

# Negosyo Fair 2017 Gathers More Than 1,000 Attendees

## Business Counsellors' Conference, Design Challenge, Learning Sessions Among the Event Highlights



With the theme, "Build, Link, Transform. Connecting MSMEs, Creating Opportunities," the Negosyo Fair 2017 was held from June 19-24 at SM Megatrade Hall, Mandaluyong City. The 6-day event gathered more than a thousand

participants from all over the country composed of Business Counsellors and program partners, DTI Key Officials and Directors, business experts, aspiring entrepreneurs, and micro, small and medium enterprises (MSMEs).

DTI-Region 12 sent 60 delegates to the event, composed of the Regional Director, Provincial Directors/OICs, Regional Coordinators, Program Partners, and all the region's Business Counsellors to the said event. (Proceed to Page 8)

### R12 Counsellors Participates in the Negosyo Center Design Challenge

DTI-Negosyo Center Region 12 won the Best Innovative Strategy in the Negosyo Fair 2017's Design Challenge. The entry showcased Negosyo Center Gensan's innovative project, "Negosyo Center Goes to the Barangay". NC-Gensan Business Counsellor (BC) Regi Jan Vilches and NC-Sarangani BC Sheila May Perez made the AVP and a detailed project report, as well as pitched and defended the said strategy in front of a panel of judges. A cash prize of Php P35, 000 was given to the awardees.

Other contestants for the NC Design Challenge from Negosyo Center R12 were: Sheldon Marc Yap and Christian Joy Bansuan for the Social Media Challenge; Tiffanie Gayosa and Sharon Faith Medecillo for the Web Design Challenge; and, Erica Anne Dulay and Sharmagne Joyce Edio Promo for the Promo Collaterals Challenge.



**04** 62 Micro-entrepreneurs graduate under the KMME in Region 12



**8-9** Negosyo Fair 2017 Highlights



**6-7** Provincial News and Updates



**11-15** Success Stories

## DTI Sarangani launches twin projects “Strike Team” & “Negosyo Center” in Kiamba



DTI Sarangani launched two big-ticket projects last June 30 at Brgy. Maligang in Kiamba: the DTI Strike Team for IPs and Micro-entrepreneurs, as well as Negosyo Center (NC)-Kiamba. In line with the “Project Entrep for Bottom 10 Provinces”, the DTI Strike Team Program intends to help indigenous people and

micro-entrepreneurs from the country’s 30 poorest provinces, such as Sarangani, who have difficulty accessing government’s business development services.

Leading the launching of both NC-Kiamba and the Strike Team Program were DTI-Regional Operations Group (ROG) Asst. Secretary Ameenah A. Fajardo, Bureau of

Small and Medium Enterprise Development (BSMED) Director Jerry T. Clavesillas, and the DTI 12 management, led by RD Ibrahim K. Guiamadel.

RD Guiamadel gave the Opening Message during the twin launchings, acknowledging the presence of small businesses, farmers, vendors, and fishermen, majority of whom are agribusinessmen -- considered as the major contributors in the economic growth of the said municipality.

DTI-ROG ASec. Fajardo recognized the presence of micro-entrepreneurs, such as the sidewalk vendors and peddlers, as they also contribute to the local economy. She encouraged them to register their business with Negosyo Center, so that government can strengthen the delivery of services according to their needs. She reiterated Pres. Rodrigo R. Duterte’s directive for government to make its presence felt by the people, most especially those living in remote areas and far-flung municipalities.

## R12 Business Counsellors conduct “Negosyo Center Goes to the Barangay”

To raise awareness and promote the services of Negosyo Centers (NC) throughout the region, the Business Counsellors (BCs) conducted “Negosyo Center Goes to the Barangay” or NCGB in the different barangays of their assigned municipalities. This advocacy campaign is a proactive approach to inform the public, most especially those in the farthest reaches of the region, about the services of Negosyo Centers, that they may avail of its services.

Topics include: RA # 10644 or the Go Negosyo Act; Negosyo Center services; and, RA # 9178 or the Barangay Micro Business Enterprise (BMBE) Act. Other topics presented: Entrepreneurial Mindsetting, Inventory Management, Simple Bookkeeping, Financing Forum, and the Pondo sa Pagbabago at Pag-aseño (P3).

From March to June, the “Negosyo Center goes to the Barangay” was conducted in the following barangays: Cotabato City

- Brgys. RH4, Poblacion 4, RH9, and RH8; Kidapawan City - Brgys. Guinatilan and Manongol; Matalam - Brgys. San Vicente, Kilada, DA Hall Municipal Compound, and Natutungan; Aleosan - Brgys. New Leon, San Mateo, and New Panay; Koronadal

City - Brgy. Gymnasium; Polomolok - Brgys. Palkan, Landan, and Lumakil; Poblacion of Esperanza; and, Bagumbayan - Brgys. Bai Saripinang, Kabulanan, Kinayao, Kanulay, Monteverde, Daluga, Tukam, Busok, Daguma, Chua, Tulale, Sto. Niño, Titulok, and Masiag.



## R12 Business Counsellors Finish SBCC 101

A total of 29 new Business Counsellors finished the Small Business Counsellors Course (SBCC) 101 held at The Farm, Koronadal City, South Cotabato from April 17-21. This was conducted by DTI-12 Negosyo Center together with the UP Institute for Small Scale Industries (UP-SSI) as facilitator. Relevant business topics were discussed, such as Business Planning and Management, Financial Management, Marketing, among others, to capacitate the counsellors as they render Business Advisory Services to MSME clients. .

RD Ibrahim K. Guiamadel welcomed the participants, exhorting them to maximize the learnings they will derive from the event so as to provide adequate services to aspiring entrepreneurs and existing businessmen in their assigned areas.

Lecturers and their topics include: Mr. Alfredo Derecho of CNC Discovery Corporation (Diagnosing and Analyzing the Marketing Functions of an Enterprise); and, Mr. Jaime Guanzon, Jr. of UP-SSI



(Organization and Management, Business Planning, Production, Operations, and Finance). The counsellors were then sent on a field study to conduct conducted Enterprise Assessment Plans for Tupi Coffee Growers Association, Inc., and Centrala Alternative Medicine Producers Cooperative. This include diagnosing the major problems affecting the business, and

formulating the corresponding solutions.

The groups then presented their Enterprise Assessment Report to a panel of judges composed of Mr. Ismael Salih, Jr. of People's Management Association of the Philippines, and OIC-PD Anacleto Blanco, Jr. of DTI-NCR. A graduation ceremony followed for the counselors who completed the SBCC 101 module.

## Negosyo Centers Conduct Financing Fora

To provide MSMEs with information on financing options, NCs in region 12 conducted financing fora in various areas in the region.

NC-Aleoson (May 04). In coordination with the Small Business Corporation (SBC), this was attended by 16 micro and small entrepreneurs, as well as financing institutions such as Aleosan Credit Cooperative and New Leon Multi- Purpose Cooperative, the latter having applied to become an SBC financing conduit in North Cotabato District 1 area. The forum was aimed at: (1) Increasing the scope of potential conduits of SBC, such as lending cooperatives or institutions -- who would be interested to act as partners in the implementation of the P3 Program; and, (2) Increasing the number of MSME loan avalees under the P3 Program.

NC-Kidapawan City (June 08). Facilitated the loan application of 33 micro entrepreneurs -- members of the Federation of Market Vendors Association of Kidapawan City -- who availed of the same under the P3 Program with the partner conduit, Mediatrix Multi-Purpose Cooperative. Total amount of loan granted reached Php 317,000.

NC-Kidapawan also facilitated the loan

application of a former OFW, Ms. Anlyn Debalid, in the amount of Php 100,000 through the Small Business Corporation (SBC). She will use it as additional capital for her grocery store, Pisonet computers, and rubber plantation.

Negosyo-Center Lambayong (June 16). Attended by 28 MSMEs and potential entrepreneurs. Financing institutions such as Mediatrix Multi-purpose Cooperative (MMPC), Eastwest Bank, and Rural Bank of Lebak, presented their financing programs. Six (6) MSMEs thereafter availed of loans

from Rural Bank of Lebak and MMPC.

NC-Cotabato City (June 8). In coordination with SBC, this was attended by 30 local micro and small entrepreneurs, micro-financing institutions, and credit cooperatives. Present MFIs, who applied to become SBC conduit partners, are as follows: ASA Philippines, CARD Inc., Center for Community Transformation Credit Cooperative, Kaagapay Overseas Filipino Workers Resource and Service Center Inc., and Palm Tree Bank.



# DTI 12 Launches KMME Program in 3 Key Areas

For 2017, DTI 12 rolled out the Kapatid Mentor Me (KMME) Program in Region 12 in three key areas: Sarangani (April 10), General Santos City (April 11), and Cotabato (April 17), attended by an estimated 500 micro and small entrepreneurs. Present during the events were local government officials, financing institutions, private sector organizations, DTI representatives, as well as aspiring entrepreneurs.

The first two of the 12-module KMME program highlighted during the roll-out include Entrepreneurial Mind-setting and Values Formation. Mentors from the Philippine Center for Entrepreneurship (PCE) were invited as Resource Speakers to talk on the said topics, namely: Mr. Henry Tenedero, the President of Education for All Development Center, and Mr. Pedro Rufo "Pocholo" Soliven, President/CEO of Soliventures Philippines Inc.

On Entrepreneurial Mind-setting, Mr. Tenedero motivated the participants and shared marketing tips. "What makes your product different? You have to be the product of your product. Learn how to project and smile to your customers".

On Values Formation, Mr. Soliven focused his talk on Marketing. He gave tips and strategies on sales and marketing for entrepreneurs. He discussed the 4Ps in Marketing - Product, Price, Place, and Promotion, and also gave opportunity-seeking tips. He discussed how to define target market and how to differentiate your product from the others. "When you have a business, you need to have a plan and execute it," Soliven said.

After the lectures, local business owners and KMME graduates inspired the participants by sharing their entrepreneurial journey.

For the Gensan Roll-out, Mr. Rem Floyd Herceda of RJH Foods shared his story on transitioning from being an employee to an



entrepreneur. Ms. Fely Into of Elynne's Tuna Chicharon shared how thankful she was of DTI Negosyo Center's assistance which helped her business grow. Asked what is the most important value that entrepreneurs should have, she said, "Resilience. No matter what hardship you are going through; keep moving forward." Mr. Bengie Antido of Kayamanan ni Juan shared how they started out with only a meager amount of Php1,000.

Ms. Oliva Martos and Mr. Boric Añora on the other hand, shared their entrepreneurial journey during the KMME-Sarangani launching. Local mentors were also present to give consultation, guidance and advice to MSMEs. Among the mentors of the pre-selected mentees are Anabella K. Noel, owner of Jo-ann's bakeshop, Phoebe Prieto

Montefalcon, CPA, Charmaine Dawn Ladot, and Atty. Raul Miguel of PCCI who will be coaching and guiding them throughout the course.

DTI-Regional Operations Group (ROG) ASec. Blesila A. Lantayona emphasized the role of MSMEs in nation-building: "MSMEs are an important sector of the economy as they are the ones who provide employment and boost economic activities in their communities. MSMEs need to be nurtured to enable them to compete in international markets.... and be at par with our Southeast Asian neighbors".

Engr. Merly M. Cruz, Advisor on MSME Development and PCE Representative, added that, "We want to instill that there is money in business. We launched KMME to change the mindset of Filipinos, generate jobs, and scale up MSMEs."

## About the KAPATID MENTOR ME Program

The Kapatid Mentor ME (KMME) Program is a joint program of the Department of Trade and Industry and the Philippine Center for Entrepreneurship- Go Negosyo which aims to help micro and small businesses scale up thru weekly coaching sessions done by their mentors. Mentors are business owners or practitioners across different functional areas of entrepreneurship from local business communities and the Go Negosyo network. The sessions are held in Negosyo Centers nationwide and are stretched over the course

of 12 weeks.

Trade Secretary Ramon Lopez who has always been an advocate of entrepreneurship said that this Mentor ME program is meant to truly empower those in the bottom of the entrepreneurship pyramid. DTI-Negosyo Center has been instrumental in the selection of mentees based on a given criteria. They are responsible in the logistical and operational programming of the KMME through its Negosyo Centers including the monitoring of mentees' progress and continuous assistance

even after the mentee graduated. "We believe that having an entrepreneurial mindset is really the way to level up and be successful. This is the lasting solution to poverty. Projects like the Kapatid Mentor ME aligns with our thrust for an innovation-led growth and entrepreneurship," said DTI Sec. Lopez.

Go Negosyo Founder Joey Concepcion also shared the importance of mentoring for micro and small entrepreneurs. Given its wide networks of entrepreneurs and experts from its partner

## 62 Micro-entrepreneurs Graduate Under the KMME in Region 12

62 Micro-entrepreneurs from Region 12 successfully finished the 12-module course of the Kapatid Mentor ME (KMME) - a joint program of the DTI and the PCE. Led by RD Ibrahim K. Guiamadel, DTI-ROG ASec. Blesila A. Lantayona, and BSMED Director Jerry T. Clavesillas, the graduation ceremonies were conducted in three areas: Sarangani (June 14), North Cotabato (June 28), and General Santos City (June 30).

The mentees underwent an entrepreneurship crash course on Entrepreneurial Mindset and Values Formation, Marketing, Financial Management, Product Development and Innovation, Business Law, Taxation, Human Resource and Organization Management, and Operations Management.

"The KMME aims to promote the inclusive business model in the country where successful entrepreneurs will guide, mentor, and capacitate fellow entrepreneurs," said RD Guiamadel. As part of the course completion, the mentees each presented their Business Improvement Plan in front of a panel of business consultants and experts. Asked how KMME was able to help their business, below are some of the responses:

Delia Baobao (Dhels Food): "I learned that income from the business should be separate from personal expenditures." Anunciacion Alam (Creations Handicrafts): "KMME helped us improve our business operations particularly in the areas of production and inventory



management. I was able to gain a wider market, and as a result, product sales increased about 20 to 30 percent."

Malou Arellano (Bahay Buko): "I have

learned a lot. It is an eye-opener for us. We learned the different aspects of a business, and how to become a successful entrepreneur."

The KMME graduates are as follows:

| #  | Sarangani (19)  | General Santos (23)                             | Cotabato/Cotabato City (13)              |
|----|---|---|--|
| 1  | Pacmimay Kalamayhati                                    | Ajello's Frozen Delight                         | Dr. Alfred's Essentials, Inc.            |
| 2  | Marafdwai Association                                   | CG Foods  | RIC Producer Coop/KERA                   |
| 3  | Jade Faith Handicrafts                                  | SOCCSARGEN Peace Network, Inc.                  | Kennitz Food Products                    |
| 4  | Dhels Food  | Kayamanan Ni Juan                               | SANVICOPA/ Precious Angels Food Products |
| 5  | United Maligang Farmers MultiPurpose Cooperative        | TNBC Designs and Prints                         | LEB Pastries                             |
| 6  | Awards Diversified Product                              | TGAC Foods                                      | Delicacies & Food Products               |
| 7  | KimKim Bakeshoppe And Refreshment and Catering Services | Dolores Food Products                           | Vida Nuts                                |
| 8  | WIVES   | Immanuel Tuna Traders                           | AJB Furniture & Glass Supply             |
| 9  | Lamlifew Tribal Women Association                       | Labay Enterprises                               | Don Bosco MPC                            |
| 10 | Patahian ni Bhebhe                                      | Lola Mading's Food Products                     | Jarod's Arts and Crafts                  |
| 11 | Malapatan Food Processors Association                   | Isabelle Foods                                  | Teresa's Homemade Delicacies             |
| 12 | Cereno Furniture  | SACC Food Products                              | CRS Choco Farm                           |
| 13 | Kalilintad Foods  | Kusina Victoria                                 | Velasco Souvenir Items and Handicrafts;  |
| 14 | Phailyn's Food  | Lanton-Espina Chrislam Parents Association      |  |
| 15 | Jeanbeth Studio and Dress Shop                          | Gensan Gardeners Coop                           |  |
| 16 | Ded Libon de Lasang Mat Weaving                         | Hotpockets Empanaditas                          |  |
| 17 | RIC Loveware  | Jem's Grill Native Chicken & Seafood Restaurant |  |
| 18 | Sarangani Agrarian Reform Beneficiaries Cooperative     | Deo's Buko Cream                                |  |
| 19 | Arlot's Bakeshoppe and Catering Services                | MB Printmax Digital Printing                    |  |
| 20 |   | Creativesphere Studios                          |  |
| 21 |   | Lorañas Happy Chicken                           |  |
| 22 |   | Bijou Box Jewelry Repair Shop                   |  |
| 23 |   | Mommy's Healthy Drink                           |  |

## Negosyo Center R12 Conduct Entrepreneurial Development Trainings in Partnership with OWWA

R12 Negosyo Center conducted the Enhanced Entrepreneurial Development Training (EEDT) in partnership with the Overseas Workers Welfare Administration (OWWA) for the latter's two major programs, namely: the OFW-Enterprise Development and Loan Program (OFW-EDLP) and the "Balik Pinas! Balik Hanap Buhay!" (BPPH) program. From March to July, trainings were conducted at the following: NC-Koronadal LGU and NDMU (April 06-07) at the PESO Office of Koronadal City Hall; NC-Tacurong (July 13-14) at the NC-Tacurong Office; NC-Gensan (March 14-16, April 17-18, April 19-20) at NC-Gensan Office; NC-Kidapawan (March 20, March 30, April 25, April 27-28, July 5-7); and, NC-Cotabato City (May 31-June 01) at the DTI-NC Cotabato City Office.

Speakers from OWWA and Landbank of the Philippines (LBP) presented an overview of the OFW-EDLP and the BPPH program. Business Counsellors from concerned NCs likewise presented the following important

topics: BMBE, Business Plan Preparation, and Entrepreneurial Mindsetting. Other topics include: Starting Your Own Business cum Entrepreneurial Mindsetting, Business Legitimacy, Organizational Management, Marketing, and Basic Accounting. A workshop then followed, wherein participant MSMEs were made to prepare their business plans with the assistance of the Counsellors.

OFW Entrepreneurial Development Loan Program (OFW-EDLP)

Under the OFW-EDLP, more than 100 OFWs underwent the 2-day Enhanced Entrepreneurial Development Training (EEDT), which aims to assist them in preparing their business plans, the main requirement for them to access financing and cash assistance from OWWA. The program's loan requirement were also discussed. Loan applications of those who had undergone the EEDT were then endorsed to LBP for assessment and

approval in the amounts of PhP300,000 to PhP2 million, with a fixed interest rate of 7.5 percent per annum. This loan facility program is intended to support and promote enterprise development among OFWs and their families.

Livelihood Assistance for OFWs: OWWA's Balik Pinas Balik Hanap Buhay Program (BPPH)

Through the assistance of NC-Cotabato City, around 57 repatriated OFWs each availed of cash assistance amounting to PhP20,000 from OWWA's BPPH. This included free entrepreneurial trainings, and provision of a "starter kit". Target beneficiaries of the BPPH program are returning OWWA members, whether active or inactive, who were displaced by hostilities, wars, political conflicts, policy reforms, or changes by host governments, victims of illegal recruitment, and human trafficking.

## Negosyo Center Goes to the Palengke

Dubbed as "Negosyo Center Goes to Palengke", the various Negosyo Centers in the region conducted visits to local public markets to bring government services closer to the market vendors. The vendors were given an orientation on the NC Services, as well as other

important topics such as: Entrepreneurial Mind-Setting; P3 Credit Program; and, BMBE. The places visited include the following:

NC Tacurong. Tacurong Public Market (March 23) in coordination with the Tacurong Market Vendor's Association with

around 50 vendors in attendance.

NC-Esperanza and NC-Lambayong. Esperanza Public Market (June 15), and Lambayong Public Market (July 20).

NC-Kidapawan. Kidapawan Public Market (June 8) with 96 market vendors who are members of the Federation of Market Vendors Association in attendance.

Mr. Antonio Diamante, President of the Tacurong Market Vendor's Association thanked the Negosyo Center, saying: "Nagapasalamat kami kay nakabalo mi nga pwede kami maka-rehistro nga isip BMBE aron dili nami mobayad og tax nga dako gayud sa maong mga gagmayng negosyante. Makatabang gayud kini sa among pag-negosyo (We are grateful that we learned that we can register as BMBE so that we no longer need to pay tax which is already a big amount for small vendors like us. This is a big help for us.)."



## NC Tacurong Celebrates 1st Year Anniversary

NC-Tacurong celebrated its 1st year of operation last March 09 with a program held in the office, attended by representatives from the local government and the private sector. Atty. Cirilo Flores, the OIC Mayor, was present to express their continued support to the center's programs and projects.

The office's accomplishments and milestones were presented, to include: 1, 287 clients assisted; 36 trainings conducted; 132 MSMEs as training participants; and, 44 new and improved product labels and packaging developed.

NC Tacurong also helped strengthen the business operations of the Tacurong Terminal Vendors Association (TATVA) which was able to access funding from DOLE, expand its operations, and access additional financing

for their TATVA Groceria project, through the assistance rendered by the center in the preparation of the project proposal.

"The DTI has been a catalyst of economic development all throughout the years. Now, the Negosyo Centers, which was established to make government services closer to our entrepreneurs, have greatly helped entrepreneurs especially the MSMEs. The SK Chamber of Commerce and Industry, will continually give its support to the Negosyo Centers," said Mr. Rey Miguel Lopez of the Sultan Kudarat Chamber of Commerce and Industry Foundation Inc. (SKCCIFI).



## NC-Gensan Holds Skills Training on Soap-Making to Budding Entrepreneurs

More than 50 businessmen and aspiring entrepreneurs attended the Skills Training on Soap Making as part of the Negosyo Patok Program organized by NC-Gensan held at Ameliah's Place, General Santos City on March 24.

In coordination with Allura, a local company which produces and markets Allura soap made from papaya, neem and calamansi, the training equipped participants on how to start a viable soap-making business and how to employ

effective marketing strategies. Mr. Gevic Romero and Mr. Arnold Bautista, founders of Allura, gave a lecture and hands-on training on basic soapmaking. They also outlined online and offline marketing strategies such as: word-of-mouth, free sample offerings, online selling thru Facebook and other e-commerce platforms, putting up one's website, and displaying products in trade fairs and local markets.

Part of the activity was an Orientation on Negosyo Center Services focusing on business name registration, registering as a Barangay Micro-business Enterprise, and how to start a business, to include the following topics: Identifying Business Opportunities, Conducting a Needs and Resource Analysis, Demand and Supply Analysis, and Finding a Niche Based on Existing Knowledge and Expertise. The importance of a Business Plan and conducting a Financial Assessment was also stressed.



## NC-Cotabato City Conducts Seminar on Effective Digital Marketing

NC-Cotabato City conducted a seminar on Effective Digital Marketing on May 09 at Em Manor Hotel, Cotabato City to promote digital marketing as an alternative marketing platform to this generation's MSMEs. Attended by 50 local MSMEs, the activity was opened by OIC-PD Carlito Nuñez who challenged the MSMEs to further increase their sales through

online promotion to capture a bigger market.

Mr. Lord Bonnie Dalinas served as the Resource Person, as he explained what is digital marketing and presented the various selling platforms for MSMEs. He focused on Facebook as the primary selling platform for a new breed of MSMEs. A workshop followed wherein participants were each made to create a Facebook page for

their business, as well as a website blog linked to their FB page.

MSME participants include the following: Yasmin Salabat, Mhannies Food Products, Pogans Food Products, NRE Food Products, Feniflux Systems Solutions, Yams Ice Candy, Nurhamza Food and Catering Services, Nishran's Food Products and Catering Services, and MSR Enterprises.

# Negosyo Fair 2017 Highlights

The Negosyo Center Program Management Unit (NC PMU) conducted the biggest gathering thus far initiated under the program, the Negosyo Fair 2017 at SM Megatrade Hall, Mandaluyong City, on June 19-24. It was attended by around a thousand Business Counsellors, program partners, large companies, as well as MSMEs from different parts of the country.

ARD Doris T. Delima, NC PMU Program Manager, gave an overview of the event, and presented the program's major accomplishments of the program: "537 Negosyo Centers established nationwide as of date. 283 in Luzon, 122 in Visayas, and 132 in Mindanao." She added that the Negosyo Centers nationwide were able to assist a total of 311, 342 clients, and rendered 445, 366 services.

Addressing one of the major challenges of MSMEs and potential MSMEs which is financing, ARD Delima said that the Negosyo Centers were able to endorse a total of 1,936 loan applications of MSMEs to partner Financing Institutions. "Loans of MSMEs amounting to PhP 268,834,891 were granted or approved with the assistance of the Business Counsellors," said Delima.

The two-day conference covered such topics as: Building Competency as Business Consultant Thru Guided Protocol, Personality Development, ASEAN Economic Integration, Opportunities and Challenges, Inclusive Business: Creating Opportunities for our MSMEs, and Digital Transformation.

## DTI Academy Soon to be Launched

DTI Planning and Management Services (PMS) Director Mary Jean T. Pacheco announced the new project of DTI which is the DTI Academy for SME Counsellors which will be launched soon. The DTI Academy will hold capacity-building trainings for Counsellors to become specialists in their respective fields. "Through this project, the Negosyo Centers will soon have Market and Product Specialists, Financing Specialists, Branding Specialists and Research & Development Specialists," said Dir. Pacheco. Dir. Pacheco also discussed the Strategic Performance Management System, and the Vision, Mission and Goals of the Negosyo Center.

## Sec. Ramon Lopez: Business Counsellors Give Hope to Aspiring Entrepreneurs

DTI Secretary Ramon M. Lopez delivered the Keynote Speech to the Negosyo Fair 2017. He acknowledged that the Business Counsellors are the "frontliners and silent partners in the growth and development of MSMEs. "You carry the name of DTI and bring hope to aspiring entrepreneurs."

To further equip the counsellors and facilitate the sharing of best practices, Sec. Lopez said that there will be continuous training, learning programs, sessions, and seminars. "By empowering BCs, we, in turn, empower other Filipinos especially the micro, small, and medium enterprises," he



said.

To increase the probability of success in business, Sec. Lopez stressed the need to have the proper mindset, know-how on starting a business, and mentoring sessions. He said that entrepreneurs must be equipped with technical skills such as product development, 4 Ps in marketing, financial literacy, to name a few. To teach these skills, he suggested having volunteer mentors that will provide in-house coaching sessions for MSMEs in every region.

Sec. Lopez also discussed about the 7 M's in Business, in particular: Mindset, Mastery, Mentoring, Money, Machine, Market Access, and Models. He added that DTI and Negosyo Centers are partners in the development of MSMEs.

## Sen. Bam Aquino Graces NC Fair 2017

Sen. Paolo Benigno "Bam" Aquino IV also graced the Negosyo Fair 2017. Addressing the participants and delegates, he said: "When we passed the Go Negosyo Act, we had big dreams. Seeing the success of this program, we now have 537 Negosyo Centers established in the country and thousands of Business Counsellors- nagpapatunay lang na dapat mas bigyan ng attention, mas bigyan ng sigla ang ating programa." Through the existence of the Negosyo Centers in the municipalities, Sen. Bam said that government presence need to be felt by the people to further achieve inclusive growth in the country.

## Inclusive Business: Creating Opportunities for MSMEs

To achieve inclusive business, Board of Investment Industry Promotions Group (BOI- IPG) Asst. Secretary Felicitas Agoncillo-Reyes discussed the topic, Inclusive Business, as part of the 2017-2019 Investment Priorities Plan (IPP). She showed examples of Inclusive Business practices, specifically that of Kenner Foods International, Inc; Ten Knots Development Corporation; and, Nestle Corporation.

Other speakers include Mr. Anton Palo, Portfolio Manager for Inclusive Business (IB) of the Philippine Business for Social Progress (PBSP), who discussed about the BPSP Initiatives on IB; and, Mr. Daniel Baumert, Technical Advisor of the Inclusive Business Program of the Mindanao Development Authority (MinDA), who discussed, "Inclusive Business Framework for Peace and Development in Mindanao".

## Motivational Speaker Tapalla Tackled Success and Confidence-Building for Business Counsellors

Motivational speaker and trainer Vernon Tapalla, who has extensive experience in the field of communications and confidence-building, shared his knowledge on success and confidence-building to the Business Counsellors.

He encouraged the participants to



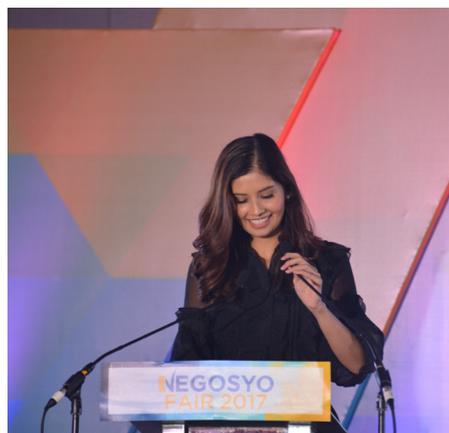
become more assertive and confident persons in order to achieve success in life. Advising the group on how to become more assertive and confident, “You must say what you feel, talk about yourself, accept compliments, disagree mildly, ask for clarification, ask why, speak up for your rights, and avoid justifying every opinion,” said Tapalla. He also showed an inspiring video of Oprah Winfrey wherein the major takeaways were: we all have a calling; we are responsible for our lives; and, we all want to be recognized and validated.

### Shamcey Supsup-Lee Graces Negosyo Fair 2017

Ms. Universe 2011 3rd Runner-up Shamcey Supsup-Lee also graced the Negosyo Fair 2017. She talked about her business venture as the part owner of Pedro N’ Coi Restaurant, a chain of restaurants which she started with her husband, Lloyd Peter Lee. She shared the challenges she faced as an entrepreneur, such as working long hours and managing employees, and how they were able to overcome all these. This gave the participants a glimpse of how start-up entrepreneurs try to manage their business ventures and overcome the odds that face them.

### MORE POT OF GOLD for MSMEs IN ASEAN INTEGRATION

Dr. Cielito F. Habito, Chief of Party-USAID Trade Project, stated that



government’s centerpiece program should be that of MSME business development, so as to help address the inequality between the rich and the poor due to the high income gap.

He also discussed about the ASEAN Economic Community (AEC) 2025 Gameplan Assistance to MSMEs, specifically on “Maximizing Opportunities and Hurdling Challenges in the AEC”. To expand their markets abroad, he suggested that MSMEs can sell or buy directly in overseas markets, maximize e-commerce, and partner with sellers who export to other countries. He also suggested to follow the concept of “One Town, One MSME” of Thailand. “The challenge for us is to make even one MSME successful in our respective areas. By showing that we can help MSMEs develop and become successful, they will be the ones coming to us.” A panel discussion followed, moderated by the President and Co-Founder of Rags2Riches, Inc., Reese Fernandez-Ruiz.

DTI-Export Marketing Bureau (EMB) Dir. Senen M. Perlada tackled about the topic “The AEC and ASEAN Economic Community Free Trade Agreement Initiative”. He encouraged the MSMEs to go global saying, “Going international is a competitive necessity.” He also discussed about existing free trade agreements.

### NC Fair 2017 Holds Learning Sessions

Learning Sessions were conducted during the Negosyo Fair 2017 specifically for NC Business Counsellors, to include topics in Facilitating Foreign Investments, Digital Commerce Forum, and Business Continuity Plan.

The Board of Investments (BOI) held a lecture on “Facilitating Foreign Investments”, highlighted by a presentation on the technical and legal requirement to successfully facilitate the entry of foreign investments. Specific topics include: Tips to be an Effective Frontliner; Doing Business in the Philippines; Options for Entry; Investor’s Visa; and, Doing Business with Incentives. Sub-topics include the Omnibus Investments Code of 1987, 2017 Investment

Priorities Plan, and BOI Incentives.

The Digital Commerce Forum focused on the different online store platforms, online payment platforms, and delivery and fulfillment options platform. Founder/CEO/Department Heads of Zalora, Marketa, Shopinas and Onestore.ph presented their respective platforms and services for MSMEs.

For online B2B/ Cross-border opportunities, platforms such as Philyes, Dun&Bradstreet, Intercommerce Network Services, Payoneer, and Post10 Worldwide were also discussed. Present during the panel discussion were PLDT Enterprise, Shopee, Ureka Forum, and Ecommerce Store Specialist Group.

For online payments, panelists include DragonPay, Paymaya, Mynt, and Paynatics. For the delivery and fulfillment options, panelists were from Airfreight 2100/



Air21, Xend Business Solutions, Lalamove, Metromart, and QuadX/LBC Express. For online marketing needs of MSMEs, panelists were Hashtag Digital, Koodi Systems, GDI Online Mktg, and BlogAdia.

### Business Continuity Planning

The Association of Development Facilitators and Enterprise Counselors (ADFEC) CEFE Philippines Inc. (formerly Philippine CEFE Network) conducted a brief introductory seminar on Business Continuity Planning (BCP). Speakers emphasized the importance of a BCP for MSMEs so that

## Event Highlights

they can minimize losses in revenue and downtime, thus enable them to continue business operations even after adverse conditions and disasters; and, discussed the risks and costs of not having a BCP, which includes the following: business failure, injury and death, financial loss, tarnished reputation, and lost productivity. They also discussed how to formulate a BCP, and the actions to be taken in going forward.

### NC Fair 2017 Exhibit

The Negosyo Fair Exhibit was one of the event highlights, where a total of 77

exhibitors displayed their products and services for potential MSMEs to venture into, such as franchising opportunities, and distribution arrangements.

Aside from the chance to showcase their products and services, the exhibitors were given the opportunity to present these during the “Business Talks”, a 30-minute product/service presentation focusing on one company at a time. This enabled the exhibitors to further widen their market reach.

The companies include the following:

| NC Fair 2017 Exhibitors |   |    |                               |
|-------------------------|---|----|-------------------------------|
| #                       | Company                                     | #  | Company                       |
| 1                       | Procter & Gamble                            | 17 | Ferino                        |
| 2                       | San Miguel Yamamura Packaging Corporation   | 18 | Acqua Suisse                  |
| 3                       | Department of Science and Technology (DOST) | 19 | JM Peanut World               |
| 4                       | Mustard Seed                                | 20 | Farmacia ni Dok               |
| 5                       | Radiowealth Finance Corporation (RFC)       | 21 | Khaleb Shawarma               |
| 6                       | Smart                                       | 22 | Not Just Lemons               |
| 7                       | Shanghai Global                             | 23 | Edmark                        |
| 8                       | Savers                                      | 24 | Minute Burger                 |
| 9                       | Waters Philippines                          | 25 | Max International             |
| 10                      | MK Kitchen                                  | 26 | Neolife Philippines           |
| 11                      | Inkwise.ph                                  | 27 | Ferino’s Bibingka             |
| 12                      | Brother Philippines                         | 28 | Be Empowered by Moreishi      |
| 13                      | RFC Laundry Business                        | 29 | New Image                     |
| 14                      | PLDT  | 30 | Dakki Classic Concepts Inc.   |
| 15                      | UBER  | 31 | Always Brewed Coffee Corp     |
| 16                      | EC Gas                                      | 32 | Diamond Lifestyle Corporation |

# NEGOSYO CENTERS

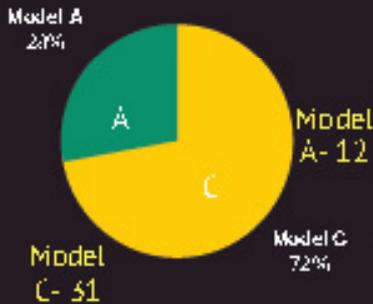
LAUNCHED ACROSS  
REGION 12

AS OF JULY 31, 2017

## 43

NEGOSYO CENTERS

### Based on Model Type



### Based on Location

- 4 DII
- 1 ACADEME
- 38 LGU

### Based on Geographic Location

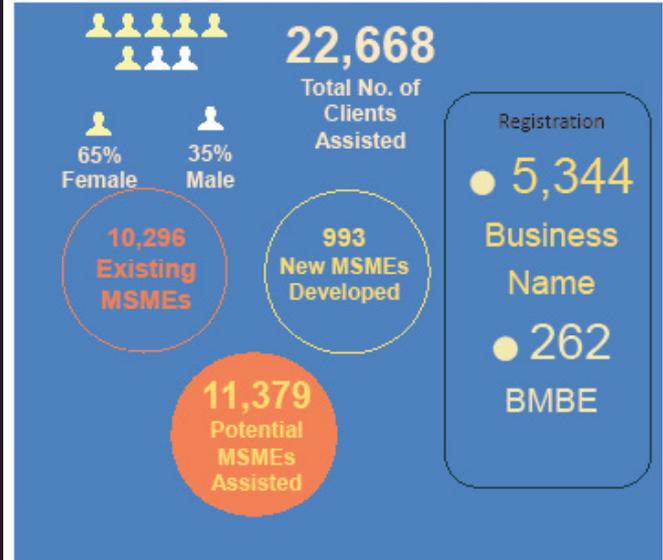


### NEGOSYO CENTERS LAUNCHED BY YEAR



## PERFORMANCE MONITORING REPORT

January 1, 2017- June 30, 2017



33,662 Services Rendered

514 skills and Managerial/Entrepreneurship Training Programs

15,093 Participants

- Facilitate Processing of Docs – 8,538
  - > 5,329 – BN Registration Facilitated
  - > 255 – BMBE Registration Facilitated
  - > 2,954 – Other Business Registration/Facilitation Rendered
- Product Development- 229
  - > 128 – Product Catalogue/Profiles Prepared
  - > 86 – Packaging and Labeling Designs Developed
  - > 64 – Product Clinics Facilitated
  - > 79- Other ProDev related services rendered
- Access to Market- 93
  - > 112 - MSMEs selling thru online platforms
  - > 93 – Other A2M-related services rendered
- Investment Promotion - 36
  - > 14 – Activities Undertaken I.e. Investment Fora/Conferences; Investment Briefing; Business Matching; Investment Exhibits; and Investment Missions
  - > 67 – Investment Collaterals prepared – Investment briefs/ project briefs
  - > 13 – Other Inv Promotion-related services rendered

### Loans Granted/ Approved

# Php76,859,633

- ✓ 586 Loan Applications endorsed to Partner FIs/ GFIs
- ✓ 369 MSMEs availed of loans
- ✓ 580 Other A2F related services rendered



# MAKING INNOVATIVE NATIVE HANDICRAFTS: Success Story of **JAROD'S ARTS AND CRAFTS**

BY: KATRINA COLOSO

Starting out as a hobby, Rev. Jamewell C. Campollo was still a working student when he began making necklaces and bracelets out of coconut shell, locally known as "bagul". When he became a Pastor for the United Church of Christ in the Philippines (UCCP), he focused on his ministry, and at the same time, continued on his hobby of making unique, handmade arts and crafts.

His product lines include placemats, racks, personalized key holders, wallets, bags, refrigerator magnets, bracelets, and necklaces. "One of the all-time favorites is the key holders and wallets which can be given as souvenir items during weddings and special occasions," he shares. These products can be customized according to the customer's specifications.

Jarod's Arts and Crafts received assistance from DTI and Negosyo Center in the form of product development trainings, market assistance, capability-building trainings, business counseling, and trade fairs. His major breakthrough was during a product clinic when he was advised to make lampshades which have a huge market demand.

He also became one of the mentees for the Kapatid Mentor ME Program launched



in North Cotabato, enabling him to undergo weekly coaching sessions. "Through the mentoring sessions, I was able to learn about accounting, debit and credit, records-keeping, and also how to increase production," he said.

"I also learned how to innovate and develop my products."

As a result of the mentoring sessions, Jamewell was able to come up with a Business Improvement Plan (BIP) which was presented to a panel of mentors and experts who gave valuable inputs and suggestions.

His products are now on display at the Pasalubong Center of SM-Gensan, UK Peak in Aleosan, SCC Nature Farm in Midsayap, and a store in Matambabay, Libungan. These are also sold at NC-Tulunan and NC-Matalam in North Cotabato.



# HUMBLE BEGINNING: *Success story of* ELAINE'S BAKESHOP & GENERAL MERCHANDISE

BY: JOSEPHUS ABORDO

One can say that entrepreneurship is an inbred trait of Roselyn Salazar, who at an early age started buying and selling dry goods with her mother who happened to be one of the pioneering entrepreneurs in Brgy. Masiag, Bagumbayan, Sultan Kudarat.

In 1996, Roselyn went into the financing business of farm inputs. She then put up her own mini grocery store and bakeshop in 2008 and registered it as Elaine's Bakeshop and General Merchandise. She also ventured into the processing and selling of organic food products.

To improve her business, Roselyn attended several seminars conducted by Negosyo Center- Isulan. One of this was the Seminar on Costing and Pricing where she learned how to derive the cost of her products and how to use these costs to formulate a mark-up enough to cover all costs and expenses. She also attended the seminar on Packaging and Labeling which resulted to improved packaging and labeling of her products. This expanded her market, and her products are now found in Isulan Central Plaza, Bidz Inasal,



Carlitos' Chicken, and Fitmart Tacurong. She also joined trade fairs, such as the 2016 Kalimudan Festival where she earned more than Php90,000.

Salazar was included as a mentee of the Kapatid Mentor Me (KMME) Program organized by the DTI and the Philippine Center for Entrepreneurship (PCE)-Go Negosyo. Through KMME, she was able to take a crash course on entrepreneurship, learn the ins and outs of business, and

undergo coaching and mentoring sessions from accredited mentors of PCE. She was also able to formulate a business improvement plan for her business with the assistance of the Business Counsellors of Isulan.

With her entrepreneurial spirit and enthusiasm in learning, it is no wonder that her business ventures have prospered and is seen to prosper still for many years to come.

## Negosyo Center-Kidapawan facilitates Market Matching of Lakatan Banana



By: Manuel Jayme

NC-Kidapawan City facilitated the market matching of one of its local banana traders with potential buyers, such as in the case of Junnel Rael from Kambal Saging Corporation (KSC) who was looking for sources of lakatan banana which he will ship to Cagayan de Oro, Cebu, and Manila.

To match this demand, NC-Kidapawan City Senior Business Counsellor Manuel Jayme coordinated with farmers' groups and associations in Kidapawan City for the sourcing of banana. A series of market meetings were conducted with local farmer's associations, led by Alfred Dimaano in Brgy. Sudapin; Cocoy de la Merced in Pangao-an,

Magpet; Uching Celis in Tambak, Magpet; and, Rogelio Caoagdan in Makilala.

An activity was also conducted to promote banana trading with buyers from Brgy. Pangao-an, Tagbak of Magpet and in Sudapin, Kidapawan.

Because of the above initiatives, KSC was successfully matched with Lemuel Agbon, a local entrepreneur who recently engaged in lakatan banana production. Agbon was able to deliver 70 crates, or three truckloads of lakatan banana from Magpet to KSC, with total sales of Php 68,000.00. Future supply arrangements are foreseen given the initial supply.



## CONTINUING THE LEGACY OF REMA:



# The success story of **RJH FOOD PRODUCTS**

BY KATRINA COLOSO

Rem Floyd Herceda continued his grandmother's calamansi concentrate business, REMA Food Products, which slowed down in 2005 as his grandmother was not able to cope up with the demand due to old age. RJH Food Products was born, he said, because "I want to continue the legacy of my grandmother".

With an initial capital of PhP500 in 2010, Rem gave samples of his calamansi juice concentrate to officemates and friends, receiving positive feedback. By 2012, he was already producing 50 to 60 liters of calamansi

juice concentrate per month. He then availed of PhP100,000 loan assistance from LGU-Gensan to expand his production area. The following year, his production shot up to 285 liters per month.

One of the major challenges however which Rem encountered is how to get more customers. "The technology is there; the challenge is in the promotion and marketing," he stated. Fortunately, he was able to link up with DTI and Negosyo Center and thereafter, RJH Food products became a regular exhibitor at trade fairs such as Yaman Gensan and Treasures of SOCCSKSARGEN. The

Negosyo Center helped him in terms of market matching, product packaging and labeling, which in turn helped him gain more customers and increase his sales. Currently, they distribute their products in Region 12 and Davao. They also recently opened a stall at Gaisano Mall Gensan.

RJH Food Products was one of the mentee graduates of the KMME in Gensan in 2016. They were able to come up with a Business Plan which they then used to apply for a loan from the Cooperative Bank of Misamis Oriental (CBMO) on January 2017. "CBMO approved and granted our loan amounting to PhP1 Million which we used for the expansion of our production building," said Herceda.

"KMME also helped us improve our organization and management," Rem said. He hired personnel to supervise the daily operations. "We are now more focused on marketing and finance," said Rem and his wife, Jeziel. Currently, the company employs more than 10 people.

## Crunchy Atchara Captures Huge Market

By: Katrina Coloso/Waren Jay Nantes

Looking at the production facility of Mommy Juling Crunchy Atchara, one can notice the thriving production facilities, uniformed workers, and the executive office - a gleaming testament to the business' success.

Rona "Bing" H. Ortiz, the proprietress of BKR Food Products, fondly recalls her mother, Mommy Juling, making atchara in the kitchen of their home. The brand name "Mommy Juling" of BKR Food Products pays homage to the founder herself. Passing the reins to her daughter, one can say it is in good hands, seeing how the business has grown over the years.

Her company has gained a lot of recognition as the producer of the delicious "crunchy atchara" and the bittersweet "bitterlicious atchara ampalaya". "My mom's specialty is atchara," Bing said in Filipino. Bing recalled how her mother, who loved to cook, prepared atchara and other Filipino delicacies in their kitchen which she peddled to their neighbors.

Inheriting her mother's business acumen and positive attitude, Bing turned atchara making into a full-blown business, and BKR

Food Products was born. She shares that it was not an easy start. "We did a lot of trial and error in the beginning before we perfected it," she shares. To be able to produce the best atchara, she said, "My husband, Dave, modernized the process and the production facilities."

They also delved into consistent product development and innovation to ensure product quality and excellence. To cut production costs, they decided to produce their own papaya, the main ingredient for atchara with the acquisition of a 1.3 hectare lot in Brgy. Lumakil, Polomolok.

They participated in various trade fairs and exhibits, such as the IFEX (International Food Exhibition) held at SMX Convention Center, Mall of Asia, Manila. BKR Food Product became the recipient of the International Trophy for Leadership in Image and Quality from the Editorial Office and Trade Leaders' Club in Madrid, Spain, which is a 7,000 member club with chapters in 93 countries.

They became regular exhibitors in DTI sponsored trade fairs such as the International



Food Exhibition where they were able to promote their products and link up with buyers and traders. Bing was also able to attend the trainings and seminars of Negosyo Center-Polomolok. Through all of these interventions, their monthly sales increased from PhP50,000 to PhP100,000 per month.

Today, their atchara production has reached 4,200 kilos per month and increasing. Currently, their products can be found in more than 60 major malls and supermarkets all over Mindanao.

Last year, the Provincial Government of South Cotabato awarded them the "Most Outstanding Micro-entrepreneur" during the T'nalak Festival. With the success of their business, Bing's advice to her fellow entrepreneurs is: "Always aim for product quality and excellence."

# OVERCOMING MAJOR SETBACKS AND TRIALS: The success story of CASA DOLORES



A government employee for 27 years, Oliva Martos, proprietress of Casa Dolores Food Products, has come a long way from when she was still employed to being an entrepreneur. Back then, she already made “tuba vinegar” from fermented coconut juice, as well as “bagoong”, made from fermented krills, which she sold to her neighbors for additional income.

Now a full-time businesswoman, she has encountered various challenges in her business, but she took these all in a positive way. Some of these include delayed payments and losses, the lack of needed equipment, as well as the market. To address these, she turned to DTI and

Negosyo Center for assistance.

Olivia is also one of the mentee graduates of the Kapatid Mentor Me-Sarangani last June 14. “My most significant learning from KMMe is the product pricing and costing. As a result of the modules and one-on-one consultations with mentors, I now have a fixed price list depending on the payment terms of my clients. I’ve also learned to record every sale,” she shared. She was able to come up with a Business Plan for Casa Dolores to further improve its operations.

As a result of the KMME program, she shared, “My sales have increased. I have also improved the packaging of my product. I have shifted from breakable bottles to PET bottles for my honey. I also applied for a loan which was approved and released, from which I purchased my own delivery vehicle.”

Currently, Casa Dolores is one thriving business. Olivia’s products are displayed in the local market of Malapatan, as well as in the Pasalubong Center of SM City-General Santos, at the General Santos City International Airport, and in several stores in Koronadal, Bukidnon, Tupi, and General Santos.

# EDITORIAL BOARD

VANESSA CLAIRE T. PLEÑA  
Information Officer III

KATRINA G. COLOSO  
Writer/Business Counsellor/Info Officer for NC R12

CHERYL MARIE C. CIPRIANO  
Senior Technical Industry Development Specialist

ERICA ANNE DULAY  
NC Regional Technical Staff/ Business Counsellor

## MANAGING EDITOR

IBRAHIM K. GUIAMADEL  
DTI-Region 12 Regional Director

DORECITA T. DELIMA  
Assistant Regional Director

ETHEL LAKSMI GUMANA  
Chief TIDS/Division Chief of SMEDD/  
Negosyo Center Regional Program Coordinator

ANTHONY T. BRAVO  
DTI-North Cotabato Provincial Director

FLORA P. GABUNALES  
DTI-South Cotabato Provincial Director

ARNEL SAYCO  
DTI-Gensan Provincial Director

CARLITO E. NUÑEZ  
DTI-Cotabato City Provincial Director

ENGR. NENITA L. BARROSO  
DTI-Sarangani Provincial Director

FELISA A. SINOBAGO  
OIC- Provincial Director, Sultan Kudarat

## Contributors

MANUEL JAYME  
SENIOR BUSINESS COUNSELLOR  
REGI JAN VILCHES  
SENIOR BUSINESS COUNSELLOR  
SHARON FAITH MEDECILLO  
SENIOR BUSINESS COUNSELLOR  
RICHIE ANGELO COLLADO  
BUSINESS COUNSELLOR  
KRISTIANNE GEM JOQUINO  
BUSINESS COUNSELLOR  
EZRA ELLE MAGBANUA  
BUSINESS COUNSELLOR  
SHARMAGNE JOYCE EDIO  
SENIOR BUSINESS COUNSELLOR  
JOSEPHUS ABORDO  
BUSINESS COUNSELLOR  
DARLEN JOY GALOPE  
BUSINESS COUNSELLOR  
MARY LORYNAIL FAITH ANDRADE  
SENIOR BUSINESS COUNSELLOR

lay out artist  
Caroline Aventurado



Negosyo Centers exist to bring government services closer to the people especially in far-flung areas. This is in accordance with the implementation of RA 10644 or the Go Negosyo Act which seeks to strengthen micro, small and medium enterprises (MSMEs) to create more job opportunities in the country. It was signed into law by President Benigno S. Aquino III on July 15, 2014, and which took effect on January 13, 2015.



FB: Negosyo Center Region12  
Telephone Number: (083) 228 7622  
Fax. No.: (+6383) 520-0613  
Email at r12@dti.gov.ph

Address: DTI-12 Regional Office, 3rd & 4th Floors, De Luz Bldg.,  
Corner Aquino St. Gensan Drive, Koronadal City,  
South Cotabato, Philippines

---

This is the official publication of Negosyo Center Region 12. This will provide news and updates about Negosyo Centers all over Region 12 specifically the cities of General Santos, Koronadal, Tacurong, Kidapawan and Cotabato, and the provinces of Sarangani, South Cotabato, Sultan Kudarat and North Cotabato.

All rights reserved © 2017