

4TH QUARTER 2020

VOL.4 ISSUE 4

# CL EXPRESS

THE OFFICIAL ONLINE NEWSLETTER OF THE DEPARTMENT OF  
TRADE AND INDUSTRY REGION 3

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# LIKHA NG CENTRAL LUZON TRADE FAIR 2020 GOES VIRTUAL



VIRTUAL TRADE EXPO

AURORA  
BATAAN  
BULACAN  
NUEVA ECIJA  
PAMPANGA  
TARLAC  
ZAMBALES

## LCL 2020 GENERATES PHP 15 M SALES DESPITE PANDEMIC

On its 22nd year, the much awaited Likha ng Central Luzon Trade Fair was held online for the first time on October 13-17, 2020. Regional Director Judith P. Angeles of the Department of Trade and Industry Regional Office III (DTI-3) said that the Likha Trade Fair continued through an easily accessible online platform that allowed buyers to see the best products of the region. She added that DTI organized the virtual trade exposition to promote and sell the quality products of Central Luzon micro small and medium enterprises (MSMEs). She further noted that this is the best time to support the local entrepreneurs who have braved the pandemic and continued to sell their products in a more modern platform supported by PLDT.



To view and buy the products of the more than 100 Likha trade fair participant MSMEs from Central Luzon, the virtual trade exposition can be accessed by buyers at this website: <https://www.virtualtradeexpoph.com/expo/6/show>. Buyers can also register through this link: [t.ly/HRW7](https://t.ly/HRW7).

*Continued on page 12*



# 03

## PPG LIVELIHOOD KITS DISTRIBUTED IN CL



A total of 1,648 potential and existing micro small and medium entrepreneurs (MSMEs) from the seven provinces of Central Luzon were provided with livelihood packages by the Department of Trade and Industry Region 3

DTI-3 Regional Director Judith P. Angeles said that despite the pandemic, the agency pressed on to distribute the livelihood kits to beneficiaries in the region to help them start or restart their business in their respective areas. As of December 31, 2020, a total of 1,030 livelihood starter kits amounting to Php 9.165 Million were given to beneficiaries from Central Luzon under the Pangkabuhayan sa Pangkabuhayan at Pagbangon (PPG) program of DTI. The PPG beneficiaries include victims of fire incidents, tornado and health disasters such as the Covid-19 pandemic. From the total number, Aurora had 126 beneficiaries while Bataan had 180 and Bulacan had 209 beneficiaries. Nueva Ecija had 189 recipients while Pampanga had 186 and Tarlac had 57. Zambales had a total of 83 PPG beneficiaries.

On the other hand, 740 livelihood starter

kits were distributed by the DTI provincial offices in Central Luzon under the Livelihood Seeding Program – Negosyo sa Barangay (LSP-NSB), a project to bring the services of government down to the barangay level. This was conducted in partnership with other government agencies such as DOST, DOLE, TESDA and the local government units where many of the Negosyo Centers of DTI are based. Of the total number of livelihood packages, distributed, Aurora province had a total of 15 LSP-NSB beneficiaries while Bataan had 136 and Bulacan had 200 recipients. Nueva Ecija had 110 beneficiaries while Pampanga had 95 and Tarlac had 84. Zambales had 100 LSP-NSB livelihood kits beneficiaries. The LSP-NSB program is enrolled as a key program funded under the Bayanihan to Heal Act As One Act.

Aside from the kits, the beneficiaries were required to attend Entrepreneurship Development Seminars conducted by DTI to ensure that they have good preparation for entering or enhancing their respective businesses.

## 04

# DTI NUEVA ECIJA GRANTS PHP 1.9 M LIVELIHOOD KITS

*by: Honelyen Marie P. Fernando*

The Department of Trade and Industry, in partnership with the Provincial Government of Nueva Ecija together with the Local Government Units, granted an approximately PhP1.9Million to different sectors in our society who wish to continue their business and to prospective SMEs who are capable of operating their business.

The beneficiaries granted with livelihood kits on November were 50 former rebels from LGUs of San Jose City, Pantabangan and Lupao. They received Bigasan Package of eight bags each of 25kg pack of rice from the Nueva Ecija Provincial Food Council with the total of P360K.

Moreover, in December, there were about 210 individuals granted with livelihood starter kits, 161 of whom are former rebels from different LGUs, 27 are Barangay Health Workers who are BHW Partylist members, resident of Nueva Ecija and with existing businesses and 20 are Covid affected SMEs from Nampicuan. The livelihood kits provided were Bigasan and Sari-Sari Store Packages with the total amount of PhP1.548M.

The provision of Livelihood Assistance benefitted individuals or families affected by natural and man-made disasters. This is the post-disaster response mechanism that addresses the need to an uninterrupted economic activity, unparalyzed socio-economic activities, unimpaired local economy and encourage productive sectors,



especially MSMEs, which have the potential to generate more employment and contribute to the growth of the economy as well as to help provide a self-sufficient industrial foundation of the country.

The Department of Trade and Industry, being the government's arm in harnessing and sustaining MSMEs, is committed to provide needed resource that will ease in business recovery and make them more resilient. The resilience and adaptive capacities of MSMEs will bring forth the socio-economic productivity.



*Former rebels from Nueva Ecija converge to receive livelihood kits from DTI*



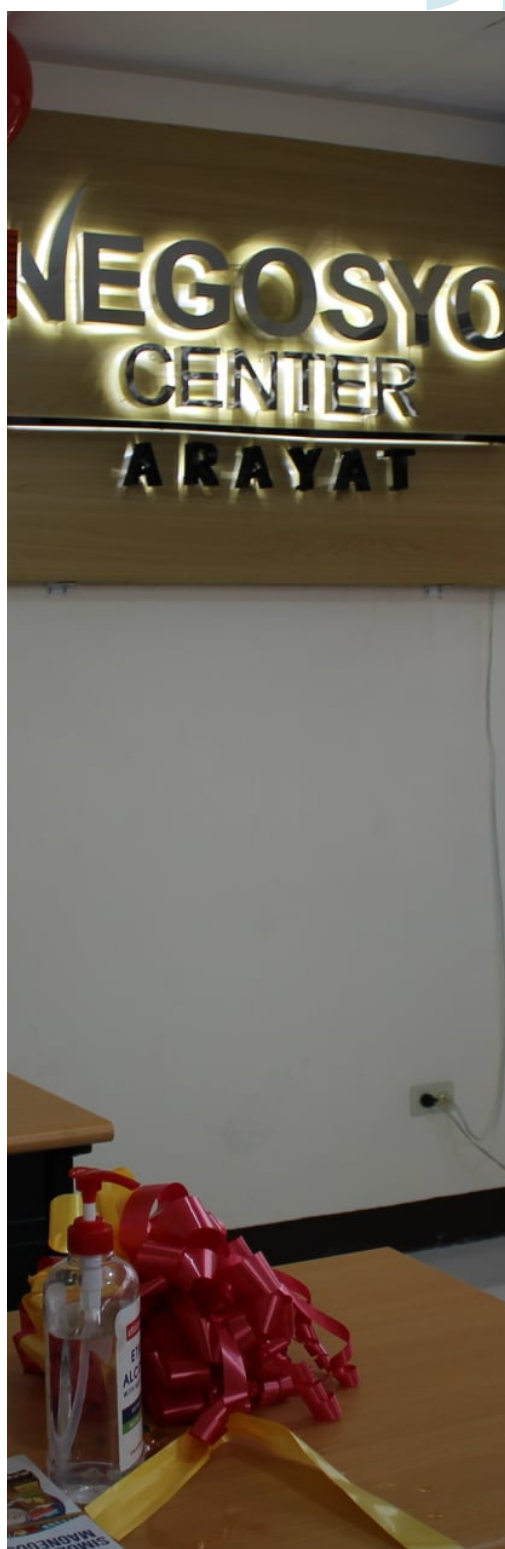
05

## DTI PAMPANGA OPENS NEW NEGOSYO CENTERS

*Even with the Covid-19 pandemic and the community quarantine, the Department of Trade and Industry continued to open its services to its client micro small and medium enterprises*



Even with the Covid-19 pandemic and the community quarantine, the Department of Trade and Industry continued to open its services to its client micro small and medium enterprises. To ensure access to business advisory, business name registration, business information and other services, the DTI opened two (2) new Negosyo Centers in the province of Pampanga. The Negosyo Center in Sta. Rita was launched on October 30, 2020 while the Negosyo Center in Arayat was opened on December 10, 2020. For 2020, DTI Pampanga has opened three new Negosyo Centers with the opening of the new NC in Bacolor on September 30. For Central Luzon, eight (8) new Negosyo Centers were opened in 2020, namely - Limay and Abucay in Bataan, Bustos in Bulacan, Bamban in Tarlac, Subic in Zambales and Bacolor, Sta. Rita and Arayat in Pampanga. This brings a total of 112 Negosyo Centers in Central Luzon.





06

## DTI-BATAAN CONDUCTS DISKWENTO ONLINE AND ROLLING CARAVAN

BY: EILEEN E. OCAMPO



In order to reach and serve a greater number of Bataeños during the pandemic, DTI-Bataan Consumer Protection Division conducted a Diskwento Online and Rolling Caravan in two municipalities in Bataan. The event covered 10 barangays and was held on November 26-27, 2020.

This Diskwento Caravan is the third run in 2020, the first and second run being the 3-day Tindahan ng Bayan on Wheels in Balanga on July 15-17 and Diskwento Caravan with Limay Mobile Market on July 26. It aims to sell basic necessities and other essentials to the consuming public at discounted prices starting at 10% up to 50%.

The pre-Christmas Diskwento Caravan, like the two previous caravans, took advantage of social media

*Continued on page 13*



07

## DTI HELPS ABACA GROWERS OF AURORA

The Department of Trade and Industry (DTI), through its Negosyo Center in San Luis, Aurora is assisting the Abaca growers of the province through livelihood opportunities to supplement their income from farming activities

A two-day Skills Training on Abaca Twining under the agency's SME Roving Academy (SMERA) program was held last October 7-8, 2020, benefiting a total of twenty-six (26) abaca farmers who are all members of the the Balitwak Farmers Association, a group of abaca growers in Aurora. With the group's vision of aiming to become a self-reliant and productive organization, the Negosyo Center San Luis led by its Business Counselor Florelyn Caniete, opted to conduct training for the group to create value adding activities. The training proper was handled by experienced abaca growers and processors from Dinalungan, Aurora.

The activity was made possible in close collaboration with San Luis Mayor Ariel De Jesus and Municipal Agriculture Officer Lourdes Esmundo and Philippine Fiber Development Authority (PhilFIDA) Officer Jovito Bumatay.



With the training, the group was able to produce abaca handicraft prototypes such as abaca macrame bag, souvenir items, planters, coasters and even packaging material twine used for longganisa making.

*...continued on page 14*





08

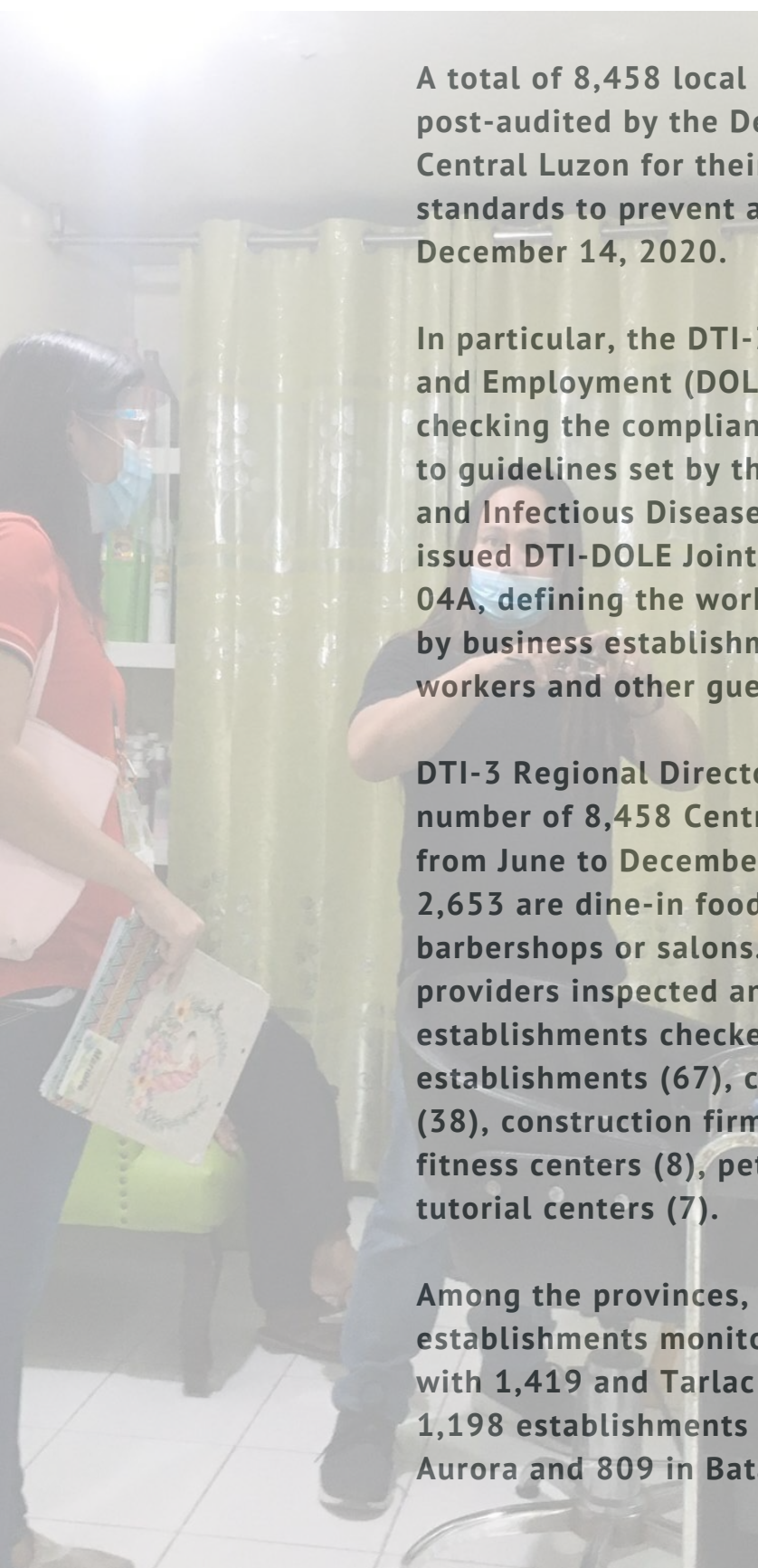
## DTI MONITORS 8,400 ESTABLISHMENTS FOR HEALTH STANDARDS COMPLIANCE

A total of 8,458 local establishments have been monitored and post-audited by the Department of Trade and Industry offices in Central Luzon for their compliance to mandatory health standards to prevent and control Covid-19 infection, as of December 14, 2020.

In particular, the DTI-3, together with the Department of Labor and Employment (DOLE) and local government units, have been checking the compliance of establishments allowed to operate to guidelines set by the Inter-agency Task Force on Emerging and Infectious Diseases (IATF). The DTI and DOLE previously issued DTI-DOLE Joint Memorandum Circular 20-04 and 20-04A, defining the workplace guidelines that must be followed by business establishments to ensure the safety of consumers, workers and other guests in workplaces.

DTI-3 Regional Director Judith P. Angeles said that of the total number of 8,458 Central Luzon establishments post-audited from June to December, 2020, 3,705 are retail stores while 2,653 are dine-in food establishments, and 1,442 are barbershops or salons. There were also 298 logistics service providers inspected and 190 manufacturing firms. Other establishments checked by DTI3 were: personal aesthetic care establishments (67), call centers and related establishments (38), construction firms (27), Internet cafes (16), gyms and fitness centers (8), pet grooming shops (7) and testing and tutorial centers (7).

Among the provinces, Bulacan had the most number of establishments monitored with 1,803 followed by Nueva Ecija with 1,419 and Tarlac with 1,340 firms. DTI-3 also checked 1,198 establishments in Pampanga, 1,078 in Zambales, 811 in Aurora and 809 in Bataan.





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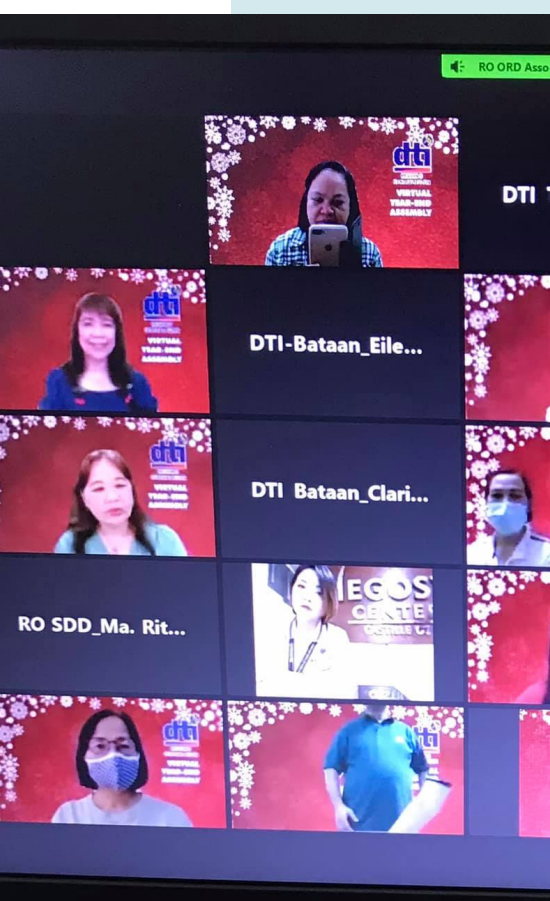
## DTI-3 HOLDS VIRTUAL YEAREND ASSESSMENT

The regional and provincial offices of the Department of Trade and Industry in Region 3 continued to hold their annual Year End Assessment on December 21, 2020.

The yearend activity was held through the online Zoom platform and was attended by all DTI-3 associates.

Regional Director Judith P. Angeles thanked the associates not only for participating in the yearend event but also for continuing to work to meet the targets and goals of the agency despite the difficulty brought by quarantine limitations due to the Covid-19 pandemic. She cited that the year 2020 was unusual and challenging. However, she emphasized the need for DTI employees to rise to the challenge and continue working to contribute to helping MSMEs and consumers.

The event also featured presentations by the regional office and provincial offices. Several DTI associates were also recognized for their service during the time of pandemic.



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## DTI-BATAAN CELEBRATES CWM



**dti** CONSUMER PROTECTION DIVISION  
BATAAN

**KONSYUM RISM**  
WEBINAR SERIES via zoom

also streaming on **f** LIVE @DTI-Bataan FB Page

Session 01:  
**CONSUMER RIGHTS & RESPONSIBILITIES**  
September 03, 2020; 10:00am-12:00pm

**Ms. Eileen E. Ocampo**  
OIC-Division Chief, CPD  
DTI-Bataan

For inquiries you can also call us @ (047) 237-3005



Adapting to the new normal, the DTI Bataan Provincial Office (DTI-Bataan) celebrated Consumer Welfare Month via series of online activities throughout the month of October 2020. Starting off with a series of webinars dubbed “Konsyumerism Webinar Series”, relevant topics such as Technical Regulations and Standard on Construction Materials, Communicating Consumer Advocacy in the New Normal, and New Perspective on Customer Relations were tackled to increase awareness of stakeholders and to help them adjust to the new normal. “Konsyumerism Webinar Marathon”, a replay of the whole series was also shown on October 29 as part of the culminating activity. The Virtual Consumer Welfare Month Culminating Activity, duly attended by Consumer Organizations and other stakeholders, was held on October 30, 2020 via Zoom platform and broadcasted on Facebook (FB) Live. The event highlighted DTI-Bataan Consumer Protection Division’s major accomplishments for the year - the awarding of the Freestyle eComics Making Contest winners and the Bagwis Seal of Excellence Awards. Ma. Lourdes Labrador of Morong, Bataan bested other contestants with her Timescape eComics entry, promoting business and consumer rights and welfare in the new normal. Other winners are Hershey Mel Masayon, 2nd place with her entry Consumer in the New Normal and Eugene Daculo, 3rd place with his entry Mataliknow. On Bagwis, a total of nine (9) establishments in the province were awarded, to wit: 1) Robinsons Supermarket in Balanga-Silver, 2) Robinsons Easymart in Orani-Silver, 3) Newstar Shopping Mart Inc.-Silver; 4) Puregold Price Club Inc. Mariveles-Silver, 5) Puregold Price Club Inc. Abucay-Silver, 6) Super 8 Grocery Warehouse in Balanga-Bronze; 7) Mhike’s Electronics Repair Center in Dinalupihan- Bronze; 8) Imart Shopping Center, Inc. in Balanga City-Bronze; and 9) Waltermart Supermarket in Balanga-Bronze. The Bagwis Seal of Excellence Awards aims to recognize establishments that implement Fair Trade Laws and promote consumer welfare and quality service.

*Continued on page 12*



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# DTI 3 CARP PERFORMANCE 2020



52  
training/seminars  
conducted



216  
Market development  
activities facilitated



NEW PRODUCT  
DEVELOPED

18



15



ARC's Served - 96



MSMEs Served - 177



FBs Served

6187



P 69,498,963



P189,599,728



6,539



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## LIKHA 2020 GENERATES PHP 15 M...

*...from page 2*

*Sellers from Aurora showcased their well-known bamboo, driftwood and sabutan products while Bataan MSMEs displayed their housewares, marine products and cashew delicacies. Bulacan again showcased their turmeric products, bags and various sauces. Entrepreneurs from Nueva Ecija showcased their barongs, handicrafts, footwear, dairy mushroom products to the fair. Pampanga participants exhibited their famous lanterns, homemade nuts and delicacies while Tarlac showcased their pottery, home décor and potato wine. The best of Zambales' products such as cashew, bignay wine, sweets and chicharon were also on display.*

*The Likha ng Central Luzon is the major regional promotion activity held annually since 1999. It serves as the culminating activity of a package of industry and trade related programs given to MSMEs in the region such as training programs/seminars, business consulting, design and labeling, product development and cliniquing. These activities aim to develop the technical capabilities of the micro and small enterprises and eventually, helping them gain more market exposure and enabling them earn more.*

*The Likha ng Central Luzon Virtual Trade Expo 2020 is organized by the DTI-3 in partnership with the PLDT Kaasenso Project with the support of the Philexport-3, the Regional Development Council-3, Central Luzon Growth Corridor Foundation, Inc. (CLGCFI) and the Bureau of Small and Medium Enterprises Development (BSMED).*





## DTI CONDUCTS ONLINE DISKWENTO...

*...from page 6*

*to highlight the products for sale at least two weeks before the actual caravan, via the DTI-Bataan FB Page. This was also done to promote contact-less transactions in support of health protocol implementation amidst the pandemic.*

*To cover more areas and serve a greater number, this recent run was a rolling caravan joined by big local retailers such as Puregold, EBG Supermarket, Vercons and K-Servico, distributors like Mega Sardines, ACS Manufacturing and Nutriasia, and MSMEs from Bataan and nearby provinces of Pampanga and Bulacan. The two-day rolling caravan covered the upland barangays of Cabog-cabog, Tanato, Dangcol and Greater Bani, and Poblacion in Balanga City last November 26 and Barangays Colo, Magsaysay, Pagasa, Saguing, and San Ramon in Dinalupihan on November 27, 2020. Sales reached a total of Php 480,589 serving at least 808 households in 10 barangays.*





## DTI HELPS ABACA GROWERS OF AURORA...

*...continued from page 7*

*During the launch of the training, Mayor De Jesus was appreciative of the effort done by DTI-Aurora through its Negosyo Center in San Luis. Upon seeing the prototypes and newly produced products by the abaca farmers, he committed support to push the promotion of abaca industry in the Municipality of San Luis. He also committed to provide two sets of twining machines for the group to help them start their abaca processing. On the other hand, PhilFIDA saw the urgency of helping these abaca growers to support income generating projects. The abaca growers promised to seek assistance from PhilFIDA for the provision of abaca fiber making machine. DTI Provincial Director Edna Dizon added that the abaca industry of Aurora is one of the priority industries being pushed by DTI for intensive promotion and development.*



*Abaca growers of Aurora pose after participating in a training held by DTI*



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## DTI-3 HOLDS FIRST ONLINE REGIONAL PRESS FORUM

At least 20 media practitioners and stakeholders joined the regional press forum or DTI-3 E-Kapihan. The event was held on December 17, 2020 thru the Zoom platform and was organized by the Office of the Regional Director. Leading media partners from radio, television, print and online media outlets interacted with the key officials of DTI Region 3 to discuss relevant issues in the trade and industry sector. DTI-3 Regional Director Judith P. Angeles led the discussions on the programs and projects that DTI-3 has successfully done despite the pandemic. Officers of the Philippine Information Agency also joined the forum.

During the forum, media partners asked about the programs of DTI to help the MSMEs affected by the pandemic. They also asked about how the monitoring activities of the agency with respect to the price and supply of basic needs and prime commodities. DTI officials also responded to queries on online shopping and the reminders of DTI to help deter online scams.



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# 285 BATAEÑOS RECEIVE PPG NEGOSYO KITS

by: Teresita E. Magtanong

On October 27, 2020, DTI-Bataan awarded 83 negosyo kits under the Pangkabuhayan sa Pagbangan at Ginhawa (PPG) program of the government. Of these 83 micro-entrepreneurs/beneficiaries province-wide, 38 were in District 1 and 45 in District 2. These were areas where businesses have been greatly affected by the pandemic. Gracing the meaningful event is the father of Bataan, Governor Albert Raymond S. Garcia, 1st District Cong. Geraldine B. Roman, 2nd District Cong. Jose Enrique S. Garcia III, Balanga City Mayor Francis Anthony S. Garcia, Dona Francisca Barangay Captain Corazon B. Gonzales, DTI Provincial Director Nelin O. Cabahug and staff, representatives of Senator Bong Go, city department heads, and local media. Senator Christopher Lawrence "Bong" T. Go who is in General Santos City rendered his live message for the Bataan beneficiaries.

DTI Secretary Ramon M.Lopez and DTI-3 Regional Director Judith P. Angeles likewise extended their

*continued on page 17*





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## 285 BATAEÑOS...

*... continued from page 16*

messages through video. Lastly, DTI Asst. Secretary Flordelona L. Amate also attended the awarding. The MSMEs were so thankful for the support they received from the government.

On November 23, 2020, thirty-four (34) families victimized by fire a month ago in Samal town received sari-sari store packages during a simple ceremony held at the covered court of Brgy. East Calaguiman, Samal. Each family received a sari-sari store package worth P10,000.

Another batch of micro-entrepreneurs/beneficiaries have been provided livelihood assistance under the Pangkabuhayan sa Pagbangon at Ginhawa (PPG) program. From November 24 to December 2, 2020, DTI awarded a total of 67 sari-sari store kits and processed food packages to help them recover their businesses amid pandemic and calamities. The distribution was conducted in the 11 Negosyo Centers in the province.

A total of 83 MSMEs from Batch 1 and 101 beneficiaries from Batch 2 benefitted in the PPG program of DTI and Office of Senator Bong Go.



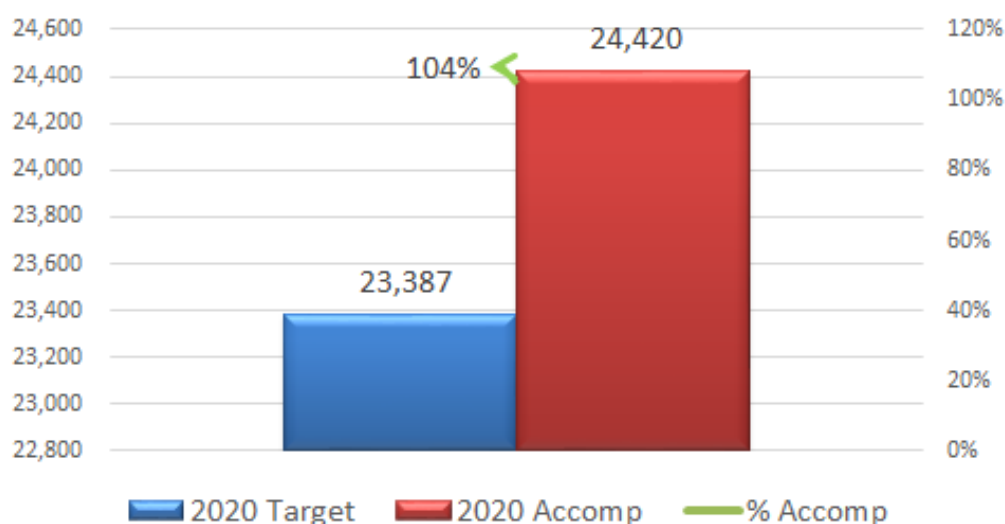
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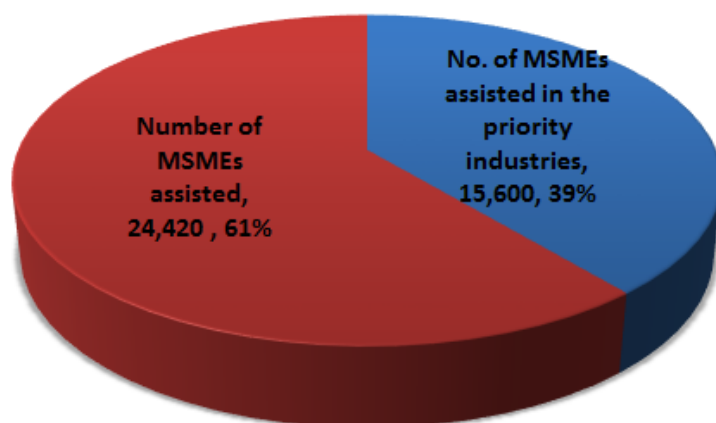
PERFORMANCE GOVERNANCE SYSTEM

# SME DEVELOPMENT

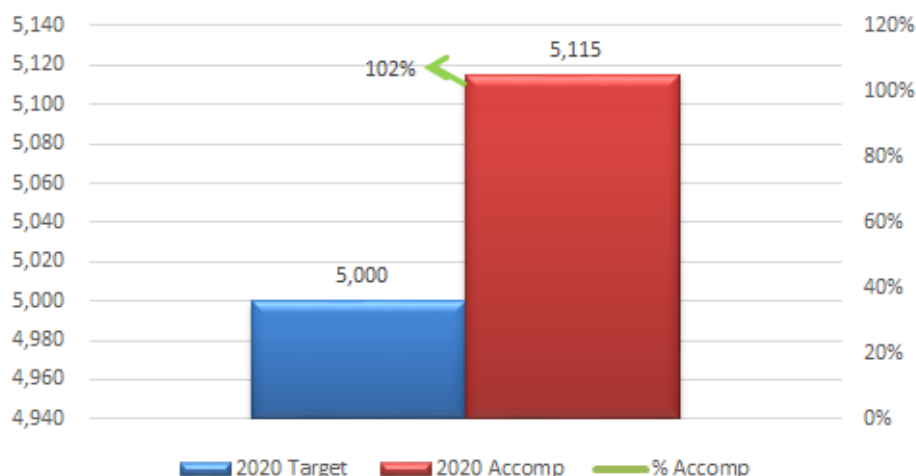
## Number of MSMEs assisted



## % of MSMEs assisted in the Priority Industries to the Total No. of MSMEs Assisted



## Number of MSMEs doing e-commerce



“

MSMEs are the  
backbone of our  
economy

”



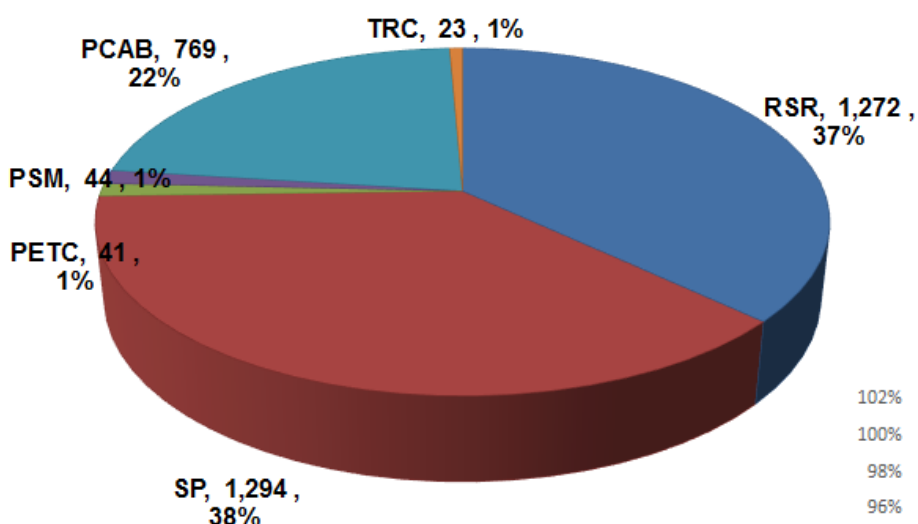
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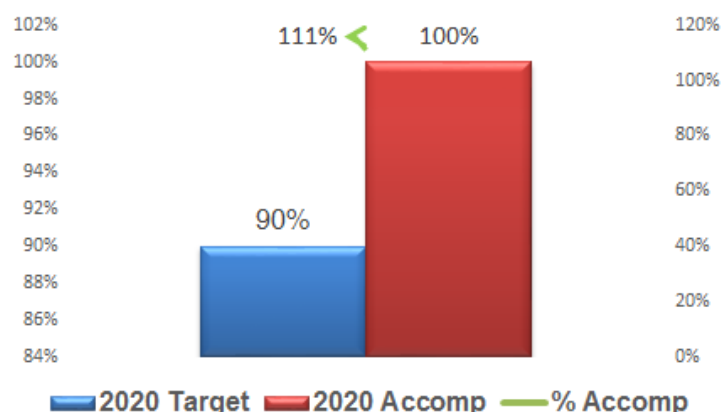
PERFORMANCE GOVERNANCE SYSTEM

# CONSUMER WELFARE

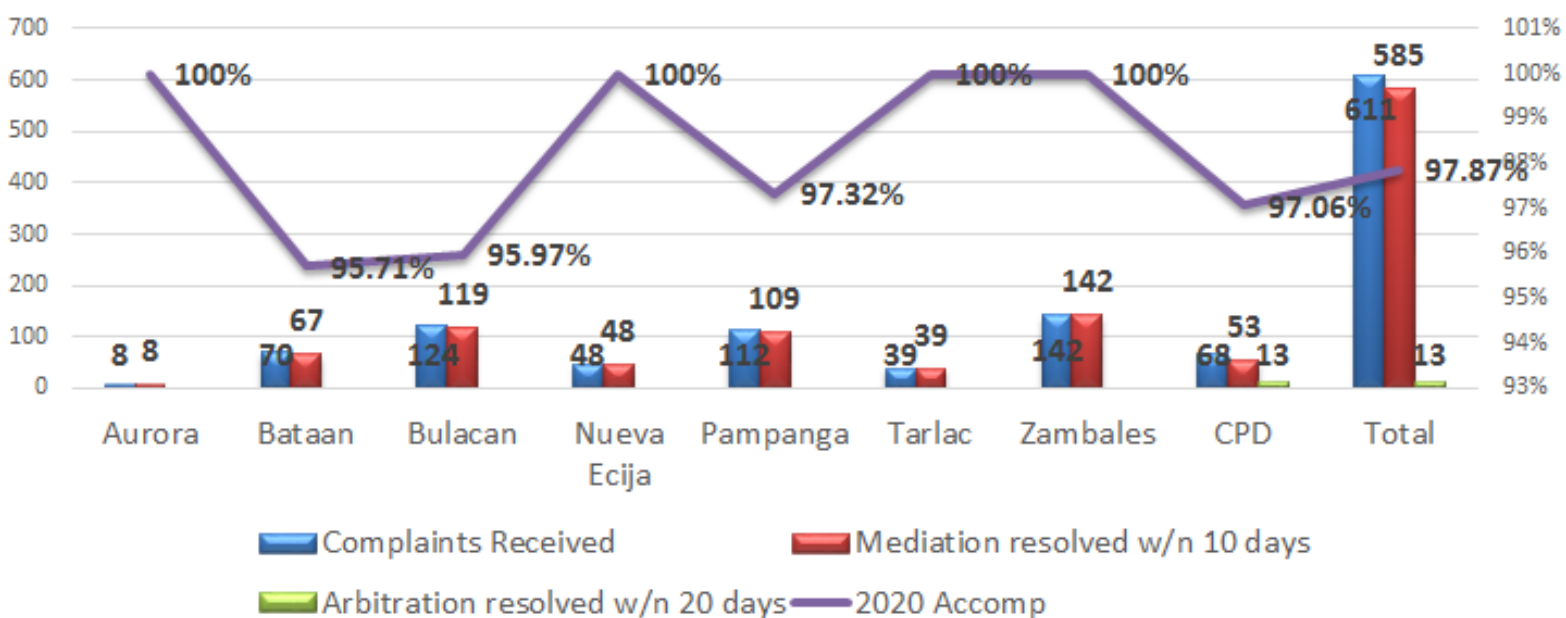
No. of permits/ accreditation/ licenses/ authorities issued within prescribed time



% of violating firms penalized complying with the penalty within the prescribed time as contained in the decision

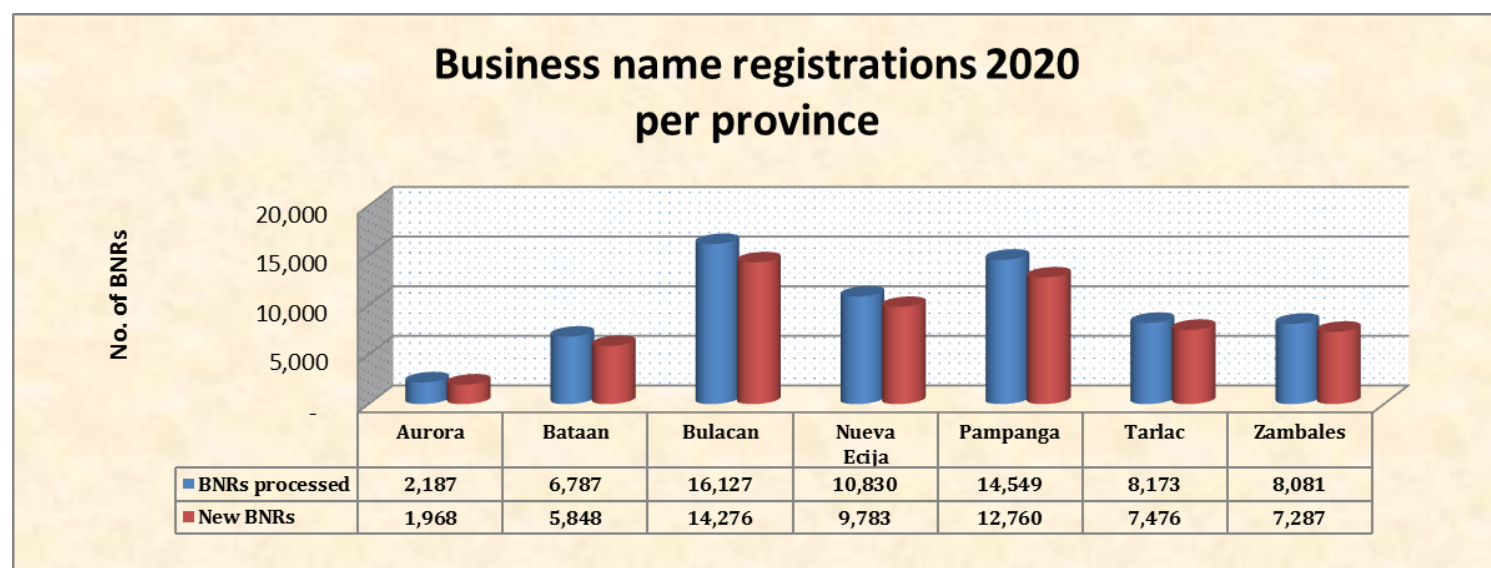
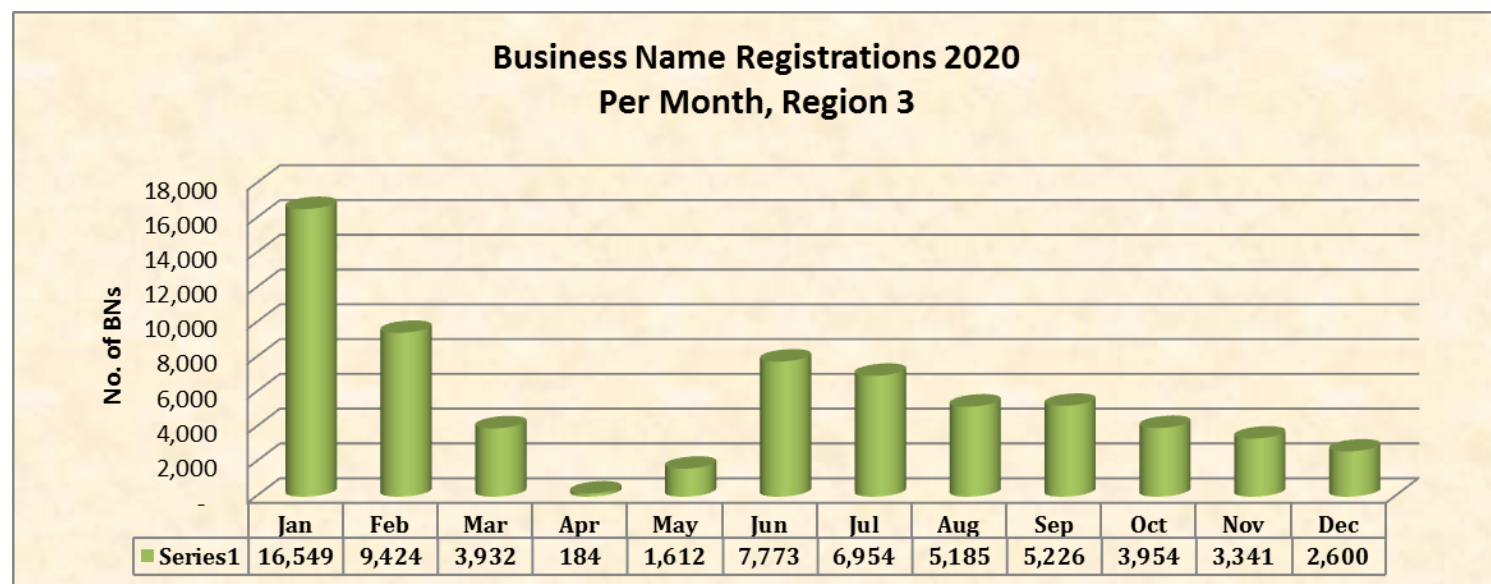


Complaints received and resolved



## 20

## BUSINESS NAME REGISTRATION



Compared to the past year, the total number of business name (BN) registrations in Region 3 slightly dipped from 74,390 in 2019 to 66,734 in 2020. This represents a slight decrease of 11% in the number of business name registered in Central Luzon. To note, during the peak month of the community quarantine or during April and May, 2020, there were only 1,796 BN registered as compared to the 9,567 BN registrations in the same period in 2019.

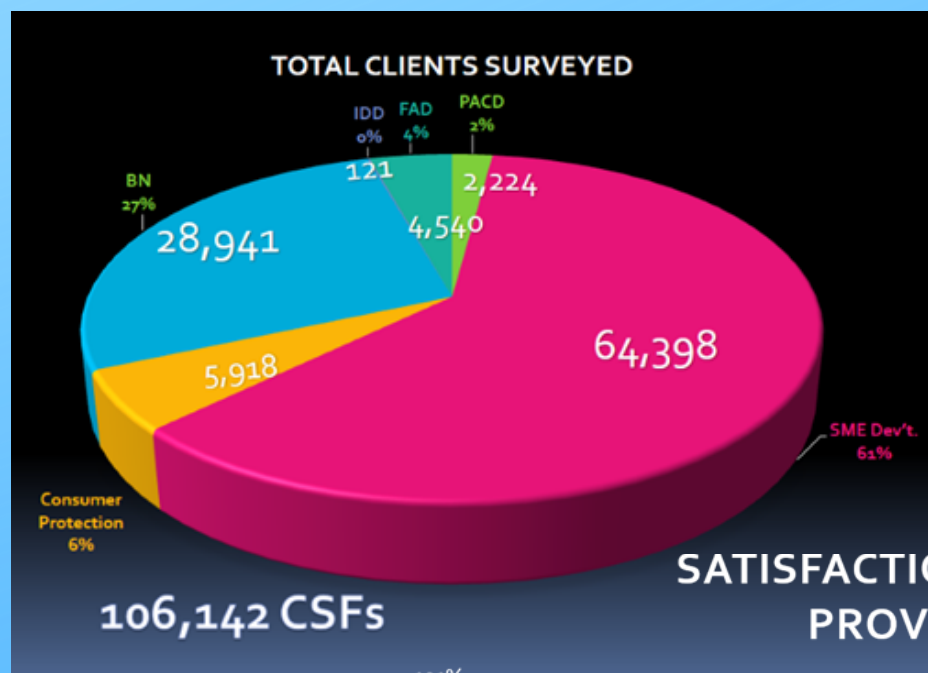
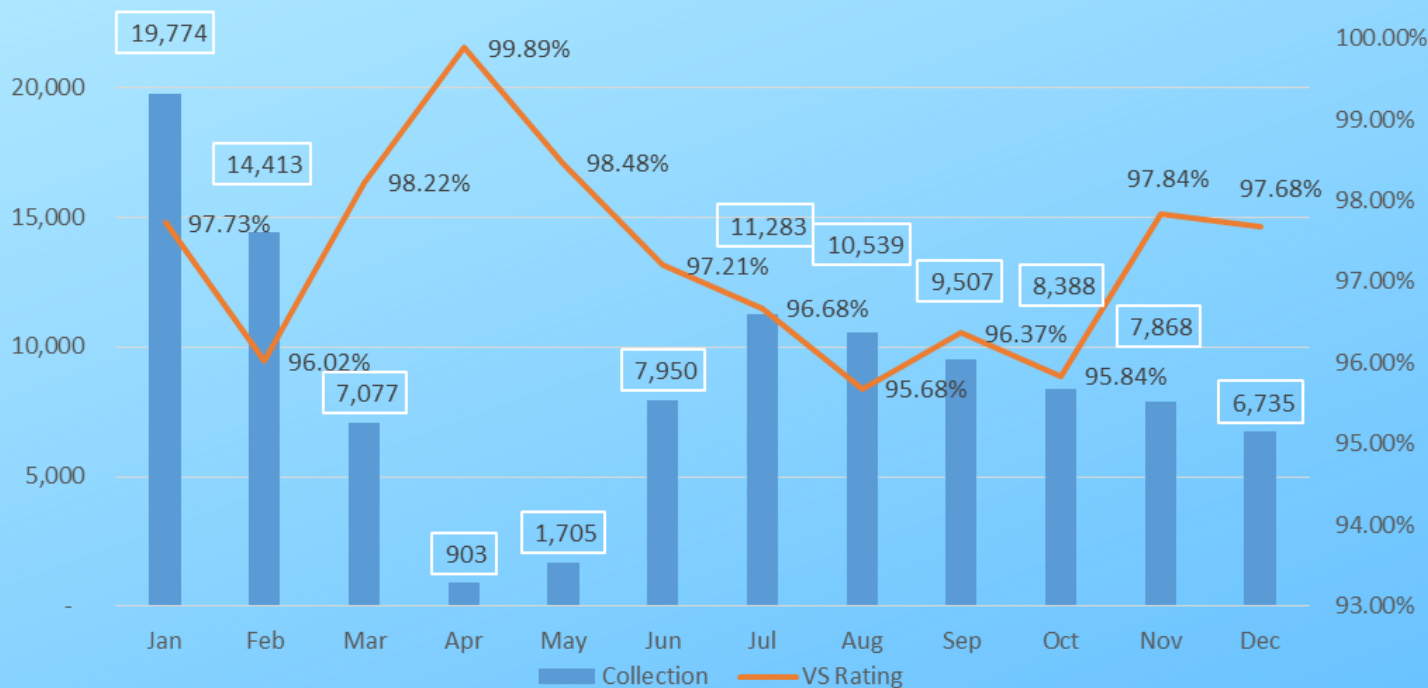
For 2020, Bulacan continued to have the most number of business name registrations with 16,127 followed by Pampanga with 14,549 while Nueva Ecija had a total of 10,830 BN registered. DTI Tarlac processed a total of 8,173 BN registrations while Zambales had 8,081 and Bataan had 6,787. Aurora had a total of 2,187 business name registrations for 2020.

DTI-3 Regional Director Judith P. Angeles said that the significant number of business name registrations in 2020 despite the pandemic and quarantine limitations indicate good business confidence. She said that after May 2020, business registrations rebounded as businesses continued to operate.

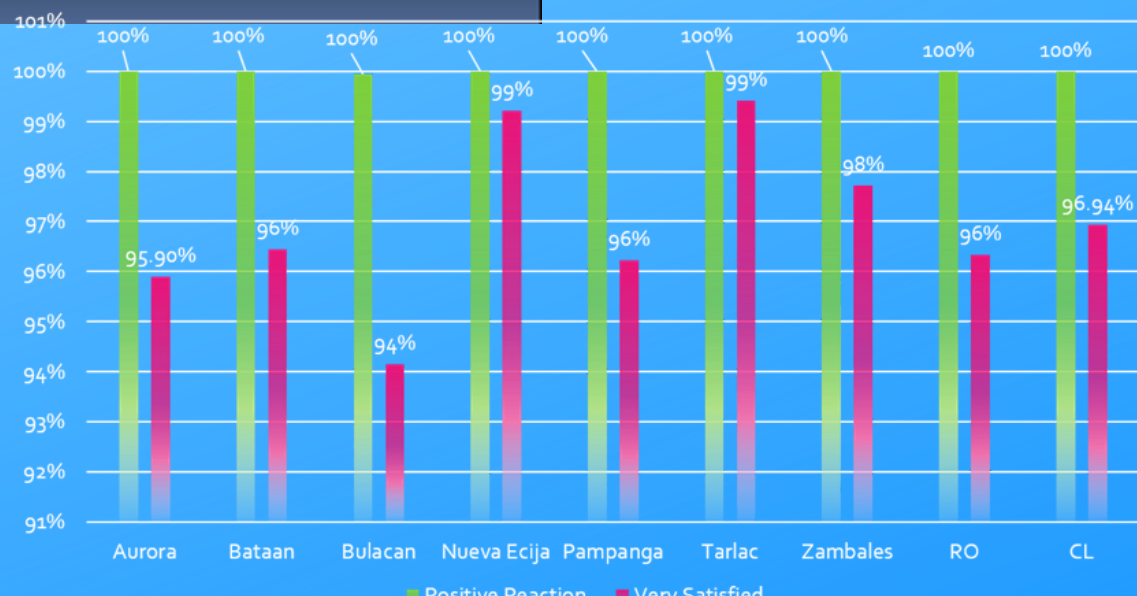


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## 2020 CLIENT SATISFACTION FEEDBACK



## SATISFACTION RATINGS PER PROVINCE/UNIT



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## DTI CARES MPC HOLDS IP OUTREACH



The Christmas spirit was alive for DTI-3 CARES MPC members as they held their outreach activity for the indigenous people in Porac, Pampanga on December 28, 2020. CARES General Manager Warren Patrick T. Serrano led the coop team in bringing christmas goodies to an Aeta community in Sitio Pangaranan, Babo Pangulo, Porac, Pampanga. Coop management staff Jenilyn Santiago and Luelah Lumba assisted in the distribution of the gifts for the IPs.

The DTI-3 CARES MPC outreach activity was made possible in coordination with the Municipal Social Work and Development Office of Porac, Pampanga led by MSWD Officer Jhoanne M. Arcega and the Barangay Captain of Diaz and Babo Pangulo.

CARES MPC donated 50 packages of grocery items and 500 kilos of rice for the beneficiaries. The IPs are among the 107 families of evacuees from the upland barangay of Diaz who were affected by the 2019 earthquake in the area. Initially, the coop prioritized the sharing of gifts to the mothers, senior citizen and PWD members of the Diaz community.

In his message to the community leaders and Porac MSWDO, GM Serrano introduced the DTI-3 CARES MPC and its goal of helping the community not only through gift sharing but also in educating the community members in entrepreneurship and livelihood as soon as the pandemic subsides.

For their part, the barangay captain of Diaz thanked the DTI-3 CARES MPC and committed to be part of the programs of the cooperative when it is already possible to participate in such activities.



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## BIRTHDAY CELEBRATORS

CONGRATS!

APPOINTMENT/  
PROMOTION**Charlyn Galang,  
TIDS, Aurora****Eileen Ocampo,  
CTIDS, Bataan****Rhina G. Villapaña  
TIDS CARP, Tarlac**

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DIZON, EDNA D.	23-Dec
TOLEDO, JOSE ANTONIO IV F.	27-Dec
SAMONTE, NIÑA VERONICA P.	28-Dec
HIDALGO, DEBBYRIZA T.	30-Dec

HAPPY BIRTHDAY!

**Department of Trade and Industry - Region 3**  
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