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arch opened with the Negosyo Center Region 7 Assembly, The activity was held at the Sotogrande Hotel and Resort in Mactan, Cebu.

During the assembly, Negosyo Center business counselors of DTI Region 7 shared best practices, discussed issues faced in the field, as well as learned key lessons from internal experts.

In the same month, Shared Service Facilities (SSFs) were launched in the provinces of Cebu, Bohol and Negros Oriental. The Shared Service Facilities (SSF) project aims to improve the quality and productivity of microenterprises and SMEs by addressing the gaps and bottlenecks in the value chain of priority industry clusters through the provision of processing machines/equipment for the common use of the Micro and small enterprises all over the country. It aims to increase productivity and efficiency of MSMEs to help achieve poverty alleviation in the country. The SSF Project is being implemented nationwide with project partners termed as Cooperators.

Meanwhile, a staff enhancement training was conducted on enforcement of standards. To enable a better marketplace and protect consumers from unfair trade practices, the Department of Trade and Industry (DTI) continues its enforcement activities in various business establishments. This means that products without Philippine Standard (PS) and Import Commodity Clearance (ICC) marks and the required labeling according to their relevant Philippine National Standards (PNS) will be confiscated during their monitoring.

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(Photo above) The Negosyo Center Region 7 Assembly was held at the Sotogrande Hotel and Resort in Mactan Island, Cebu on March 5 and 6, 2019.

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KALAMPUSAN



## DTI-Cebu turns over shared service facilities to two farmer groups

By Irene R. Sino Cruz , Cebu Daily News



Two farmers group in San Remegio town and in Camotes Island now have the capability of processing their own products after the Department of Trade and Industry (DTI) Cebu provincial office turned over to them a shared service facility (SSF).

Small farmers in Barangay Batad, San Remegio can now process their own ready-to-drink sugarcane juice through the SSF for their use.

DTI entered into an agreement with the project cooperator, the Batad Small Farmers Association (BASFA) during the launching of the facility last March 12.

The equipment provided by DTI includes one unit of sugarcane juice extractor, two units of electric-powered sugarcane extractor, six units of sugarcane peeler, two sets of juice filtration unit, two sets of pasteurizing units, an automatic filling and sealing machine for packaging, two units of chest freezers and a standby generating set.

BASFA is a group of marginalized farmers from Barangay Batad, San Remigio, Cebu. The group's members include farmers who are engaged in corn crop and vegetable production as well as backyard livestock-raising. The association was organized in 2004 with the help of JICA Peace Corp. with a membership of 99 household. It was registered with the Department of Labor and Employment on the same year. Meanwhile, DTI also turned over an SSF for cassava products processing to the Camotes Multipurpose Co-

operative based in Barangay Sta. Cruz, San Francisco, Camotes Islands, Cebu.

The SSF equipment included one unit of cassava granulator, two units of cassava chipper, a pulverizing machine unit, two units of mechanical rotary dryer, a cabinet type dryer, two units of flourmill, two units of root crop grating machine, a spinner machine, a water tank, 10 units of containers, a 1,000-kg capacity mobile solar dryer and a vertical bag packing machine unit.

The core business of the Camotes Multipurpose Cooperative include agri-financing, cassava production and marketing, cacao production, coconut growing and production, organic farming, lease of farm equipment and cargo vehicles, and providing capacity building training and programs for its member farmers.

The SSF on Cassava Products Processing will benefit 500 coop members and 1,000 farmers. According to DTI-Cebu in their Facebook post, their SSF project addresses the gaps and bottlenecks in the value chain of priority industry clusters through the provision of equipment and tools for the common use of micro, small and medium enterprises (MSMEs).

This project aims to increase productivity and efficiency of MSMEs to help achieve poverty alleviation in the country. #

Activities in Photos



(Photos above and below) Launching of the SSF for Tableya Making Cooperator: Canjulao League of Women (CLOW) in Jagna, Bohol



Activities in Photos



(Photo above ) DTI launching of the 30th SSF in Bohol: SSF for Dried Noodles Making in Lubcanan Tubod Monte, Jagna for Lubcanan Association for Cultural and Environmental Heritage (LACEH).

(Photo below) DTI turn-over of Shared Service Facility for cassava products processing to to the Camotes Multipurpose Cooperative at Barangay Sta. Cruz, San Francisco, Camotes Islands, Cebu.



# IPOPHL conducts MCLE in Cebu

The Intellectual Property Office of the Philippines (IPOPHL) conducted the 2019 edition of the Mandatory Continuing Legal Education (MCLE) at the Radisson Blu Hotel from March 18 to 22 this year. This marks the program's debut in a major city outside of Metro Manila.

"Scaling up our IP Education and Awareness drive is at the forefront of IPOPHL's agenda. The MCLE Program's first run outside of Luzon this March will be an essential learning opportunity for lawyers and non-lawyers alike. Our curriculum for this lecture series is a diverse offering of updates on IP legislation, strategic innovation on IP core processes & appeals, commerce-related concepts of IP," Director General Josephine R. Santiago said in a statement on Wednesday. Intellectual property processes, including litigation and the special rules and procedures on IP cases will be discussed.

Intellectual property is a game-changer of scientific innovation and creativity, and has been entrenched as a component of economic growth in the Philippine Development Plan (particularly in chapters on advancing science, technology, and innovation and expanding economic opportunities for industry and services).

The area of intellectual property is an increasingly popular field in legal practice that remains to be fully

tapped by a new generation of lawyers. With every sector, from manufacturing to banking, now being infused with technology, expertise in the field of intellectual property will complement law firms' existing competencies in high-demand practice areas such as information technology and cyber law.

Intellectual property has been a salient feature of modern free trade agreements, both bilateral and multilateral ones, putting it in a prime intersection with trade law. The lecture series will tackle topics such as the impact of new legislation (the Competition Law and the Data Privacy Act) on intellectual property, as well as enforcing one's IP rights. For business groups and commerce associations, capitalizing on companies' intellectual property assets by way of licensing and franchise will also be discussed.

Members of the academe and research and development institutions will benefit from learning about drafting technology transfer agreements, in the case that their technology are being prepped for commercialization. The five-day program presents a rare opportunity for these sectors to learn the centrality of IP in these different fields of knowledge. The IPOPHL MCLE 2019 curriculum will be taught by a roster of seasoned and internationally-recognized intellectual property lawyers and professors. #

## DTI intensifies enforcement activities on product standards

To enable a better marketplace and protect consumers from substandard products, the Department of Trade and Industry (DTI) intensifies its enforcement activities in various business establishments.

Recently, the DTI seized construction materials, household appliances, electrical and other consumer products from establishments in Cebu and Bohol that did not bear the Philippine Standard (PS) and Import Commodity Clearance (ICC) marks.

DTI has issued formal charges to five (5) establishments in Cebu and two (2) establishments in Bohol for violation of the Standards Law (RA 4109) and Consumer Act of the Philippines (RA 7394).

DTI Regional Director Asteria Caberte underscored statement in Republic Act No. 4109 or the Standards Law, the distribution or sale of any product that does not conform to

the BPS Product Certification Scheme and required PNS quality or safety standards and tests is prohibited.

"The DTI encourages our manufacturers, importers, and distributors to sell only those critical products that passed quality and safety tests. More so, the presence of the required labeling and PS and ICC marks indicates that their products are reliable and safe for use," Dir. Caberte added.

To avoid compromising consumers' safety, Dir. Caberte affirmed that the department shall go after and will crack down establishments that will sell uncertified, inferior, or substandard products.

The department regularly checks the compliance with the relevant standards of products under mandatory certification to ensure that the Products Standards (Republic Act No. 4109) and the Consumer

**Q:**

**NO  
REPAIR,  
REPLACEMENT  
OR REFUND?**

**A:**

**BASTA MAY RESIBO O  
WARRANTY  
CARD, PWEDE NA!**

**LAHAT NG PRODUKTO O SERBISYO NA  
BINIBILI AY MAY NAKAPALOOB NA  
WARRANTY.**

**KNOW YOUR RIGHTS &  
RESPONSIBILITIES  
AS CONSUMERS!**

**RIGHTS**

- BASIC NEEDS
- SAFETY
- INFORMATION
- CHOICE
- REPRESENTATION
- REDRESS
- CONSUMER EDUCATION
- HEALTHY ENVIRONMENT

**RESPONSIBILITIES**

- CRITICAL AWARENESS
- ACTION
- SOCIAL CONCERN
- HEALTHY ENVIRONMENT
- SOLIDARITY



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TRADE & INDUSTRY  
PHILIPPINES

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## Success Story

# Huge gains from Pondo sa Pagbabago at Pagasenso (P3)



Susana Oracion starts each morning by opening her small grocery and fruit stall and ends each day by paying her daily obligations to the 5-6 collector.

Susana opened her business in 2014 from the P20,000 she borrowed from a 5-6 lender. Four years on, she still borrows money from the informal lender until the amount reached P150,000.

The 58-year-old Boholano entrepreneur confessed that she keeps on borrowing from informal lenders because it is easy and quick.

“Araw araw sila nangongolekta. Kapag na-release ngayon ang pera, mag-start ka na dapat magbayad kinabukasan. Hindi pa nabenta ang mga paninda ko, kailangan ko na agad magbayad. Kaya doon talaga napupunta ang kita at pati na puhunan,” she offered.

Today, the Small Business Corporation’s (SB

Corp.) Pondo sa Pagbabago at Pag-asenso (P3) program came and gave her a better alternative.

“Nalaman ko ang P3 program doon sa office ng market administrator. Dumalo po ako sa orientation at nakautang ng P30,000 na pinambili ko ng dagdag na paninda,” she said.

“Umangat talaga yung business nang sa P3 ako nakahiram. Nawala kasi yung ibang 5-6 account ko at nagagamit ko talaga ang puhunan kasi matagal ang pagbayad sa P3. Every 15th and 30th day of the month ang amortization sched ko. Sa isang araw, kaya kong mabenta ang anim na sako ng saging. Maginhawa po ang pag-nenegosyo at nakakapagtabi na din po ako.” she said.

“\“Todo talaga ang pasasalamat ko sa Department of Trade and Industry (DTI) at SB Corp. dahil kung wala ang P3, siguro sa 5-6 pa rin ako umuutang. Malaking ginhawa ang dulot nito sa aking negosyo,” she added. (source Philippine Star)

Activities in Photos



(Photo above ) DTI 7 Regional Director Aster Caberte met with the members of the Panglao Womens Association together with DTI Bohol Director Maria Soledad Balistoy, and expressed her commitment to help the association by providing technical assistance in product development, trainings, marketing, among others.

(Photo below) Launching of SSF for quality coffee production & turn-over of SSF coffee moisture meter to seven (7) Coffee Farmers Cooperative, Malaiba Agro Forestry Farm Workers Association (MALAIBA), Pula Agro Forestry Farmers Association (PULA), Gusa-Budlasan Reforestation Farmers Association (GUSA-BUDLASA), Calicanan Farmers Association (CALICANAN), Latap Farmers Association (LATAP), Kapunungan ng Mag-uuma sa Bediao (KAMABE), Nagpantao Farmers Association (NAGPANTAO). The activity was led by DTI R7 Regional Director Aster Caberte & DTI Negros Oriental Provincial Director Nimfa Marcos Virtucio.



Activities in Photos



(Photo above ) DTI turned-over the Shared Service Facility (SSF) for Fruit Processing to the Hosanna Agrarian Reform Beneficiaries Association (HARBA) at Brgy. Silab Amlan Negros Oriental. Launching of the SSF was led by DTI R7 Regional Director Asteria Caberte & DTI Negros Oriental Provincial Director Nimfa Marcos Virtucio.

(Photo below) DTI turned over the Product Packaging Design & Printing Shared Service Facility (SSF) to the Cebu Technological University.



(Photo below) Dti CITEM (Center for International Trade Expositions and Missions) representatives Rowena Mendoza and Leilani Santiago discussed the International Food Exhibition (IFEX) Philippines and other Citem projects with news reporters during the AGIO-PIA7 Forum in Cebu City.



## Calendar Art

### 2019 MARCH

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
					1	2
3	4	5	6 Negosyo Center Assembly	7 State financing training on enforcement of standards	8	9
10	11	12	13	14 SSF launching in Cebu	15 SSF launching in Bohol	16
17	18 CARP 17 meeting	19	20	21 SSF launching in Negros Oriental	22 SSF launching in Bohol	23
24	25	26	27	28	29	30
31						

**Pondo sa Pagbabago at Pag-asenso**  
*a microfinance initiative of the government*

**Q:**

**ANO ANG MAHALAGA SA LABEL NG PRODUKTO?**

**A:**

- EXPIRY DATE
- PRODUCT AT BRAND NAME
- NAME AT ADDRESS NG MANUFACTURER
- TRANSLATION IN ENGLISH

**CONSUMER IS KING**



## LABELING REQUIREMENTS

**What to look for and check in labels?**

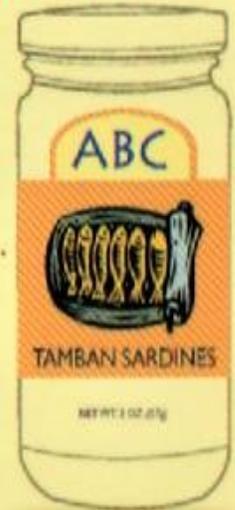
FRONT

1. BRAND NAME

2. TRANSLATION IN ENGLISH

3. PRODUCT NAME

4. WEIGHT CONTENT



BACK

5. INGREDIENTS

6. MANUFACTURER'S NAME & CONTACT INFORMATION

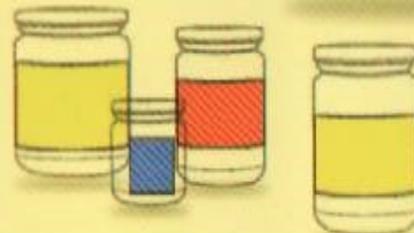
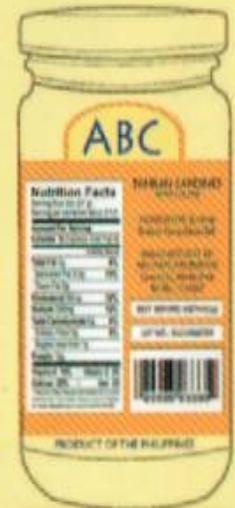
7. CONSUMPTION DURATION

8. BATCH NUMBER

9. NUTRITION LABEL

10. BAR CODE

11. COUNTRY OF MANUFACTURE



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