

ANNUAL REPORT

THE DTI REGIONAL OFFICE 9, TRUE TO ITS MANDATE OF **ENABLING BUSINESS AND EMPOWERING CONSUMERS**, PROUDLY SHARES ITS STORY OF SUCCESS FOR THIS YEAR BENEFITING THOUSANDS OF INDIVIDUALS ALL OVER THE **ZAMBOANGA PENINSULA**. SERVING AS THE PLATFORM IN SHOWCASING ALL SERVICES OF THE AGENCY IN ONE VENUE, DTI BROUGHT ALL FUNCTIONAL GROUPS FROM METRO MANILA TO ZAMBOANGA CITY AND CONDUCTED THE **NEGOSYO, KONSUYER AT IBA PA OR MKATBP**, PROVIDING **FREE CAPABILITY BUILDING SEMINARS AND TRAININGS**, **PRODUCT DEVELOPMENT**, AND **MARKETING OF LOCAL MSME PRODUCTS** IN THE REGION THRU THE **ZAMBOANGA PENINSULA EXPOSITION PLUS OR ZAMPEX+**. THE MKATBP ALSO SAW THE GROUND BREAKING OF THE **ASIAN HALAL CENTER** IN ZAMBOANGA CITY SPECIAL ECONOMIC ZONE AUTHORITY (ZAMBOECO-ZONE) AND FREEPORT WITH NO LESS THAN DTI SECRETARY RAMON LOPEZ WHO SITS AS THE CHAIRMAN OF THE PHILIPPINE HALAL EXPORT DEVELOPMENT BOARD, LEADING THE ACTIVITY. DTI REGION 9 ALSO CONDUCTED VARIOUS PROGRAMS AIMED AT INCULCATING ENTREPRENEURIAL MINDSET TO CREATE MORE ENTREPRENEURS,

EVEN-
TUALLY, CREATING MORE
JOBS IN THE REGION. THE LAUNCHING
OF THE MENTOR MICRO ENTREPRENEUR OR
MENTOR ME PROGRAM, CONDUCT OF BARANGAY
GO NEGOSYO, PROVINCIAL SME ROVING ACADEMY
OR SMERA, PROVINCIAL MSME SUMMITS, REGIONAL
SSF SUMMIT, AGRARIYO NEGOSYO SYMPOSIUM FOR COM-
PREHENSIVE AGRARIAN REFORM PROGRAM (CARP)
BENEFICIARIES, AND THE YOUTH ENTREPRE-
NEURSHIP SYMPOSIUM OR YES AMONG
OTHERS. 2016 ALSO SAW THE ESTABLISH-
MENT OF MORE **NEGOSYO CENTERS** IN ZAM-
BOANGA PENINSULA AIMED AT ARMING AND
ASSISTING EXISTING **AND WOULD-BE ENTRE-
PRENEURS WITH PROPER INFORMATION**
TO HELP THEM GROW THEIR
BUSINESSES. THE FIRST **EVER STATE OF THE ART
FABRICATION LABORATO-
RY OR FABLAB** IN THE
REGION WAS ALSO ESTABLISHED INSIDE THE ZAMBOAN-
GA STATE POLYTECHNIC COLLEGE, HELPING MSMEs
IMPROVE AND MAKE THEIR PRODUCTS MORE COM-
PETITIVE IN THE MARKET. DEVELOPING AND
STRENGTHENING INDUSTRIES IN THE REGION
IS AN INTEGRAL PART OF DTI REGION 9'S
MANDATE. HOWEVER, THE suc-
CESS OF PERFORM-

ING THIS TASK RELIES
NOT WITH DTI ALONE
BUT RATHER IN PARTNERING
AND COLLABORATING WITH
OTHER AGENCIES AND
STAKEHOLDERS, BOTH
PRIVATE AND GOVERNMENT.
THE CONDUCT OF DIFFERENT
SEMINARS, FORUMS, CON-
FERENCES, MEETINGS AND
CONTINUOUS CONSULTA-
TIONS WITH STAKE-
HOLDERS HAVE FUR-
THERMORE FORTIFIED
EXISTING AND EMER-
GING INDUSTRIES IN THE
PENINSULA ONWARD TO
A MORE DYNAMIC AND
FLOURISHING ECONOMY,
PROVIDING NECESSARY
INTERVENTIONS
FOR FURTHER DEVELOP-
MENT OF THE VARIOUS
INDUSTRIES IS KEY
TO SUSTAINING THE
MOMENTUM OF THIS
PARTNERSHIP. THUS,

DTI WITH ITS SHARED
SERVICE FACILITY PROGRAM OR SSF,
BOLSTERED THE PRODUCTIVITY OF INDUS-
TRY PLAYERS THRU THE PROVISION OF
NEEDED EQUIPMENT AND MACHINERIES TO
MSMEs, FARMERS AND PRODUCERS. **CONSUMERS
ARE PARAMOUNT IN DTI'S WORK. THE AGENCY
ENSURES THAT WHILE BUSINESSES THRIVE, CON-
SUMERS ARE WELL PROTECTED. AFTER ALL, BUSINESS
IS SYNONYMOUS TO
CONSUMERS.** DTI
CONDUCTED THE CONSUMER FUN
KICK-OFF & CULMINATE
BRATION. DTI REGION 9
FIRST-EVER CONSUMER
BUT IN THE ENTIRE
COUNTRY. NOW IN ITS SECOND
YEAR, DTI REGION 9
BASIC AND PRIME COM-
FORTABLE CONSUMERS
IN THE REGION AT A VERY LOW PRICE THRU THE MOBILE
DISK WENTO CARAVAN ASIDE FROM THE REGULAR
DISK WENTO FAIRS THE AGENCY CONDUCTS. DTI
REGION 9 IS ALSO A RECIPIENT OF AWARDS AND
RECOGNITIONS IN ITS CONTINUOUS QUEST
FOR EXCELLENCE, AND SOLIDIFY ITS
IMAGE AS "THE AGENCY
OF CHOICE".

Seizing Limitless Opportunities

ZAMBOANGA PENINSULA

WE ARE NOW **MORE** SOCIAL

SUBSCRIBE AND FOLLOW US ON

Facebook



DTI.Region9

Twitter



DTIRegion9

Instagram



DTI.Region9

YouTube



DTI.Region9

INTEGRITY
PROFESSIONALISM
LOYALTY CREATIVITY
CONSCIENTIOUSNESS
SER-VICE
ORIENT-ATION
TEAM-MANSHIP
RESOURCE-FULNESS
CONTINUOUS
LEARNING AND
GROWTH

BUSINESS DEVELOPMENT
CONSUMER PROTECTION
INDUSTRY DEVELOPMENT
TRADE AND INDUSTRY
SPECIALIST
CONSUMER
COMPLAINTS
PRODUCT
DEVELOPMENT
CAPABILITY
DEVELOPMENT
VALUE CHAIN

SSF BUB
NKATBP
SMERA
YES GO
NEGOSYO
MSME
MENTOR ME
KAPATID
PRODEV
CAPDEV

CITY OF
ZAMBOANGA
ZAMBOANGA
DEL SUR PROVINCE
ZAMBOANGA DEL NORTE
PROVINCE ISABELA
CITY
ZAMBOANGA
SIBUGAY PROVINCE
ZAMPEN REGION 9

R09@dti.gov.ph
Official E-Mail Address



DTI 9 Quality Policy

We, the DTI 9 Team, commit to champion business and consumers. We shall help build an enabling environment for business to grow and for consumers to get best value for money, as we foster professionalism, integrity and competence among ourselves in DTI.

We shall improve continually our Quality Management System to deliver better, faster and more efficient services to our clients.



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Message of the Regional Director



We EXPAND Opportunities

Assalamu Alaikum!

Success is not just about hard work. True, one trait of a successful person is being a hard worker, putting all efforts into what he or she is doing. However, it does not always translate to success. Because hard work should also be matched with opportunities for growth, development, and progress.

Take for instance, a farmer. He may exhaust all his strength, time and great effort in his craft; waking up in the wee hours to toil the fields every day, taking care of the crops to ensure good harvest in a few months' time. Truth be told, the sad plight in our country is, even though how hard they work, they still remain poor.

This is where, we, at the Department of Trade and Industry come in. We expand opportunities for the marginalized sector and help them alleviate from poverty. Opportunities that will help them break free from poverty, become better than they were before, provide better lives for their families, and become productive citizens who contribute to the growth of the economy.

The many programs that we have implemented have definitely opened vast opportunities for micro, small, and medium enterprises

all over Zamboanga Peninsula. Farmers, producers, and our micro, small, and medium entrepreneurs have enjoyed increase in production and sales, and improvement of their products thru the interventions of the office.

The Shared Service Facility (SSF), for one, has greatly helped them by acquiring free equipment needed in their operation. As a result, producers from the different industry clusters in the region improved the production by leaps and bounds and has also seen improved quality resulting in an improved sales.

Sec. Mon Lopez, in his inaugural speech, said he wants an "entrepreneurial revolution" in the country, where more and more Filipinos venture into business.

Many Filipinos would love to go into business. However, the lack in capitalization, know-how and the basics of doing business

have stymied all their dreams of starting their own business.

DTI programs propel this "revolution" to greater heights, bringing the opportunities to the people by providing capitalization and free trainings for business acumen and operating their own businesses.

The conduct of the SME Roving Academy or SMERA for years have seen the number of MSME participants grow, a manifestation that entrepreneurship is gaining grounds in the region. An example is the number of MSMEs our office assisted. In 2016, we targeted to assist 5,000 MSMEs, we have assisted 7,688 MSMEs. What's great about the figure is that 4,924 or 64% of them are new MSMEs. The upsurge in the interest of the public to venture into business can be attributed to the fact that the government has presented so much opportunities for them thru our pro-

“

Success is not just about hard work. Because hard work should also be matched with opportunities for growth, development, and progress.

”

grams; opportunity not just to start their business, but to grow it and bring forth positive change in their lives and the lives of others.

Our MSMEs are not alone in their quest for development as DTI, in partnership with the Philippine Center for Entrepreneurship (PCE) headed by Presidential Consultant for Entrepreneurship and RFM President and CEO Mr. Joey Concepcion, implemented the Kapatid Mentor Micro Entrepreneurs or the Mentor ME program, where established and big entrepreneurs serve as mentors for MSMEs teaching them the very important aspects of operating and growing their business. This, with the growing number of Negosyo Centers in the region has made it much easier for MSMEs to access government programs & initiatives.

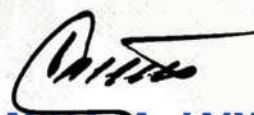
To borrow the words of Sec. Mon Lopez in his visit to the region during the Negosyo,

Konsyumer ATBP., now is the time to invest in our country as we have an administration that is committed to the 10-point Socio-Economic Agenda, essentially strengthening further economic policies that are in place, and putting emphasis on rural development.

More Opportunities. This is what we give back to the people whom we pledge to serve. Starting the “Entrepreneurial Revolution” espoused by Sec. Lopez means encouraging and convincing the public that there is huge opportunity for them in business by showing them that the government is there to help them realize their dreams and potential.

Our programs are all geared towards creation, development, and growth of our MSMEs. The more entrepreneurs, the better it would be for our country. Talking about all these programs would be lengthy, but one thing is for sure, we are here to give opportunities for every Filipino citizen and help them seize and take advantage of these opportunities.

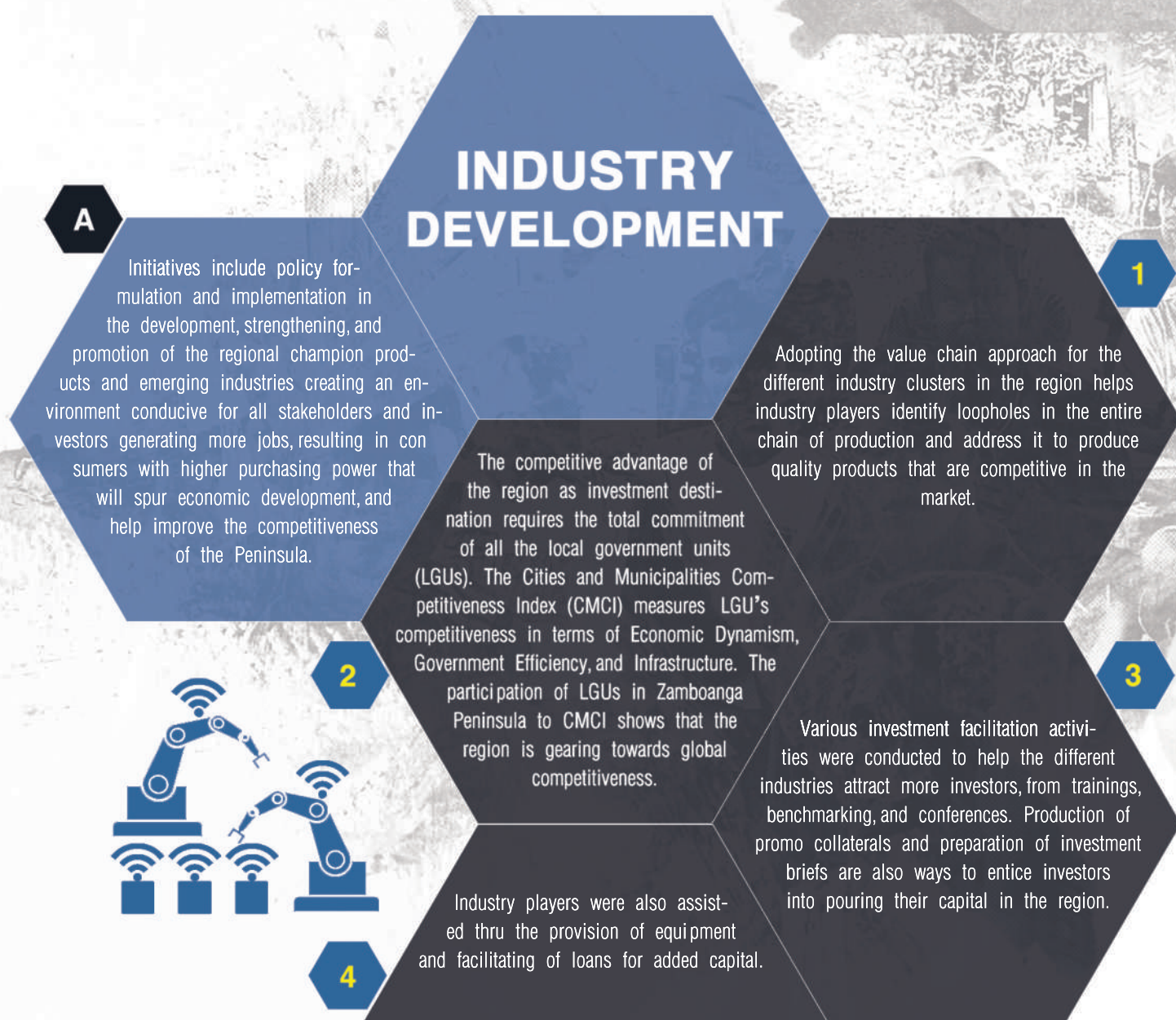
It is our fervent desire that we continue to bring forth opportunities to the public through our programs, and we hope that many will grab these opportunities and become successful in their chosen business. Thank you very much and God bless!



SITTI AMINA M. JAIN, PH.D.
REGIONAL DIRECTOR

DTI ZamPen RUNDOWN

The Department of Trade and Industry Zamboanga Peninsula (Region 9) or DTI ZamPen (9) has implemented all programs and projects in 2016 aimed at boosting trade, thru the development of Micro, Small, and Medium Enterprises (MSMEs); development of existing, emerging, and potential industries in the peninsula thru policy enhancement and investment promotion; and the welfare and protection of the consumers.



MSME DEVELOPMENT

1

Provided MSMEs with equipment necessary for their development under the Shared Service Facility. Trainings were also conducted for the beneficiaries on the use and maintenance of the equipment. This program aims to enhance production and make them competitive thru quality products.

B

Programs in the development of MSMEs consist of capacity building, provision of equipment, product development, ease of doing business, marketing and, linking MSMEs to financing institutions for access to finance.

Now targeting the multi-billion dollar Halal market with the region strategically situated in the BIMP-EAGA corridor. The population of the region has also its advantage in promoting Halal industry as the region is also home to Muslim practitioners. 2016 saw the ground-breaking of the 100-hectare area inside the Zamboanga Ecozone for the establishment of the first Halal Hub in the country. Initiatives with partner-agencies have been conducted to capacitate MSMEs in the region in penetrating the halal market.

3

Negosyo Centers (NC) serve as a nerve center for all MSME assistance. Making business easier is key to encouraging more individuals to venture into entrepreneurship. The establishment of Negosyo Centers in business growth areas in the region ensures that MSMEs are totally assisted, from the start of their business until they become big establishments. Soon, all cities and municipalities in the region will have its own NCs.

2

Provided MSMEs with marketing opportunities thru trade fairs, be it local, national, or international. The grandest trade fair in region is the Zamboanga Peninsula Exposition (ZAMPEX) where MSMEs showcase their products. Institutional buyers from outside the region were invited. In its 3rd year, it has become a staple event in the celebration of the Zamboanga Hermosa Festival and has been drawing an array of consumers; putting local products in the consciousness of the general public.

4

The government's Private-Public Partnership has just gone to another level with the implementation of the Kapatid Mentor Micro Enterprises or Mentor ME program. In this program, established private business partners are tapped as mentors for MSMEs. Zamboanga Peninsula is just blessed with willing and caring mentors who have gone an extra mile just to help MSMEs in their businesses thru this program.

5

The conduct of numerous trainings and symposia under the SME Rolling Academy (SMERA) has attracted thousands of MSMEs throughout the peninsula. SMERA serves as venue for the MSMEs to get valuable assistance from product development, marketing and promotion, access to finance, among others.

6



CONSUMER WELFARE AND PROTECTION

C

The welfare of the consumers is paramount in DTI's work. Educating the public in matter of consumerism ensures a well-informed and responsible consumer, while DTI continues to implement and enforce all the laws to uphold consumer satisfaction and protection, ensuring them of high-quality and standard products and services.

1

Taking pride in holding the first-ever Consumer Run in the entire country in October 2016. The activity aims to promote consumer rights and responsibilities while also promoting physical wellness. Thousands of runners and health enthusiasts from all the different provinces and cities in the region participated in the said activity.

2

The Mobile Diskwento Caravan was conceived with the "poorest of the poor" from the most far-flung areas in mind. The caravan benefitted thousands of indigents thru discounted prices of basic commodities and schools supplies.

3

Affordable basic commodities and school supplies is what the Diskwento Fairs offer to the general public. The discounted price of basic commodities means higher purchasing power for the beneficiaries or savings for other important concerns.

4

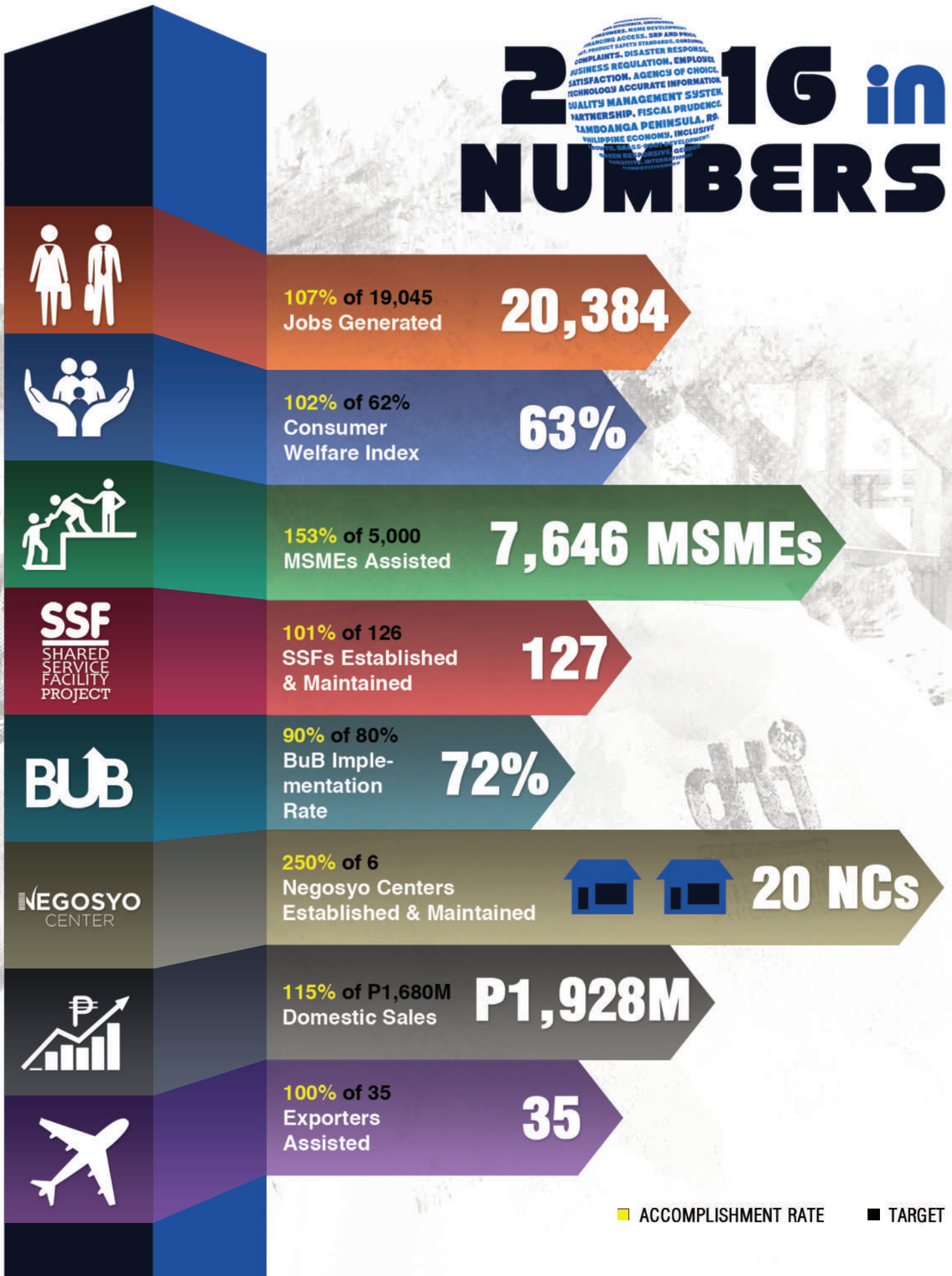
Letting the consumers know their rights and responsibilities is key to protecting them against trade malpractices, and is vital in the department's enforcement of the law, thus, the need for continuous massive information and education campaign.

5

Continuing the mandate of protecting consumers while also protecting the credibility of business establishments thru the selling of quality or standard products. The office conducts regular price monitoring and enforcement of laws pertaining to DTI mandate.



2016 in NUMBERS



2016 in NUMBERS

COMPLAINTS, DISASTER RESPONSE,
 BUSINESS REGULATION, EMPLOYEE
 SATISFACTION, AGENCY OF CHOICE,
 TECHNOLOGY ACCURATE INFORMATION,
 QUALITY MANAGEMENT SYSTEM,
 PARTNERSHIP, FISCAL PRUDENCE,
 ZAMBOANGA PENINSULA, RA,
 PHILIPPINE ECONOMY, INCLUSIVE
 GROWTH, SUSTAINABLE DEVELOPMENT,
 NATION RESPONSIVE GOVERNANCE,
 RESPONSIVE GOVERNANCE

92

114% of 81
MSMEs who availed of Loans



180

100% of 180
Firms Monitored
on Price Trending



3,980

99.5% of 4000
Firms Monitored
on Fair
Trade Laws



96%

107% of 90%
Violating Firms Penalized
within Prescribed Time



99%

110% of 90%
Consumer Complaints
Resolved within
Prescribed Time



78%

98% of 80%
PBR/WEBNRS
Transaction Rate



99.8%

101% of 99%
BNR Registered
within
15 Minutes



95%

103% of 91.8%
Employee
Engagement
Rating



■ ACCOMPLISHMENT RATE

■ TARGET

2016 in NUMBERS



133% of 840
Media Pick-Ups and Guestings

1,113



103% of 90%
Client Satisfaction
Rating

93%



119% of 3.27
Knowledge Management
Index

3.88



ISO
Certification
Obtained/
Maintained

100%



143% of 5M
Amount of Additional
Support Generated
from External Sources

P7.166M



96% of 90%
Obligation
Budget
Utility Rate

86%



112% of 86%
Disbursement
Budget Utility Rate

96.7%



100% of 92% COA
Recommendations
Fully Implemented

92%

■ ACCOMPLISHMENT RATE

■ TARGET

SEIZING LIMITLESS

SUCCESS IS NOT ABOUT ACHIEVING ONE'S PERSONAL GOALS, BUT RATHER
ACHIEVING GOALS THAT BENEFIT OTHERS

DTI ZAMPEN, TRUE TO ITS MANDATE OF PROMOTING BUSINESS AND PROTECTING
CONSUMERS, PROUDLY SHARES IT'S STORY OF SUCCESS FOR THIS YEAR
BENEFITTING THOUSANDS OF INDIVIDUALS ALL OVER THE PENINSULA



THIS YEAR, THE DEPARTMENT HAS IMPLEMENTED NUMEROUS BIG-TICKET PRO-
GRAMS AND PROJECTS THAT HAVE SURELY HELPED IMPROVED THE LIVES OF
OUR MSMES AND CONSUMERS IN THE REGION

OPPORTUNITIES

2016



MAJOR
PROGRAMS

Negosyo Konsumer AT IBA PA

Held last October 7-11 in Zamboanga City, the Negosyo, Konsumer At Iba Pa or NKAtbp, Zamboanga Peninsula Leg, was a resounding success as it served over 13,000 participants and visitors, more than double of the target of 5,000 visitors and participants.

1,239

OPENING DAY GUESTS
TARGET: 600



VISITORS/PARTICIPANTS
TARGET: 5,000

13,807

(Right)
Ceremonial Gong Sounding during the commencement of the NKAtbp hosted by Zamboanga Peninsula, led by DTI Officials (left to right) ROG USec. Maglaya, R9 RD Jain and CPG USec. Pascua.

(Below)
Ceremonial Ribbon Cutting opening the trade exhibits, diskwento fair and training sessions of NKAtbp, led by Officials from the DTI, LGUs, Business Chambers and Consumer Groups.



“

The Negosyo, Konsyumer ATBP here in our region is indeed a successful one as we have served 13,807 participants and visitors from the different parts of the region during our 5-day activity. Initially, we targeted to serve 5,000 participants and visitors, but **the records are just overwhelming. There is no way to describe it. It's a smashing success.**

”





Introduction to Food
Safety Regulations
Seminar
156
Partici pants

Business Resiliency
Program
443
Partici pants

Voluntary Standards
Caravan
97
Partici pants

Seminar on
Expanding your
Business thru
E-Commerce
450
Partici pants

Contractors Briefing
86
Partici pants

A Small
Entrepreneurs Journey
203
Partici pants

Consumers Forum
Cum Standards
Blitz/Symposium on
Product Standards
419
Partici pants

NKAtbp
3,007
PARTICIPANTS

**DISKWENTO
FAIR**

559

**Beneficiaries
Served**



(Left & Above)
DTI 9 hosted a Diskwento Caravan during the NKAtp ZamPen Leg, where participants were offered products at reasonable and discounted prices.

(Right & Below)
One of the featured activities during the NKAtp ZamPen Leg was the 1-on-1 Consultation with key industry players which offered opportunities for research and linkages.



**ONE-ON-ONE
CONSULTATION**

512

**Entrepreneurs
Served**



VISITORS
7,386



SALES
11.436M



(Above) DTI ROG USec. Maglaya tries the food product of an exhibitor from Zamboanga Sibugay. (Below) DTI Officials visit the Halal Special Setting prepared by DTI ZamPen as a statement on nurturing the trillion dollar industry in the peninsula.



DTI ZamPen's biggest and grandest marketing platform for micro, small, and medium enterprises or MSMEs, the Zamboanga Peninsula Exposition (ZAMPEX).



170
Exhibitors

121

Food Products



43
Non-Food Prod.

6

Bus. Franchise



Small Medium Enterprises Roving Academy

Entrepreneurship is gaining grounds in Zamboanga Peninsula with more and more people venturing into business.

With the government's program for MSMEs, it's no surprise that people are now seeing the vast potential of business.

At least in Zamboanga Peninsula, a rise in the number of participants in trainings and product development initiatives indicates that indeed, it's true.



TRAININGS
321



PARTICIPANTS
8,234

This proves to show that with the government's advocacy and programs for MSMEs, more and more individuals are seeing the big picture of becoming entrepreneurs.

"Our economy is driven by MSMEs. 99.6% of businesses here in the country area MSMEs.

Providing capacity building projects, trainings and other assistance ensures that they are equipped and are hand-held by the government until they grow and can stand alone. We want our MSMEs to become big enterprises in the future; this is what SMERA is all about. Preparing them to seize the vast opportunities in front of them." - RD Jain



(Above) SMERA training activities are regularly conducted by each DTI Office in the peninsula as partnered with their Negosyo Centers. (Below) Training modules are not only limited inside offices, DTI makes sure to partner-up with different business oriented entities to ensure that the best public services can be felt even in the most remote of all areas in the region.



Shared Service Facilities



(Above) DTI R9 OIC-PD for Z. Sibugay, Engr. Lipae (Right) with 2016 ZamPen SSF Beneficiary Regional Awardee & Representative, Mr. Samson of LAPMGO, on their Abaca SSF Project.

(Below) Regional SSF Summit Awarding Ceremony of ZamPen Provincial SSF Beneficiaries by ZamPen Officials and DTI ROG ASec. Lantayona.

The program has given MSMEs the opportunity to acquire the needed equipment to improve their competitiveness and grow their businesses, all for free. Truly, a program that is the embodiment of government support.



128 SSF Projects
ESTABLISHED AND MAINTAINED



7,887 Beneficiaries
CATERED AND SERVED



Php 73.157 Million
PROJECT COST



729 MSMEs
SSF SUMMIT PARTICIPANTS



NEGOSYO CENTER

Republic Act 10644 or the Go Negosyo Act mandates the establishment of Negosyo Centers in all cities and municipalities. These centers will act as nerve centers for all assistance to the MSMEs.

LILIOY, Zamboanga del Norte
December 21, 2016

TAMPILISAN, Zamboanga del Norte
December 21, 2016

TITAY, Zamboanga Sibugay
September 22, 2016

IPIL, Zamboanga Sibugay
May 29, 2015

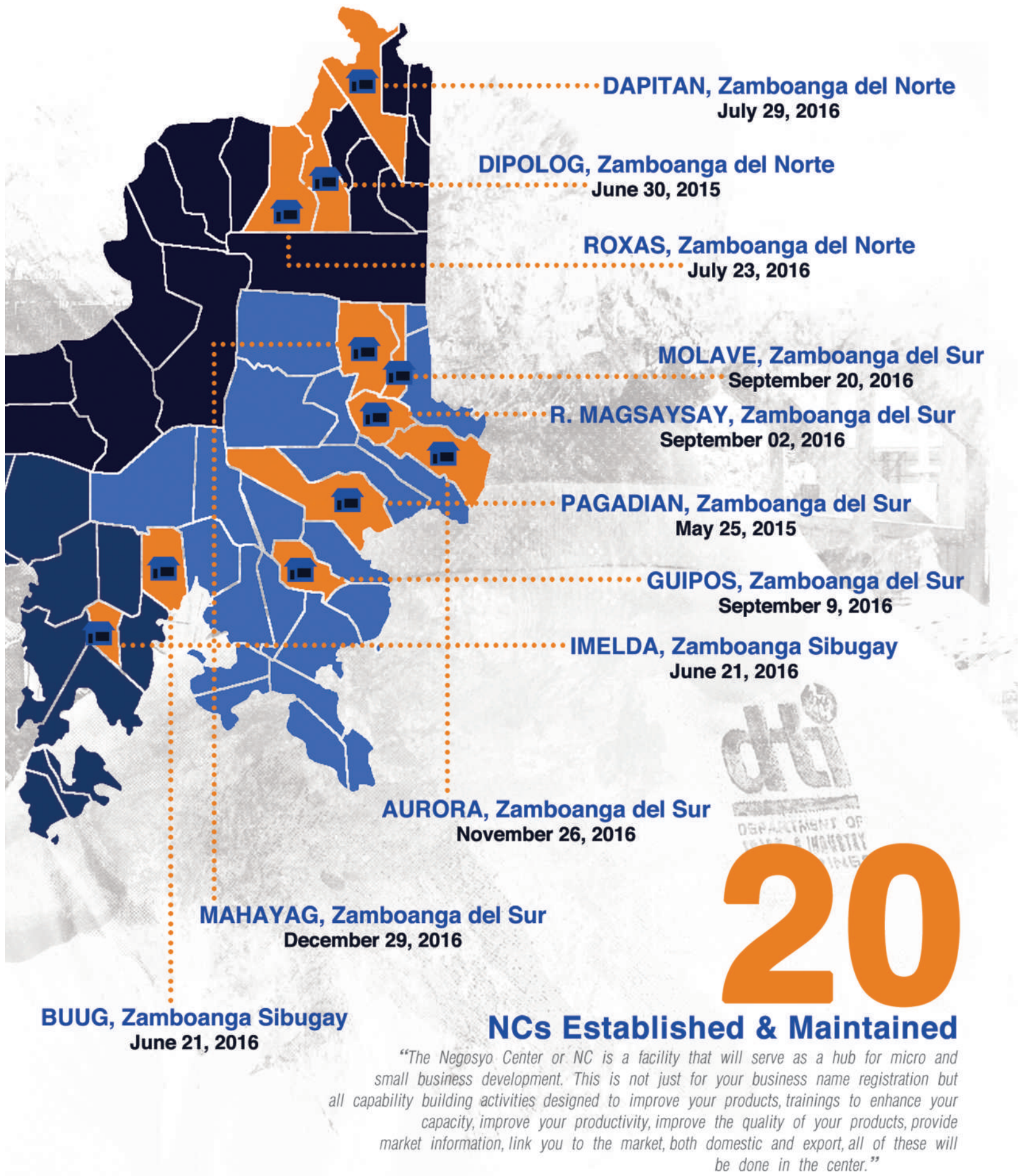
TUNGAWAN, Zamboanga Sibugay
December 13, 2016

ZAMBOANGA CITY
July 30, 2015

SAN RAMON, Zamboanga City
October 8, 2016

BALIWASAN, Zamboanga City
October 8, 2016

ISABELA CITY, Basilan
December 18, 2015



Fabrication Laboratory

The first-ever Fabrication Laboratory or FabLab (Co-Working Space) in Zamboanga Peninsula was officially launched with no less than Trade and Industry Secretary Ramon Lopez leading the activity.

The FabLab was given to Zamboanga City

State Polytechnic College or ZCSPC, by DTI under the Shared Service Facility (SSF) providing state-of-the-art facilities.

Sec. Lopez said innovation is key to the success of any businesses, whether big or small.

“The success of any business relies in innovation. Whether you are the biggest company there is, if you do not innovate, you will surely be left out. We know many examples of this.”

- Sec. Lopez

TOTAL COST:
Php 10,049,000.00

Laser Cutter:
Php 3,300,000.00

Small Milling Machine with Rotary:
Php 950,000.00

Print and Cut Machine:
Php 1,630,000.00

3D Printer:
Php 700,000.00

Big Milling Machine:
Php 2,250,000.00

Sewing and Embroidery Machine:
Php 630,000.00

Support Equipment:
Php 584,000.00





“ With the Negosyo Center, we hope to generate entrepreneurs who are idea-based and innovative. **That’s why we have our FabLab, to help them infuse technology and innovation in their products.** ”



KapatidMentor MicroEntrepreneurs

The Kapatid Mentor Micro Entrepreneurs or KMME Program in Zamboanga Peninsula launched on September 14, 2016 in Zamboanga City is a partnership between DTI and the Go Negosyo Foundation headed by Presidential Adviser on Entrepreneurship, Mr. Joey Concepcion.

The program aims to help MSMEs thru mentorship. Established businesspersons in the region act as mentors, giving valuable inputs on how the mentees (MSMEs) can grow their business focusing on 11 modules: instilling entrepreneurial mind set among par-

ticipants; marketing and market trends; operations management; human resource management; supply and value chain; and financial

management among others. It is the focus of the program to have successful MSMEs inspire other MSMEs with their best practices.



**MENTEES
20**



**GRADUATES
20**



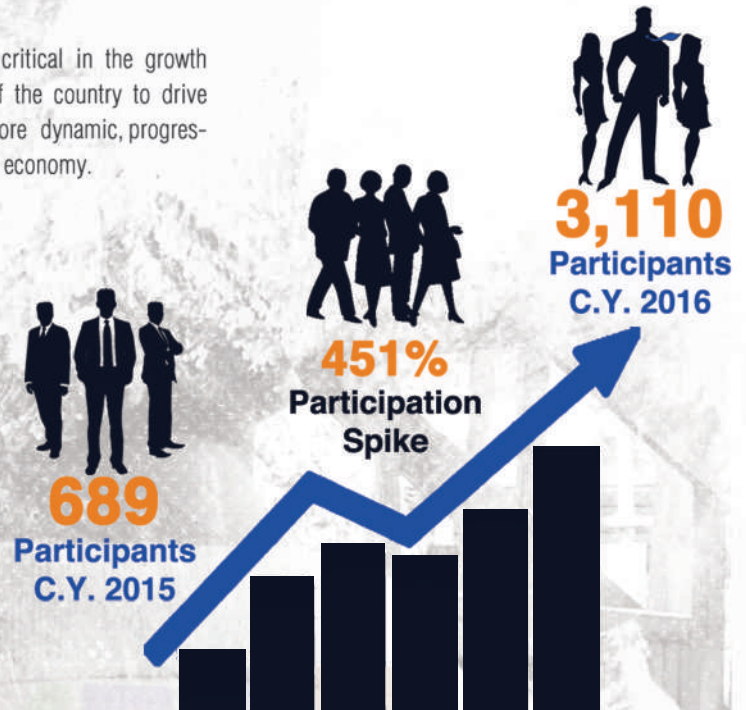
(Above) Tagumpay Forum with Successful Entrepreneurs of Zamboanga Peninsula at the KMME Program Launch at Garden Orchid Hotel, Zamboanga City with Go Negosyo and the Local Business Chambers of the region. (Below) KMME Program 1st Batch Graduation of Zamboanga City Mentees with Go Negosyo, DTI Partner Agencies, DTI R9 RD Jain and DTI ROG ASec. Lantayona.



MSMEConference

The MSME Conference aims to uplift MSMEs thru various government support and interventions by apprising MSMEs on the latest policy direction updates on the government's MSME development initiatives.

These factors are all critical in the growth of MSMEs in this part of the country to drive the development of a more dynamic, progressive, and more inclusive economy.



“

Our objective is not just to make our MSMEs innovative, but equally important, is to make them resilient in the face of stiff competition from other countries. All of these are aimed to arm them with proper technology and support system that will help them not just weather competition, but for them to succeed and become bigger and better than they were before. - RD Jain

”

Negosyo Agraryo Summit

DTI continues to extend support to the beneficiaries of the Comprehensive Agrarian Reform Program (CARP) thru various programs and projects that enable them to become entrepreneurs and maximize their capacity by introducing new, better, and with added value products in the market.

The Negosyo-Agraryo Summit highlights the products of the various Agrarian Reform Communities (ARCs) as a result of the series of trainings, product development, and capacity-building initiatives conducted by DTI on the knowledge that with rural development through innovative products, the country is closer to inclusive growth.



134

ACTUAL PARTICIPANTS

100

TARGET PARTICIPANTS



(Above) DTI ZamPen CARP Officers on the final planning stage of Negosyo Agraryo Summit 2016. (Below) Zamboanga del Sur CARP Beneficiaries with DTI Officials.



(Above) Zamboanga Sibugay, Zamboanga City and Isabela City CARP Beneficiaries with DTI Officials. (Below) Zamboanga del Norte CARP Beneficiaries with DTI Officials.



ZAMPEN



HALAL INDUSTRY

RICHNESS FROM FARM TO SOUL

HALAL INITIATIVES



5

Sec. Ramon Lopez led the groundbreaking of the proposed 100 has. Halal Hub Facility inside Zamboanga ECOZONE on October 8, 2016.

6

ZAMPEX PLUS

To promote Halal products to the public, a special pavilion was set up featuring all available halal products in the region during the Zamboanga Peninsula Exposition Plus (ZAMPEX PLUS).

7

Halal Benchmarking Mission

To give Zamboanga ECOZONE a first-hand feel on the operation and other aspects of running Halal facility, a benchmarking mission to Malaysia and Thailand was conducted last April 2-7, 2016 with DTI as the lead agency.

6

Aside from products, the Halal Pavilion showcased list and profiles of halal-certified establishments, restaurants, and kitchenette; and basic information on Halal, certification and procedures and requirements, halal assurance system, and Halal Value Chain.

DID YOU KNOW?

There are 1.8 billion population worldwide and still growing.

Of the US\$2.3 Trillion economy, US\$700 Billion is on halal food industry alone.

7

The activity exposed all participants to the best practices of Halal firms in terms of technology, maximization, productivity enrichment, industry enhancement that could be used in preparation for the establishment of the Halal Industrial Park in Zamboanga ECOZONE.

DID YOU KNOW?

The World Halal Economy is pegged at US\$2.3 Trillion. This includes Islamic banking, services and all halal components.



BIMP-EAGA Highlights

Brunei Darussalam, Indonesia, Malaysia, Philippines East ASEAN Growth Area



Sabah International Expo

Best Booth International Award

6 BIMP-EAGA/P-EAGA Conferences/Meetings Attended/Conducted

3 Technical Services/ Capability Building Activities for SMEs Facilitated

3 Trade and Investment Promotion Services Facilitated

3 Trade and Investment Promotion Services Facilitated

ZamPen HALAL Roadmap

Food and Services Sector 2016-2020

Vision

By 2020, the Zamboanga Peninsula Region shall be one of the leading suppliers of Halal Certified Food Products and Services for the Philippine and ASEAN Market, thereby promoting economic empowerment and inclusive growth in the region.

Mission

To promote and develop the Halal food and service sector in the Zamboanga Peninsula. To increase investments in the Halal Food and Service Sector. And to improve the competitiveness and sustainability of the enterprises in the Halal Food and Service Sector in the Zamboanga Peninsula.

ZAMPEN



INDUSTRY DEVELOPMENT

EXPAND INCLUSIVE OPPORTUNITIES

INDUSTRY INDICATORS

The development of the various industries in the region is crucial to the progress of the economy where there is inclusive growth. The economic vibrancy should reflect from the grass-roots up resulting into more jobs and empowered consumers.

ZAMBOANGA CITY AND ISABELA CITY



4,445 Jobs Generated



Php 773.077M Investments



Php 248.773M Domestic Sales



142 MSMEs Assisted



US\$ 363.837M Exports

ZAMBOANGA SIBUGAY PROVINCE



5,967 Jobs Generated



Php 155.419M Investments



Php 930.107M Domestic Sales



14 MSMEs Created



985 MSMEs Assisted

ZAMBOANGA DEL NORTE PROVINCE

3,878 Jobs Generated**Php 346.619M** Investments**Php 387.091M** Domestic Sales**154** MSMEs Created**664** MSMEs Assisted

ZAMBOANGA DEL SUR PROVINCE

3,156 Jobs Generated**Php 57.419M** Investments**Php 178.285M** Domestic Sales**50** MSMEs Created**391** MSMEs Assisted

Developing and strengthening industries in the region is an integral part of DTI 9's mandate. However, the success of performing this task relies not with DTI alone but rather in collaborating with other agencies and stakeholders, both private and government.

The conduct of different seminars, forums, conferences, meetings and continuous consultations with stakeholders have furthermore fortified existing and emerging industries in the peninsula onward to a more dynamic and flourishing economy.

Providing necessary interventions for further development of the various industries is key to sustaining the momentum of this partnership.



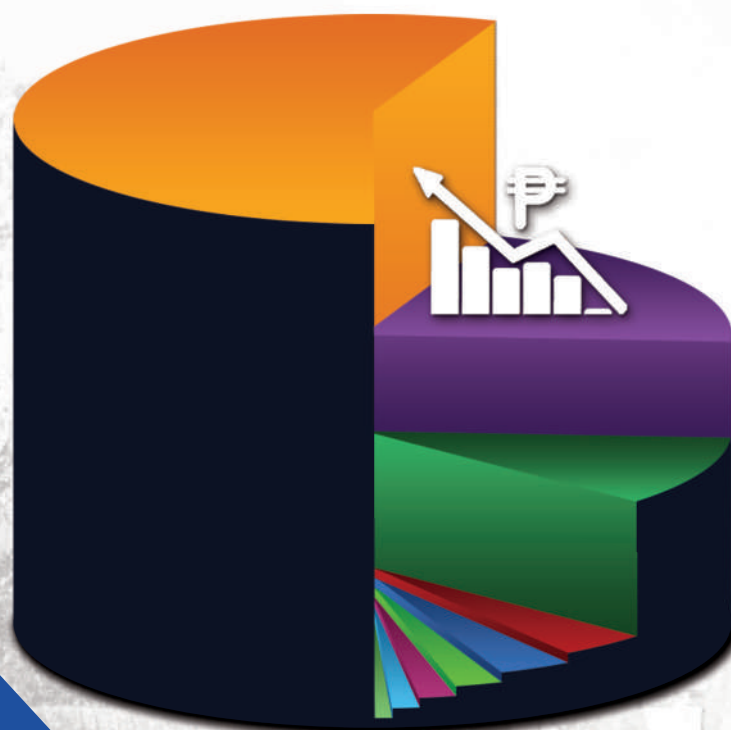
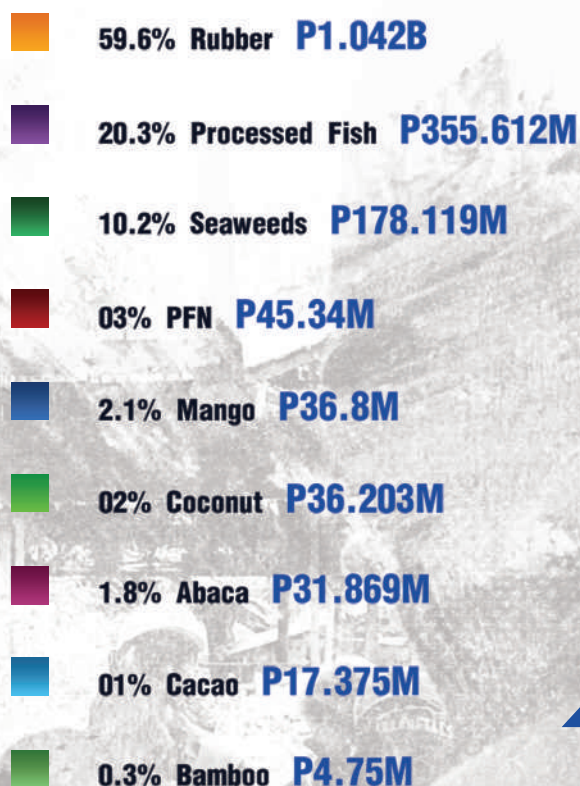
17,446 Jobs

29%	Rubber	5,059	
16%	Seaweeds	2,726	
13%	Abaca	2,246	
12%	Processed Fish	2,174	
09%	Cacao	1,667	
07%	Coconut	1,316	
06%	Mango	1,017	
04%	W&HS	624	
02%	PFN	335	
02%	Bamboo	282	

	38.47%	Processed Fish	P512.541M
	38.19%	Rubber	P508.91M
	11.39%	Cacao	P151.825M
	3.26%	Seaweeds	P43.495M
	2.44%	W&HS	P32.516M
	1.97%	Mango	P26.218M
	1.67%	Abaca	P22.258M
	1.02%	Coconut	P13.642M
	0.39%	Bamboo	P5.21M
	0.01%	Coco Coir	P0.176M

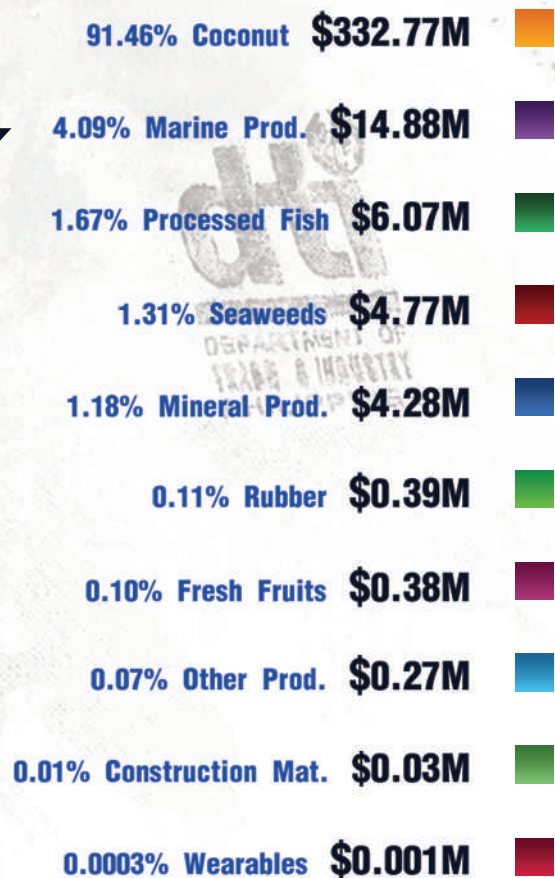
P1,332.47M Investments





P1,749M Domestic Sales

US\$ 363.837M Exports



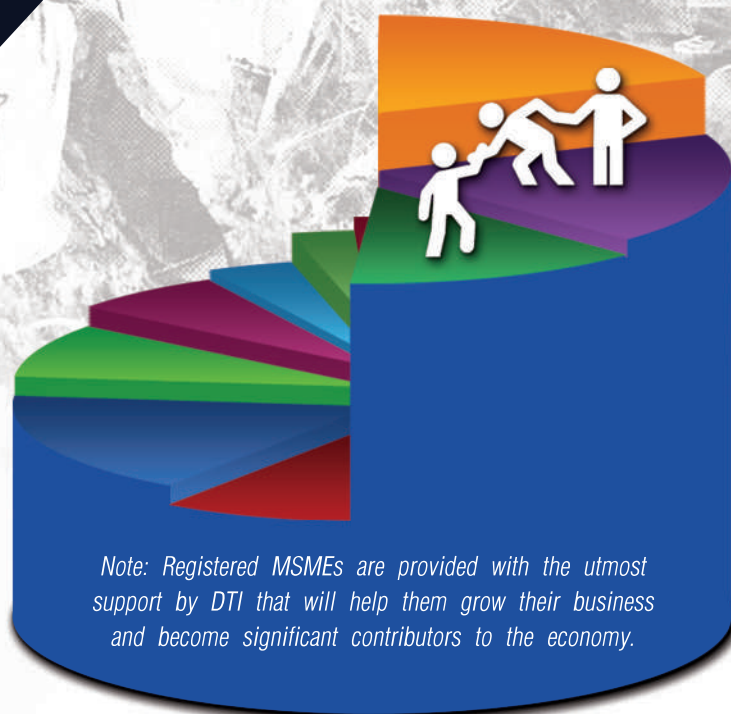


41% Abaca	89	
21% Seaweeds	45	
12% Mango	26	
07% PFN	16	
06% Processed Fish	14	
05% Bamboo	10	
03% Rubber	7	
02% Cacao	5	
02% Coconut	5	
01% Coco Coir	1	

203 MSMEs Created

21.2% Coconut	463
18.2% Processed Fish	398
17.2% Seaweeds	373
15.7% Rubber	342
10.8% Abaca	235
5.5% Mango	120
5.4% PFN	118
4.1% Cacao	89
1.9% Bamboo	41
0.1% Coco Coir	3

2,182 MSMEs Assisted



INDUSTRY BOTTOMLINES



17,446

Jobs



P1,332.47M

Investments



\$363.837M

Exports



P1,749M

Domestic Sales



218

MSMEs Created



2,182

MSMEs Assisted

Greening the VALUE CHAIN

DTI conducted greening activities for eight (8) industry clusters in the Peninsula, with 392 participants, where Greening Action Plans for each cluster was formulated.



(Above) Interview with LTO capacitated MSMEs on their best practices.

(Left) One of the break-out sessions where DTI Specialists guide MSMEs on greening their respective value chains.

Investment Facilitation

Investment Briefing and Seminar

A highlight of the ZamPen Negosyo, Konsumer Atbp

Topics

1. Board of Investments (BOI)
2. BOI Investment Assistance Service (BOI-IAS)
3. Doing Business in the Philippines
4. Doing Business with Incentives



68
Participants



Seminar on Intellectual Property Rights

Intellectual Property (IP) Critiquing and One-on-One Consultation



109
Participants



9 CLIENTS SERVED
One-on-One Consultation

Capability Building on Investment Promotion

Project Plan Preparation and Local Investment and Incentives Code



9 INDUSTRY CLUSTER PROFILES

Prepared and Updated



Rubber



Abaca



Coconut



Coffee



Natural Rubber Processor Profiles



Cacao



Fish



Seaweeds



Mango

INVESTMENT BRIEFS

Prepared and Published



**DRIED MANGO
PROCESSING THRU
MULTI-COMMODITY
SOLAR TUNNEL DRYER**



**PASTEURIZED
COCO WATER
PROCESSING**

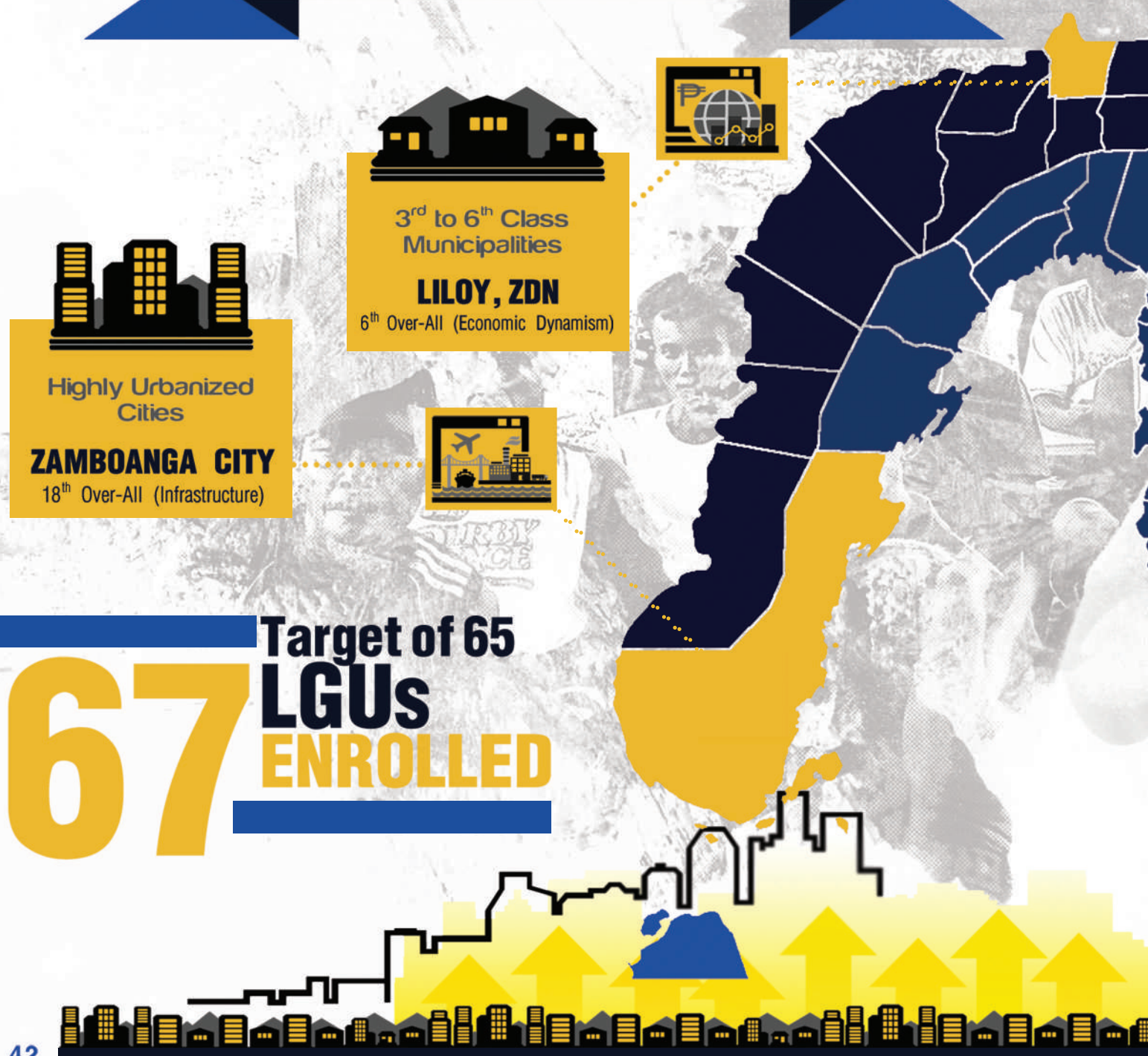


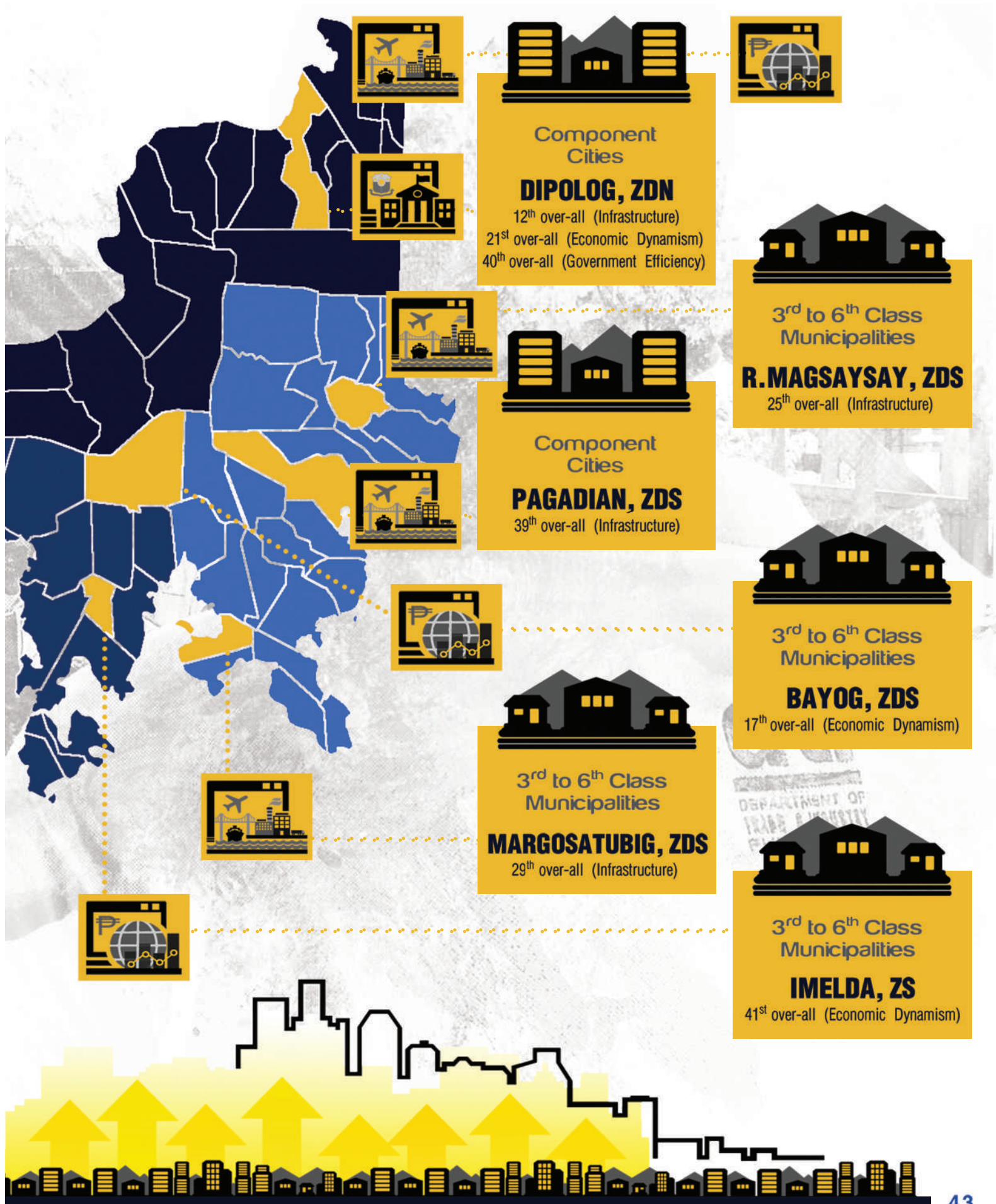
TRADE & INDUSTRY
DEPARTMENT

ZAMPEN COMPETITIVENESS

2016 CMCI RANKINGS

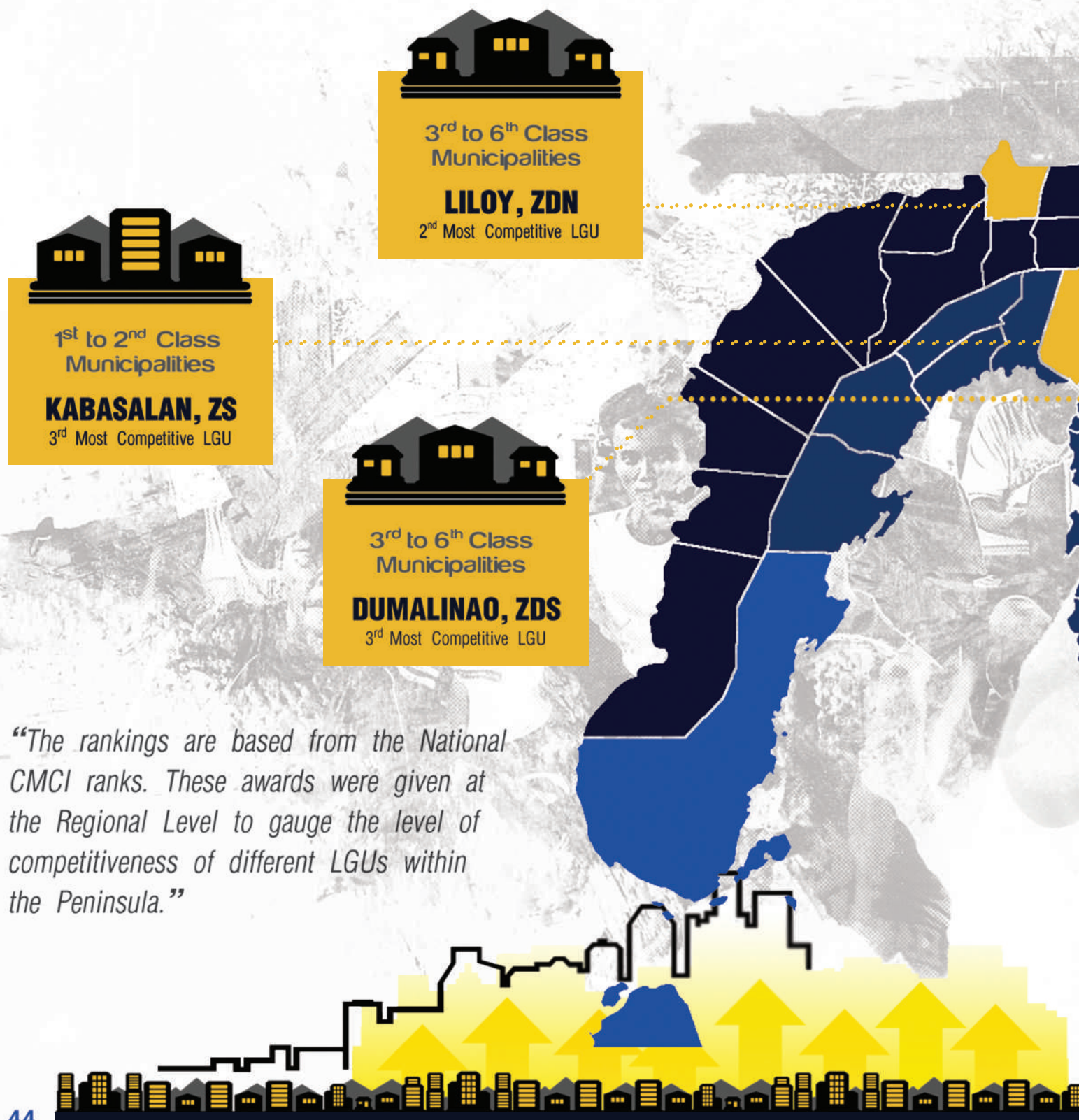
National Cities and Municipalities Competitiveness Index



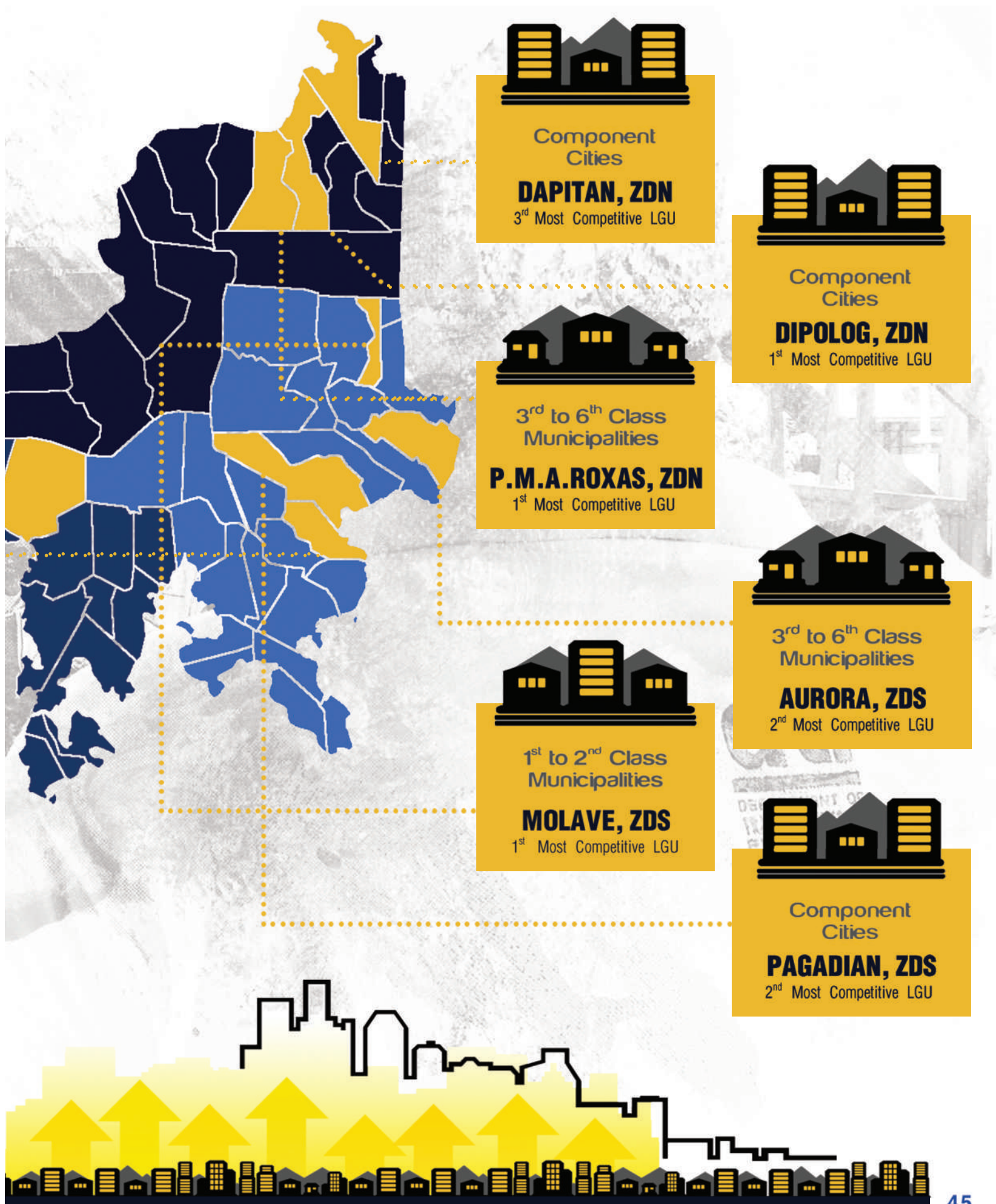


2016 RCC AWARDS

Regional Competitiveness Council CMCI



“The rankings are based from the National CMCI ranks. These awards were given at the Regional Level to gauge the level of competitiveness of different LGUs within the Peninsula.”



Business Permits & Licensing System

70

Adopting the Streamlined BPLS

Zamboanga Peninsula is 100% compliant with all 70 respondents adopting the streamlined BPLS. Completion Rate of Citizen Satisfactory Survey on Renewal Process of Business Permits is also at 100%.

ZAMPEN



CONSUMER WELFARE

P R O M O T E , P R O T E C T C O N S U M E R I S M

1ST Consumer RUN

The DTI-9 etched its name in the history of the Department by conducting the first-ever Consumer Fun Run in the country to kick off the 2016 Consumer Welfare Month, focusing on the 8 Basic Consumer Rights.

The fun run was conducted simultaneously in Zamboanga City (ZC), Pagadian City (ZDS), and Ipil, (ZS), while the Dipolog (ZDN) leg was conducted during the culmination of the Consumer Welfare Month.

The proceeds of the Consumer Fun Run, a total registration of Php 160,775.85, will capacitate the operations of the newly registered consumer group of DTI 9, the United Zamboanga Consumers Association Incorporated (UZCAI).

Total Participants:
1,505 Runners

ZC 116

ZDS 206

ZDN 737

ZS 446

(Right)
Interview with UZCAI
Pres. Malacca, as he
thanked DTI 9 for
aiding the consumer
groups of the region.

(Below)
Runners from all-over
the region participate
during the pioneer
activity of the DTI 9
during the CWM'17.



Zamboanga City



Ipil, ZS



Pagadian, ZDS



Dipolog, ZDN

ENFORCEMENT

Consumers welfare and protection is paramount in the performance of DTI's mandate. The agency ensures that business establishments observe consumer rights and consumers protect consumers from unlawful practices and substandard products that pose great danger to them as end-users.



FIRMS MONITORED

100% Accomplishment

180 Price Trending

4,010 Fair Trade Laws



PENALIZED FIRMS

99% within Prescribed Time

51 Establishments



COMPLAINTS RESOLVED

99% within Prescribed Time

336 Agreements



MobileDISKWENTO CARAVAN

We want to reach out to our brethren in far-flung areas by delivering services right in their area. Savings is a big thing for them. This program saves them not just money, but also time and effort in going to their central market. We want them to know that the government cares for them. - RD Jain



1,067
Beneficiaries



P285,171
Sales



AREAS

Vitali, ZC **192**
Imelda, ZS **239**
Bayog, ZDS **466**
Manukan, ZDN **143**



3 Major
Suppliers



DiskwentoFAIR



26 Fairs
57 Exhibitors

FAIRS per AREA

Zamboanga City	9
Isabela, Basilan	2
Zamboanga del Norte	2
Zamboanga del Sur	6
Zamboanga Sibugay	6
Regional Office	1



SALES P2,703,465.44



Zamboanga City	14,044
Isabela, Basilan	2,769
Zamboanga del Norte	840
Zamboanga del Sur	1,586
Zamboanga Sibugay	1,218
Regional Office	559

CONSUMERS SERVED

22,056
Beneficiaries



BAGWIS

The DTI-Bagwis Program gives due recognition to establishments that uphold the rights of consumers while practicing responsible business where consumers get the best value for money. The program also encourages the setting up of Consumer Welfare Desks (CWDs) or an equivalent customer relations office inside the establishments (e.g. malls, etc.) that will provide information to consumers and serve as a mechanism for the speedy resolution of consumer complaints.



ZAMBOANGA CITY.....



**Tetuan Branch
Yubenco Supermarket, Inc.**



**San Jose Gusu Branch
Yubenco Supermarket, Inc.**



Expression Mobile Center



ZAMBOANGA SIBUGAY PROVINCE.....



**Champion Commercial
Municipality of Ipil**



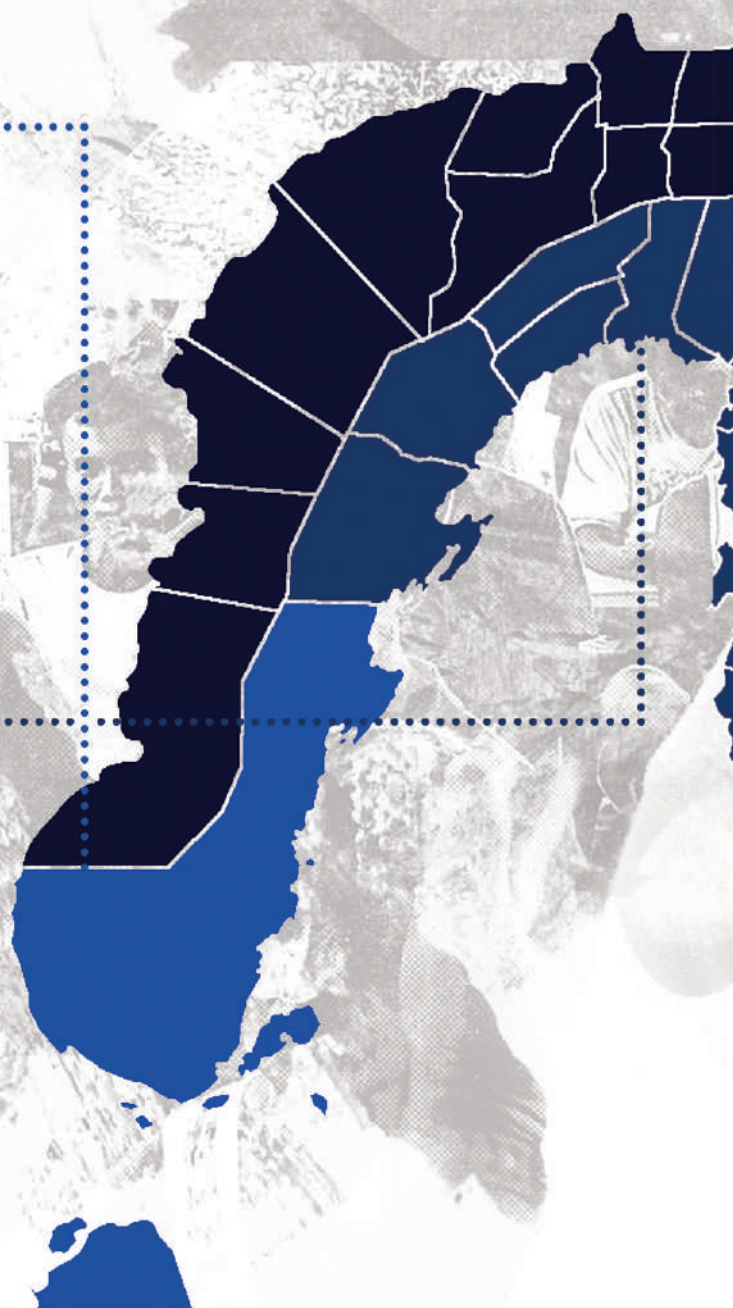
**367 Trading
Municipality of Ipil**

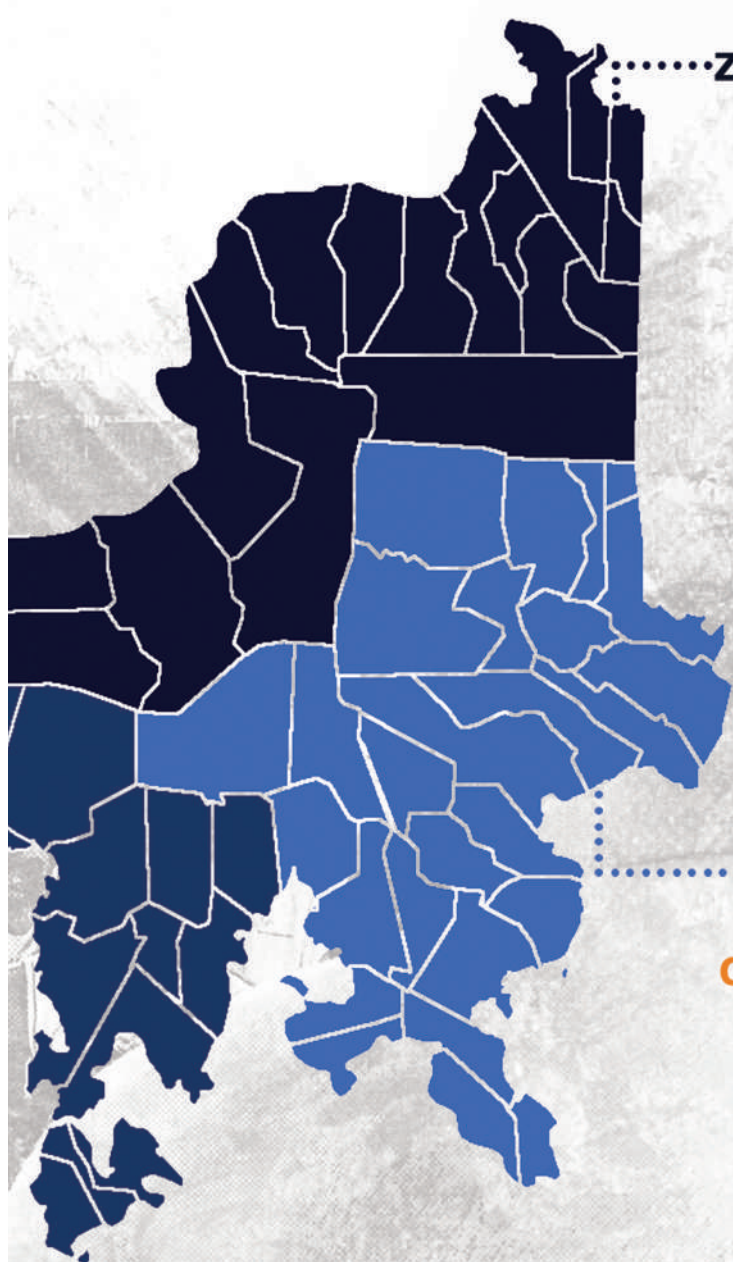


**More Than Basic Dry Goods Store
Municipality of Kabasalan**



**Midon's Marketing
Municipality of Kabasalan**





ZAMBOANGA DEL NORTE PROVINCE

Solidmark, Inc.
Dipolog City

DES Appliance Plaza, Inc.
Dipolog City

Prince Hypermart
Dapitan City

Octagon Computer Superstore
Lee Plaza, Dipolog City

J&C Lucky 99 Store
Municipality of Sindangan

Homemart Enterprise
Zamboanga del Norte

ZAMBOANGA DEL SUR PROVINCE

Crown Paper and Stationeries Supply
Pagadian City

Pagadian Boutique Teresa
Pagadian City

Mega Wheels Center
Pagadian City

Seventy Seven Consumer Sales
Municipality of Molave

Lim Yao Chiong Adventures Corp.
Municipality of Molave



**BRONZE
AWARDEES 18**

Consumer EDUCATION

Truly, well-informed consumers who know their rights and responsibilities are the ones safe from unlawful trade practices and unscrupulous persons.

Various information and education campaigns and advocacy initiatives were implemented in the region to ensure that consumers are educated on consumerism. Activities include the Consumer Fun Run, the Consumer Welfare Desk Provincial Run, and other information campaigns during the conduct of the Diskwento Caravans or fairs.



216 Advocacy Initiatives Undertaken
109% Accomplishment Rate (167 Target)



(Above)

DC Abubakar of the Zamboanga City DTI Provincial Office gives a customized lecture on Consumer Related Laws to the consumers of Barangay Quiniput.

(Below)

A Consumer Forum during the 2016 NKAtp ZamPen Leg in Zamboanga City.



SEMINARS

40 ZC

05 IC

33 ZDN

95 ZDS

39 ZS

04 REGION

ZAMPEN



DTI ADMINISTRATION

BEHIND THE SUCCESS ARE PEOPLE

SPRINTS²⁰¹⁵ AWARDS

“

This recognition is a source of pride and a challenge to sustain the highest quality of service beyond expectation. After all, serving the people is serving God Almighty.

”

**RD SITI
AMINA M.
JAIN, Ph.D.**

**Huwarang DTI
LEVEL III
SEMI
FINALIST**



“

**Leadership is all
about attitude.
It's not defined
by any label but
character.**

”



**OIC-PD
AL-ZAMIR
I. LIPAE**

**Huwarang DTI
LEVEL III
FINALIST**

“

**Let's go for
Change! Let's work
harder for business
and consumers!
Mabuhay DTI!**

”

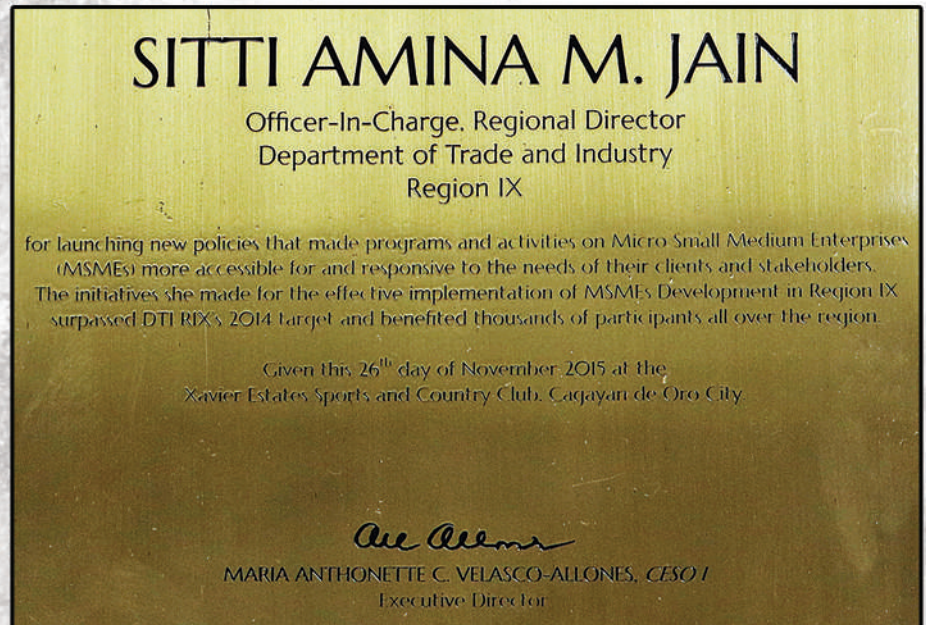
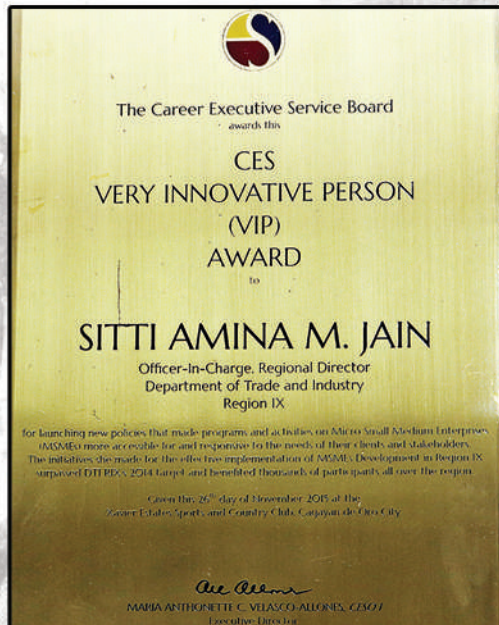
**OIC-PD
CEFERINO
J. RUBIO**

**Huwarang DTI
LEVEL II
SEMI
FINALIST**



CES VIP AWARD

Career Executive Service Board



MOST INNOVATIVE IDEA AWARD

SPRINTS AWARD 2015



ISO 9001:2008 Re-Certification



CSC Prime-HRM Level II Awardee



2016 Provincial AWARDEES



CPD Chief of the Year
GRACE C. ADUCA



Information Officer of the Year
CARLO ZION M. GONZALES



TPO of the Year
HELEN MAE HAMID



IC Officer of the Year
DON PATRICK M. DALID



AO of the Year
MARICAR C. SAAVEDRA



NC of the Year
DTI ZAMBOANGA CITY OFFICE

BDD Chief of the Year
MARIDEL D. DENGAL



Planning Officer of the Year
ESTRELLA RODA



SSF Staff of the Year
JULIJON J. JO



CARP Officer of the Year
EDGARDO G. MILANES



Enforcer of the Year
ISIDRO D. EIJANSANTOS, JR.



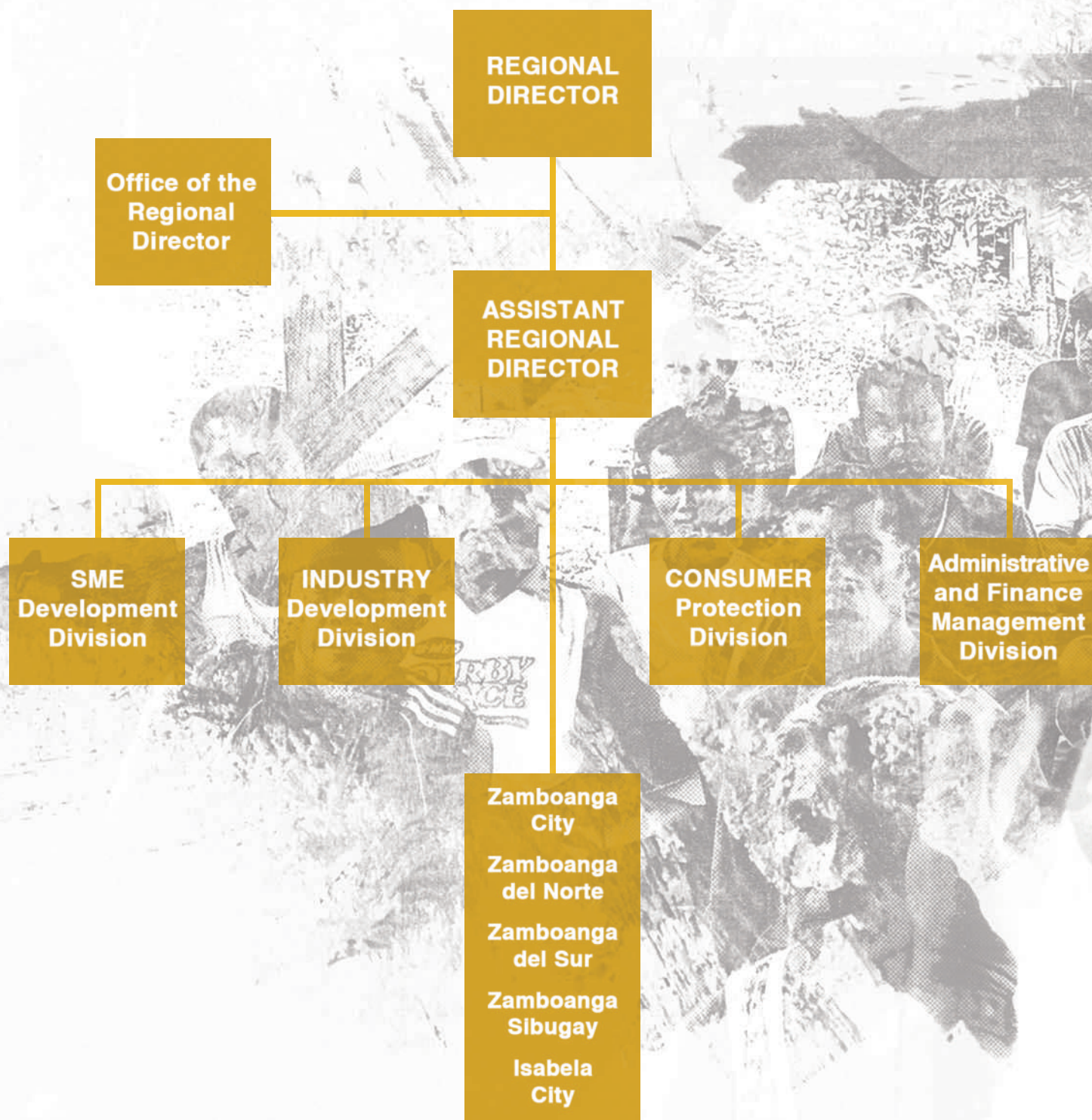
BNRO of the Year
WEBB R. VILLAESCUSA



NC Coordinator of the Year
DON PATRICK M. DALID



Organizational Structure



2017 Official Directory

CEFERINO J. RUBIO
Provincial Director
Zamboanga City Office

2nd Floor, VHW Building, Veterans Avenue
E-Mail: CeferinoRubio@dti.gov.ph
Office: R09.ZamboangaCity@dti.gov.ph
Landline: (062) 991-2704 to 05
Fax: (062) 993-0594



MARIA SOCORRO M. ATAY
Provincial Director
Zamboanga del Sur Provincial Office

NACIDA Building, Capitol Complex, Pagadian
E-Mail: MariaSocorroAtay@dti.gov.ph
Office: R09.ZamboangadelSur@dti.gov.ph
Landline: (062) 214-2516
Fax: (062) 925-0560



SITTI AMINA M. JAIN
Regional Director
E-Mail: SittiAminaJain@dti.gov.ph

ROLANDO G. ACUÑA
Asst. Regional Director
E-Mail: RolandoAcuña@dti.gov.ph



REGIONAL OFFICE 9

4th Floor, VHW Building, Veterans Avenue, ZC
Office: R09@dti.gov.ph
Landline: (062) 991-3238 or 955-3237
Fax: (062) 991-3232



MARIDEL D. DENGAL
Provincial Director
Zamboanga del Norte Provincial Office

Government Center, Sta. Isabel, Dipolog
E-Mail: MaridelDengal@dti.gov.ph
Office: R09.ZamboangadelNorte@dti.gov.ph
Landline: (062) 212-2331
Fax: (062) 212-2944

AL-ZAMIR I. LIPAE
Provincial Director
Zamboanga Sibugay Provincial Office

2nd Floor, Montebello Building, Poblacion, Ipil
E-Mail: AlZamirLipae@dti.gov.ph
Office: R09.ZamboangaSibugay@dti.gov.ph
Landline: (062) 955-4054
Fax: (062) 333-5532

Organizational CULTURE

DTI ZAMPEN TEAMBUILDING ACTIVITY





An Evening of Glitz & Glam



DTI Ball

Closing 2016 with Class



DTI ZAMBOANGA DEL NORTE



REGION 9



DTI ZAMBOANGA CITY



SEIZING LIMITLESS



OPPORTUNITIES

BEHIND THE SUCCESS



DEPARTMENT OF
TRADE & INDUSTRY
PHILIPPINES

ARE PEOPLE



2016 ANNUAL REPORT

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THE COVER



Seizing Limitless Opportunities: The dark blue matte canvas of the Annual Report strongly represents the vast expanse and limitless depth of opportunities given to the MSMEs and Consumers of the region just as the seas and the skies. Truly it was a year of providence, full of endless possibilities and thrilling challenges, effectively harvested by the agency of choice for the people of Zamboanga Peninsula. The goal is to be both sleek and competitive in terms of delivering the best quality products and services unto the world stage **with integrity.**

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DEPARTMENT OF
TRADE & INDUSTRY
PHILIPPINES

INTEGRITY
PROFESSIONALISM
LOYALTY CREATIVITY
CONSCIENTIOUSNESS
S E R - V I C E
O R I E N - T A T I O N
T E A M - M A N S H I P
R E S O U R C E - F U L N E S S
CONTINUOUS
LEARNING AND
GROWTH

BUSINESS DEVELOPMENT
CONSUMER PROTECTION
INDUSTRY DEVELOPMENT
TRADE AND INDUSTRY
SPECIALIST
CONSUMER
COMPLAINTS
PRODUCT
DEVELOPMENT
CAPABILITY
DEVELOPMENT
VALUE CHAIN

SSF BUB
NKATBP
S M E R A
YES GO
NEGOSYO
M S M E
MENTOR ME
KAPATID
PRODEV
CAPDEV

CITY OF
ZAMBOANGA
ZAMBOANGA
DEL SUR PROVINCE
ZAMBOANGA DEL NORTE
PROVINCE ISABELA
CITY
ZAMBOANGA
SIBUGAY PROVINCE
ZAMPEN REGION 9

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