



October witnessed the celebration of the Consumer Month spearheaded by the DTI. The advocacy of this event was incorporated in the various DTI activities lined-up in Central Visayas for implementation during the month-long celebration. Among these activities were media forum and interviews, consumer forum, retailer's forum, business and consumer education on rights and responsibilities, product standard monitoring activities with consumer organizations, capability development seminars for consumer organizations. The CWM celebration culminated with the announcement of winners in the "Dulaang Pangmamimili" contest for students.

DTI opened the first Go Lokal! Store in the Visayas at Ayala Center Cebu. Go Lokal! is a retail concept store showcasing Philippine products crafted, designed, and produced by micro, small, and medium enterprises (MSMEs). In an effort to provide a venue for micro and small enterprises (MSEs) to showcase their products, the DTI also opened a One Town, One Product Philippines Hub (OTOP PH Hub) in Bohol. OTOP PH Hub is a center where MSE can display their products that have been given assistance by DTI.

In the last week of October, start-ups, entrepreneurs, innovators, educational institutions, and government agencies gathered at the Cebu City Sports Club for the Slingshot Cebu 2018 innovation summit organized by the DTI. This year's staging of the event targeted "both brick and mortar MSMEs and tech start-ups," with "the twin objectives of nudging brick and mortars to adapt and adopt digital, while tech start-ups had the opportunity to network, validate business models and gain traction. After the conference, DTI also launched the Start-up Island Mentoring Program in Central Visayas. The mentoring program, which is being piloted in Cebu, is designed to help local start-ups gain entrepreneurial skills, strengthen their business models and scale-up. #

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(Photo above) Visit the OTOP Ph Hub at the Home and Fashion Department of Island City Mall in Tagbilaran City, Bohol. A wide range of local and regional products from processed food, fashion accessories and homewares are available

DTI brings OTOP PH Hub to Visayas



The Department of Trade and Industry realized the first OTOP Hub in Visayas. The OTOP Philippine Hub recently opened at the Island City Mall, Tagbilaran City, Bohol.

The best of the regions quality products such as souvenir items, wearables, home furnishings, fashion accessories, processed food, gifts and decors, and health and wellness goods from all over the region can be seen at the Hub.

The OTOP Philippines Hub or OTOP.PH is a retail store and marketplace where products from One Town One Product (OTOP) offerings can be found. Catering to the general mainstream market

of both local buyers and tourists, it offers a general outlet for quality and standards-compliant OTOP products.

The opening ceremony was attended by DTI Assistant Secretary Demphna Du-Naga, Regional Director Asteria Caberte, OIC PD Marisol Balistoy, OTOP Consultant Leon Flores III, Bohol Chamber of Commerce and Industry President Albert Uy, Provincial Tourism Council Chair Atty. Lucas Nunag and Provincial Board Member Ricky Masamayor. #

Activities in Photos



(Photo above) DTI opens first Otop PH Hub in the Visayas at the Island City Mall, Tagbilaran City, Bohol.

(Photo below) A Consumer Forum was conducted at the Cebu Parklane International Hotel as one of the activities lined up in celebration of the Consumer Month. The theme of the Consumer Welfare Month Celebration for this year is "Making Digital Places Fairer" which pushes for better digital access, security, understanding and redress. And we have lined up the following interesting topics for this activity: Price situation in the light of the present inflation rate; Discussion on the Policies, Redress Mechanism and Complaints Handling with PLDT, National Telecommunications Commission, National Privacy Commission, Department of Health and the Department of Trade and Industry.



Activities in Photos



(Photo above) DTI launched the 4th Negosyo Center of the Province of Siquijor — Negosyo Center - San Juan. The Center is a one-stop-shop for services that caters to the entrepreneurs' need in processing requirements necessary to establish a business; and in accessing information essential for their growth. It is located at Capilay's Spring Park, Poblacion, San Juan, Siquijor. In this photo, first client of Negosyo Center- San Juan, Ms. Rose Shell B. Tejano of Paliton, San Juan, Siquijor just got her Business Name Certificate

(Photos below) A joint warehouse visitation on Palay and Rice with NICA, PNP, CIDG, NFA, NBI and DTI was conducted on September 26, 2018 in Pilar and Ubay Bohol. Three warehouses were visited, namely; KOICA, Golden Harvest Corporation, and NFA Ubay. The purpose of the visit was to evaluate the production and inventory of Rice in the province of Bohol.



DTI organizes innovation conference



On October 23, the innovation conference Slingshot Cebu 2018 gathered start-ups, entrepreneurs, innovators, educational institutions and government agencies at the Cebu City Sports Club.

The latest edition of Slingshot Cebu had the theme “Revving up your business in a Digital World”. Appropriate for its target participants which are both brick and mortar MSMEs and tech startups, Slingshot Cebu 2018 had twin objectives of nudging brick and mortars to adapt and adopt digital, while our tech startups had the opportunity to network, validate business models and gain traction.

This year’s Slingshot topics included: The Digital Entrepreneurship Ecosystem, Scale Up Program for Startups, Data Privacy and Digital Marketing.

There were two panel conversations. One to tackle Entrepreneurial Journeys and another on Revving up Revenues through Business Model Design. Both had MSMEs and Startups in the panel to show that innovation and entrepreneurship are really two sides of the same coin.

Slingshot Cebu 2018 had two break-out sessions held simultaneously in the afternoon. The first session was called “The Pitch” for tech start-ups and

brick and mortar MSMEs. Judges were corporates from both the traditional and startup world. The second session was called “Coach and Connect.” This coaching session focused on sales & marketing, financing & funding, legal, HR Related, and Payment Solutions.

Right after the conference, the DTI launched the Startup Island Mentoring Program in Central Visayas. The Startup Island Mentoring program, which is being piloted in Cebu, is designed to help local startups gain entrepreneurial skills, strengthen their business models and scale – up. #



Support local: DTI opens Cebu 'concept store' supporting MSMEs

By Monica R. Lopez, Sun Star Cebu



Showing Filipino craftsmanship is the design-centric concept store Go Lokal! where one can find all things proudly made by Filipino artisans.

This project is a government initiative by the Department of Trade and Industry (DTI) in partnership with Ayala Center Cebu and Cyprea International, which provides entrepreneurs an avenue to showcase their products to the local consumers and ultimately, the global export market.

Open since September, Go Lokal! is home to more than 20 brands born in different parts of the country like Virtucio Jewelry, Oh So Healthy!, Gifts and Graces, AKABA, Lao Integrated Farms Inc., Island Girl, Tabléa Chocolate, Kawayan Watches and many more. But the list doesn't end there as there are plans to add more.

"Because of the increasing number of new and unique products as well as suppliers under the Go Lokal! project, we will always be bringing in new and exciting brands from all over the country that cannot easily be found in Cebu," shared Janet Chua, president of Cyprea International.

"The brands in the Go Lokal! store have already been vetted by DTI, and we simply chose from their roster of suppliers."

With this being the first, are there plans to open up another branch?

"We will still have to see about opening more outlets," she said. Currently, the store in Ayala Center Cebu is one of the bigger Go Lokal! set-ups in the country.

"It was the idea of DTI's Secretary Ramon Lopez to create a platform for micro, small and medium enterprises (MSMEs) to showcase their products in the mainstream market by partnering with the malls," she added.

Be it for home, food and other needs, Go Lokal! provides that and more products made locally.#

Find it on the ground level of Ayala Center Cebu.
(Source: Sun Star Cebu)

Activities in Photos



(Photos above) The 6th Bohol Youth Consumer Summit was successfully conducted spearheaded by the Department of Trade and Industry- Bohol Provincial Office and in partnership with the Consumer Watch-Bohol, Inc. (CWBI), Bohol Youth Consumer Movement (BYCM) and SME Roving Academy (SMERA). 100 students from the University of Bohol (UB), Holy Name University (HNU) and Bohol Institute of Technology - International Colleges (BIT-IC) participated the summit that was held at the Metrocentre Hotel on 13 October 2018.

Photos below) Consumer Protection Division of DTI-Bohol led by its Chief, Jose Hibaya conducted price monitoring at Dao Public Market with Ms. Laila Bernido of the Office of the Provincial Agriculturist, representatives of Tagbilaran City Public Market Office and officers of Consumer Watch Bohol Inc. and Bohol Youth Consumer Movement- University of Bohol Chapter. The activity, as part of Consumer Welfare Month, include the updating of Bantay Presyo board as well as monitoring the price of commodities in the public market. The initiative was made to empower and encourage the youth to be involved in the consumer movement.



Activities in Photos

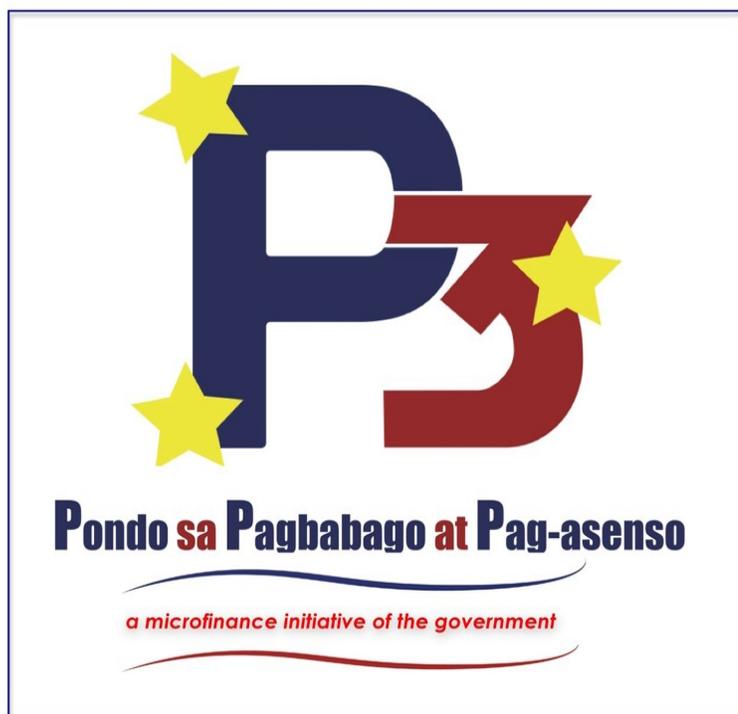


(Photo above) The Consumer Forum and Kapihan sa PIA on RA7394 was held at the Bethel Guest House, Dumaguete City, Negros Oriental on October 18, 2018.

(Photo below) The DTI opened the Consumer Month with a press conference . This year’s CWM celebration is themed “Making Digital Marketplaces Fairer”, with DTI acting as the lead agency, in coordination with the Food and Drug Administration (FDA), Department of Agriculture (DA), National Telecommunications Commission (NTC), Department of Tourism (DOT) and the Department of Health (DOH). During the press conference, DTI-7 Regional Director Asteria Caberte explained that this year’s theme calls for access to fair and secure internet for all, action against scams and fraud, and better consumer protection online.



(Photo below) Staff and Business Counselors of DTI Bohol, LEIPO Officers of Local Government Units and Bohol Chamber of Commerce and Industry members were immersed in a one day Capacity Building for Investment Promotion Officers in the province. The activity which was facilitated by Board of Investments arm of Department of Trade and Industry, enabled the participants to have the necessary aptitude in dealing with the prospect of not only attracting potential investors in the province but to discern the adequate resources in meeting the investment requirements of their respective locality.



Calendar Art

OCTOBER 2018						
Sun	Mon	Tue	Wed	Thu	Fri	Sat
30	1	2	3	4	5	6
7	8	9	10	11 Go Lokal Launching	12	13
14	15 Launching of OTO PH Hub	16	17	18	19	20
21	22	23 Slingshot Cebu	24	25	26 Consumer Forum	27
28	29	30	31	1	2	3



Go Lokal!

Taking MSMEs to the mainstream

To help micro, small and medium enterprises (MSMEs) reach locals and tourists in Cebu without having to pay expensive leasing fees, the Department of Trade and Industry (DTI) 7 launched the Go Lokal! retail and concept store at the ground floor of the Ayala Center Cebu on Thursday.

Asteria Caberte, DTI 7 director, said that high rental fees for stalls are often the challenges faced by small businesses.

“We continue to bring the country’s MSMEs to the mainstream market. This has been one the challenges MSMEs face. They must pay expensive leasing fees for their products to be discovered in high traffic spaces,” Caberte said.

With the partnership of DTI, Ayala Center Cebu and Cyprea International Inc., 30 different brands of products ranging from food, accessories, bags and others are on display at the store.

The store, Caberte said, showcases products ranging from food to accessories and highlights the innovation and creativity of Filipino MSMEs. “We had a soft opening last week and the sales are promising. We have replenished it twice so one of our qualifications is that they should be able to stock up again anytime,” she said.

DTI Undersecretary Nora Terrado said that the store will focus on the products as well as emerging suppliers. “Go Lokal! is a private-public partnership to ensure the long-term operational sustainability of MSMEs by providing them a platform,” she said. Terrado said that consumers today look for products with the convergence of service and content. “This is what you call a creative economy. That will be the future of many countries that are design-centric in the way they focus their goals. Cebu is an island of innovation and many creatives, so Go Lokal! is an opportunity for everyone here,” she said.

Janet Chua, president of Cyprea International, said that the concept store will address the concern on space to small businesses. “I see the range of products of MSMEs, the creativity, variety of products and different stories that the entrepreneurs have to tell,” she said.

Go Lokal! is open to startups, online sellers and youth or student entrepreneurs who can supply unique and quality products with good design and packaging, have little or no access to mainstream retail markets, innovative and aspire to compete globally, and registered with concerned regulators and have the required business permits, licenses and certifications. . (Source: Sun Star Cebu)



WHERE TO LODGE YOUR CONCERNS & COMPLAINTS?

National Food Authority (NFA)

- rice



Bureau of Plant and Industry (BPI)

- fruits and vegetables



Department of Trade and Industry (DTI)

- manufactured products



National Telecommunications Commission (NTC)

- telephone rates, cellphones, TV and radio broadcast



Oil Industry Management Bureau (OIMB)

- quality/price of liquefied petroleum gas (LPG) and liquid fuels



Bureau of Animal Industry (BAI) - Animal Feed Standard Division and Laboratory Services

- adulterated livestock feeds, vaccines, pharmaceuticals and biologics



National Meat Inspection Service (NMIS)

- processed and unprocessed meat and dressed chicken



Banko Sentral ng Pilipinas (BSP)

- banks, non-bank financial institutions, pawnshops, and credit cards



Philippine Coconut Authority (PCA)

- prices of coconut oil, husked nuts, and fresh young coconuts and quality standards of coconut-based products



Philippine Deposit Insurance Corp. (PDIC)

- claim for insured deposit; follow-up status of claim for insured deposit; queries on deposit insurance coverage, other bank related issues/concerns i.e. unserviced withdrawals, ATM problems, etc.



Securities and Exchange Commission (SEC) - Corporation Finance Department

- mutual funds (investment); financing/lending; listed companies, registered issuers of securities (time sharing)



Energy Power Industry Management Bureau (EPIMB)/ Department of Energy - Consumer Welfare Promotion Office (DOE - CWPO)/Energy Regulatory Commission (ERC)

- electricity



Department of Health (DOH), Center for Health Development Metro Manila, and Food and Drug Administration

- hospitals and doctor's services, processed foods, drugs, cosmetics, and medical services or household products with hazardous substances.



Department of Environment and Natural Resources (DENR)

- forest and forest-based products
- ozone depleting substances



Sugar Regulatory Administration (SRA)

- sugar quality and price



Insurance Commission (IC)

- life and none-life insurance claim, pre-need plans such as educational, pension and memorial



Bureau of Animal Industry (BAI)

- pet animals



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EDITORIAL BOARD

Executive Editor Asteria Caberte

DTI 7 Regional Director

Writer / Editor Lay-out Artist Jojisilia Villamor

I.T. Support Jerome Elarcosa & Bernard Cabasisi

Contributors Kent Anthony Calumba Mary Grace Cutin Krystle Jade Bato Miguel Abuyabor Shirelyn Villamor

DTI Central Visayas

Philippines

REGIONAL OFFICE

Regional Director ASTERIA C. CABERTE
OIC ARD MARIA ELENA C. ARBON
3rd Flr, WDC Bldg., Osmena Boulevard, cor. P. Burgos, Cebu City
Tel. # (63)(032) 255-0036 / 255-0037 / 253-2779
Fax # (63)(032) 253-7465
email: dti_7@yahoo.com / r07@dti.gov.ph
<http://www.facebook.com/dtiregion7>

BOHOL PROVINCIAL OFFICE

OIC - PD MARIA SOLEDAD LAXA BALISTOY
2F FCB Bldg., CPG Ave., Tagbilaran City
Tel. # (63) 038-501-8260
Fax # (63) 038-412-3533
email: dtibohol@yahoo.com

CEBU PROVINCIAL OFFICE

OIC PD ESPERANZA TRANSFIGURACION L. MELGAR
DTI Building, Osmena Boulevard, corner Lapulapu Street, Cebu City
Tel. # (63)(032) 255-6971 / 255-3926
(63)(032) 412-1944 / 412-1945
email: dticebuphil@yahoo.com / dticebuphil@gmail.com

SIQUIJOR PROVINCIAL OFFICE

OIC - PD ANGELINE C. GONZALES
CF Bldg., Legaspi St., Siquijor, Siquijor
Tel. # (63)035-480-9065
Fax # (63) 035-344-2238
Email: dtisiquijor@yahoo.com

NEGROS ORIENTAL PROVINCIAL OFFICE

Provincial Director NIMFA M. VIRTUCIO
2F Uymatiao Bldg., San Jose Street. Dumaguete City
Tel. # (63)(035) 422-2764
Fax # (63)(035) 225-7211
Email: dtinegor@gmail.com