

CL EXPRESS

Third Quarter 2018

The official online newsletter of the Department of Trade and Industry Regional Office III

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National MSME Summit 2018 held in Central Luzon

No less than President Rodrigo R. Duterte graced the National MSME Summit 2018 at the ASEAN Convention Center, Clark Freeport, Pampanga on July 10, 2018. *page 3...*

President Duterte was joined by former President Gloria Macapagal Arroyo, House Committee on Trade Chairman Peter "Señor Pedro" Unabia, DTI Secretary Ramon M. Lopez, Sec. Bong Go, Presidential Adviser Joey Concepcion, Gov. Lilia Pineda of Pampanga, CDC President Noel Manankil, DTI Usec. Nora Terrado, Usec. Rowel Barba, Usec. Ruth Castelo, Asec. Blesila Lantayona, Asec. Demphna Du-Naga and other local officials.

CL OTOP HUB OPENS

Bulacan hosts Hub

MENTORING IN AURORA

KMME goes to Aurora

MARKET MONITORING

Angeles City Public Market Inspected

and more...

For more information please visit www.dti.gov.ph/regions/region3 or like our Facebook page @DTI.Region 3, Tweet us on twitter @DtiCl

CL OTOP Philippines Hub is now open in Bulacan



The first OTOP Philippines Hub launched in the province is no less than the OTOP Hub in Malolos City, Bulacan.

The DTI Bulacan office hosted the opening of the first OTOP Philippines Hub in Central Luzon on September 10, 2018 at the Provincial Capitol grounds in Malolos City, Bulacan coinciding with the first day of the Singkaban Festival. Presidential Legal Counsel Salvador S. Panelo, Governor Willie Sy-Alvarado, Vice-Governor Daniel Fernando, Usec. Ireneo V. Vizmonte, Asec. Blesila A. Lantayona, Asec. Demphna Du-Naga and other key officials of DTI and other agencies led the opening ceremonies.



The OTOP Philippines Hub showcases the products from the OTOP Next Gen project from all over the country, including products developed from affected MSMEs in Marawi City and Boracay.

National MSME Summit 2018 held in Central Luzon

from page 1

During the summit, Secretary Lopez highlighted that the Philippine economy grew at 6.8% in the first quarter of 2018, which is faster than the growth recorded in the same quarter of 2017. The economy is definitely bullish and manufacturing, services and trade—where many of our MSMEs belong—were the main drivers of growth for the quarter.

The Trade Chief also mentioned that by accelerating the 7Ms framework, *"we will achieve our goal set by President Duterte in his socio-economic agenda: to create inclusive growth and shared prosperity for all Filipinos."*

Most of the more than 800 summit attendees are local MSMEs, mentors, members of the academe, the youth, women entrepreneurs, chief executives, local communities, members of the civil society, and international partners.

Secretary Ramon Lopez reported to President Rodrigo Roa Duterte, the Guest of Honor, the development and achievements for the Micro, Small and Medium Enterprises (MSMEs) at the National MSME Summit 2018.

Exhibits of Go Lokal Products, Zero to Hero MSMEs, CARP beneficiaries and 14 trade fair exhibitors from Central Luzon showcased local food and non-food products. *

A free Mentor Me on Wheels with free mentoring was also conducted with no less than Secretary Ramon Lopez and Presidential Adviser Joey Concepcion, personally mentoring the attending MSMEs.



More than 800 MSMEs and key stakeholders attended the summit held at the ASEAN Convention Center at Clark Freeport Zone, Pampanga. **excerpts from OSEC press release*

DTI joins public market inspection to ensure fair weights



The Department of Trade and Industry – Pampanga Provincial Office's (DTI Pampanga) Consumer Protection Division, in collaboration with the Angeles City local government's Business Permit and Licensing Office, Philippine National Police and the Barkada 2K Kontra Krimen (a DTI accredited Consumer Organization in Angeles City) conducted market saturation drive at San Nicolas Market and Pampang Market on Sept 21, 2018. Twenty Seven (27) defective, unsealed and uncalibrated weighing scales were confiscated. The activity aims to ensure that the consumers are protected from fraudulent vendors, especially in public markets. DTI Pampanga personnel also checked the price tags of basic goods and commodities sold in the market. The confiscated weighing scales were brought to the Office of the Market Administrator. Selling goods using defective scales is punishable under the Consumer Act of the Philippines or RA 7394.



The DTI regularly conducts inspection of weighing scales in markets to ensure that consumers buy the right amount of goods. The agency also trains consumer organizations on scales inspection and calibration for them to check if weighing scales are not defective or manipulated.

DTI Aurora SSF Cooperators' Assembly held in Baler

by DTI Aurora

Last July 17, 2018, the DTI Aurora Provincial Office called on all its Shared Service Facility (SSF) project cooperators for an assessment meeting at AMCO Resort, in Baler Aurora. DTI's SSF Program supports the government's agenda on micro and small enterprise (MSME) development to create a more globally competitive value chain which is highly sustainable, productive, innovative and dynamic. Region 3's enrollment in industry clusters like Bamboo, Cacao, Coffee, Coco Coir, Processed Fruits and Nuts and Wearables has generated positive impact on the lives of the marginalized sectors that are into activities related to the said clusters. The establishment of various SSFs catering to the above-noted sectors has opened doors for creating more new entrepreneurs at the grassroots level, thus benefiting micro enterprises in general.

With Aurora Province now taking its place as one of the key economic drivers in Region 3 and with the rapid improvement of technology and economic structure in the province, more is expected of Aurora in terms of economic performance with these SSF projects in place.



The Provincial Government of Aurora and the Provincial SMED Council members fully support these industry clusters. The growing number of MSMEs in Aurora can be attributed to the performance of these SSF projects. With value adding as a concept, more products have been developed utilizing local and indigenous resources and much employment opportunities have been generated. Today, there are around twenty –nine (29) SSF projects, including upgrading ones that are operational, benefiting a total of forty-five MSMEs with a total project cost of P13,878,910.

In the said assembly, project cooperators were encouraged to report their individual experiences and were kept abreast of directions at the national and regional level. They were also briefed on the Guidelines for Transfer and Disposal of SSF projects, including insurance that cooperators need to apply for and settle. Moreover, the result of the Internal Audit Findings reported in 2017 were also reiterated to remind every cooperator of their duties and responsibilities. The audit findings also cited situations of lapses as experienced by the cooperators.

To further the growth of SSF projects in Aurora and strengthen these organizations, a learning culture on Cooperative Development and Management was facilitated and handled by Alex Rotas, Senior Officer of the Cooperative Development Authority (CDA)-Aurora.

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Negosyo Center opens in Porac



The town of Porac hosted the 14th Negosyo Center in Pampanga as it opened for business on September 28, 2018. Mayor Condralito Dela Cruz and Board Member Fritzie David Dizon led the ribbon cutting and unveiling ceremonies to formally open the center.

During the opening program, Mayor Dela Cruz extended his gratitude to the DTI Pampanga office for the opportunity to house the Negosyo Center. He emphasized that the center will help his townmates in improving their livelihood. He also said that Porac is a first class municipality and is known as one of the best quarrying sites in the country. Aside from sand, Porac also boasts of its delicacies and products made by



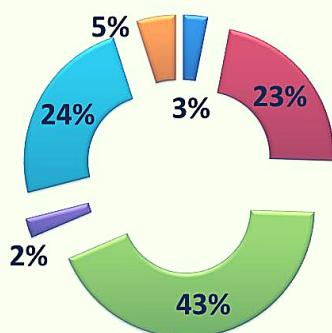
indigenous peoples in the area. DTI-3 Regional Director Judith P. Angeles said that the Negosyo Center will help improve the local economy while DTI Pampanga OIC Provincial Director Elenita R. Ordonio explained the functions of the Negosyo Center to the attendees.

DTI-3 in Figures

Accomplishments as of September 2018

5,037 MSMEs assisted
in the Priority Industries

2018 Target	% Accompl.
4,820	105%



- Automotive and auto parts
- Furniture, Garments, GDH
- Agribusiness
- Transport and Logistics
- Tourism
- Construction



7 Batches Launched:

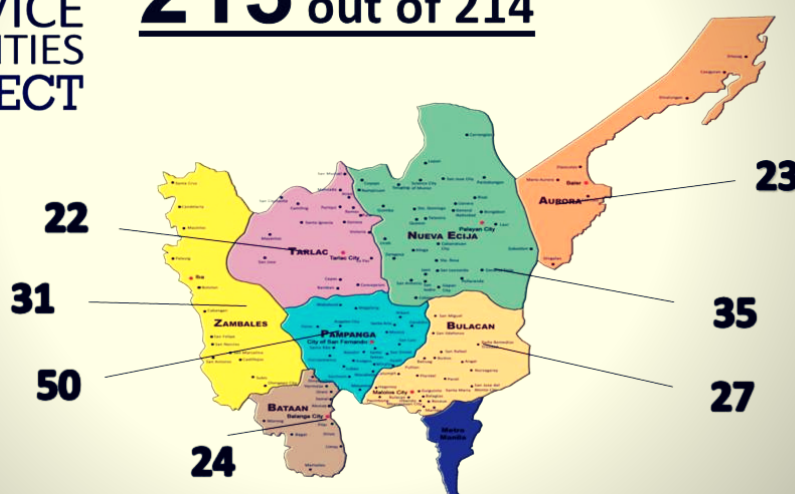
Aurora, Bataan, Bulacan, Nueva Ecija, Pampanga, Tarlac, Zambales

140 Mentee graduates

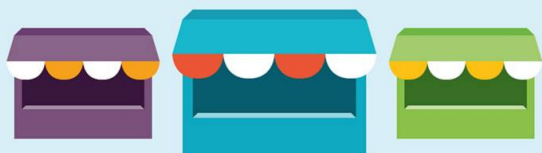
SSF
SHARED
SERVICE
FACILITIES
PROJECT

99.53% operational

213 out of 214

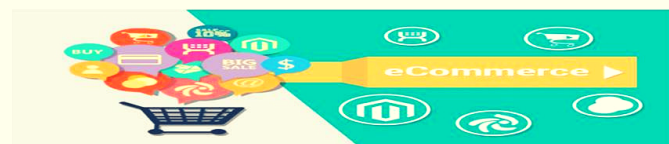


BMBE Registered



Province	2018 Targets	Jan - Sept Accompl.	% Accomplished
Aurora	274	252	92%
Bataan	225	213	95%
Bulacan	270	292	108%
Nueva Ecija	360	443	123%
Pampanga	288	220	76%
Tarlac	225	226	100%
Zambales	662	674	102%
TOTAL	2,304	2,320	101%

251 MSMEs doing E-Commerce



2018 TARGET	AURORA	BATAAN	BULACAN	N. ECIA	PAMPANGA	TARLAC	ZAMBALES
121	37	6	42	20	24	20	102

sulit.ph

oneStore.ph



DTI-3 in Figures

Accomplishments as of September 2018

Consumer Complaints Resolution

98.15% Resolution Rate: 582/593

AURORA	BATAAN	BULACAN	N. ECIJA	PAMPANGA	TARLAC	ZAMBALES	RO
100%	99%	98%	98%	100%	92%	99%	98%



9 runs conducted

20,369 beneficiaries

P7,653,018 sales

	AURORA	BATAAN	BULACAN	N. ECIJA	PAMPANGA	TARLAC	ZAMBALES
RUNS	2	2	1	1	2	DEC	1
BENEFICIARIES	578	7,016	4,500	825	2,230		4,220
SALES	307,689	3,236,699	1,203,057	412,600	1,141,593		1,351,381

CLIENT SATISFACTION FEEDBACK

99.99% "Satisfied"

- 90,923 / 90,928 clients

95.30% "Very Satisfied"

- 86,665 / 90,928 clients

Licensing: 104%

TOTAL: 3,595/3,375

PCAB – 734

PETC – 49

Truck Rebuilding – 10

PS Mark – 79

Repair Shops – 1,231

Sales Promo – 1,492

IP applications - 81

100% processed within prescribed time



Canadian business expert shares insights with CL MSMEs

A Canadian business expert from the Canadian Executive Services Organization (CESO) served as a resource speaker during the DTI-CESO Engagement on Brand Equity Development held at the DTI-3 Conference Room on September 26-28, 2018.

Ira Bernard Teich, an accountant and entrepreneur serving as a volunteer adviser with the CESO, shared his insights on how to manage and develop brands that can be sustainable, especially in developing economies like the Philippines. Mr. Teich has extensively travelled in Asia and in the country to help in improving the capacity of Micro Small and Medium Enterprises through Brand Development. The engagement of Mr. Teich was done with the coordination of the Bureau of Small and Medium Enterprises Development (BSMED).



On the first day of the event, Mr. Teich discussed Brand Equity, Brand Building and Market Growth Strategy. One-on-One Mentoring sessions were also held on the second and third day of the event which benefitted 10 MSMEs of the region.

The CESO is a leading international development organization working in Canada and around the world, which aims to develop a strong economic infrastructure for sustainable change and inclusive growth, including the eradication of poverty.

Aurora...from page 5

CDA-Aurora shared relevant insights on how to effectively manage a cooperative's projects. Likewise, since majority of the SSF Cooperators are engaged in the food processing businesses, a lecture and briefing on the Small Business Corporation FDA Licensing Window Facility was presented by May Asilo, the SBC staff assigned at the DTI Aurora Office. The orientation was meant to help encourage cooperators to avail of the financing window to help them prepare for their FDA LTO license registration and level up their production site in compliance to FDA requirements.

A workshop on the crafting of SSF Work Plan for 2018 to 2022 was one of the highlights of the assembly. Each project cooperator was required to draft their 2018-2022 plans and these shall be submitted to DTI on or before July 31, 2018. These Work Plans shall be their basis on project operations and how to make them fully operational.

The SSF Project Cooperators' Assembly has indeed opened great opportunities for project cooperators to report their performances and validate issues, as reported in the monitoring reports prepared by DTI. They even had exchanges of information as to doable and possible interventions needed to meet their full capacity utilization.

DTI holds consultations on Ease of Doing Business Law



Consultations were recently conducted on the Ease of Doing Business Act or RA 11032. The Department of Trade and Industry, through its Competitiveness Bureau (DTI-CB) held the Consultation Meetings on the Implementing Rules and Regulations of RA 11032 (Ease of Doing Business and Efficient Government Services Delivery Act of 2018) on September 13, 2018 at the Heroes Hall, City of San Fernando, Pampanga. The consultations had two separate sessions, with the morning session (8:00-11:30 AM) conducted for the public sector and the afternoon session (1:00-4:30 PM) for the private sector. The consultations were led by DTI-CEODBG Assistant Secretary Mary Jean Pacheco and by officials of the DTI and other government agencies.



Among the government officials who served as panelists in the consultations are Civil Service Commission Regional Director Nelson Sarmiento, Director Ma. Luisa Agamata, Atty. Jahmalin Escalona, PD Emily Reyes and DTI Region 3 OIC ARD Zorina D. Aldana.

In her message, Asec. Pacheco outlined five points related to the new law, namely: re-engineering government services and procedures, changing the way we do things in government, setting standards on prescribed processing time, government technology, and institutional arrangements.

Mentoring program held in Aurora



DTI Regional Director Judith P. Angeles gives pointers to the KMME participants of Aurora. The KMME graduates also presented their Business Improvement Plans before graduating.

The Second batch of mentees from the province of Aurora recently received their Certificate of Completion of the Kapatid Mentor Micro Enterprises Program of the DTI in partnership with Go Negosyo.

Provincial Director Edna D. Dizon of DTI Aurora said that the twenty (20) mentees from the different parts of Aurora looked forward to finishing their 12 module KMME sessions because the learnings they gathered will help in levelling up their businesses. Their sessions started on June 26, 2018 with mentors like Jorge Noel and Jennifer Wieneke. The mentees had their graduation at the AMCO Resort in Baler, Aurora on Aug. 29, 2018

DTI-3 Associates join FHRAPIK Conference in Iloilo City

Seven (7) associates from DTI Region 3 recently went to Iloilo City to participate in the Finance, Human Resources, Admin, Planning, IT and Knowledge Management (FHRAPIK) Conference organized by the DTI Head Office.

The conference was held to bring together different support services personnel of DTI nationwide to learn about new updates from other government agencies, to benchmark from other regions on best practices, to discuss operational issues and concerns and to listen to the policy direction of the DTI leadership.

No less than DTI Secretary Ramon M. Lopez graced the well attended conference. Secretary Lopez thanked the participants for supporting the goals of the organization. He also stressed the importance of capacitating all the employees of DTI, especially the FHRAPIK functional groups. He also discussed the characteristics of a good DTI employee.



During the open forum, Undersecretary Ireneo V. Vizmonte assisted the Secretary in answering the queries and concerns of participating delegates from the regions.

Resource speakers from the Civil Service Commission, the Department of Budget and Management, the Government Procurement Policy Board and the National Economic and Development Authority. Assistant Secretary Mary Jean Pacheco also discussed the recently signed Ease of Doing Business Act. Train Station, a training services provider, also held a team building activity for

all the participants. A fellowship night was also held on the third day of the conference.

For DTI-3, the participants included Marcela Yusi, DC of FAD RO-3, Jane Rivera for the admin functional, Judith Dela Cruz for the HR group, Rowena S. Miranda for the KM group, Wilfred Carbonell for the IT functional group, Terry Garcia for the Planning group and Warren T. Serrano for the property and supply functional group.



Negosyo Center in Aurora celebrates second anniversary

The DTI - Negosyo Center in San Luis, Aurora celebrated its 2nd anniversary through various activities for Micro Small and Medium Enterprises (MSMEs) last September 26, 2018.

NC Business Counsellors Judelyn Peneyra and Florelyn Caniete facilitated a back-to-back seminar orientation on entrepreneurship and basic marketing. In coordination with Alalay sa Kaunlaran Inc. (ASKI) Baler-Cabanatuan Branch, program recipients from Brgy. L. Pimentel and few from central barangays of San Luis were taught the fundamentals of entrepreneurship and how does marketing techniques vary based on different product and market situations.

Ms. Agnes Querubin of Don's Enterprises, a regular client of Negosyo Center since its establishment in 2016, shared her business journey and success story to inspire the participants and advocate DTI and NC services for MSMEs development.

Negosyo Center Business Counselors Florielyn Caniete and Judelyn Peneyra (right) conduct a seminar orientation on basic marketing and entrepreneurship for MSMEs in Aurora



Business Counsellors offered free business consultation and product cliniquing activity for food and non-food industries after the seminar.

DTI Aurora Provincial Director Edna Dizon took the opportunity to discuss NC sa Barangay Program with L. Pimentel Brgy. Captain, Mr. Eladio Amatorio. NC sa Barangay is the new program of Negosyo Center to bring NC services to barangay level by capacitating barangay officials in assisting and developing micro entrepreneurs in the area.

by: DTI Aurora



Unity in Diversity 2018

DTI-3 comes together in General Assembly



Blue shirts filled the Kingsborough Convention Center as associates from the seven provincial offices and the regional office came to join the Mid-Year General Assembly of DTI Region 3 on August 15, 2018.

DTI Undersecretary Ireneo V. Vizmonte graced the occasion. He especially thanked RD Judith P. Angeles for inviting him to the occasion. He also gave the DTI associates updates on the initiatives of the DTI leadership to attain the objectives of the national government and the agency.

RD Judith P. Angeles gave the Opening Remarks while Planning Officer Tereso Garcia presented the semestral performance of the region through an AVP. Special musical performances were done by performers from the regional and provincial offices.



DTI Pampanga Provincial Office (above) bagged the Best Broadway Musical Performance for their Les Miserables presentation.

The musicals were based on past popular musicals like Les Miserables, Grease, Sound of Music and King and I.

Awards were also given to outstanding employees from the regional and provincial offices, including awards for job order and contractual employees.

Erratum:

*In our previous Issue (July 2018), the editors inadvertently attributed the article on the Streamlining Awards to Barry Pangilinan, instead of **Rya Bianca Artates**, who wrote the article*