

What to Watch Out for in DTI Oriental Mindoro this 2016?

Coverage	Relevant Activities/Celebrations	Basis (Legal/Agency)
January 7-15	Mobile Business Name Registration Drive	DTI-Oriental Mindoro
January 18 - 22	Financing Forum for Typhoon Nona Affected MSMEs with Site Visit	DTI-Oriental Mindoro Small Business Corporation
February	SME Roving Academy/Consumer Education (set to happen throughout the year)	DTI-Oriental Mindoro
March	Fire Prevention Month	Proclamation No. 115-A, s. 1966
	Calapan City Founding Anniversary	Republic Act No. 8475
April	Business & Consumer Advocacy Program for Senior High School Teachers	DTI-Oriental Mindoro and DepEd Calapan City
May	HARPC & HALAL Orientation	DTI-Oriental Mindoro, PGOM, LGU Calapan City & Pinamalayan
	Diskwento Caravan	DTI- Oriental Mindoro, Citimart
June	MSME Congress	DTI-Oriental Mindoro, PGOM, LGU Calapan City & Pinamalayan
July (2 nd Week)	MSMED Week	RA 9501 of 2008
	Philippine Business Week	Proclamation No. 400, s. 1953
	Marketing Week	Proclamation No. 1135, s. 1973
July 27	DTI Founding Anniversary	E.O. 709, s. 1981
August 17-23	Made in the Philippines Product Week	Proclamation No. 76, s. 1936
September (3 rd Week)	Design Consciousness Week	Proclamation No. 1259, s. 1974
October	Consumer Welfare Month	Proclamation No. 1098, s. 1997
	Industry, Commerce Safety Month	Proclamation No. 115-A, s. 1966
	National Quality & Productivity Month	Proclamation No. 726, s. 2004
October (1 st Week)	National Standards Week	Bureau of Philippine Standards
October 21 - 25	MIMAROPA Naturally: Agri-Trade and Tourism Fair	DTI MIMAROPA Regional Office
October (Last Week)	Consumer's Protection Week	Proclamation No. 822, s.1971
November	Clean Air Month	Proclamation No. 1109, s. 1997
November 15	Oriental Mindoro Founding Anniversary	Republic Act No. 505
December (1 st Week)	Commerce & Industry Week	Proclamation No. 480, s. 1968
	National Exporters Week	Export Marketing Bureau

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NEGOSYO TIPS

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Compilation on Business and Entrepreneurship
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SME ROVING ACADEMY

Gabay-negosyo sa pag-asenso

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NEGOSYO TIPS is a compilation of business and entrepreneurship materials aimed to provide Oriental Mindoro entrepreneurs with business information as part of DTI Or. Mindoro's Entrepreneurship Advisory Program. This material is free.



SME Roving Academy

The SME Roving Academy is an on-site management training program/learning institute for the development of micro, small and medium enterprises (MSMEs) to become competitive in the domestic and international markets.

Launched in 2013, the program is a partnership with MSME Development Council to provide MSMEs with "workshop-like training sessions" in the development of their operations.

It offers business modules tailor-fitted to the requirements of local entrepreneurs.

New entrepreneurs will be taught procedures on starting and operating a business. Once they are deemed ready to launch their products, they are qualified to join higher learning stages.

The Department of Trade and Industry implements the program in cooperation with other business development services providers; local government units; training institutions; academe; financial institutions; trade and industry associations; and other government and non-government organizations.



MIMAROPA Agriculture, Tourism and Trade Fair.

The Provincial Government of Oriental Mindoro thru the Provincial Tourism, Investment and Enterprise Development Office (PTIEDO) mounted a one week Agriculture, Tourism and Trade Fair at the Provincial Capitol Grounds from November 9 to November 15, 2015. The fair was participated by the five provinces of MIMAROPA that showcased their unique local products.

Consumer Advocacy & Business Consultancy Booth

To boost awareness of consumers and local MSMEs and to bring government services closer to people, the DTI Oriental Mindoro has collaborated with the PTIEDO for a consultancy, labeling and advocacy booth. Interested consumers and local MSMEs have approached the booth for various inquiries on DTI Services.

A cooking demo on sapin-sapin, banana biko, banana bread and oatmeal cookies was also held on November 12, 2015.

DTI partakes in the Oriental Mindoro 65th Founding Anniversary

In support of the weeklong celebration of Oriental Mindoro's 65th founding anniversary, the Department of Trade and Industry Oriental Mindoro Provincial Office in collaboration with the Provincial Government of Oriental Mindoro thru the Provincial Tourism, Investment and Enterprise Development Office (PTIEDO) and Provincial Agriculture Office (PAgo) participated in the MIMAROPA Agriculture, Tourism and Trade Fair and Market Matching Activity and organized Consumer and Business Advocacy booth, SME Roving Academy and Awarding of Plaque of Recognition for NCC Rankings.

Our participation gives everyone a preview of DTI Oriental Mindoro's upcoming programs, projects and activities for this year 2016.



Clockwise from L-R. Cutting of ribbon during opening ceremonies, Oriental Mindoro booth, Marinduque booth, Palawan booth, RD Joel B Valera visits booths, Occidental Mindoro booth, Romblon booth



Initially, no change was noted in prices of products including cooking oil, rice, pork and chicken in monitored establishments. Buffer supply is expected to last from three (3) days for fresh produce to two (2) weeks or one month for products with longer shelf life in Calapan City.



Supply of flour is enough to cover the requirements of the first district. Requests already received from the second district is being addressed by two (2) truckloads coming in by Thursday, December 17, 2015 (when public storm signal is expected to be lifted and port operations in Batangas and Calapan resume) to cover the need of the whole province.

In Pinamalayan, most business owners estimated supply to last from one week, while some, two weeks. Supermarkets in the locality have devised a way to control the number of people coming in to shop. 'Paktora' system and 30 people at a time were used due to only few of their personnel were able to come to work as most were also affected by the typhoon.

In Naujan, most said one week with only a few claim their stock could last up to two weeks.

At the time of monitoring, some establishments already need to replenish their stock of noodles and sardines. The same is true for construction materials such as umbrella nails, common wire nail no. 3 and G.I. sheets need to be replenished already especially in Pinamalayan.

Enough supply depends on the expected deliveries from Calapan City and Batangas. Ro-ro trips have resumed after typhoon signals were lifted and roads leading to concerned municipalities were already cleared.

Damages to business noted were flooding inside some establishments affecting their products in Calapan City. In Pinamalayan, flooding inside some establishments affected their products, one establishment's ceiling collapsed due to water sippage.

In Naujan, damaged roof of some business affected their products. However, this was resolved through *bayanihan* of the 150 stall-owners in the municipality.



Effects/Impact of Typhoon Nona



Based on Office of Civil Defense IV-B Special Weather Bulletin No. 13, Typhoon "Nona" (Melor) made a landfall over Pinamalayan, Oriental Mindoro at 10 A.M. of December 15, 2015. It brought very strong winds, storm surge, landslides and flashfloods in affected areas of the province. As a result, it caused enormous damage to properties, livelihood and lives lost.

Per PDRMC initial report, 12,310 houses were totally destroyed while 8,423 were partially damaged leaving 24,410 families or 108,740

individuals were internally displaced, 82 individuals injured and one missing and three dead.

About 9,395.37 hectares of agricultural lands were affected with an estimated cost of PHP202,241,550.00 in damages. On the same day, the Province of Oriental Mindoro was declared under state of calamity through Sangguniang Panlalawigan Resolution No.2853-2015.

Price Freeze of Basic Necessities

On December 18, 2015, President Benigno S. Aquino III signed Proclamation No. 1186, s. 2015 Declaring a State of National Calamity due to widespread destruction, substantial damage and deaths in several areas, including the Provinces of Albay, Sorsogon, Romblon, Oriental Mindoro and Northern Samar.



Monitoring of Price & Supply of Basic and Prime Commodities

The DTI-Consumer Protection and Advocacy Bureau requested concerned DTI Provincial Offices to intensify price and supply monitoring of basic necessities and issue notice of violations for those retailers selling above the price freeze on December 21, 2015.



DTI-Oriental Mindoro conducted supply and price monitoring of basic and prime commodities the day after Typhoon Nona struck, December 16, 2015, in Calapan City, in Pinamalayan December 17, 2015 and Naujan on December 23, 2015.



Mr. Melchor C. Morandarte, an Associate Fellow in Business Education, professor and entrepreneur discussed the pathways to entrepreneurship and how to prepare to become one. He pointed out the importance of marketing planning and forecasting and the importance of segmentation, targeting and positioning.

SME Roving Academy

To intensify the capability and capacity of our client MSMEs to enter into a more competitive marketing environment, the DTI Oriental Mindoro Provincial Office thru the Provincial Negosyo Center have offered short seminars/courses to boost their knowledge from November 9 to 15, 2015.

- **Consumer Protection Programs and Services.**
- **Entrepreneur's Marketing Initiatives: Window of True Happiness.**
- **Organizational Development Applied to Business Operations.**
- **Basic Entrepreneurship: Marketing Planning and Forecasting.**

Mr. Christian C. Alberto, professor & entrepreneur discussed the importance of inter-personal relationship in organization. He also stressed - out that it is not only the products that needed further development/enhancement. The people in the organization also needs to adjust to the needs of its clients.



Ms. Fely Joy C. Dinglasan, Senior Trade and Industry Development Specialist of the Trade Development Division discussed the various services of the Division with focus on product standards, consumer rights, consumer responsibilities and trade development programs and services.



Mr. Federico Cabailo, Jr., college professor & proprietor of various businesses, real estate broker & an affiliate stock broker discussed various marketing strategies and the standards for judging marketing effectiveness.

Market Matching Activity: Buyer Seller Meet-up.

This PAgo initiative, is an activity wherein DTI helped in direct linking of suppliers of virgin coconut oil, calamansi and banana to institutional buyers such as the Philippine Calamansi Association Inc., VCO Producers and Traders Association of the Philippines Inc. and CSSLT Inc.



NCC Ranking: Awarding of Plaque of Recognition.

During the 3rd Annual Regional Competitiveness Summit/Cities and Municipalities Index (CMCI) 2015, 4 municipalities of Oriental Mindoro rose ranks together with Calapan City and the Provincial Government of Oriental Mindoro.

Out of 68 provinces, Oriental Mindoro placed 15th while Calapan City – a component city placed 17th among component cities and 10th place on infrastructure. Among 56 participating municipalities, Pinamalayan came out first followed by Socorro at 6th place. Roxas and Naujan ranked 9th and 10th place respectively.



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recognizes the

Province of Oriental Mindoro - 15th Most Competitive Province (out of 68)

City of Calapan - 17th Most Competitive Component City and 15th on Infrastructure

Most Competitive Municipalities:

Municipality of Pinamalayan - 1st out of 56 participating municipalities in MIMAROPA

Municipality of Puerto Galera - 5th out of 56 participating municipalities in MIMAROPA

Municipality of Socorro - 6th out of 56 participating municipalities in MIMAROPA

Municipality of Roxas - 9th out of 56 participating municipalities in MIMAROPA

Municipality of Naujan - 10th out of 56 participating municipalities in MIMAROPA

during the

**3rd Annual Regional Competitiveness Summit
Cities and Municipalities Index (CMCI) 2015**

NATIONAL COMPETITIVENESS COUNCIL | PHILIPPINES

New DTI-Oriental Mindoro Officer-in-Charge



Newly appointed Department of Trade and Industry (DTI) Oriental Mindoro Provincial Office Officer-in-Charge Arnel E. Hutalla took on DTI Oriental Mindoro's leadership effective 11 January 2016 following Regional Director Joel B. Valera's designation as Concurrent OIC of DTI-Occidental Mindoro.

Usec. Zenaida C. Maglaya of the DTI Regional Operations Group signed OIC-Provincial Director Hutalla's designation on 11 December 2015.

Mr. Hutalla is a CES eligible and prior to this, he was Chief Administrative Officer of the Administrative, Finance and Management Division (AFMD) of the DTI-MIMAROPA Regional Office.

In 2010, he was appointed Management and Audit Analyst III (AO V) while also performing as Concurrent Human Resource Management Officer III. In 2004, he was also designated Acting Regional Accountant while his appointment was Trade and Industry Development Specialist since 2002.

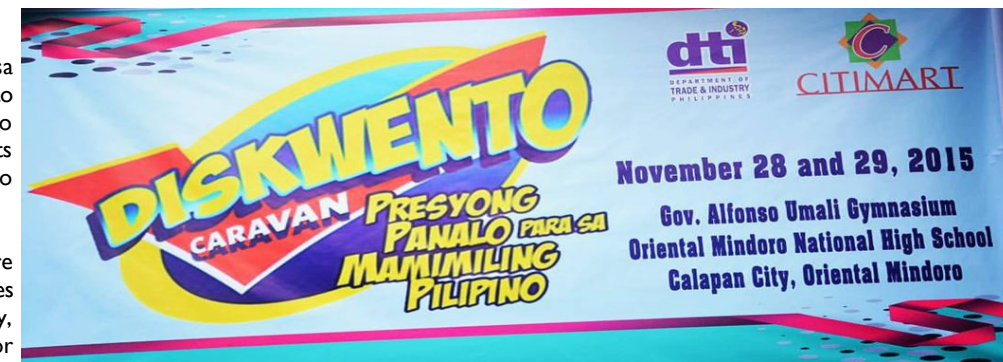
DTI and Citimart Holds 2nd Diskwento Extravaganza Caravan in Calapan City

The Department of Trade and Industry (DTI) – Oriental Mindoro Provincial Office and Citimart jointly held the second wave of the 2015 Diskwento Extravaganza Caravan on November 28-29, 2015 at Gov. Alfonso Umali Gymnasium, Oriental Mindoro National High School, Calapan City.

Themed "Presyong Panalo Para sa Mamimiling Pilipino", the two-day Diskwento Caravan drew a big crowd of consumers who wish to shop and avail the discounted products offered by different leading suppliers invited to participate in the caravan.

To make the selling event more exciting, DTI provided various activities including consumer education and advocacy, mini Trade Exhibit, free haircut and massage for consumers, mobile Negosyo Center and SME Roving Academy that provided relevant information for existing and aspiring entrepreneurs and their micro, small and medium enterprises (MSMEs) such as consultancy on packaging and labeling for local products and access to financing.

Meanwhile, Citimart and its wholesalers provided Product Sampling, Premium Items Give-Away and Promotion, Entertainment and Games Galore and Raffle Prizes.



The newly appointed Officer-in-Charge has been with DTI for almost 20 years including his stint with DTI Quezon Provincial Office where he served as Trade and Industry Development Analyst from 1996 to 1998 and the DTI Regional Office IV from 1998 to 2002.

On 06 January 2016, a turnover meeting was held at the DTI Oriental Mindoro Provincial Office, with him accepting the duties and responsibilities from Regional Director Joel B. Valera's leadership.

For 2016, the Provincial Office is targeting to continue bringing DTI programs and services closer to the people through Business Name Registration, Negosyo Centers, SME Roving Academy, Bottom-up Budgeting and Business and Consumer Advocacies while supported by its linkages with partner-agencies and its Administrative, Finance and Management Division.

