs, have developed a total of 361 prototypes, showcasing the innovative spirit of the region. To further support MSMEs, 56 SSF-related SMERA trainings were conducted, benefiting almost a thousand MSMEs and 1,818 potential MSMEs.

Following the successful operations of the Custom-Made Crafts Center Inc. (CMCCI), the first tranche of the SSF project was turned over and donated to the cooperating organization during the 1st quarter of 2022.

P 4,269,796.02

Sales Generated

409

Assisted MSMEs

410

Jobs Generated

100%

Operational

361

Prototypes Developed
from fablabs

Lists of new SSF projects launched in 2022

Area	SSF Project Title	Cooperator	Date Launched
Area 1	Weaving and Sewing Facilities for Sikap-Buhay (SIKHAY) Project	Development Action for Women Network, (DAWN) Inc.	August 31, 2022
CITE	SSF for High-Quality Garments Printing	Mustard Seed Cooperative (MSC)	December 9, 2022
CITE	SSF for High-Quality Garments Making	Barangka Credit Cooperative (BCC)	December 9, 2022
Area 2	SSF on Chocolate Processing	Pasig City Local Economic Development and Investment Office (PCLEDIO)	December 19, 2022
CITE	SSF for High Standard Quality Bag-Making Center	Manufacturers of Bags and Leathergoods Association Inc. (MBLAI)	December 20, 2022

On November 17, 2022, the SSF for Craft Beer Processing in Area 3 was relaunched with the Philippine Chamber of Commerce and Industry - Quezon City (PCCI-QC) as the cooperator. The event took place in its new location at Torre Venezia, located at 170 Timog Ave. cor. Scout Santiago Street, Quezon City.

Existing SSF Projects were also expanded and upgraded including the CMCCI's SSF on Sewing Bag Making and Product Finishing, SSF UP Fablab, SSF High Value Custom-made Leather Goods 4th tranche, and SSF Bigay Buhay Multi-Purpose Cooperative Sewing Center.



DTI-SSF Supported the Project SAGIP - Phase 2: A Pilot Study in Marikina City

SSF on Food Processing and Testing Center for Non-Marine Products
Marikina Polytechnic College (MPC), Marikina City

The Marikina Polytechnic College (MPC), through the Shared Service Facility (SSF) on Food Processing and Testing Center for Non-Marine Food Products, took part in the implementation of the Project on Supporting Adolescent Growth in the Philippines (Project SAGIP) Phase 2: A Pilot Study in Marikina City – a school-based nutrition intervention program of the Department of Science and Technology.

As a background, the first phase of Project SAGIP was concluded in November 2021, where nutrition intervention materials were developed including the Exciteen Recipe Book, SAGIP Activity Book, Student Planner, and User Guide.

In line with this, the second phase covered the pilot testing of the SAGIP nutrition intervention program among underweight/stunted, normal-weight, and overweight/obese adolescents, 10-14 years old in a public school in Marikina City for 60-school days. The DTI-SSF operated and managed by the MPC, served as the kitchen and production facility of the project.

The project's operation in the SSF started on October 28, 2022, wherein, a simulation of the activities, flow, and familiarization were conducted. The simulation consisted of using the facility's services for the preparation and quantification of 25-servings of meals, packaging, delivery, and cleaning of the used kitchen equipment and area.

After the success of the simulation, the actual project SAGIP nutrition intervention program started on November 7, 2022, which officially started the 1st day of the 60-school days feeding program of SAGIP. The operation during the month of November consisted of doing quantification for 75-servings using the SSF equipment requested during the simulation.

The SSF provided the much-needed assistance in the possible success of the nutrition intervention program. Hence, the Project SAGIP was able to follow the needed food quantification management and food safety protocols because of the services and facilities offered by MPC-DTI SSF.



SSF for Sewing, Bag Making, and Product Finishing

Custom-Made Craft Center Inc. (CMCCI), Quezon City

“Nang dahil sa bagong machines na binigay ng DTI sa pamamagitan ng Shared Service Facility Project, mas na-improved ang aming production sa paggawa ng leather bags, wallets, at iba pang mga items. Malaking tulong ang pagkakaroon namin ng skiving machine, post-bed at flat bed machines dahil hindi na namin kailangan magpunta sa ibang lugar (Parañaque) upang makigamit. Ngayon ay kumpleto na ang aming production line from cutting to finishing. From 200 pieces kada linggo ay kaya na naming i-fulfill ang order ng doble na umaabot sa 400 pieces of assorted leather bags at wallets kada linggo. Nadagdagan din po ang tao sa production mula 5-katao, ngayon ay 8-15 na ang nagkaroon ng trabaho at kabuhayan dahil sa SSF Project.”

- Mr. Melboy Malagueño
CMCCI – SSF Beneficiary





yep!

YOUTH ENTREPRENEURSHIP PROGRAM

*Regional YEP & BYOB Focal:
Lady Katherine R. Puente*

The Youth Entrepreneurship Act mandates the Micro, Small, and Medium Enterprise Development Council (MSMEDC) through the Department of Trade and Industry (DTI) to implement a national program to promote youth entrepreneurship development. Youth Entrepreneurship Program or YEP is a focused program to address the young demographics of the country to become productive individuals ages 18-30, through entrepreneurship. It will help young Filipinos develop their entrepreneurial skills by offering them a comprehensive package of interventions.

The Department of Trade and Industry – National Capital Regional Office (NCRO) conducted the Youth Entrepreneurship Program (YEP) NCR 2022 last May 2-7, 2022 online via Zoom Video Conferencing. It was joined by 486 general participants, guests from the public and private sectors, YEP cooperators, and resource speakers/program partners. The program aimed to offer various opportunities among young people in helping them explore their full potential to become successful entrepreneurs, specifically in the e-commerce industry.

In pursuance of empowering would-be and existing youth entrepreneurs, the YEP embodied three (3) main objectives:



EXPERIENCE

Promote entrepreneurship, particularly among young people and help them develop their entrepreneurial skills.

Youth Start



ENGAGE

Discuss the importance of online and offline networks and connect youth entrepreneurs with industry leaders through membership with local chambers, youth entrepreneurs, and school-based organizations.

Youth Net



EXPAND

Capacitate youth entrepreneurs in forging strategic partnerships that will make their businesses expand and connect them with industry leaders and investors that will help them stretch the boundaries of their businesses.

Youth Match

443

YEP Participants

364

Potential
Entrepreneurs

35

New MSME
Developed
(Registered)

44

New MSME
Developed
(Unregistered)

DAY 1 | MAY 2, 2022

via ZOOM & LIVE

dti NATIONAL CAPITAL REGIONAL OFFICE

yep!

YOUTH ENTREPRENEURSHIP PROGRAM
An Essential Guide to eCommerce for Young Entrepreneurs

REGISTER AT: <https://bit.ly/yepncr2022>



Be Your Own Boss (BYOB) Training

The Department of Trade and Industry – National Capital Regional Office (DTI NCRO) and the USAID Opportunity 2.0 (O2) Program through the Education Development Center, Inc. (EDC) conducted the Be Your Own Boss Training last May 24-June 23, 2022, at the ALS Center Parada, Valenzuela.

The BYOB was joined by a total of 47 OSYs from ALS Center Parada Valenzuela, BYOB Facilitators from DTI NCR, and program partners. The program aimed to efficiently provide entrepreneurship skills for youth who may be interested to start their own small business. Be Your Own Boss (BYOB), is an entrepreneurship training that equips youth with foundational business skills and entrepreneurial mindset needed to become smarter entrepreneurs, including creativity, critical thinking, perseverance, vision, and confidence by integrating the entrepreneurship initiatives of the O2 Program with the DTI's Youth Entrepreneurship Program (YEP)

This is a practical, activity-based training that provides step-by-step business skills important for environmental scanning, identifying small business opportunities, and developing and operationalizing a business plan. The nationwide implementation of BYOB training aspires to achieve the following key objectives:

- To help aspiring and existing young entrepreneurs strengthen their business ideas or current businesses by capacitating them navigate changing markets, identify new opportunities, develop a business plan, and become more creative and innovative entrepreneurs Document Code: CT-PAR Issue/Version: NCRO-v0 Date Issue: 2019
- To enhance the entrepreneurial competencies and technical abilities of aspiring and existing young entrepreneurs that will prepare them to start and/or grow their own businesses.
- To promote entrepreneurship among young people and equip them with soft and work readiness skills needed to be a successful entrepreneur in their communities



INDUSTRY CLUSTER ENHANCEMENT (ICE) PROGRAM

A priority stimulus program for Micro, Small, and Medium Enterprises (MSMEs) as government's customized intervention to drive local and economic growth. The program enables localities and communities to determine, develop, support, and promote culturally-rooted products or services where they can be at or best renowned for.

————— Mary Joy S. Mojica —————
Regional ICE Program Focal



Processed Fruits and Nuts (PFN) Cluster

Regional PFN Coordinator: DC Elma P. Viray

The year 2022 marked the formal creation of the Processed Fruits and Nuts Industry Association as the same was able to install its set of officers last March 15, 2022, where they explored collaboration and continuous learning as their theme for the year.

Throughout 2022, the DTI-NCRO together with the PFN officers implemented high-impact seminars, workshops, and meetings to help create a more dynamic, resilient, and strong PFN Cluster in NCR. The table below summarizes the capacity-building and networking activities initiated for CY-2022:

Title of Activity	Date Implemented	No. of Beneficiaries
The Yield in Investing in the Youth for the Processed Fruits and Nuts Cluster in NCR: An Interface Meeting of PFN Players with the Youth Beneficiaries of USAID	March 31	20 MSMEs & 10 Youth Beneficiaries
Good Manufacturing Practice	May 17	110
Briefing on FDA-LTO-PR Documentary Requirements	May 20	21
Seminar on Packaging and Labelling	May 27	21
Halal Awareness Training cum Basic of Exporting	June 14	45
Seminar on Branding	June 21-22	100
E-Marketing Seminar	June 23	50
One-on-One Consultation with Food Expert	August 30	20
Accounting for Non-Accountant	September 20	20
Strategic Planning cum Organizational Management Session with CESO Expert	October 3-5	12
One-On One Consultation with CESO Expert	October 10-14	11



The Yield in Investing in the Youth for the Processed Fruits and Nuts Cluster in NCR: An Interface Meeting of PFN Players with the Youth Beneficiaries of USAID.



Seminar on Packaging and Labelling



Seminar on Accounting for Non-Accountant



Further, to help PFN MSMEs expand their market reach, the office had also facilitated the participation of selected PFN MSMEs to the following marketing events:

Title of Events	Date	No. of MSMEs	Amount of Sales Generated (Php)
National Food Fair	June 1-5	19	1,226,844.00
IFEX	September 22-24	1	24,425.00
National Trade Fair	November 16-20	14	42,767,149.00
Area 1-Mini Trade Fair	September 28-October 2	9	390,495.00
Area 2-Mini Trade Fair	November 25	8	55,859.00
Area 3-Mini Trade Fair	December 1-4	18	461,653.00
Area 4-Mini Trade Fair	November 26-30	6	48,379.00
Regional Trade Fair-Metro Fiesta	December 7-11	25	3,633,235.00
Total		100	48,608,039.00



NCR-PFN products were also featured as highlights of the Special Setting of Area-3 Mini Trade Fair dubbed as “Paskuhan sa Calle Plaza” held last December 1-4, 2022 at Farmer’s Mall, Quezon City.

Taken as a whole, the key industry players were able to generate the following bottom line accomplishments for CY-2022:

102

Unique MSMEs Assisted

7

Trainings Conducted

14

Meetings/Conferences/
FGDs Conducted

367

Beneficiaries Trained

37

Jobs Generated/Sustained

26

Consultancy Services Conducted

Php 48,608,039.00

Sales Generated

It can be surmised that for CY-2022, the PFN MSMEs were able to expand their presence beyond their usual boundaries and have continued to provide jobs in the communities where they are located.

Coffee Industry Cluster

Regional Coffee Industry Cluster Coordinator: DC Rowena D.B San Jose


The Coffee Industry Cluster is a significant sector that is being developed and promoted by almost all regions in the country. To enhance the competitiveness of the coffee industry, various programs and activities have been implemented in different regions.

With the increasing demand for coffee shops in the National Capital Region, the Department of Trade and Industry would like to capacitate the potential micro and small entrepreneurs and their staff to be more knowledgeable on basic coffee information and skills like coffee origins, cupping, brewing, and shop operations.


In partnership with Arcana Coffee PH, the training will also encourage home-based coffee entrepreneurs to scale up their businesses as they will become more confident with the knowledge provided by the training. The Coffee training/workshop will cover the following topics:

- History of Coffee
- Coffee 101
 - Coffee Process from Farm to Cup
 - Origin of Coffee
 - Kinds of Coffee
- Introduction to Specialty Coffee
 - Coffee Cupping
 - Coffee Bean Scoring
 - Coffee Grading
 - Brewing Methods
 - Latte Art
- Coffee Shop Business Operation
 - How To's and Requirements of a Coffee Shop Business



44 
Jobs Generated

107 
MSMEs Created

230 
MSMEs Assisted

6 
Trainings Conducted

25 
Beneficiaries Trained

Php 690,432

Sales Generated in Participated Trade Fairs



Bamboo Industry Cluster

Regional Bamboo Industry Cluster Coordinators:
Royal Jean Beraquit and Ferdinand O. Angeles

Bamboo Industry Cluster is one of the major industry sectors being developed and promoted by almost all of the regions in the country. Various programs and activities have been implemented in different regions to enhance the competitiveness of the bamboo industry

The DTI NCRO's activities include training programs for bamboo farmers, workshops on bamboo processing and product development, and marketing initiatives to increase demand for bamboo products. By remaining active in the Bamboo Industry Cluster, the DTI NCRO is helping to create a more sustainable and profitable industry that benefits both producers and consumers.



On September 18, 2022, the CITE Bambusetum, a sprawling 1-hectare bamboo garden, was officially launched. The highlight of the event was the planting of 100 bamboo propagules, each representing a country that participated in the 8th World Bamboo Congress.

Now, the Bambusetum is open for group tours, welcoming farmers, MSMEs, students, national and local government officials, and anyone who cares about the environment and loves bamboo.

The Kawayanan sa Kamaynilan, which has been under construction since 2021, is one of the few places in the NCR where visitors can see different species of bamboo, learn about its various uses, and attend bamboo-related training and seminars.



Php 108,968.00

Domestic Sales

68 
Jobs Generated

100 
MSMEs Assisted

219 
Trained Beneficiaries

9 
Trainings Conducted

In celebration of the Philippine Bamboo Month and World Bamboo Day on September 18, 2022, the DTI-National Capital Regional Office partnered with Bamboo Bike Philippines and the Local Government of Marikina to promote the growth of the economy and the environment through the bamboo industry. The tour began at Marikina Riverbanks and ended at the CITE Bambusetum, where an exhibit featuring bamboo bike frames, finished bamboo bikes, bicycle parts, bamboo furniture, and novelty items greeted the participants and guests.

Simultaneously, training on Bamboo Propagules Production and a demo on Bamboo Bike Frame Making were conducted at DTI NCRO, CITE Marikina. The training was participated by representatives from the academe, barangays, LGU, and environmental advocacy groups.

Overall, the event was a success in promoting the bamboo industry and its potential to benefit both the economy and the environment. It was a great opportunity for participants and guests to learn more about the benefits of bamboo and its various applications.



Wearables and Homestyle Cluster Footwear Sector

*Regional Wearables and Homestyle Cluster-Footwear Sector Coordinator:
Jocivic F. Bertillo*

The DTI NCRO's efforts in supporting the Wearables and Homestyle Cluster-Footwear Sector have not gone unnoticed. Through its various activities and programs, the organization has been able to provide valuable assistance to businesses operating within this industry. As a result, the bottom line for the year 2022 has remained productive in the footwear sector.

On September 8-9, 2022, the DTI-NCRO spearheaded the first Philippine Footwear Innovation Expo (FIX.PH) at the Crowne Plaza Manila Galleria, Quezon City with a theme, "Lasting the Future".


The pilot run was anchored on the theme "An innovative, competitive, and inclusive Philippine Footwear Industry with strong and sustainable domestic and global value chain linkages." The activity aimed to gather relevant stakeholders and enablers with the common intention of uplifting the footwear industry in the country through knowledge sharing and served as a venue for collaboration among stakeholders.

The event was attended by more than 100 participants composed of footwear MSMEs nationwide, DTI officials and focals for the Wearables and Homestyle industry cluster, NGAs, and other footwear stakeholders, among others.



Php 3,180,000.00

Domestic Sales

104 
Jobs Generated

232 
Trained Beneficiaries

153 
MSMEs Assisted

4 
Trainings Conducted

Participating in trade fairs is a strategic move for MSMEs in the footwear sector to improve access to the market, increase sales, establish a brand presence, and stay updated with industry trends. DTI - NCRO held its 6th rendition of the Regional Trade Fair (RTF) under the OTOP Next Gen Program dubbed as “Metro Fiesta: Paskong Pinoy” at the Glorietta Activity Center in Makati City last December 7 to 11, 2022. Around 6 footwear MSMEs participated in this regional event contributing a total of Php 434,151.00, which is 6.5% of the total gross fair sales.



Right after the conduct of the region's RTF, NCRO again held its regional fair for the wearables sector entitled “Metro Fashion Fair 2022” last December 14 to 18, 2022 at the Eastwood Mall strip, Quezon City. This fair is conducted to help give the necessary push to the sector by giving more exposure to their products. A total of 10 footwear manufacturers participated in the said fair garnering a total sale of Php 462,773.00 about 67% of the total sales earned in the 5-day event.



DISHENYO 2022: Filipino Designers Showcase Creative Ingenuity For the 8th Filipino Footwear Design Competition

Last November 2022, the Department of Trade and Industry - National Capital Regional Office (DTI NCRO) and the Philippine Footwear Federation Inc. (PFFI) along with Zapateria hosted the 8th Filipino Footwear Design Competition (FFDC), the annual event organized to showcase the best Filipino footwear from local designers and manufacturers. For its latest run, FFDC 2022 was set as a national competition with over 70 newcomer designers and students from all over the Philippines.



The event's theme, DisHenyoy or Design Genius promotes the Philippine's local culture through the means of celebrating shared Filipino identity for a more sustainable future; promoting each designer's personal advocacy towards sustainability. The program also serves as a platform for skills building for aspiring designers through a series of creative workshops and professional mentorship programs facilitated by the Filipino creative hub, Zapateria with working sessions guided by the Pattern Makers Association of the Philippines. Coming from the restrictions of the recent pandemic, FFDC 2022 employed a hybrid engagement setup of both virtual and in-person activities conducted at the DTI-NCRO CITE and the PFFI Philippine Footwear Academy Campus in Marikina.



Department of Trade and Industry
National Capital Regional Office Family



Quality Management System

By Loude Mae Ducay

Finance and Admin Support Division

Being an ISO 9001:2015-certified, DTI-NCRO is committed for the continual improvement of its quality management system by actively participating in the yearly conduct of National Internal Quality Audit (NIQA) and Third-Party Surveillance Audit.

The scope of processes audited in our office includes Top Management, Internal Audit, Nonconformity and Corrective Action, and Six (6) Core processes including Trade and Industry Information, Business Counselling, Conduct of Trade Fair, Conduct of Training and Business Name Registration.

In preparation for the audits, we have conducted a regular review of our strategic planning tools to determine if the current system being implemented is still suitable, adequate, and effective. This review includes setting the organization's direction, identifying internal and external issues, determining the needs and expectations of the interested parties, establishing strategic objectives for each of the ISO-enrolled processes, and risk management. Furthermore, we initiated mock audits for all the process owners to validate the effectiveness of our QMS.

During the NIQA conducted last July 21-22, 2022, NCRO was audited by the Digital Philippines (DPH) headed by Mr. Herminio R. Viterbo Jr. as their Audit team leader. The audit resulted in zero (0) non-conformity and compliance with all the requirements of ISO 9001:2015 standards. There were opportunities for improvement identified that were immediately addressed and implemented to further enhance our quality management system.

Moreover, First Surveillance Audit was also conducted last Nov 23, 2022, by Certification International Philippines Inc. (CIPI) and we are pleased to report that NCRO successfully passed the audit with zero (0) non-conformity found and received continued certification for ISO 9001:2015.

This success will not be possible without the commitment and involvement of the top management headed by RD Marcelina S. Alcantara, NCRO QMS Team Members, and employees. We will continue to work hard to maintain a high standard of quality and excellence in our work.

Recruitment Process and Generic Wellness Training

Date: April 1, 2022; Participants: 18 Employees

The conduct of this training prepares to empower its participants to be knowledgeable about the DTI's Step-by-Step Recruitment, Selection, and Placement process. Through this, they gain the advantage towards securing a plantilla position at DTI, likewise the benefits and perks of being a permanent government employee. This also brings encouragement for the JO/COS to apply whenever there is an available position. We also had the chance to hear feedback on the panel interview, competency-based interviews, and the overall recruitment process.

Likewise, it's been a great avenue to promote a healthy lifestyle and encourage the participants to be more engaged in the workplace. The wellness training creates a happy, healthy, and productive work environment and will sustain a culture of health and performance.



Reorientation on Integrated Data Tracking System (IDTS)

Date: October 18, 2022, 23 Participants

To improve the processing and monitoring of documents in DTI-NCRO, a reorientation of the Integrated Data Tracking System (IDTS) was held for its employees. IDTS was developed to record and manage the incoming and outgoing communications across the Department using one system, thus, improving the effectiveness and efficiency of our internal operations. We have invited resource speakers from Information Systems Management Service (ISMS) to further discuss and demonstrate the key use of IDTS for the facilitation of document tracking and monitoring. During the reorientation, hands-on activities were carried out to ensure all participants understand the IDTS system.



Organizational Culture and Team Building Activity for NCRO Employees

Date: July 29-30, 2022

As part agency's aim to strengthen organizational culture, promote teamwork, cohesiveness, and collaboration, and enhance employee engagement, DTI-NCRO held Organizational Culture in Caleruega Church and Team Building activities in Canyon Cove Hotel and Spa in Nasugbu, Batangas for its organic and service providers last July 29-30, 2022.

These initiatives aim to foster a healthy work-life balance in the workplace and develop a cohesive team culture. The organizational culture at Caleruega Church on Day 1 helped employees to reflect because of its spiritual atmosphere. The church is also surrounded by mountains, lush grasses, trees, and flowers which allowed employees to enjoy the stunning view of nature. It also has amenities including a Hanging Bridge, Pahingalayan, gardens, a Tent Chapel, and koi ponds which were very relaxing spots for employees to unwind and connect.

We proceeded to Canyon Cove Hotel and Spa in Nasugbu, Batangas for our lunch and for the conduct of DTI-NCRO Tala Night wherein it showcased the dance talents of the employees. Group 6 – Area 2 garnered 92% and declared them as the winner of the said competition. DTI-NCRO Tala Night was also able to award Ms. Danilyn Mariano and Christian Sarasola as the Mr. and Ms. Brilliant Star of the Night.

Furthermore, one of the main objectives of the said event is to honor the following employees for their outstanding performance:

Top 10% Performers of DTI-NCRO
Regular employees for CY 2018

- DC Corona Olivia O. Rivera
- DC Rowena D.B San Jose
- Ms. Carmelita Cabang
- Mr. Joseph H. Dela Peña

Top 10% Performers of DTI-NCR
Regular employees for CY 2019

- DC Elma P. Viray
- Ms. Dahlia J. Nuñez
- Ms. Sylvia M. Ron
- Ms. Jocivic Bertillo

Top 10% JoCos Performers for CY 2021

- Ms. Janine D. Carrasco
- Mr. Angelo Perez
- Ms. Leslie E. Cadalso

Top Negosyo Center for CY 2021 include:

- Negosyo Center - MOA,
- Negosyo Center - Lux,
- Negosyo Center - Quezon City
- Negosyo Center - Marikina.



On Day 2, there were three different activities including High Wire Cable, Volleyball, and Soccer games for the Teambuilding. These activities enable the employees to strengthen their teamwork and support each other. It also reinforced the importance of unity and trust between team members to achieve the team's goals. Each employee was able to gain knowledge and skills that can help them improve their ability to collaborate and enhance working relationships.



ORD



FASD



AREA 1



AREA 2



AREA 3



AREA 4



CITE



Drivers & Workers

Send-Off Gathering

Date: April 1, 2022

In recognition of her retirement with 20 years of government service, our colleague Mona Annette B. Cruz celebrated her send-off party at DTI-NCRO CITE Marikina. Our team and her former colleagues gathered to wish her a happy retirement and cheer her on her new chapter of life. Moreover, we have prepared a video presentation of her highlights and also some memories shared during her stay in DTI-NCRO.



Free Flu Vaccine

Date: November 11-12, 2022

Since the emergence of the Covid-19 pandemic, DTI-NCRO continuously operates and provides quality services to the public. DTI-NCRO provided a free flu vaccination program to all its employees held last November 11-12, 2022 at the regional office in collaboration with the Department of Health – Metro Manila Center for Health Development.

At least 130 employees of the DTI-NCRO including permanent, contractual, and job orders employees were vaccinated to ensure their health and safety during the flu season. Some employees from the other bureaus also received the vaccination as well. During the administration of the flu vaccine, everyone strictly followed health protocols including wearing masks and social distancing.

Through this vaccination program, DTI-NCRO is committed to maintaining its quality services to the public while maintaining the highest level of safety and health for all employees.



DTI-NCRO Employees and Family “TRICK OR TREAT” Halloween Celebration

Date: October 27, 2022

Gearing towards promoting employee engagement and well-being during the Halloween season, DTI-NCRO has organized a “Trick or Treat” Halloween party for all of its employees and their children. Children were encouraged to wear a Halloween costume to mark the occasion to win exciting prizes. Moreover, they were able to enjoy various activities including trick-or-treat and party games. This was a great opportunity for the employees to take a quick break from their work and enjoy a fun Halloween holiday, as well as bond with their family members.



Year-End Assessment

By Loude Mae Duay

Finance and Admin Support Division

As we end the year and reflect on all that has transpired in our agency over the past year, it is important to take a moment and reflect on our successes and challenges. Year-end assessments are a great way to look back on our agency's progress and identify areas of improvement. Last December 2, 2022, the office held a year-end assessment to evaluate NCRO's performance vis-à-vis targets for the year 2022 at the DTI-NCRO CITE Marikina. All NCRO employees were convened for this activity to be informed and have feedback about the performance standing of our office.

The activity's objective is to review strategic measures, proposed targets, actual accomplishments, and the remaining balance to achieve the proposed targets. To achieve this, a presentation of all the data acquired from the individual performance of each program was held, and the corresponding catch-up plan was discussed.



Besides from the annual performance review, it also intends to honor the following employees for their outstanding performance:

Top 10% of permanent employees for CY 2020

- Mr. Joseph H. Dela Peña
- DC Elma P. Viray
- Ms. Jocivic F. Bertillo
- DC Corona Olivia O. Rivera
- DC Rowena D.B. San Jose

Top 10% of JoCos performers for CY 2022

- Mr. Jimmy G. Juano
- Ms. Joan D. Santillan
- Mr. Rizaldy Christian G. Cantimbuhan
- Ms. Nehemiah Franz C. Susarno
- Ms. Loude Mae D. Ducay
- Ms. Janine D. Carrasco
- Ms. Jennifer Basul-Candelaria
- Ms. Jezza Jae B. Dispo

Top Negosyo Center Performers

- Negosyo Center- Manila LGU
- Negosyo Center- Pasig
- Negosyo Center- Lux
- Negosyo Center- Valenzuela
- Negosyo Center- Marikina

Best NCRO Driver

- Mr. Edinelson T. De Castro

Best Attendance

- Mr. Jimmy G. Juano
- Mr. Janssen Hans L. Pascual
- Mr. Aira May M. Ramos

Ensuring that this year-end assessment was both entertaining and enriching, NCRO prepared a series of activities that showcased NCRO talents such as Christmas Carol and Retro Dance Competition. Furthermore, NCRO employees supported the yearly Marikina Shoe Bazaar by visiting and purchasing different footwear, bags, belt, and other leather products made by the Marikina Craftsmen at Marikina Freedom Park, Sta. Elena, Marikina.



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