

May saw the conduct of the Diskwento Caravan in Samboan, Cebu and Manjuyod, Negros Oriental. The Diskwento Caravan is a project of the DTI where basic necessities and prime commodities are sold at discounted prices. The agency conducts the caravan in far-flung areas usually before the opening of classes to enable access to consumers goods. Products sold during the Balik-Eskwela Edition are food items, school supplies, uniforms, shoes, and other school related merchandise.

This month, DTI launched Bohol's 4th Batch of mentees under the Kapatid Mentor Micro-Enterprise (KMME) program of the department. In partnership with Cebu Chamber of Commerce and Industry, Bohol Chamber of Commerce and Industry and GoNegosyo, twenty five Micro Entrepreneurs are undergoing a series of seminars and trainings that would equip them with the essential entrepreneurial skills to grow, compete and excel. Meanwhile, another group of 25 budding entrepreneurs in Cebu are also undergoing a series of training under the KMME program of the DTI. They are participating in 10 weekly entrepreneurial training sessions.

In the last week of the month, DTI held the 2019 National OTOP Design Conference. The conference was meant to capacitate local product designers commissioned for the OTOP project on various learning areas to include design trends, packaging standards, labeling requirements, intellectual property, market trends and business outlook. #

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(Photo above) The 2019 National OTOP Design Conference was held at the Cebu Park-lane International Hotel, Cebu City on May 28-30, 2019.



KALAMPUSAN

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Cebu City hosts OTOP design conference

By Minerva Newman, Manila Bulletin



CEBU CITY – About 200 designers, micro/small and medium-scale enterprises (MSMEs), field experts, market specialists, design specialists, OTOP hub operators are in Cebu City for the National One Town, One Product (OTOP) Design Conference.

Department of Trade and Industry (DTI) Director for Central Visayas Asteria Caberte said the conference aims to brief product designers commissioned the OTOP projects on new design trends, packaging standards, labeling requirements, intellectual property, market trends and business outlook.

Creative product design has always been a challenge in improving the local OTOP,” Caberte told Manila Bulletin.

According to Leon Flores, OTOP Program manager and conference director, DTI wants to adopt the OTOP concept in all local government units.

Flores said there are 20 OTOP stores/hubs in all regions in the country except in Regions 4B, 8, 11 and 12.

The very first OTOP store opened in September 2018.

“In 2018 we assisted 7,151 MSMEs with 5,211 products from OTOP improved and developed which generated sales of P1.097 billion,” Flores said.

This year’s national conference was designed to provide essential information for local designers that can be used to enhance the marketability of OTOP offerings and provide a coordinated look and design direction in the areas of packaging.

He said DTI has a budget of P89 million for the OTOP program, P34.93 million of which is for product development and P33.14 million is for marketing and market access.

Caberte explained that the program enables localities and communities to determine, develop, support, and promote products or services rooted in its local culture. # (Source: Manila Bulletin)

Activities in Photos



(Photo above) The 4th Batch of mentees of the Kapatid Mentor Me Program in Bohol! In partnership with Cebu Chamber of Commerce and Industry, Bohol Chamber of Commerce and Industry and GoNegosyo conducted the mentorship program for twenty five Micro Entrepreneurs. The mentees will undergo a series of seminars and trainings that would equip them with the essential entrepreneurial skills to grow, compete and excel.

(Photo below) DTI conducted the Negosyo Serbisyo sa Barnagay: Basic Recording, Pricing and Costing on May 2, 2019 in Bohol. The activity was conducted for the beneficiaries of DSWP-Sustainable Livelihood Program of Barangay Baguhan, Inabanga, Bohol. The activity was conducted to equip them with basic knowledge and skills in handling their merchandising business in ensuring the sustainability of their chosen livelihood.



Activities in Photos



(Photo above) Documentation-Writeshop for FDA License-to-Operate Application Requirements and Good Manufacturing Practices' Based on A.O. 153 s. 2004 Seminar conducted at the DTI Negros Oriental Conference Room.

(Photo below) A Business Planning Seminar and Workshop was conducted on May 21, 2019 at the Guindulman Municipal Training Center, Tabajan, Guindulman, Bohol. This activity was attended by 32 MSMEs and Potential Entrepreneurs of Guindulman, Bohol and its neighboring municipalities.



DTI confers Bagwis awards to 71 establishments in Region 7

In 2018, the Department of Trade and Industry (DTI) conferred the Bagwis Awards to 71 establishments in Central Visayas.

The Bagwis Seal of Excellence award is given to establishments in recognition of their efforts in upholding the rights and welfare of consumers and practicing responsible business. The Bagwis Seal helps consumers identify stores that offer quality goods at reasonable price and pleasing service, enabling them to make wise buying choices and get the best value for their money.

The DTI Bagwis Awards also encourages the setting up of Consumer Welfare Desks in business establishments to provide information to consumers and serve as a mechanism for the speedy resolution of consumer complaints, DTI-Central Visayas Regional Director Asteria Caberte explained.

Establishments with the bronze seal have complied with Fair Trade Laws (FTLs), among them the Consumer Act, Price Act, Price Tag and effective customer relations services and efficient store management operations.

Establishments with the silver seal, on the other hand, have passed additional criteria, such as exemplification of social commitment and responsibility, for instance involvement in any regular corporate social responsibility programs.

Companies with the gold seal have passed additional criterion -- the establishment of quality orientation management.

Director Caberte said that the DTI is encouraging more establishments to apply for the Bagwis Seal of Excellence Award to safeguard interests of consumers and foster fair business practices.

According to Caberte, the Bagwis Award shall be valid for three (3) years from date of conferment. The award is automatically revalidated through the conduct of a re-assessment by the DTI that an awardee establishment is consistently complying with the Bagwis parameters within three (3) consecutive years.

Retail establishments in Central Visayas interested to join the Bagwis Award Program of the DTI may contact the following offices: ATI-Cebu Regional Office, 3F WDC Bldg., Osmeña Blvd., Cebu City Tel# 2550036-37; DTI-Cebu Provincial Office, Osmeña Blvd, Cebu City, Tel # 2557082/ 2532631; DTI-Bohol Provincial Office, 2F FCB Bldg., CPG Ave., Tagbilaran City, Bohol, Tel# (038)5016828/ 4123302; DTI Negros Oriental Provincial Office, 2F Uymatiao Bldg., San Jose Street, Dumaguete City, negros Oriental, Tel# 4225509/ 2254781; DTI-Siquijor Provincial Office, CF Bldg., Legaspi Street, Poblacion, Siquijor, Siquijor, Tel# (035) 4809065/ 3442238.♦



Central Visayas economic growth this year to boost job opportunities

CEBU CITY, Philippines –The Department of Trade and Industry in Central Visayas (DTI-7) says there will be more jobs created this year due to the projected growth in the region's economy.

According to DTI regional director Asteria Caberte, jobseekers could look forward to more jobs this year due to the region's good economic performance.

"Central Visayas economy grew by 7.6 percent in 2018 on the back of the accelerated performance of industry and services," she pointed out.

Services remained the top contributor to the gross regional domestic product (GRDP). However, industry grew the

fastest, posting a 9.5 percent growth last year, Caberte said.

"The drivers of the accelerated growth were manufacturing and construction, which grew by 8.3 percent and 14.2 percent respectively," she added.

DTI assists micro, small and medium enterprises by improving access to finance and expanding market access. It also helps strengthen MSME productivity and competitiveness.

(Source: <https://cebudailynews.inquirer.net/231410/central-visayas-economic-growth-this-year-to-boost-job-opportunities>)

Q:

**NO
REPAIR,
REPLACEMENT
O REFUND?**

A:

**BASTA MAY RESIBO O
WARRANTY
CARD, PWEDE NA!**

**LAHAT NG PRODUKTO O SERBISYO NA
BINIBILI AY MAY NAKAPALOOB NA
WARRANTY.**

**KNOW YOUR RIGHTS &
RESPONSIBILITIES
AS CONSUMERS!**

RIGHTS

- BASIC NEEDS
- SAFETY
- INFORMATION
- CHOICE
- REPRESENTATION
- REDRESS
- CONSUMER EDUCATION
- HEALTHY ENVIRONMENT

RESPONSIBILITIES

- CRITICAL AWARENESS
- ACTION
- SOCIAL CONCERN
- HEALTHY ENVIRONMENT
- SOLIDARITY



DEPARTMENT OF
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PHILIPPINES

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Success Story

Audrey's Budding Cookie Business



After acquiring a degree in Entrepreneurship minor in Culinary Arts from Miriam College, Audrey Arellano made it her life's dream to become a businesswoman in the food industry.

And because she loves to bake cookies and bread, she took a short culinary course at the Apicius Culinary school in Florence, Italy and a pastry course at the International School of Culinary Arts and Hotel Management in Quezon City, Manila.

Considering that Manila is already crowded with so many business establishments, Audrey decided to build her business enterprise in Bohol. At the age of 22, she opened Audrey's Bakery in Panglao, Bohol.

After a year in business, she was informed about the benefits of participating in the regional trade fair Sandugo Trade Expo, a marketing event held in July at the Island City Mall in Tagbilaran City. Feeling optimistic, she decided to join the said fair. She went to the Department

of Trade and Industry and inquired on the requirements for participating in the trade event. Not only did Ms. Audrey become part of the trade activity, she also had access to the local market. DTI also assisted her on Product Packaging and Marketing of Audrey's Tablea Chip Cookies, Audrey's Tablea Chip Crunchies and Audrey's Puro Tablea. She is currently delivering her products to large grocery stores and souvenir shops in Bohol.

"As a young entrepreneur, I needed all the support that I could get. I thank DTI for all the help and guidance that they have shown me and my business. Aside from my family, the DTI Bohol team guided me when I was still starting out, up until now. They have introduced me to people who have helped me improved my products. They have organized seminars, trainings and expositions which enabled me to meet a community of like-minded entrepreneurs who strive to follow their passion, create jobs and earn money all at the same time. They have opened a lot of doors for Audrey's Bakery. Now I am supplying different tourist souvenir outlets in Bohol with my products. I am grateful for the never-ending guidance and support of DTI Bohol," Audrey enthused. #

Activities in Photos



(Photo above) KMME Batch 6 launching with ARD Maria Elena Arbon and mentors GT Cosmetics CEO Engr. Leonora Salvane, Kevlo Skinceuticals CEO Mark Philip Geniston, and best-selling author and marketing guru Ardy Roberto.

(Photos below) The Department of Trade and Industry (DTI) - Negros Oriental gives recognition to local business establishments for upholding consumer rights while practicing responsible business by giving them the DTI Bagwis Awards. The awards were given on April 24 at Robinsons Place Dumaguete. Three business establishments received the "Gold Seal," two establishments received the "Silver Seal" and another two establishments received the "Bronze Seal" from DTI. On the other hand, seven business establishments were also recognized for continuously complying with the standards of the Bagwis Awards. (PIA7-NegOr)



Success Story

A Light that Shines



Jomar's business started when he made his first lamp because he could not sleep without a night light. He lives in Brgy. Malabo, which is 11.7 km or about 30 minutes from the town proper of Valencia, Negros Oriental. The night at barangay Malabo is so dark that he decided to make several night lamps. It was a solution to a need, that turned to a business. He made a product out twigs, used wood, added resin to it, and an amakan lampshade.

Jomar Caparino is a self-taught craftsman, and is the proprietor of La Betty's Handicrafts, and has sold his products for the first time at Robinson's Place because of the 6200 Pop Up Fair. His first big step earned him a total sales of Php 13,775.00 for his lamps, most of which were sold during the 1st 3 days of the 7-day fair. Because each lamp takes time to make, he has yet to craft more for sale. He

also has a shop at Brgy. Malabo just before the Pulangbato Falls, a popular tourist destination in Valencia.

He is one of the exhibitors of the 6200 Pop Up Fair, organized by the Department of Trade and Industry Negros Oriental in partnership and collaboration with Grape Ninja, Foundation University, Spacebar Coworking Space and Robinson's Place Dumaguete. The 6200 Pop Up Fair is a platform for craftsmen and artists to showcase and sell their works to a wider market. This year is the 4th year that DTI NOPO has been conducting an arts and crafts fair, and has been the platform for 112 creatives (a mix of craftsmen, visual artists, digital artists, writers, photographers, and filmmakers housed in 16 exhibitors' booths) to showcase and sell their works to the art and craft-loving public. All exhibitors sold a total of Php1,040,494.00 worth of crafts, artworks, literary works, and photographs. #

(Photo below) Graphic Design, Branding, Packaging Workshop in Siquijor.



Calendar Art



2019 MAY						
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
			1	2	3	4
5	EXECOM Meeting	6	7	8	9	10
11		KMME seminars				
12	National elections	13	14	15	16	17
18		KMME seminars				
19	20	21	22	23	24	25
		Connected Women meet-up				
26	27	28	29	30	EXECOM Meeting	31
		2019 National OTO Design Conference May 28-30				

Q:

**ANO ANG MAHALAGA
SA LABEL NG
PRODUKTO?**

A:

- EXPIRY DATE
- PRODUCT AT BRAND NAME
- NAME AT ADDRESS
NG MANUFACTURER
- TRANSLATION IN ENGLISH

**CONSUMER
IS KING**



LABELING REQUIREMENTS

What to look for and check in labels?

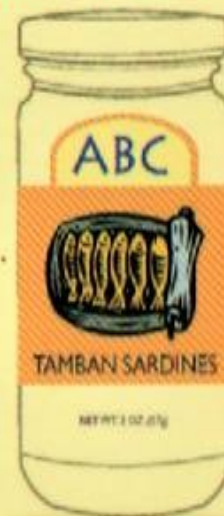
FRONT

1. BRAND NAME

2. TRANSLATION IN ENGLISH

3. PRODUCT NAME

4. WEIGHT CONTENT



BACK

5. INGREDIENTS

6. MANUFACTURER'S NAME &
CONTACT INFORMATION

7. CONSUMPTION DURATION

8. BATCH NUMBER

9. NUTRITION LABEL

10. BAR CODE

11. COUNTRY OF MANUFACTURE



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