



April opened with the DTI provincial offices in Region 7 inviting MSEs to participate in a mentoring and coaching activity.

The DTI in partnership with the Philippine Center for Entrepreneurship-Go Negosyo and Chambers of Commerce will launch the Kapatid Mentor Me Program with another batch of mentees in Bohol, Cebu, Negros Oriental and Siquijor.

The Kapatid Mentor Me (KMME) Program sets out to produce confident entrepreneurs with the right mindset & basic management skills which will enable them to sustain and scale up their enterprises.

Meanwhile, the DTI conducted an internal audit of shared service facilities in Central Visayas to determine the condition and usage of the facilities given to beneficiaries.

The agency also conducted a public hearing in Central Visayas on the draft DAO on rules of mediation and adjudication of the DTI.

As a result of intensive enforcement activities, the Department of Trade and Industry (DTI) in Central Visayas has issued formal charges against 18 businesses in Cebu and Bohol for violation of the Standards law. DTI-7 seized various products such as construction materials, household appliances, electrical and other consumer products from the erring establishments. These products did not have the Philippine Standard (PS) or imported clearance certificate (ICC) marks.#

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- DTI 7 charges Bohol, Cebu firms for Standards Law Violation
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- DTI invites MSEs to the mentoring and coaching program of the department
- Audrey's budding cookie business

The European Trade Counsellors' of the EU delegation from Austria, Belgium and France visited the Department of Trade and Industry 7 Regional Office on April 5, 2019.



## DTI-7 charges Cebu, Bohol firms for Standards Law violation



CEBU CITY, Philippines— The Department of Trade and Industry (DTI) in Central Visayas has issued formal charges against 18 businesses in Cebu and Bohol for violation of the Standards law.

DTI-7 seized various products such as construction materials, household appliances, electrical and other consumer products from the erring establishments.

These products did not have the Philippine Standard (PS) and imported clearance certificate (ICC) marks.

In a statement posted on DTI-7 Facebook page, Regional Director Aster Caberte said that Republic Act No 4109 prohibits the distribution and sale of any product that does not conform to the required standards.

Caberte said a product should meet the product certification scheme of the Bureau of Product Standards and the required quality or safety standards.

“The DTI encourages our manufacturers, importers and distributors to sell only those critical products that passed quality and safety tests.”

She explained that the presence of the required labelling as well as the PS and the ICC marks indicates that their products are reliable and safe to use.

Caberte noted that DTI regularly checks the compliance of relevant products to avoid compromising consumers’ safety.

Source: Cebu Daily News Online (<https://cebudailynews.inquirer.net/226854/dti-7-charges-cebu-bohol-firms-for-standards-law-violation?fbclid=IwAR29qiBCII55kjKRz9TRlhuoazuBfCnUpJpcNKQ EY1f-bmxCMYdbrEmM5QE>)



Activities in Photos



(Photos above and below) The European Trade Counsellors' of the EU delegation from Austria, Belgium and France visited the Department of Trade and Industry 7 Regional Office on April 5, 2019.





## Activities in Photos



(Photo above) NEGOSYO SERBISYO SA BARANGAY. NC Guindulman talked on the DTI and NC services, entrepreneurship with the 4Ps beneficiaries of Brgy. Bato and Canhaway, Guindulman on April 11 at the Municipal Training Center, Bohol.

(Photos below) Public hearing in Central Visayas on the draft DAO on rules of mediation and adjudication of the DTI.







# NOW OPEN FOR APPLICATIONS

## MENTOR ME PROGRAM

### BATCH 4 AND 5 (2019)

#### QUALIFICATIONS:

1. WITH BUSINESS OPERATING FOR AT LEAST 1 YEAR
2. REGISTERED WITH DTI AND HAS MAYOR'S PERMIT
3. WILLING AND COMMITTED TO UNDERGO 12 WEEKLY SESSIONS (EVERY FRIDAY)

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are available at:  
DTI Bohol Provincial Office  
all Negosyo Centers of Bohol

## PRRD assigns DTI Secretary with ensuring steel projects implementation

Department of Trade and Industry (DTI) Secretary and Board of Investments (BOI) Chair Ramon Lopez was tasked by President Rodrigo Duterte to monitor and coordinate all government efforts to ensure the timely implementation of investment projects that will install integrated steelmaking capability in the country.

This comes on the heels of a presentation by Secretary Lopez, together with the leading Philippine company Steel Asia Manufacturing Corp. of its on-going five-year, Php105 billion expansion program to President Rodrigo Duterte, of which Php66B had already been registered with the BOI and are in varying degrees of construction, commissioning or full-operation.

Secretary Lopez also briefed the President on the US\$4.5B steelmaking project of the world's second largest steel company, Hebei Steel of China (HBIS), which will operate the first integrated iron and steel in the Philippines. It plans to set up a production facility that will begin with iron ore and produce major intermediate steel products like billets and slabs, which are all currently imported. Steel Asia will also tie-up with the incoming steel manufacturer.

Highlighting the impact of steelmaking on job generation, value creation, and reduction of import dependence, President Duterte assured investors that government will address the two issues raised: 1) slow permit and licensing processes (e.g., land conversion, environmental permits) and 2) absence of level playing field because of sub-standard imported and locally-manufactured steel.

The country currently relies mainly on imports for both

flat and long steel products, except for rebars which it produces from imported billets. Steel Asia briefed the President that its expansion program will allow the country to convert scrap steel into various long products including angles, sections and wire rods that eventually are converted by downstream manufacturers into products such as welding rods, roofing, tools, springs, fasteners (screws and nails), and industrial steel structures (eg H-beams, I-beams)—all of which are currently mostly imported. Steel Asia also shared that it is set to start construction next month on one of its plants that will have the capacity to produce structural steel needed for, among others, building and infrastructure construction, electric tower and telecoms transmission, and piling for piers and reclamations.

On the other hand, its partnership with Hebei Steel will allow the country to produce flat products that are needed to spur the development of the automotive, appliance making and shipbuilding sectors among others. The steel slabs that will be produced locally will be the inputs to many small and medium enterprises into steel works that will produce the finished products.

Following his assignment by the President, Secretary Lopez vowed to closely coordinate with all government agencies so that permits and licenses for critical steel projects are issued within 20 days from filing and to intensify DTI's effort in tracking and weeding-out substandard steel from the market—particularly as these are typically being used in lower-end housing segments. Furthermore, he committed "to bring into fruition, the country's vision for the Philippine steel industry to achieve a sustainable level of self-sufficiency in steel to support our medium to long term infrastructure and manufacturing objectives."♦



## DTI Cebu invites MSEs to join the KMME Mentor Program

The Department of Trade and Industry (DTI) in partnership with the Philippine Center for Entrepreneurship-Go Negosyo and Cebu Chamber of Commerce and Industry will launch another batch of Kapatid Mentor Me Program in Cebu.

The Kapatid Mentor Me (KMME) Program sets out to produce confident entrepreneurs with the right mindset & basic management skills which will enable them to sustain and scale up their enterprises.

The program anchors on two major objectives, namely; (1) Helping the micro and small enterprises develop a good business sense by capacitating them through the

fundamentals of entrepreneurship; and

- (2) Assisting the MSMEs in scaling up and sustaining their operations by equipping them with the needed skill sets in the course of theoretical and conceptual discussions and lectures as well as mentoring and coaching sessions.

For interested applicants, you may visit DTI Cebu Provincial Office or the nearest Negosyo Center.

You may also call our office through Tel. Nos. 255-7082 or 253-2631 and look for Ms. Claire Clarez Esparcia or Ms. Nelie Gacutan.♦



*Join now!*

# KAPATID MENTOR ME PROGRAM

**12 FREE Business Mentoring/ Coaching Sessions**

Organized by DTI and Philippine Center for Entrepreneurship-Go Negosyo  
With top-caliber, highly respected entrepreneurship mentors/coaches certified by PCE-Go Negosyo

The Kapatid Mentor Me (KMME) Program aims to assist micro, small and medium enterprises (MSME) to scale up and sustain their businesses through mentoring/coaching sessions. The program will equip entrepreneurs with the right entrepreneurial mindset & basic management skills.

## MODULES

- Entrepreneurial Mindset and Values Formation
- Marketing
- Product Development & Innovation / Market Growth & Expansion
- Business Model Canvas
- Operations Management
- Supply and Value Chain
- Human Resource and Organization Management
- Entrepreneurial Accounting and Financial Management
- Taxation
- Business Laws
- Tapping Government Programs & Services to Grow Your Business
- Business Improvement Plan Presentation



## How to become a Mentee?

**DTI-Cebu shall select mentees based on these criteria:**

- At least 18 years of age
- A resident of the Province
- Must be the owner or co-owner of, or partner of the business
- Business is registered and operating for at least one (1) year
- Has employee/s and/or manages a team
- Willing to attend 10 weekly mentoring sessions
- Willing to enter into a Contract of Commitment

**Preferably manufacturers of products in the following sectors:**

Processed Food, Coffee, Cacao, Bamboo, Fashion Accessories,  
Bags/Clothing & Other Wearable Items, Gifts, Crafts & Home Decors,  
Furniture & Furnishings, Health & Wellness (locally produced  
organic/green/healthy products)

**Deadline for Application: 15 April 2019**

**Visit DTI Cebu Provincial Office or the nearest Negosyo Center**

**Call: (032) 2532631 / 2557082**



## Activities in Photos



(Photo above) Negosyo Center - Siquijor led by Business Counselor , Gemma B. Mansera conducted Negosyo Serbisyo sa Barangay Orientation during the Monthly ABC Meeting at SB Session Hall of LGU Siquijor on March 28, 2019. Around 32 Barangay Captains were present during the session and they all showed strong support with the program. The Brgy. Captains all agreed that the first full-blown Negosyo Serbisyo sa Barangay will be at Barangay Cang-inte (AM) and Brgy. Lusong (PM) during the Synchronized Barangay Assembly on March 30, 2019.

(Photo below) Fabrication Laboratory Training on the Shared Service Facility in Siquijor.





## Activities in Photos



(Photo above) The Department of Trade and Industry (DTI) - Negros Oriental gives recognition to local business establishments for upholding consumer rights while practicing responsible business by giving them the DTI Bagwis Awards. The awards were given on April 24 at Robinsons Place Dumaguete. Three business establishments received the "Gold Seal," two establishments received the "Silver Seal" and another two establishments received the "Bronze Seal" from DTI. On the other hand, seven business establishments were also recognized for continuously complying with the standards of the Bagwis Awards. (PIA7-NegOr)

(Photo below) DTI Negros Oriental educates businessmen on Standard Law, Intellectual Property Rights and Consumerism w/ quick overview of DTI - Negosyo Center Services.



## Next Go Lokal! store to open in Panglao airport

Travel retail experience in Bohol will get a boost as the second Go Lokal! store in the region will open at the Bohol-Panglao International Airport in May.

Department of Trade and Industry (DTI) 7 Director Asteria Caberte said the agency has obtained the approval of the Civil Aviation Authority of the Philippines to open a Go Lokal! outlet inside the province's newest airport. Go Lokal! is joining other premium stores in expanding its footprint in Panglao Island to capture its growing tourism market. Duty Free, a stated-owned tax-free retail chain, earlier announced that it is opening its first outlet in the island inside the airport.

According to Caberte, the outlet in Bohol will be privately managed similar to the setup in Cebu, which is in partnership with exporter Janeth Chua. The Go Lokal! store in Cebu is located at the new wing of the Ayala Center Cebu.

DTI 7 said it wants to take advantage of foreign and local tourists visiting Bohol for the success of the Go Lokal! store there. In 2018, Bohol recorded some 646,082 foreign tourists and 850,047 local tourists. Go Lokal! is a retail concept store show-

casing quality and innovative Philippine products crafted, designed and produced by the country's micro, small and medium enterprises (MSMEs).

In earlier interviews, Caberte said mounting a store where MSMEs could exhibit and sell their products is a step in the right direction, as it helps them tap new markets. It bridges the gap of clients like tourists seeking premium and export products and manufacturers wanting to sell their products to a wider market.

Caberte said opening of a Go Lokal! store is timely, as the appetite of local consumers for export quality products has regained momentum. Go Lokal! carries everyday products made from indigenous materials that are modern in design, world-class in packaging and are competitively priced: from processed food, home decor, arts and crafts, health and wellness products, fashion apparel, accessories and eco-friendly products. These products undergo extensive product development with product specialists from the Design Center of the Philippines to make them suitable for the retail, export and souvenir markets. (Source: *Sun Star Cebu*)

### Focus

## Audrey's Budding Cookie Business



Having a degree in Entrepreneurship minor in Culinary Arts from Miriam College, Ms. Audrey Arellano made it her life's dream to become a businesswoman specifically in the food industry. She took a short culinary course in Apicius Culinary school in Florence, Italy and a pastry course in International School of Culinary Arts and Hotel Management in Quezon City, Manila. With the skills she learned from the said courses, she then decided to enter

business. Because Manila is already jampacked with many establishments, Audrey decided to go to her father's hometown, Bohol and build her business there. At the age of 22, she opened Audrey's Bakery in Panglao, Bohol. She had chosen bakery as a venture because she loves cookies and bread.

After a year in business, she learned that there was a Sandugo Trade Fair at the Island City Mall in Tagbilaran City and pursued to be a part of the said fair. She went to the Department of Trade and Industry to inquire if she could be a participant. Not only was Ms. Audrey part of the trade event, she also had better access to the local market through Sandugo Trade Expo. DTI also assisted her on product packaging and marketing her product, Audrey's Tablea Chip Cookies, Audrey's Tablea Chip Crunchers and Audrey's Puro Tablea. She is currently delivering the her products to large grocery stores and souvenir shops in Bohol.

Arrellano recalled how DTI assisted her in her entrepreneurial journey, "as a young entrepreneur, I needed all the support that I could get. I thank DTI for all the help and guidance that they have shown me and my business. Aside from my family, the DTI Bohol team has guided me when I was still starting out, up until now. They have introduced me to people who have helped me improved my products. They have organized seminars, trainings and expositions which enabled me to meet a community of like-minded entrepreneurs who strive to follow their passion, create jobs and earn money all at the same time. They have opened a lot of doors for Audrey's Bakery. Now I am already supplying my products in the different tourist spots here in Bohol. I am grateful for the never-





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