



ANNUAL REPORT 2019

DEPARTMENT OF TRADE AND INDUSTRY

REGION IV-A CALABARZON

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Message from the Regional Director

I am very pleased to present the Department of Trade and Industry Region 4-A 2019 Annual Report. We take pride in our endeavors to continuously enable innovative, competitive, job-generating, and inclusive businesses and empower consumers in the CALABARZON region.

This year, we have assisted 120,607 clients, increasing the number of micro, small, and medium enterprises assisted and facilitating transition from the informal to the formal economy.

At present, we have 108 Negosyo Centers and launched four new Shared Service Facilities (SSF) in the CALABARZON region, totaling to 160 SSFs.

We pursue internationalization of our MSMEs in the region by being part of the global value chain, accounting 70 Intellectual Property applications filed and 615 MSMEs doing e-commerce. We have participated in the Allgemeine Nahrungs- und Genussmittel- Ausstellung (ANUGA) in Cologne, Germany to provide our MSMEs first-hand knowledge and insights on the market needs and preferences, meet with potential buyers and customers, strengthen business partnerships/tie-ups, and establish network linkages.

Moreover, we continue to promote new, innovative technologies and standards to meet market requirements by developing 529 product prototypes through our One Town, One Product (OTOP) Next Gen, SSF Fab Labs, and other product development activities for our MSMEs.

In terms of industry development, we have assisted 15,282 MSMEs in the priority industries. On the other hand, for consumer protection, the number of new and upgraded Bagwis Awardees have doubled, having 137 establishments recognized for upholding the rights of consumers while practicing responsible business where consumers get the best value for money.

Additionally, we have successfully accomplished our Breakthrough Goals initiated by the Regional Operations Group (ROG). Our first goal, which was greening the operations of the SSFs, was achieved by encouraging our SSF operators and members to promote and apply environment-friendly strategies to enhance their competitiveness and to help in minimizing the detrimental effects of climate change.

Second, we have implemented Negosyo Serbisyo sa Barangay in the Barangays of 4th and 5th class municipalities, covering 226 barangays in the region with 16,456 actual participants.

Lastly, we have encoded and updated information of 11,894 MSMEs assisted through the Enhanced Client Profile and Monitoring System (ECPMS) in partnership with the Bureau for Small and Medium Enterprise Development (BSMED) to improve the system and its reporting capabilities.

Our success would not be possible without the combined strength and effort of the brilliant people—the DTI 4-A Regional and Provincial staff. Your commitment to serve our MSMEs, consumers, and stakeholders has not waived, as reflected by the accomplishments in this year's Annual Report.

As we continue to grow and adapt to changes, we look forward to more years of providing relevant programs for our clients while continuing to uphold our DTI core values in order to achieve our Vision 2022 of "a more inclusive and prosperous Philippines with employment and income opportunities for all."

Mabuhay po tayong lahat!



Marilou Q. Toledo
Regional Director



Message from the Assistant Regional Director

As the penultimate year of the decade, 2019 proved to be a strong year for DTI 4-A as the CALABARZON Provinces did much to achieve targets and make our presence felt by businesses and consumers alike.

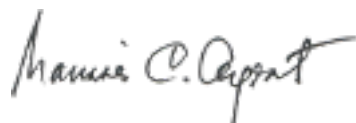
The task of nurturing our entrepreneurs and their businesses through various engagements and programs was not always easy. Nevertheless, we have persevered and have used our resources for strategically plotted services and endeavors, so we can continue to widen our client reach while at the same time look at the short-term rewards our actions will lead us. This is the CALABARZON way of staying relevant and invigorated as more sectors are requiring our attention.

We have to stretch ourselves without bursting the very core of our resources—our dedicated and excellent Officers and Staff, including our Support Service Team composed of our able drivers, utility personnel, and security services.

Since our economy will not be as successful if our consumers have no access to information and redress, we have also been very busy with increasing the engagement of our consumers through Consumer Education, in making our enterprises capable of meeting not just to consumer preferences but also in building their capacity to handle client requests and complaints, and in making them responsible and responsive industries as well.

We thank our partners and supporters in helping DTI 4-A become a more resilient and dynamic organization, which acts in the same pace as our highly thriving businesses and vigilant consumers.

With a grateful heart, we truly commit “Serbisyonig higit pa sa inaasahan ang inyong maaasahan mula sa amin!”



Marissa C. Argente
Assistant Regional Director



DTI Mandate

The DTI is responsible for realizing the country's goal of globally competitive and innovative industry and services sector that contribute to inclusive growth and employment generation.

Pursuant to the Philippine Development Plan (PDP) 2017-2022, we shall endeavor to reduce inequality and poverty by expanding economic opportunities in industry and services, and by increasing the access particularly of micro, small and medium enterprises (MSMEs), cooperatives and overseas Filipinos (OFs) to these opportunities. To attain these sector outcomes by 2022, we need to:

1. Increase local and foreign direct investments
2. Increase competitiveness, innovativeness and resilience of industries and services
3. Improve access to finance, to production networks, and to markets
4. Enhance productivity, efficiency, and resilience
5. Ensure consumer access to safe and quality goods and services

These should be accomplished by the following major final outputs (MFOs):

- MFO 1: Trade and Industry Policy Formulation Services;
- MFO 2: Trade and Investment Promotion Services;
- MFO 3: Technical Advisory Services;
- MFO 4: Consumer Protection Services;
- MFO 5: Business Regulation Services.

We commit to effect good governance by delivering public service that is predictable, participatory, accountable, efficient, transparent, and honest.

Prosperity Plan for All: Plan 2022

Vision

- Passion
- Integrity
- Creativity
- Competence
- Synergy
- Love of Country

Mission:

The government's main economic catalyst in Enabling innovative, competitive, job-generating, inclusive business, and Empowering consumers.

Vision 2022

A more inclusive and prosperous Philippines with employment and income opportunities for all.



Performance Governance System (PGS)



15,282
MSMEs assisted in the priority industries
📈 15,050 📊 102%



137 New and upgraded Bagwis awardees
114 New | 23 Level-up
302 Maintained



19 Investors assisted
31 Exporters assisted



108 Negosyo Centers maintained
📈 108 📊 100%

21,153

Total number of NC clients who obtained business license or permit within 15 days

21,253

Total number of business license or permit applied thru NCs

4,761
of permits/accreditation/licenses/authorities issued within prescribed time



100
Number of firms monitored (Price Trending)

1,032
Mediation complaints resolved within 10 working days

15
Arbitration complaints resolved within 20 working days

1,131
Consumer complaints received for mediation

41
consumer complaint received for adjudication after notice of failure of

PHP 107.412M Obligated

PHP 100.694M Disbursed

4,493
BMBE Certificates issued within prescribed

4,494
BMBE certification application received

Mentees

102 Mentees who enrolled
102 Mentees who graduated

102
LGUs submitting list of business permits issued annually

145 Operational SSF
160 SSF established

70
IP applications filed

615
MSMEs doing e-commerce

120,607 Clients assisted
✓ **24,309** MSMEs assisted
✓ **7,392** Other clients assisted
✓ **88,906** Business name/BMBE registered

310 Prototypes Developed

✓ **297** FabLabs
✓ **197** OTOP NextGen
✓ **35** Other ProDev Activities

23,681
Registered MSMEs assisted

24,309
MSMEs assisted (registered & unregistered)

1,032 Employees trained

1 Paperless system developed & implemented

1 Document tracking system developed & implemented

PHP 109.695M Total Appropriations



SME Development Division

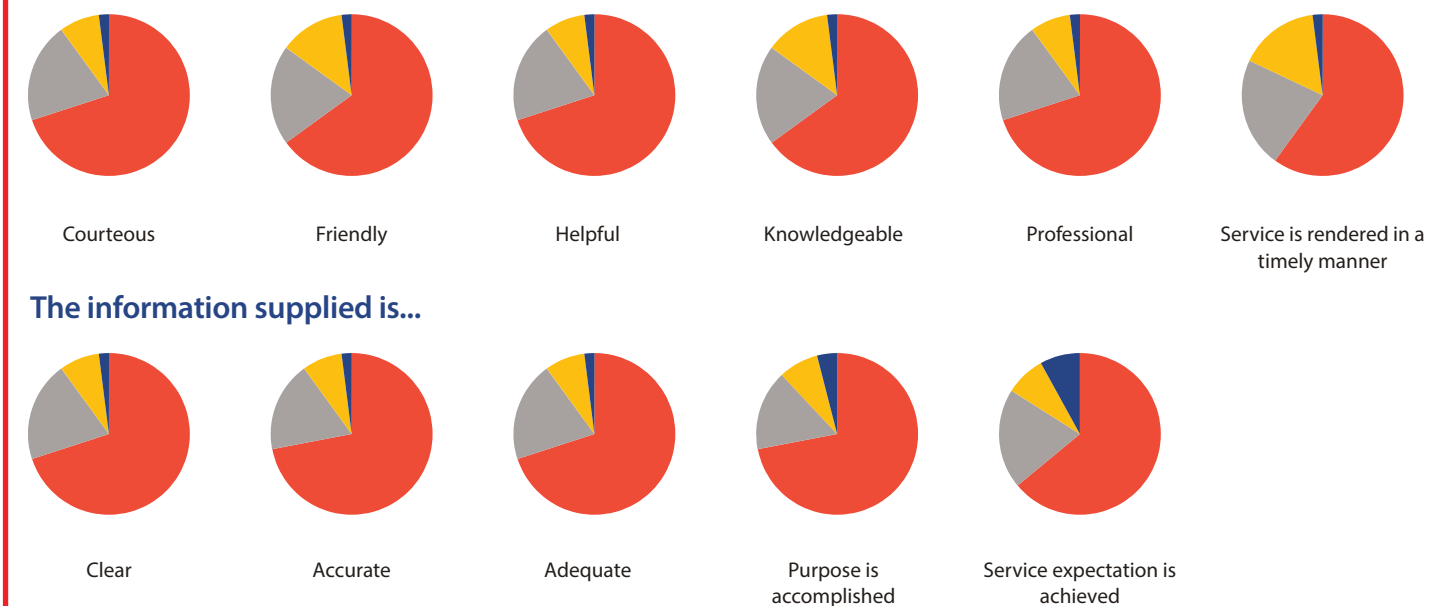


BUSINESS NAME REGISTRATION

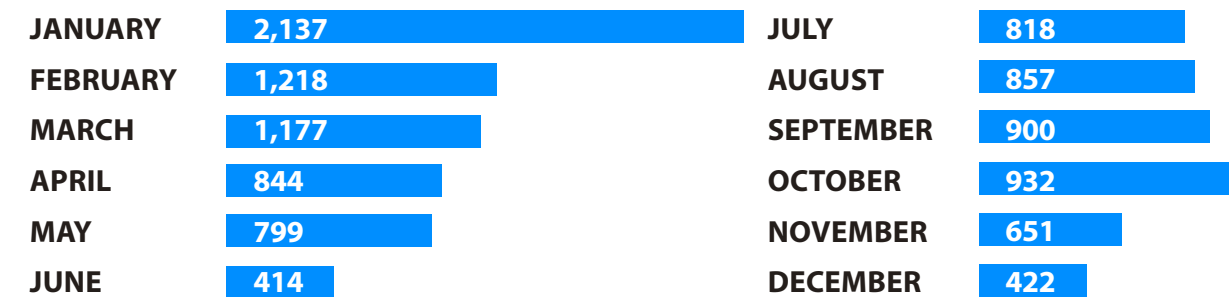
8,361 NEW 1,256 ACVO*
1,552 RENEWAL 11,169 TOTAL

* Amendments, Verifications, Cancellations, Optional certifications (ACVO)

CITIZEN SATISFACTION FEEDBACK



BN REGISTRANTS 2019





The **Negosyo Center (NC)** is a one-stop shop for services that cater to the need of entrepreneurs in processing requirements necessary to establish a business and in accessing information essential for entrepreneurs' growth. The establishment of Negosyo Center is a provision in the Go Negosyo Act (RA 10644; enacted on 15 July 2015) where the DTI has been given the key responsibility and challenge of establishing Negosyo Centers in all provinces, cities, and municipalities.

NEGOSYO CENTER SERVICES

Business Registration Assistance, which facilitates all registration applications of MSMEs, the Philippine Business Registry (PBR), and Barangay Micro Business Enterprise (BMBE).

Business Advisory Services, which provides advisory services tailored to the MSME needs that include product development, trade promotion, financing facilitation, investment promotion, and SME counseling.

Business Information and Advocacy, which provides information on market, suppliers, buyers, government assistance programs, etc. and conducts training sessions and seminars.

Clients Assisted:

Unique Clients assisted

11,573
Existing MSMEs

99,975
New MSMEs assisted

29,427
Others

Gender %

83,881

Female

57,096

Male

108 Operational Negosyo Centers region wide as of December 2019



Registration Services/ Facilitate Processing of Documents

115,184 BN Registered
4,147 BMBE Registered
115,604 BN Registration Facilitated
4,189 BMBE Registration Facilitated



Product Development Services Highlights

16 Product Catalogue/Profiles prepared
8 Packaging & Labeling Designs developed
3 Product Clinics facilitated
7 Other Pro Dev related services rendered



Access to Finance Highlights

P 24.877 Loans Granted/approved
1,352 Loan applications endorsed to Partner- FIs/GFIs
920 MSMEs who availed loans
53 Other A2F related services rendered



Access to Market Services Highlights

486 MSMEs selling thru online platforms
138 Other A2M-related services rendered



Investment Promotion Highlights

32 Activities undertaken (i.e. Investment Fora/Conference; Investment Briefing; Business Matching; Investment Exhibits; and Investment Missions)
4 Investment collaterals prepared-investment briefs/project briefs
8 Other Investment Promotion-related services rendered



Training/Seminar Highlights

924 Skills, Managerial and Entrepreneurship Training Programs
35,214 Participants



MSME Database Updating

11,143 MSME profiles/directories/success stories prepared/updated
35,214 Information materials disseminated

NEGOSYO CENTER COACHING SERVICES

At Negosyo Centers, the service on Business Advisory can be tailor fitted according to MSMEs' needs. Working in close collaboration with the DTI Provincial Offices and Negosyo Center Coordinators, NC Coaches support the efforts in effectively addressing concerns of MSMEs by providing technical and professional expertise in the four specialized fields of financing, legal matters, business management, and marketing.

Negosyo Center Coaches are engaged to 1) provide technical assistance and consultancy according to MSMEs' needs, 2) carry out services in accordance with the specified/agreed schedule in the Negosyo Center, and 3) assist MSMEs in improving their business operation and in making sound business decision.



DTI BATANGAS



Learning how to improve speaking skills and how to improve presentation skills are called facilitation skills. These key skills help team members understand how to pitch a presentation appropriate to the needs of their audience and how to communicate a message in a conciliatory manner. On 12-13 November, DTI Batangas held its Facilitator's Training for Negosyo Center Business Counselors at the Zillion Builders Pavilion, Lipa City, Batangas. Senior CARP Program Staff, Mr. Gregorio V. Ortizo, Jr., coached the NCBCs and discussed techniques on how they can effectively be a training facilitator. He introduced different training modules through group workshops and was able to hone 26 new training facilitators who would advance the interests of the Negosyo Centers and the clients they serve.





DTI CAVITE

Retooling an organization starts with Communicating Core Values and then service design. Service design is the activity of planning and organizing people, infrastructure, communication, and material components of a service to improve its quality and the interaction between the service provider and its customers.

Recognizing the essential role of Negosyo Center Business Counselors in the operations of Negosyo Centers, a Re-tooling Seminar on DTI Services was conducted last 25 October at The Bay Leaf Hotel, Gen. Trias City, Cavite to help NC Business Counselors keep themselves updated on the services that they can offer to their local clients.



DTI LAGUNA



When the Negosyo Centers were mandated to conduct training and coaching sessions, Volunteer Mentors are sometimes not available and when there are experts you can hire, the budget is limited. Meetings with entrepreneurs and potential entrepreneurs are great opportunities to innovate, solve problems, and make decisions with the collective intelligence of a group. This is where facilitation skills come into the picture. Facilitation is the art of making meetings or engagements participative and more effective.

DTI Laguna's Business Counselors' capacity was put to test as they share their academic prowess to good use by facilitating the training sessions on business, finance, and marketing by doing the NC Coaching Session themselves. Armed with tools learned from their education and job experience, they tackle the job themselves in the process polishing their communication skills and knowledge learning and sharing.





DTI QUEZON



On 2-3 September, the Training on Effective Technical Writing was organized by DTI Quezon for the Quezon Provincial Employees, including the Business Counselors to acquire additional knowledge in writing—from planning, composing, and presenting of reports and other correspondences. The participants were accustomed to the qualities and skills needed for good technical writing. The training workshop also emphasized the importance of audience perception, fluency with digital tools, and reflection of the organization's goals and culture.



DTI RIZAL



Queue management helps decrease customer waiting and service time, improve service and staff efficiency, and thereby increasing revenue. Providing customers with fair, reasonable, and explained wait times can build loyal customer base. For the past years, particularly in the months of January and February, DTI Rizal had numerous existing and potential entrepreneurs in long lines coming from the province and its neighboring cities for business name registration. With this, DTI Rizal implements an innovative plan to address this problem through a Queuing System in Business Name Registration. This electronic queuing system, developed from an application by Business Counselor Genebee Nofuente, provides business registrants with a more efficient business registration.

Breakthrough Goal (BTG) No. 2: Implementation of Negosyo Serbisyo sa Barangay in the Barangays of 4th and 5th Class Municipalities

Negosyo Serbisyo sa Barangay is an initiative that seeks to synergize the macro solutions of the national government with the micro-needs of local government units. To date, there are more than 1,100 Negosyo Centers in 17 regions nationwide. Through the program, DTI hopes to touch base with more Barangays in the region to 1) increase the Barangay Officials' awareness about the services being offered in Negosyo Centers; 2) provide information materials on Business and Livelihood in Barangay Halls; 3) set up a referral mechanism with the nearest Negosyo Center, and 4) conduct MSME seminars for potential and existing entrepreneurs.

NEGOSYO
SERBISYO sa
BARANGAY



174
Target
Barangays



226
Barangays
Covered



106%
Percentage of
Accomplishment



16,456
Actual
Participants



1,130
MSMEs
Assisted



226
NSB Desks
created





PECP INFO SESSION FOR NEGOSYO CENTER BUSINESS COUNSELORS

The conduct of PECP or the Philippine Export Competitiveness Program Info Sessions is to help local exporters develop their productivity, improve the quality of their products, and teach them to be innovative and competitive in their field of business. On 6 November at the Hotel Marciano in Calamba City, 46 Negosyo Center Business Counselors from Region 4-A participated as a capacity building activity to improve their counseling skills, especially for MSMEs who are looking to export their products or services. It was timely as the Food and Drug Administration is currently instituting changes in its supervision of food products marketed for both the domestic and international markets. Moreover, participants are being reminded that aside from the need to comply with domestic regulations on food manufacturing, current exporters and would-be exporters of food products must also be aware of, and comply with, the specific country regulations governing the companies importing their products. Other participants included 32 DTI Officers, Technical Staff, and 12 MSMEs.

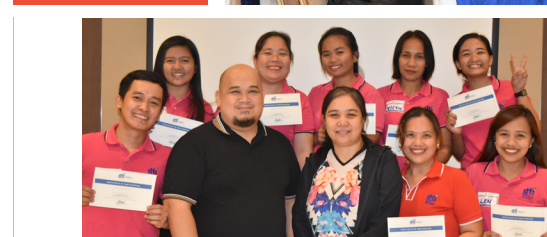


SOCIAL MEDIA WORKSHOP FOR NEGOSYO CENTER BUSINESS COUNSELORS

Conducted in three (3) batches, 138 Business Counselors from 108 Negosyo Centers, Officers, and staff from the Regional and Provincial Offices attended the Social Media Workshop held on 27-29 November at the Hotel Marciano in Calamba City, Laguna. It was a learning and capacity building activity discussing DTI Social Media Guidelines, invoking the key messages of the Department, strengthening the Agency's social media presence, and developing visual content for Negosyo Center Facebook pages in the region.

GLOBAL OVERVIEW REPORT WITH MORE THAN 200 PAGES OF ESSENTIAL CHARTS AND INSIGHTS FROM AROUND THE WORLD

ESSENTIAL HEADLINE DIGITAL DATA FOR EVERY COUNTRY IN THE WORLD





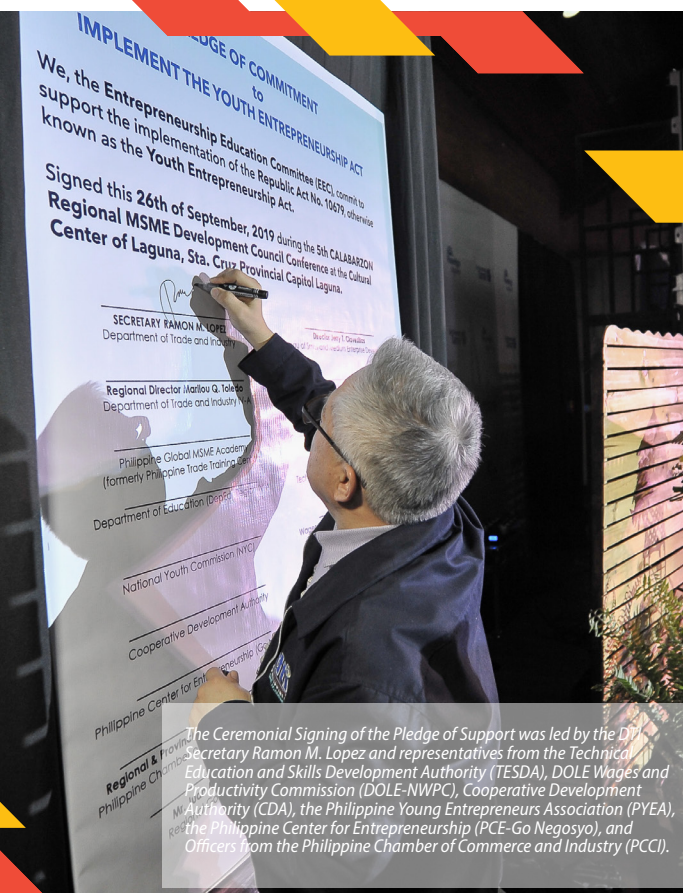
SMALL BUSINESS COUNSELORS COURSE

Small Business Counselors Course 101 is the premier course from the SBCC series of courses (SBCC 101-106), which aims to capacitate and upgrade the knowledge, aptitude, skills, and habits of DTI Negosyo Center Business Counselors and Technical Staff assigned to various Negosyo Centers in the region. These NC BCs man the 108 Negosyo Centers—the one stop shops responsible for “ease of doing business and facilitating access to services for MSMEs.” Negosyo Centers are mandated under the law to assist MSMEs in their requirement for technology transfer, production, business management, and marketing. On 24-28 June, 32 Negosyo Center Business Counselors graduated from this course.



5th CALABARZON Regional MSME Development Council Conference:

The Launching of the CALABARZON Youth Entrepreneurship Program (YEP)



The 5th CALABARZON Regional MSME Development Council Conference was held on 26 September at the Cultural Center of Laguna at the Capitol Site in Sta. Cruz with 350 participants from all over the CALABARZON Region. This year's platform was used to launch the CALABARZON's Youth Entrepreneurship Program (YEP).



The Youth Entrepreneurship Program is a nationwide program to help young Filipinos develop their entrepreneurial skills by offering them a comprehensive package of interventions. YEP's official tagline is “Harnessing Our Own Resources for the Advancement of the Youth!” (HOORAY!). YEP supports the government's

growth agenda of doubling the number of entrepreneurs in the country by 2022, which will in turn, broaden the gains of economic development, address inequality, and uplift the quality of life of Filipinos, particularly the youth. With the end goal of improving national development, YEP components encourage upbeat actions towards strengthening economic independence among individuals and communities.

YEP has 3 main components:

Youth Start!

This component aims to stir the entrepreneurial interest and encourage the youth to start their business ventures (Mindset Change and Models of Business). Possible activities are Capacity Building Sessions, Business Registration Assistance, Skills Training, and handing out of information materials on business ideas.

Youth Net!

Youth entrepreneurs shall be connected with the right networks that will support them to overcome start-up challenges and exchange of innovative ideas (Mastery and Mentoring). Possible activities are Mentoring Sessions and Membership Orientation / Facilitation.

Youth Match!

This is about collaboration as an essential tool that enables youth entrepreneurs to access new resources, which will bolster their business (Market, Money, and Machine). Possible activities include Market Promotion Activities, Use of Machines, and Access to Funding.



5th Regional MSME Development Council Conference Highlight: MOU Signing between DTI and PCCI Partnership on the Promotion of Ethical Business Practices



The Memorandum of Agreement between the Department of Trade and Industry and the Philippine Chamber of Commerce and Industries (PCCI) for their partnership in initiating the shift from government-led to private sector-led advocacy in the promotion of ethical business practices was signed on 26 September.

AWARDING OF LIVELIHOOD STARTER KITS FOR SOLDIERS WOUNDED-KILLED IN ACTION (WIA/KIA)

In support of the Comprehensive Social Benefits Program (CSBP) of the government, the CALABARZON-based families of soldiers wounded/killed in action (WIA/KIA) during the Marawi siege were awarded with livelihood starter kits by the DTI 4-A.

The beneficiaries were represented by the parents and spouses of the fallen soldiers: CAA Edrick Colico, Cpl. Mark Antony E. Ramos, 1Lt. Franklin Q. Abacajen, PFC Edmond D. Tibayan, PFC Emerson Luna Jr., CPL Virgilio E. Herrera, PFC Edmond D. Principe, 1LT Rod Michael Y. Aspiras, 2LT Estelito P. Saldua Jr., TSG Aldrin C. Dinglasan, CPT. Christian Paul T. Litan, CPL Ruel G. Manaoang, CPL Malusalem C. Manlapaz, 1LT. John Frederick S. Savellano, 1LT. Raulito Tagoon, PFC Freddie J. delos Santos, Pvt. Jan Michael A. Lolo, CPL. Dominador A. Lape, PFC Sherwin Marco C. Canapi, CPL. Arjel Joseph R. dela Cruz, Sgt. Robert G. Modesto, PFC. Jethro Vincent Carlos, Sgt. Ronnel T. Agregado, Sgt. Junrey S. Samiliano, and CPL Pablito U. Pascual.

Through the DTI Negosyo Centers, they are now able to start or support the small businesses they have in mind. The request for Livelihood Starter Kit ranges mostly from grocery items to add to an existing sari-sari store business, meat processing equipment and supplies, a burger stand livestock trading inventories, among others. It was meager and small but packaged with entrepreneurship skills training from the NCs, the businesses will hopefully flourish and one day uplift the bereaved families of the departed soldiers.



TANAY, RIZAL OUTREACH PROGRAM

On 24 October, DTI 4-A joined the CALABARZON Regional Development Council (RDC) on its 7th Community Outreach and Yakap-Bayan Mobilization Program. The delegation was composed of 21 line agencies, 4 private sector organizations, 1 local government unit, and 2 state universities. They went to visit the Dumagat Tribe in Sitio Tala, Barangay Mamuyao, Tanay, Rizal in celebration of the National Indigenous Peoples' (IP) Month with the theme, "Empowering Indigenous Peoples through the Whole-of-Nation Approach."

Bringing in the Negosyo Serbisyo sa Barangay concept of DTI 4-A with the goal of improving the delivery of public goods and services, address the root causes of insurgency and drug-related cases, and reach those who are most in need and living in remote areas in the region, 21 Dumagats received a Cafeteria Livelihood Starter Kit package from DTI 4-A—a bayong full of items containing a thermos, instant coffee, chocolate drink, and snack items like cupcakes and instant cup noodles. When started and expanded, it could potentially provide a livelihood income of more or less five hundred ninety pesos a day. In a business plan, it was presented as an idea to sell instant hot coffee and noodles in terminals, waiting sheds, and wet markets where people commute, work, or converge on a daily basis.

Breakthrough Goal (BTG) No. 1: Greening the SSF Operations

DTI 4-A continues to push MSMEs for economic growth, enhance its competitiveness, and encourage green development through environment-friendly strategies to minimize the detrimental effects of climate change and sustain use of natural resources.

One of the 2019 Breakthrough Goals initiated by the Regional Operations Group (ROG) is identifying the Shared Service Facilities (SSF) project as a possible entry point in promoting green business practices that would greatly benefit its more than 200,000 MSME beneficiaries nationwide. Greening the operations of the SSFs and encouraging their members to do the same will help improve their environmental performance, gain access to green opportunities, and assist the government in accelerating green economic development in the country.



Provincial Greening Practices:



Batangas: SIBBAP Multi-Purpose Cooperative's Greening Activities

SIBBAP Multi-Purpose Cooperative (MPC), one of the beneficiaries of the SSF Program of DTI Batangas, indicated in its green policy statement their pledge to continuously engage in sustainability and environmental management procedures and commit to being environmentally aware. SIBBAP actively supports programs that reduce hazardous environmental impact and continually improves the environmental performance of their cooperative as an integral part of their cooperative strategy. Upon conducting the recent monitoring and evaluation, commendable ecological strategies such as energy efficient management, water resource management, solid waste management, transportation management, and supply management are evidently observed in SIBBAP. Through the use of reminders and prompts signages, SIBBAP promotes conservation of water and energy as well as waste segregation and recycling. Moreover, SIBBAP allots labelled trash bins for easier classification of waste. They also included greening strategies in their production, distribution, and even in transport. To reduce plastic waste, SIBBAP implements the usage of ecobags and reusable bags.

Additionally, SIBBAP campaigns the use of soda bottle coin banks that are currently being practiced by students of Ambulong Elementary School where all proceeds will be deposited to SIBBAP passbook account. For logistics, SIBBAP uses an electric vehicle to minimize the carbon footprint in the environment and participates and conducts clean-up drives and tree-planting activities as part of their "Clean and Green Program."



Cavite: Likhang Kabitenyo Foundation, Inc.

Likhang Kabitenyo Foundation, Inc. or LKFI's Shared Service Facility for Cooking and Printing, housed and operated by Delfa's Food Product, Inc., was highly recognized by Ms. Rona T. Alayon, a partner and member of the DTI Cavite Green Team and the External Greening Auditor from the Lasallian Community Development Center, DLSU-Dasmariñas, Cavite. LKFI through Delfa's has fully observed and adhered to DTI's "Breakthrough Goal of Implementing Greening Practices to Operational Shared Service Facilities" during the audit on greening practices to SSF Cooperators in Cavite. Application of greening endeavors was evident at the time of audit that happened last 18-21 November. One of the environmental deeds manifested was the recycling of rejected printed labels and turning them into paper bags. LKFI was applauded for its further effort in promoting a greener and healthier environment through gardening and planting of herbal plants and vegetables using old tires as planters and using the residues from their processed food products as organic fertilizer. Another simple practice is posting of energy and water saving reminders and instructions on the wall such as turn off faucet when not in use, switch off lights when not in use, etc. are also appreciated because the results brought by simple but very significant acts will greatly contribute in reducing the harmful effects in the environment.



Laguna: Gumihan Lamao Farmers Development Cooperative

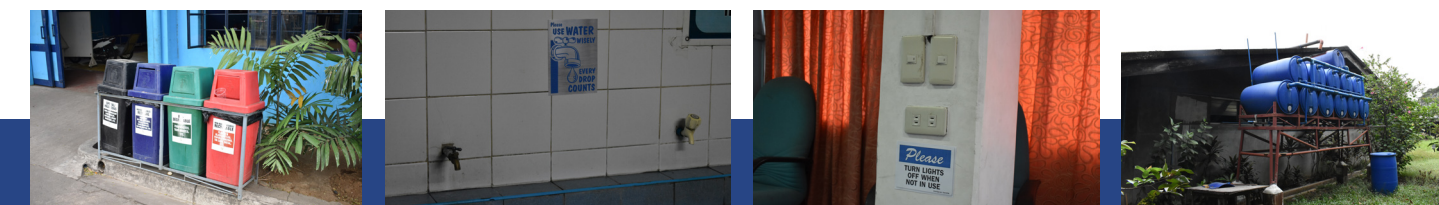
Gumihan Lamao Farmers Development Cooperative (GLFDC), a Kaong (sugar palm fruit) vinegar producing cooperative in San Antonio, Kalayaan, Laguna has integrated low-investment green practices in their business functions. Some of these practices include rainwater harvesting to reduce the water bills and provide an alternative supply during water scarcity, translucent or clear roofing to help reduce energy costs and improve working conditions by having natural light, and use of horses as means of transport (non-motorized transportation) to minimize contribution to environmental pollution. Integrating these practices helped them improve their production and achieve their business goals while being socially responsible to the environment and community.



Quezon: Southern Luzon State University-Infanta Campus

Southern Luzon State University has been granted with machines and equipment through DTI's SSF Program in one of their Campuses in Infanta, Quezon. Their SSF Project on Nipa Sweeteners Production is one of SLSU's research and extension activities to develop flagship research program on Nipa while implementing greening practices. Known as an accredited Dark Green School, their project consistently practices solid waste management through utilization of wastes like rice hulls and coconut shells, which they use as alternative fuel to process nipa sap. These two practices eliminate the use of gas, which contributes to greenhouse effect.

In terms of supply and procurement, SLSU-Infanta Campus partnered with various Farmer Organizations within the area to increase the use of locally and sustainably produced inputs, thus, creating more job opportunities and reassuring the abundant use of their resources as raw materials.



Rizal: Tahanang Walang Hagdanan, Inc.

The organization is committed to being environmentally aware, actively support programs that reduce environmental impact, and continually improve the processes and operating procedures that will minimize greenhouse gas emission and carbon footprint that will contribute to the protection of the environment and mitigate the effects of climate change. The greening initiatives of the organization focus mainly on the conservation of energy and water resources and management of wastes, creating opportunities of developing products from recycled materials.



2019 ACCOMPLISHMENTS

A total of 160 established Shared Service Facilities (SSF) since 2013 with 4 launched in 2019.

SSF on Garments Industry (Establishment of Printing Services and Finishing Line)

Cooperator: ILOVETAYTAY Garments Producers Association Inc. (IGPAI)
Location: Taytay, Rizal.
Established: 27 August 2019

SSF on Ginger and Turmeric Brew Processing

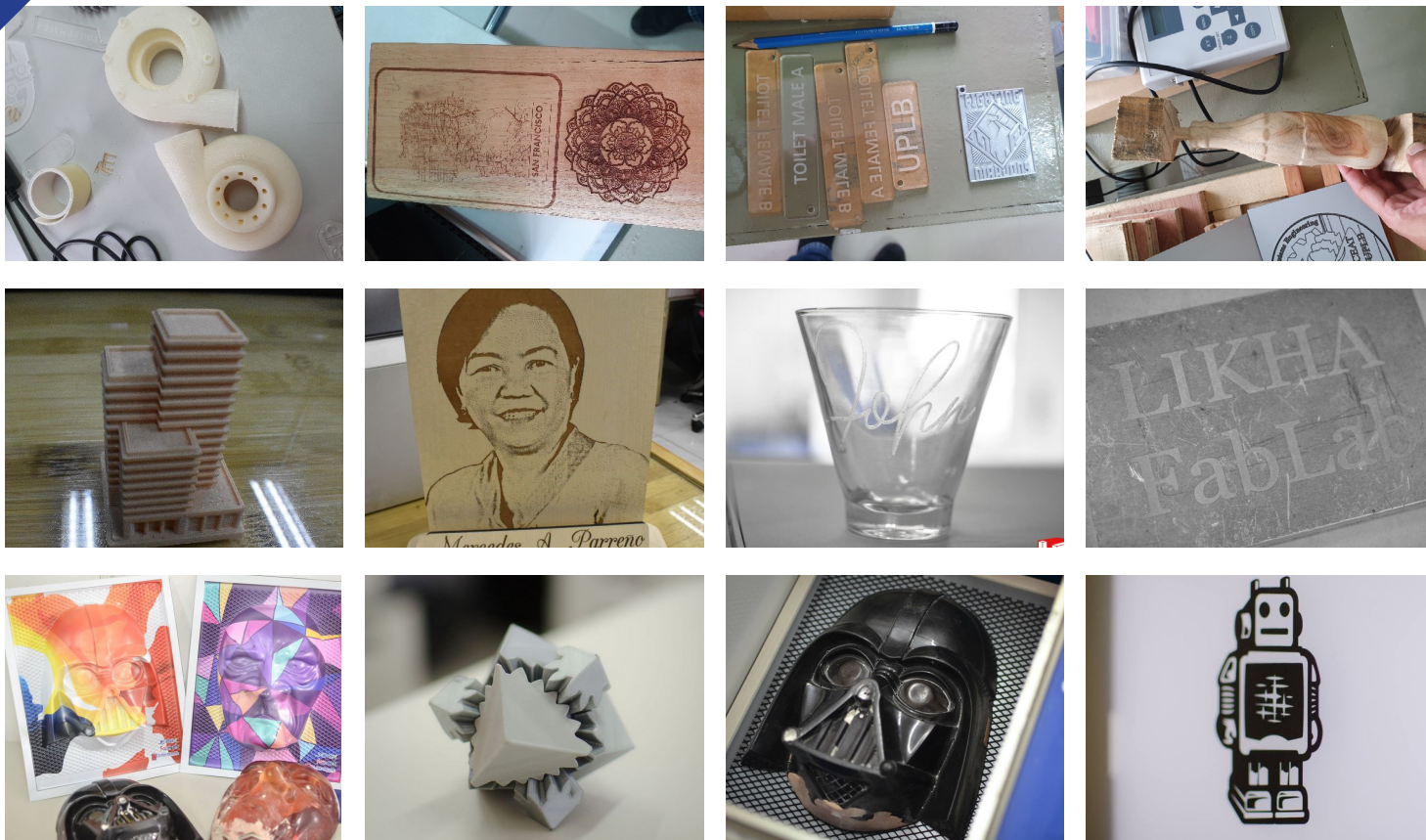
Cooperator: Pinagdanlayan Rural Improvement Club Multi-Purpose Cooperative
Location: Dolores, Quezon
Established: 7 October 2019
SSF for Nipa Sweeteners

Production

Cooperator: Southern Luzon State University – Infanta Campus
Location: Infanta, Quezon
Established: 10 December 2019

SSF for Production of Agri-Based Products

Cooperator: Palangue Agrarian Reform Cooperative
Location: Naic, Cavite
Established: 19 December 2019



SME Roving Academy is a management training program for would-be entrepreneurs, SME owners, and managers of micro and small to medium-sized businesses. This initiative is meant to provide continuous learning program for entrepreneurs to help them better set up and step up their operations and improve their competitiveness, thereby facilitating easier access to domestic and international markets.

2019 ACCOMPLISHMENTS

The DTI 4-A is upfront in the continuous implementation of the SME Roving Academy (SMERA) in the region. At the end of December 2019, the region accomplished a total of 260 SMERA runs conducted in the different provinces in CALABARZON

Province	Target	Accomplishment	% Accomplishment
Batangas	39	40	102.56
Cavite	62	73	117.42
Laguna	46	50	108.70
Quezon	39	47	120.51
Rizal	44	47	106.82
Regional Office	3	3	100.00
TOTAL	233	260	111.59

SSF Fab Labs

SSF Fab Labs became platforms for co-creation and academe-industry-government collaboration, enabling MSMEs to develop new products, add value to existing ones, and generate new streams of income. These facilities have likewise enabled development of low-cost solutions to community challenges and needs.

169
Prototypes Developed

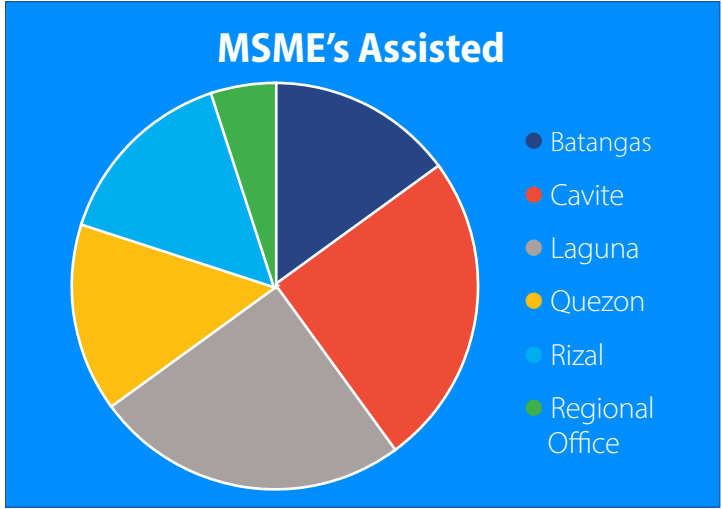
Innovation, Design, Engineering, and Art (IDEA) Fab Lab of the Antipolo Institute of Technology

68
Prototypes Developed

LabSpace for Innovation, Knowledge-Honing and Application (LIKHA) Fab Lab of the Batangas State University

60
Prototypes Developed

Start-up Innovation and Business Opportunity Linkages (SIBOL) Fab Lab of the University of the Philippines Los Banos



In terms of SMEs assisted, the region was able to assist a total of 9,848 existing MSMEs or 50% more of the total target for the year, which is 6,447.

SMERA runs conducted were business opportunity seminars and some skills training. Aside from the continuous support to enable business in the region, some SMERA topics were geared towards empowering consumers through the conduct of consumer advocacies and effective customer relations. Other topics include technology application and productivity improvement, marketing and promotion, taxation, accounting, packaging and labeling, as well as some greening initiatives.



Kapatid Mentor Me (KMME) Program

Kapatid Mentor Me (KMME) Program sets out to produce confident entrepreneurs with the right business mindset to sustain and scale up their enterprises. The program aims 1) to help the micro and small enterprises develop a good business sense by capacitating them through the fundamentals of entrepreneurship and 2) to assist the MSMEs in scaling up and sustaining their operations by equipping them with the needed skill sets in the course of theoretical and conceptual lectures as well as mentoring and coaching sessions.

Indicator	Targets	Accomplishments
No. of Runs (Batches) Conducted	6	6
No. of Total Participants (Launching)	790	978
No of MSMEs Participated (Launching)	520	675
No. of Mentees Selected	120	124
No. of Mentees Graduated	120	123
KMME Program Promo Activities	60	82
% of MGs (from previous years) Surveyed	80%	97%



Mentor Me on Wheels

Mentor ME on Wheels (MMOW) is a free one-on-one nationwide mentorship program pioneered by the Philippine Center for Entrepreneurship “Go Negosyo” in partnership with the Office of Presidential Adviser for Entrepreneurship and Department of Trade and Industry. It is designed to provide access to capacity building for the underserved and unserved MSMEs through on-site free one-on-one nationwide mentorship encounters across the country conducted by the esteemed network of Go Negosyo Mentors.

Highlights:

Last 16 August, DTI 4-A in partnership with the PCE Go-Negosyo conducted a Mentor ME on Wheels at CityMall Imus in Cavite. Seventy-six (76) mentors shared their expertise throughout the session and served 536 aspiring and existing entrepreneurs.

Money and Market Encounter

The Money and Market Encounter (MME) is a supplementary program of the Kapatid Mentor ME program focusing on the mentee graduates of the previous batches where they converge in the region's key city. A full-day session last 16 August was held at the Tagaytay Country Hotel to gather partner financial institutions and market platforms both national and local to present their products and services for the participants to explore.

Highlights:

1. Money Forum: Getting Financial Help from the Banks and MFIs: Financing the Micro and Small Entrepreneurship (MSEs)

The panel consisted of the bank and micro-finance institutions such as the Development Bank of the Philippines, Small Business Corporation, Card SME Bank, Banko Mabuhay-Tanza, and Inter Asia Development Bank discussing:

- 1) the available lending windows with low interest rates for SMEs,
- 2) empowering money lending institutions to create easier access to loans and financing for micro-entrepreneurs with less or no available collaterals,
- 3) calamity loans for MSEs with low interest rates,
- 4) the impact of high inflation rate to the lending interest rate or cost of money of banks/MFIs,
- 5) techniques /strategies for MSEs to cope with the increase in the cost of goods and services without affecting their bottom line or still be able to improve it, and
- 6) financial advice that will help the small entrepreneurs get better value for savings/earnings

2. Market Forum: Penetrating the Brick and Mortar Platform for Sustainable Marketing

The panel consisted of SM Supermarket and the DTI discussing:

- 1) ways MSMEs can showcase and sell their products inside SM stores,
- 2) possibility of the MSMEs to be represented by an association representing a province,
- 3) the local and national malls answer to the MSMEs' problem on consignment and long payment terms,
- 4) marketing programs to help MSEs who already placed their products or services in SM malls,
- 5) other platforms the government can offer to MSMEs with regard to market linkages,
- 6) feasibility to create a ceiling price for the graduates of KMME in putting their products in the malls

3. Digital Talks: Driving MSMEs to Digital Transformation

The panel consisted of Shopee, Cashalo, Mentor Me Program, and ROC.ph discussing about shipments, selling platforms, building a website, and the support in agri-industry.





Since 2014, the DTI 4-A is mounting the KALAKAL CALABARZON: A Regional Trade Fair in cooperation with its Provincial Offices. The fair is considered an appropriate venue for the CALABARZON MSMEs to promote their product through showcasing and order-taking activities. The 6th KALAKAL CALABARZON: Wrap your mega love this Christmas Season was held on 04-08 December at the SM Megamall, Mandaluyong City.

The fair featured the products of assisted MSMEs under the OTOP Next Gen (ONG) Program and other MSMEs, showcasing their newly developed products. A coffee and choco pavilion called the Kape, Tsokolate, At Iba Pa was also featured.

This 2019, the DTI 4-A partnered with other agencies such as the Department of Agriculture (DA), Department of Tourism (DOT), and the Department of Science and Technology (DOST) to emphasize the convergence among departments and agencies within the region. Other partner institutions such as the Homegrown Brand's Acceleration Franchise Formation Inception (HAFFI) as well as the Association of Laguna Food Producers (ALAFOP) were also tapped.

A total of 183 booths were provided: 140 OTOP beneficiaries, 5 HAFFI Boot-campers, and 8 from Kape, Tsokolate At Iba Pa Pavilion, all from CALABARZON; 1 MSME exhibitor from MIMAROPA region; 3 MSME exhibitors from NCR; 16 from DA's ASPIRE; and 10 from DOT.

The total sales generated during the 5-day fair was recorded at PHP 24,478,926.73.

The Top Seller Award was given to Aggabao Palochina Woodcraft and Furniture Center of Rizal for the non-food category and to Ang Tindahan ng Itlog ni Kuya Atbp of Laguna for the food category. The Most Innovative Award was given to Dhelightful Creations Arts and Crafts of Cavite for the non-food category and to MDG Food Products Manufacturing of Rizal for the food category.

 **PHP 24,478,926.73**
Total sales generated during the 5-day fair





The One Town, One Product (OTOP) Philippines is one of the flagship programs of the Philippine government for MSMEs in stimulating inclusive economic growth. The said program implementation objective is to generate intervention to selected local MSMEs who manufacture and introduce well-known and identified food and non-food products (processed food, wearables, footwear, gift holiday decors, furniture and furnishings) to represent a specific area in their region, levelling up products and services through customized and personalized assistance that depends on the needs of all One Town One Product Next Generation (ONG) program beneficiaries.

Through significant improvement and innovation in the areas of quality, product development, design, standards compliance, marketability, production capability, and brand development, these products aim to reach not only local but also national and international market as well. Likewise, ONG program promotes the "Pride of Place" and "Cultural Value" of each municipality, which will contribute in increasing the market-responsiveness of products.



DTI CAVITE established the 1st Regional OTOP Hub by partnering with a cooperator who is a beneficiary of the ONG Program since 2017. Ms. Virgie Malipol, owner of Amira's Buko Tart Haus, used part of the space from their D'Banquet Restaurant for the creation of OTOP Hub, which was officially launched on 08 March. Sales generated by the hub for 2019 was Php 8,935,775.52.



DTI LAGUNA assisted twenty (20) MSMEs (65% food sector, 35% non-food sector) with intensive Product Development. Thirty-four (34) prototypes/products were developed; five (5) prototypes were mass-produced. In addition, five (5) MSMEs were able to apply for the License to Operate (LTO) with the Food and Drug Administration (FDA).



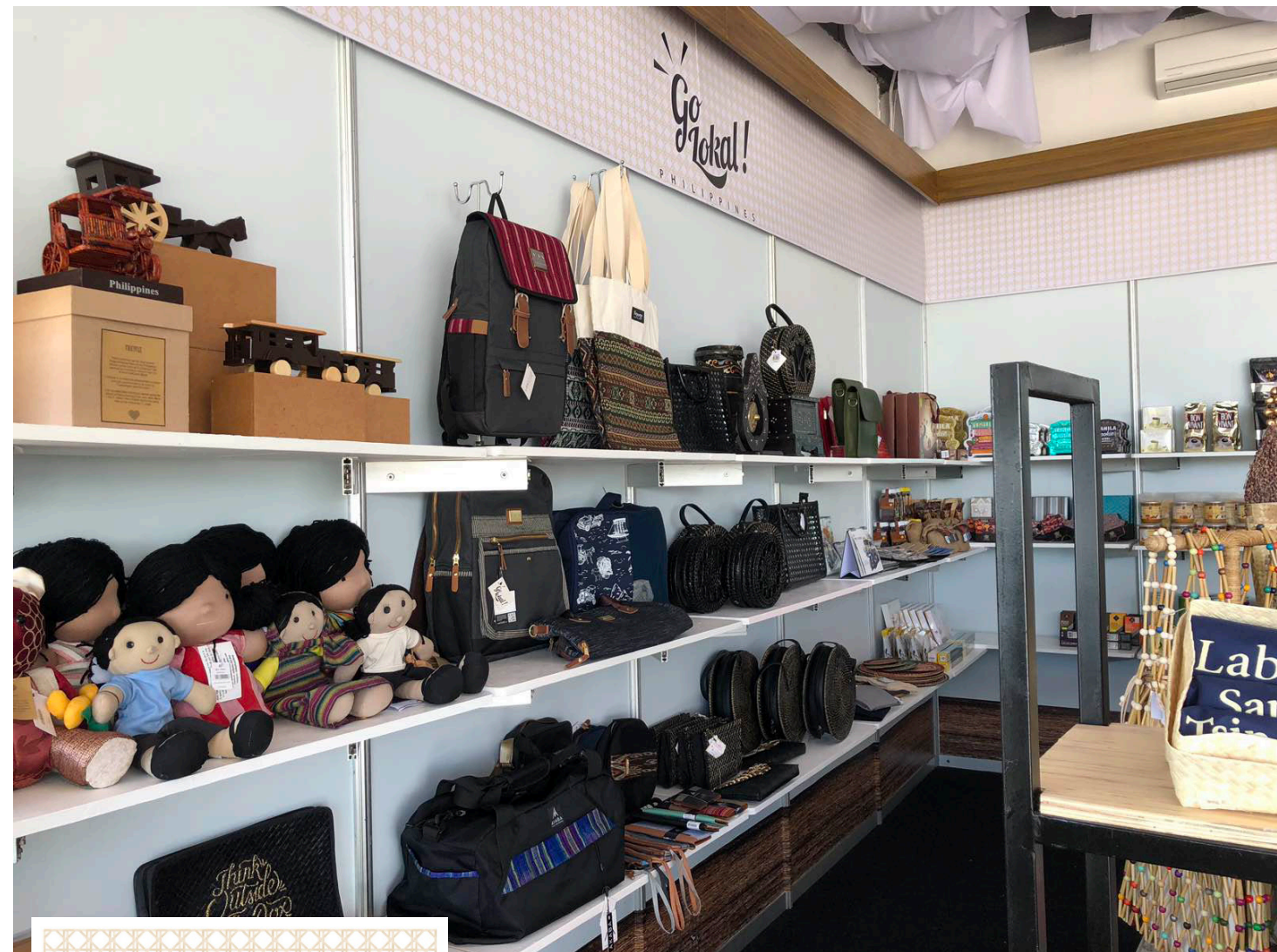
DTI BATANGAS was able to aid twenty (20) MSMEs located in the different cities and municipalities of the Province. Thirty-two (32) products underwent the product development, which focused on the calibration of logos, packaging, and labelling. Alongside, the twenty (20) MSMEs were channeled to intensive training sessions and orientations on branding, strategies in selling and negotiation, and digital marketing.



DTI RIZAL assisted twenty-one (21) MSMEs under product development. They were able to produce forty-one (41) prototypes, which are now being mass-produced and offered in the market. These prototypes were showcased during the KALAKAL CALABARZON 2019, where Golden Salted Egg of MDG Food Products and Grilled Bangus of Mr. Dagupeno had won the Most Innovative Food Product, and Aggabao Furniture was awarded as the Top Best Seller in Non-Food Sector.



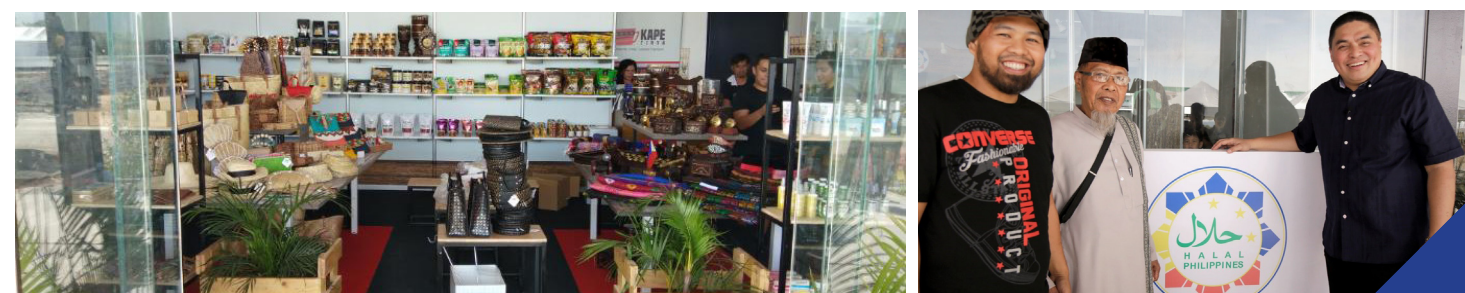
DTI QUEZON conducted orientation and one-on-one assessment and evaluation of potential beneficiaries in 2019. Twenty (20) MSMEs were identified to continue for the Assessment, Consultation, and Triage (A.C.T) Session held last 24 May and 7 June for Food and Non-Food MSMEs, respectively.



It is a market access platform for MSMEs introduced by the DTI in collaboration with select retail partners for brand management and market acceleration realized through the Go Lokal! Concept Store at the DTI Office in Makati City. This concept store is showcasing quality and innovative Philippine products crafted, designed, and produced by the country's MSMEs. It is considered as a free marketing platform for our MSMEs to gain access to the local consumer market and ultimately to the global export market.

During the 30th Southeast Asian Games or 2019 SEA Games, Go Lokal Region 4-A suppliers took part in the Go Lokal! Pop-up store. The CALABARZON MSMEs were as follows: Bounty Sprouts Farm, DMY Bakeshoppe, Jhulies Kitchen Art Supplier, and KXC Enterprises.

To date, there are 70 CALABARZON MSMEs that are certified by the Go Lokal! program.





National Trade Fair

The National Trade Fair (NTF) is an annual trade fair that is being led by the Bureau of Domestic Trade Promotion (BDTP) in partnership with DTI Regional and Provincial Offices. The event is a great opportunity for MSME clients to showcase their latest product offerings such as gifts and souvenirs, houseware and decor, fashion accessories, wearables, furniture and furnishings, specialty/heirloom food and health and wellness products.

This year, the event gave emphasis to all the products that are organic, eco-friendly, halal-certified, and were processed and developed in green business.

In total, there were 285 SME Exhibitors in the fair. DTI Region 4-A had the highest number of participants with 59 exhibitors or 21% coming from all the provinces in CALABARZON. Batangas had 8 SME Exhibitors, Cavite with 1, Laguna with 22, Quezon with 11, and Rizal with 17. In terms of cash sales performance, DTI Region 4-A ranked No. 3 with a total of PHP 3,333,275 generated cash sales. The region ranked No. 1 in combined cash and booked sales performance at the national level with PHP 11,398,865 sales performance. The fair was conducted on 22-25 August at the Megatrade Halls 1-3, SM Megamall B, Mandaluyong City.



National Trade Fairs

National Food Fair

The National Food Fair (NFF) is an annual food fair that is being led by the Bureau of Domestic Trade Promotion (BDTP) in partnership with DTI Regional and Provincial Offices. The event is showcasing regional cuisines, processed food, beverages, fresh produce, organic produce, dietary supplements, regional delicacies, halal food, food packaging materials, food processing tools and equipment, providers of label and packaging design services as well as providers of farm tourism and culinary tours.



This year, BDTP explored the possibility of mounting a Food and Tourism Festival together with the Department of Tourism (DOT) and the Department of Agriculture (DA).

In total, there were 235 SME Exhibitors participated in the fair. DTI Region 4-A had the highest number of participants with 41 exhibitors or 18% coming from all the provinces in CALABARZON. Batangas had 6 SME Exhibitors, Cavite with 4, Laguna with 13, Quezon with 11, and Rizal with 7. In terms of cash sales performance, DTI Region 4-A ranked No. 2 with a total of Php 2,201,774 generated cash sales. The region also ranked No. 3 in combined cash and booked sales performance at the national level with Php 2,459,949 sales performance. The fair was conducted on 14-17 March at the Megatrade Halls 1-3, SM Megamall B, Mandaluyong City.



National Arts and Crafts Fair

The National Arts and Crafts Fair (NACF) is an annual trade fair that is being led by the Bureau of Domestic Trade Promotion (BDTP) in partnership with DTI Regional and Provincial Offices. The event features textiles and weaves, gifts and toys, baskets, furnishings/home decor, wearables, pottery and jewelry, native delicacies, and select heirloom food products.

This 2019, NACF's theme was the Philippine Artisans Show. It featured beneficiaries of the artisanal programs, which were initiated by Representative Loren Legarda.

In total, there were 265 SME Exhibitors in the fair. DTI Region 4-A had 29 exhibitors or 11% coming from all the provinces in CALABARZON. Batangas had 5 SME Exhibitors, Cavite 3, Laguna 3, Quezon 3 and Rizal 15. In terms of cash sales performance, DTI Region 4-A ranked No. 3 with a total of PHP 2,118,258 generated cash sales. Combined cash and booked sales performance ranked No. 4 in the national level with PHP 3,108,458 sales performance. The fair was conducted on 24-27 October at the Megatrade Halls 1-3, SM Megamall B, Mandaluyong City.



Participation to International Trade Fairs

For the contribution of inclusive growth and employment generation, the DTI is responsible for realizing the country's goal of globally competitive and innovative industry and services. The government's intervention to drive inclusive local economic growth is sometimes dependent to the programs created such as ONG, SSF, and CARP.

As a support, one of the activities in extending help and assistance to MSMEs and beneficiaries of ONG, SSF, and CARP, they are being encouraged to participate in marketing events like International Trade Fairs to better help them promote their produced.



Pistahan Parade and Festival

10-11 August
Yerba Buena Gardens, San Francisco, California USA



Taipei International Food Show

Taiwan, Kaohsiung Exhibition Center
19-22 June
Sales: Php 5,448,000.00



International Food Exhibition (IFEX)

24-26 May
World Trade Center, Pasay City
Sales: Php 523,693.00



Allgemeine Nahrungs- und Genussmittel-Ausstellung (ANUGA) Food Fair

5-9 October
Cologne, Germany
Sales: Php 8,642,451.00



16th China-ASEAN Expo (CAEXPO)

Sep. 21-24, 2019
Nanning, China
Sales: Php 1,158,000.00



Salon International de l'alimentation (SIAL) Abu Dhabi

Abu Dhabi National Exhibition Centre
9-11 December

Outbound Trade and Business Mission: Strengthening Business Partnerships and Industry Exposure through Participation at the ANUGA 2019 Cologne, Germany



The participation of the OTOP Philippines, in collaboration with the Center for International Trade Expositions and Mission (CITEM), at the Allgemeine Nahrungs- und Genussmittel- Ausstellung (ANUGA) paves the way in solidifying the strengths of local MSMEs. This mission aims to provide first-hand knowledge and insights on the market needs and preferences, meet with potential buyers and customers, strengthen business partnerships/tie-ups, and establish network linkages. This event provided another milestone for the OTOPpreneurs in search of market expansion through exports, as it became a venue for product development in the quest of promulgating innovative and trendy products. The OTOPpreneurs benefited through exposure to business-to-business meetings, store checks, and workshops.

OTOP Philippines delegation showcased coconut-based products (virgin coconut oil, coconut water, balsamic vinegar, and coco sap), healthy products (turmeric, moringa, and fermented garlic), and old-time processed food (banana chips, bottled macapuno balls, purple yam chichacorn, dried mango, biscocho, and toasted cake bread), featuring the country's export-competitive products amidst the Philippines' growing relations with European countries and trade privileges under the EU's Generalized System of Preferences Plus or GSP+ scheme.

157 Inquiries

US\$ 8,642,451.00 Projected Potential Sales





Homegrown brands' Acceleration Franchise Formation Inception (HAFFI) Bootcamp

In partnership with the Association of Filipino Franchisers, Inc. (AFFI), DTI 4-A explored the possibility of giving extensive training for our KMME Mentee-Graduates (MGs) who were interested in the idea of franchising their enterprise. It was an excellent opportunity for our MSMEs to guide them in the expansion of their businesses through franchising.

The Homegrown brands' Acceleration Franchise Formation Inception (HAFFI) Bootcamp was held last 10-13 July at Hotel Marciano, Calamba City, Laguna to 1) have an in-depth understanding of franchising and emerging trends and 2) be able to provide actual Franchise Module to aid the participants in leveling-up and growing their businesses through franchising.

The first-ever HAFFI Bootcamp was attended by 147 participants.

The three-day bootcamp covered the basic disciplines needed in understanding the process of franchise development. The project was divided into three (3) groups:

- a. Franchise Formation
- b. Acceleration
- c. Inception

Each area aims to help the participants to fully equip themselves with the knowledge needed in the franchise development program.

After the bootcamp, DTI 4-A and AFFI conducted a realization check and visit to the HAFFI bootcampers in every province in CALABARZON to 1) determine the readiness of the MSMEs in pursuing the franchising industry and 2) determine the business needs of the MSMEs for them to be included in the future seminar/training that will help them improve their enterprise.



DTI 4-A COMPREHENSIVE AGRARIAN REFORM PROGRAM (CARP)

The DTI through its Comprehensive Agrarian Reform Program (CARP) provides a comprehensive package of support services to the Agrarian Reform Beneficiaries (ARBs) in the areas of entrepreneurship and enterprise development. Support services include the conduct of studies, training/seminar, market development, product development, and consultancy. The program aims to prepare the farmers to undertake other livelihood activities with an ultimate goal of improving their family income towards countryside development.

LIST OF MAJOR ACTIVITIES/HIGHLIGHTS

- With the DTI CARP 4-A's vision of promoting competitive CARP products, a Graphic Design Training was conducted to enhance the skills of all CARP personnel on computer software-aided designs like Adobe Photoshop and Coreldraw. This aims to upgrade the overall look of the different products and services of CARP CALABARZON beneficiaries.
- Conduct of CARP Common Service Facilities given to CARP beneficiaries from year 1991-1999 for condemnation

TARGETS AND ACCOMPLISHMENTS

Performance Indicator (BOTTOMLINES)	2019 Target	2019 Accomplishment	% of Acco
Investments Generated	60,000,000	70,216,523	117%
Sales Generated	200,000,000	174,951,021	87%
Jobs Generated	7,798	9,292	119%

Performance Indicator	2019 Target	2019 Accomplishment	% of Acco
ARCs Assisted	89	91	102%
MSMEs Developed	24	35	146%
MSMEs Assisted	138	146	106%
ARBs Assisted	8,640	11,481	133%
Training Sessions and Seminars	130	176	135%
Market Development Activities	499	815	163%
Product Development Activities	48	72	150%
Studies and Consultancy	39	123	315%



CESO – Canadian Executive Service Organization



GERRY O'CONNOR : CESO (CANADIAN EXECUTIVE SERVICE ORGANIZATION)
INTERNATIONAL VOLUNTEER ASSIGNMENT, PARTNERSHIP WITH DTI (DEPARTMENT OF TRADE AND INDUSTRY)
AT SEÑORITAS MEXINOY KITCHEN WITH DE GUZMAN FAMILY
OCTOBER 7-18, 2019 - QUEZON, PHILIPPINES



CESO, one of Canada’s leading volunteer-based development organization, in partnership with DTI 4-A, has been assisting MSMEs overcome challenges and prosper as businesses. CESO Volunteer Advisers, experts in their own right, have been deployed for various assignments. Since 2015, CESO has completed 33 assignments with DTI 4-A.

For 2019, the assignments are as follows:

Training	VA	Date
Branding and Labeling (DTI Laguna)	Ira Teich	19 February – 09 March
How to Penetrate the Canadian Market	Aarij Bashir	01 – 12 April
Training and Assistance on Business Operations and Financial Management (DTI Cavite)	John McCook	16 June – 05 July
Seminar on Business Continuity Planning	Marg Verbeek	08 – 19 July
Training and Assistance on Business Operations and Financial Management (DTI Quezon)	Gerry O'Connor	07 October
Training on Project Monitoring and Evaluation	Bruce McPherson	21 – 31 October

BEAMS – Building Entrepreneurs through Advisory and Mentoring Services

BEAMS is a local business advisory program rooted in the “bayanihan” spirit of Filipinos. Lodged in the Negosyo Centers, the BEAMS is equipped with a pool of volunteer mentors with various expertise who are tapped to assist SSFs with their concerns to be able to reach their full potential. They are also called upon as resource speakers for SMERA, KMME, and other NC business operations and development training sessions.



55 BEAMS mentors



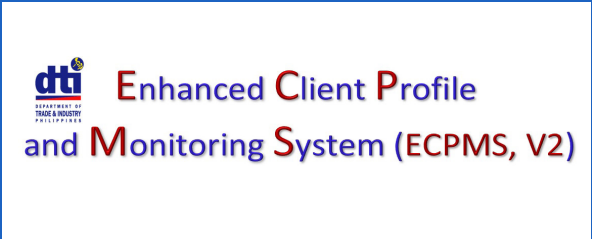
Business Continuity Planning Workshop for MSMEs

Business Continuity Planning is about identifying the critical functions and services a business delivers and planning for how it would be able to maintain or resume operations in any disruptive event or emergency such as a power outage, fire, flood, or earthquake to be able to rebound after a disaster. On April 2-3, twelve (12) MSMEs and selected staff were trained to prepare their very own Enterprise BCPs.

Breakthrough Goal (BTG) No. 3: Enhanced Client Profile & Monitoring System (ECPMS)

The ECPMS is DTI’s database management system that captures information from assisted clients. It uses Microsoft Excel as its application and is an offline and online system that uses a modular approach to encode and update information.

For 2019, DTI 4-A’s breakthrough goal was to track 100% of MSMEs assisted along the enterprise development track (EDT). To date, DTI 4-A business counselors are working tirelessly to complete and cleanse all data as this will be the national database for MSMEs. The region is also working closely with the Bureau for Small and Medium Enterprise Development (BSMED) to improve the system and its reporting capabilities.



	PGS Accomplishment	ECPMS EncodedProfiles	%
2018 MSMEs Assisted	18,609	14,736	79%
2019 MSMEs Assisted	24,309	11,894	49%

Disability Towards Inclusivity

The DTI recognizes persons with disabilities, defined as those having “long-term physical, mental, intellectual, or sensory impairments, which may hinder their full and effective participation in society on an equal basis with others,” as consumers with rights and privileges, and as entrepreneurs with potential to contribute to economic growth. With that in mind, the agency developed the Manual on Disability Inclusive Governance (ManDIG) to guide DTI Offices and Bureaus in the formulation, implementation, monitoring, and assessment of programs for PWDs.

In support for the 41st National Disability Prevention and Rehabilitation (NDPR) Week, DTI 4-A employees sported the “Disability Towards Inclusivity” shirts designed by the Resource Generation and Management Service (RGMS) as part of the advocacy to promote the rights of PWDs.



Consumer Protection Division



MONITORING AND ENFORCEMENT OF FAIR TRADE LAWS

To enable a better marketplace and protect consumers from prohibited trade practices, DTI 4-A continues its monitoring and enforcement activities in various business establishments. Products, operations, or business services of establishments with preference on major trading areas in CALABARZON were regularly tracked to ensure that they comply with existing DTI Fair Trade Laws (FTL) and regulations.

This year, 2,594 establishments were monitored, and 4,671 monitoring visits were conducted.

In the months of June and November, the monitoring and enforcement of steel bars, LPG cylinders, and Christmas lights were implemented in the provinces of Laguna and Rizal guided by the Mandatory Product Certification Scheme.

Six establishments underwent adjudication process and were formally charged for alleged selling of substandard and uncertified products, bearing no Philippine Standard (PS) or Import Commodity Clearance (ICC) markings. Three establishments, on the other hand, were issued with Show Cause Orders (SCO) and were directed to explain before the DTI as part of the administrative due process.

Moreover, one repair and service shop was administratively charged for failure to comply with Presidential Decree No. 1572, the law that provides protection against unethical, unfair, and incompetent practice of service and repair enterprises.

- ✓ **2,594**
No. of establishments monitored (single count)
- ✓ **3**
Issued with Show Cause Order
- ✓ **7**
establishments charged
- ✓ **99.73%**
Compliance rate
- ✓ **3**
No. of firms penalized
- ✓ **149,000**
Total amount of fines imposed (Php)

FTL	Number of monitoring visits	FTL	Number of monitoring visits
Price Act	1704	Repair and Service Shops Accreditation	482
Price Tag Law	926	Truck Rebuilding Center Accreditation	7
Labelling	278	Private Emission Testing Centers Accreditation	238
Standards Law	733	Tobacco Regulation Act	303





PRODUCT CERTIFICATION SCHEMES (PS & ICC)

Pursuant to R.A. 7394 "Consumer Act of the Philippines" and R.A. 4109 "Standards Law," the DTI through the Bureau of Philippine Standards (BPS) created a system called the Product Certification Schemes to guarantee consumers of the quality and safety of both locally produced and imported products. These schemes were covered under the Department Administrative Order No. 04 of 2008 (PS Mark Licensing) and Department Administrative Order No. 05 of 2008 (ICC Mark Licensing) for imported. This year, BPS issued a Memorandum Circular related to the nationwide implementation of the Product Certification Information Management System (PCIMS), which provides online and paperless transactions related to BPS Mandatory Product Certification Scheme.

PHILIPPINES STANDARD (PS) CERTIFICATION

Under the Philippine Standard (PS) Certification Scheme (DAO 04:2008), a manufacturer obtains a license to use the PS Quality and Safety Marks, a pre-requisite document prior to the distribution of products to the Philippine market to make sure that it is capable to consistently manufacture products in accordance to a specific Philippine National Standard (PNS) or an internationally accepted foreign standard. Conformity to the standard is determined by the satisfactory results of the quality management system and product assessments.

DTI 4-A has a pool of auditors who regularly conducts factory and product assessment to all manufacturers of products covered under the mandatory certification in the region to verify their compliance to applicable PNS.

For the year, a total of thirty-six (36) manufacturing firms producing products covered under three different product categories, which are Electrical Product Group (EPG), Mechanical/Building & Construction Materials Group (MBCG), and Chemical, Consumer, & Other Related Products Group (CCOPG). These were assessed and endorsed to BPS for the issuance and/or continued use of PS licenses.

In addition, there were four new manufacturing firms who applied for the said license. These firms are producing cement, fire extinguishers, and medical grade oxygen and doing LPG cylinder repair.

Province	Target No. of Factory Assessment	No. of Factory Assessment Actually Conducted	% Completion	New PS Applications Processed	Fees Generated
Cavite	10	8	80%	1	187,100.00
Laguna	10	9	90%	0	261,150.00
Batangas	9	8	89%	1	195,500.00
Rizal	10	8	80%	2	377,700.00
Quezon	3	3	100%	0	43,800.00
Total	42	36	87.8%	4	1,065,250.00

COMPARATIVE ACCOMPLISHMENT 2018 VS 2019 shows the decreasing number of factory assessments made to local manufacturers under the product certification program by the DTI 4-A due to the inception of the online system of the said certification scheme under Product Certification Information Management System (PCIMS).

	2018	2019	Decrease
No. of Audited Companies	81	42	39
New Applications Processed	13	4	9



ACCREDITATION OF TRUCK REBUILDING CENTERS

In line with the DTI mandate to protect consumers, a policy in Accrediting Truck Rebuilding Centers was established under the Department Administrative Order No. 08 of 2003, also known as the "Guidelines for the Mandatory Accreditation of Rebuilding Centers" to:

- assure the public that all rebuilt trucks are safe, roadworthy, and meet the standards on exhaust emission; and
- develop technical and management expertise in truck rebuilding to pave the way for rebuilding programs covering other types of vehicles.

With this, the DTI has to accredit all establishments, which conduct or provide rebuilding services for trucks falling under any of the following categories: M3, N1, N2, or N3 of PNS:1891:2000 and validate if the rebuilder has competent personnel engaged in the rebuilding processes who can restore a whole unit covered under this DAO 08:2003 to its designed capacity and efficiency using directly imported or locally acquired components/parts in line with the Philippine National Standards (PNS):

- PNS 1951:2000 (Road Vehicle – Requirements for Rebuilding);
- PNS 1891:2000 (Road vehicles classification);
- PNS 1259:1995 (Requirements for repositioning right-hand drive to left-hand drive on road vehicles); and
- PNS 1892:2000 (Road vehicles safety belts and restraint system specifications)

DTI 4-A has a group of qualified Accreditation Officers from the Regional and Provincial Offices conducting the inspections among truck rebuilding centers that are mostly located in the provinces of Laguna and Cavite.

Yearly, an increase in the number of applications for accreditation was observed due to the increasing demand of rebuilt trucks commonly patronized for its cheaper price. As of now, there are thirty-three (33) accredited truck rebuilders in the region. With the strict technical and scope under the DAO 08:2003, several applicants failed to comply with the stipulated requirements. This year, two newly accredited centers and five renewed accreditations were processed and granted.



IMPORT COMMODITY CLEARANCE (ICC)

Under the Import Commodity Clearance (ICC) Certification Scheme (DAO 05:2008), importers of mandated products have to conform to the requirements of relevant Philippine National Standards or acceptable international or foreign standards in order for them to earn certification.

This year, several ICC applications were processed. Seven (7) ICC certifications and three (3) Conditional Release were issued. Eleven (11) received Certificates

of Exemption, and six (6) Certificates of Exemption were processed under the Product Certification Information Management System (PCIMS).

With the full adoption of the PCIMS that is being managed, reviewed, and evaluated by the BPS, DTI 4-A handled low number of ICC-related transactions. With the new arrangement, clients can secure their certifications in any DTI offices in the country once approved.

ACCREDITATION OF SERVICE AND REPAIR SHOPS

Presidential Decree No. 1572 (PD1572) requires all enterprises and technical personnel employed therein engaged in the service and repair of motor vehicles, heavy equipment, engines and engineering works; electronics, electrical, air conditioning and refrigeration; office equipment; medical and dental equipment; and other consumer industrial electro-mechanical, chemical, and gaseous equipment, machinery appliances or devices to apply for accreditation with the DTI. This law is centered in providing adequate protection to safeguard the interest of the public against unethical and incompetent practice of service and repair enterprises. In addition, the law is concerned in protecting reliable and competent service and repair enterprises against such malpractices, which undermine their good name and established reputation.

Trained technical DTI 4-A Consumer Protection Division personnel are engaged in the assessment of these repair and service shops. In order to maintain compliance, each accredited center is required to renew its accreditation annually and will be subjected to on-site inspection. Each center is graded/rated and categorized as 1-star to 5-star depending on the capability / capacity, infrastructure, human resources, capitalization, etc.



PROVINCE	New Applications Processed	Renewal Applications Processed	Total processed R/S Shops for Accreditation.
Cavite	78	339	417
Laguna	64	341	405
Batangas	106	154	260
Rizal	120	277	397
Quezon	15	71	86
TOTAL	383	1182	1,565



PRIVATE EMISSION TESTING CENTERS

Private Emission Testing Centers (PETC) are facilities that determine the level of motor vehicle emissions in conformity to the standards set by the Republic Act No. 8749 or the Philippine Clean Air Act—a comprehensive air quality management policy and program that aims to maintain the quality of air and protect human life from the dangers of air pollution.

The DTI, together with the Department of Transportation and the Department of Environment and Natural Resources, is mandated to promote, develop, and professionalize the emission testing business to assure customers of reliable, ethical, and competent services consistent with said standards.

The DENR-DTI-DOTC Joint Administrative Order No.1 series of 2007 mandates motor vehicles to have their vehicles tested and certified for emissions compliance prior to vehicle registration renewal at the Land Transportation Office.

Monitoring and inspection activities were conducted regularly on all accredited PETCs to ensure consistent conformance to the accreditation/authorization requirements.

This year, there are 217 accredited Private Emission Testing Centers in CALABARZON.

126

Applications Processed
(Renewal, Amendments)

Php 1,329,900.00

Fees Generated

65

PETCs Monitored/
Inspected



PRICE MONITORING/ E-PRESYO

Pursuant to the Republic Act. No. 7581 or the Price Act, the DTI 4-A monitors prices diligently amid calamities and disasters to ensure that business establishments deliver fair and honest business activities as they offer basic necessities and prime commodities at affordable prices in accordance with the Suggested Retail Price (SRP).

Fostered to ease the life of price monitors as well as the consumers, the Price Monitoring Team uses e-Presyo—the Online Price Monitoring System (OPMS) where consumers can check the prevailing prices of basic necessities and prime commodities. It serves as a price guide for the consumers to avoid being deceived by opportunistic capitalists.



SALES PROMOTION

Sales Promotion, a deal which works for everyone, is a marketing strategy that aims to urge the consumers to avail the products/ services of an establishment while promising them additional benefits, boosting the sales of the product or service.

For this year, a total of 505 sales promo applications were processed at the DTI 4-A Regional Office alone with an average processing time of less than an hour. It is a 29% increase from previous year's accomplishment as reflected below:

Regional Office (RO) Sales Promo Applications	2018	2019
1st Sem	182	246
2nd Sem	209	259
Total	391	505



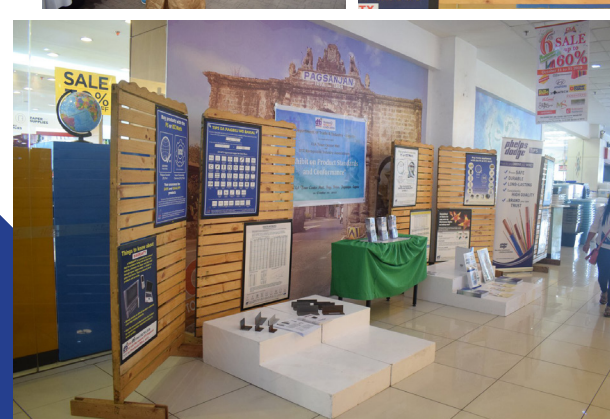
2019 NATIONAL STANDARDS WEEK CELEBRATION

The DTI through the Bureau of Philippine Standards (DTI-BPS) successfully celebrated the 45th National Standards Week (NSW) to observe the 50th World Standards Day (WSD) by conducting activities that aim to strengthen the participants' awareness of the importance and relevance of standards in their daily lives. The program and activities emphasized the importance of standards, benefits of standardization, and relevance of conformity assessment procedures.

The NSW is celebrated every 8-14 October of each year. Adopting the WSD theme "Video Standards Create a Global Stage" this year, the celebration focuses on the role of how advances in video technology has changed our world, revolutionized entertainment, connected friends and families across the globe, enriched our communications experiences, and enabled major improvements in medical care and education.

DTI 4-A's participation to the NSW celebration included:

ACTIVITY	OBJECTIVE	PARTICIPANTS	DATE/VENUE
DTI CAVITE			
Product Standards Seminar	<ul style="list-style-type: none"> To provide awareness on Standards Law / DAOs / Product Certification Schemes 	Engineering Students	9 October / Lyceum of the Philippines – Gen. Trias Cavite
Visit to Bureau of Philippine Standards Testing Laboratory (BPSTL)	<ul style="list-style-type: none"> To familiarize on the required product testing To provide information on the technical activities being done in the testing laboratory 	Electrical Engineers from Lyceum of the Philippines.	9 October / BPSTL, Dasmariñas, Cavite
Product Standards Seminar and Basketball Game "Produktong ang Kalidad ay Garantisado" (Maglaro at Matuto) <small>*during the game players will wear uniforms printed with information re: product standards</small>	<ul style="list-style-type: none"> To provide Product Standards Awareness 	Engineering Students	11 October / Cavite State University, Indang, Cavite
DTI LAGUNA			
Product Standards Monitoring	<ul style="list-style-type: none"> To ensure consumer protection and standards awareness 	Hardware stores	8-9 October / area
Seminar on Product Standards and Conformance	<ul style="list-style-type: none"> To provide awareness on Standards Law / DAOs / Product Certification Schemes 	Hardware store owners and academe	14 October / Victoria, Laguna
REGIONAL OFFICE			
Awareness on PNS ISO 9001:2015	<ul style="list-style-type: none"> To provide awareness on the new standard requirements for QMS. To provide information for the QMS transition to the new version of the standard. 	CALABARZON PS licensees / applicants	11 October / Calamba City
Orientation on Internal Auditing	<ul style="list-style-type: none"> To provide knowledge and concept on conducting QMS internal audits. 	CALABARZON PS licensees / applicants	14 October / Calamba City
Introduction of the Product Certification Information System (PCIMS)	<ul style="list-style-type: none"> To provide updates on product certification scheme program. To ensure adoption of the new system. 	Non PCIMS registered CALABARZON PS licensees / applicants	14 October / Calamba City
Introduction of the ICC Verification System	<ul style="list-style-type: none"> To ensure consumer protection and new system awareness 	CALABARZON PS licensees / applicants	14 October / Calamba City



Thank you very much 🙏

Thank you so much. Regarding about this nagkaayos na po kami ung seller. again thank you.

Thank you po ma'am.

Thank you po DTI-4A

Thank you for the quick reply.

Noted mam/sir. Thank you so much sa pag assist

thank you sir/ma'am

Salamat po ng marami GOD BLESS PO

Salamat po ng marami.

CONSUMER COMPLAINTS

As the consumer awareness campaign concerning consumers' rights and responsibilities is conscientiously being carried out by the Agency, the number of complaints filed through the DTI 4-A Regional and Provincial Offices has significantly increased.

Through the "DTI 4-A Consumer Protection and Welfare" Facebook Page, more consumers were reached, and consumers were able to convey their issues with ease.

Below is a compilation of messages of appreciation from the consumers, which DTI 4-A assisted through CPD's Facebook Page:



CONSUMER CORNER

Consumer Corner, one of the banner projects of the DTI, aims to strengthen and promote consumer welfare and protection by providing accessible information materials in business establishments frequently visited by large volume of people like the supermarkets, department stores, and malls. These materials include posters, tarpaulin, and brochures on topics such as Consumer Rights, Exact Change, Product Certification and Standards, Consumer Vigilance, Philippine Standards (PS) and Import Commodity Clearance (ICC) marks, Consumer Complaints, and other consumer related information.

DTI Laguna launched the first three DTI Consumer Corners in the province last 16 August and 7 October. These are located in the Supervalu, Inc. (SM Supermarket) in the cities of San Pablo, Calamba, and Santa Rosa.



DISKWENTO CARAVAN

Diskwento Caravan is a public service conducted by the DTI in partnership with big manufacturers and/or distributors aimed to sell goods to the public at discounted prices. DTI 4-A, along with partner firms, vows to continually work hand in hand in serving the people through organizing events such as this.

Below are the results, which indicate the success of Diskwento Caravans conducted in 2019:

DTI 4-A Diskwento Caravan 2019	Target	Cum. Accom	Batangas	Cavite	Laguna	Quezon	Rizal
Number of Diskwento Caravans Conducted	5	40	7	14	17	1	1
Regular Diskwento Caravan	5	2	-	1	-	-	1
Special Events	-	38	7	13	17	1	-
Calamity/ Disaster	-	-	-	-	-	-	-
Number of consumers benefited	2,500	15,801	3,766	3,515	4,020	500	4,000
Regular Diskwento Caravan	2,500	4,976	-	976	-	-	4,000
Special Events	-	10,825	3,766	2,539	4,020	500	-
Calamity/ Disaster	-	-	-	-	-	-	-
Amount of sales generated (Php M)	2.50	8.47	2.10	2.03	3.36	0.21	0.77
Regular Diskwento Caravan	2.50	1.08	-	0.31	-	-	0.77
Special Events	-	7.39	2.10	1.72	3.36	0.21	-
Calamity/ Disaster	-	-	-	-	-	-	-



Increasing Consumer Awareness through Partnership with Private Companies

One of the main missions of the DTI is empowering consumers. Hence, consumer education and information drives are intensified to widen its reach on informing consumers on their basic rights and responsibilities and on the salient features of the Republic Act 7394 or the Consumer Act of the Philippines.

During the World Consumer Rights' Day, DTI Laguna together with identified private partners signed the Memorandum of Agreement (MOA) regarding the free airing of DTI infomercial in their respective establishments. A total of sixty (60) business establishments consisting of thirty-one (31) appliance centers, twenty-nine (29) supermarkets, and one cinema signified their intention to partner with the DTI in promoting consumerism for free.

Right after the MOA signing, the partner companies have been continuously playing DTI infomercials at their respective stores to help increase consumer awareness.



2019 BAGWIS AWARDEES (Re-validation included)

Province	Gold	Silver	Bronze	Total
BATANGAS	29	-	-	29
CAVITE	26	5	-	31
LAGUNA	43	8	24	75
QUEZON	6	2	9	17
RIZAL	11	-	-	11
TOTAL	115	15	33	163



BAGWIS PROGRAM

Bagwis Program promotes and fosters the highest level of business ethics and advocates a fair and honest marketplace through voluntary self-regulation and service excellence by giving due recognition to establishments that uphold the rights of consumers and practice responsible business where consumers find value for their money. It encourages the setting up of a sustainable Consumer Welfare Desk (CWD) or a DTI-recognized customer service counter that will provide information to consumers and serve as a mechanism for prompt resolution of consumer complaints.

Surpassing the previous year's success in receiving national recognition for the highest number of Gold Bagwis Awardees was a big challenge for DTI 4-A. Nevertheless, through hard work, the goal was achieved as reflected on the tables below:



BAGWIS CONSUMERS' CHOICE AWARDS

The Department Administrative Order No. 17-08, Series 2017 calls for an annual recognition to strengthen DTI's Bagwis Program. One of the major highlights of the Consumer Welfare Month Celebration is the Bagwis Consumers' Choice Award, which is a national and inter-island competition among the roster of awardees and shall be conferred every month of October starting this year.

DTI Laguna conducted its awarding at Asiabloom, Sta. Cruz, Laguna on 31 July, which was participated by nine of their 2018 Bagwis Awardees.

Winners:

PUREGOLD PRICE CLUB, INC. –STARSHOP, SAN PABLO CITY BRANCH for Gold Category

PUREGOLD PRICE CLUB, INC. – PACITA, SAN PEDRO CITY BRANCH for Silver Category

TOYOTA SANTA ROSA, LAGUNA, INC. for Bronze Category

The winners were also contended as Semi-Finalists for the **National Bagwis Consumers' Choice Award** at the Philippine International Convention Center, Cultural Center of the Philippines Complex, Pasay City, Metro Manila on 24 October.



REGIONAL SHORT FILM COMPETITION

For the second time, the DTI 4-A successfully concluded a Regional Short Film Competition for Senior High School Students held on 20 September at the DTI 4-A Negosyo Center Conference Room, Calamba City, Laguna. The activity was in view of the celebration of the Consumer Welfare Month (CWM) in October with the theme, "Sustainable Consumption: Understanding the Impact of Consumer's Choices in a Shared Environment."

The Consumer Protection and Advocacy Bureau (CPAB) recognized the regional initiative and came out with a National Short Film Competition that engaged almost all regions nationwide. The National Championship was held at the Philippine International Convention Center (PICC), Pasay City on 24 October.

The Sta. Catalina National High School of Laguna was hailed as the Champion of the Regional Short Film Competition with their entry, "Gintong Butil," becoming the region's entry in the Nationwide Short Film Competition for the Digital Commerce Category.

Best Picture: "Gintong Butil" <i>Sta. Catalina Integrated NHS (Laguna)</i>	1st Runner-up: "Milktea" - De La Salle University- Dasmaringas (Cavite)
	2nd Runner-up: "Ibay" - University of Rizal System- Morong (Rizal)
	3rd Runner-up: "SUS, Everyone Is Able" Lyceum of the Philippines University (Batangas)
	4th Runner-up: "KAPE Mockumentary" - Philippine High School for the Arts (Laguna)
	5th Runner-up: "Linlang" - De La Salle University-Dasmaringas (Cavite)



ANIMATED INFOMERCIAL CONTEST

The Animated Infomercial Contest is a pioneer activity of DTI Quezon, which has been their annual event in partnership with the Asian Vision for four years now. This year, they have also collaborated with McDonald's Pagbilao as part of the Information and Education Campaign of their Consumer Protection Division themed "No Return, No Exchange" through the use of digital media on 25 October. The contest is open to Senior High School and College students within the province and was participated by seven groups from six different schools.

Other schools who participated include Maryhill College, Inc., Southern Luzon State University-Lucban, and STI Academic Center-Lucena.

Winners:

First Place
Dalubhasaan ng Lungsod ng Lucena

Second Place
Sacred Heart College

Third Place
St. Anne College Lucena, Inc.



JINGLE MAKING CONTEST

The Jingle Making Contest is a pilot project of the DTI Quezon, a part of the Information and Education Campaign of their Consumer Protection Division where consumers are informed of their rights and responsibilities through a short, catchy tune or music. With the theme, "Matalinong Mamimili: Maging Mapanuri Upang Buhay ay Mapabuti," DTI Quezon partnered with McDonald's Pagbilao on 25 October for the event, which was participated by five contestants from different schools in the province.

Other schools who participated were Maryhil College, Inc. and Manuel S. Enverga University Foundation.

Winners:



FIRST PLACE
Southern Luzon State University-Lucban



SECOND PLACE
St. Anne College Lucena, Inc.



THIRD PLACE
Sacred Heart College



1st Song Writing Competition on Consumerism

With the growing complexity of the marketplace marked with proliferating unfair and deceitful trade practices, DTI continuously implements programs to safeguard consumer interests, promote heightened awareness of their right as consumers, and warn them against fraudulent practices such as scams, selling of sub-standard, and hazardous goods, etc.

In keeping with the celebration of the Consumer Welfare Month (CWM) in October with the theme, "Sustainable Consumption: Understanding the Impact of Consumer's Choices in a Shared Environment," the Consumer Protection Division of DTI Laguna held a Song Writing Competition on Consumerism for high school students.

The pre-screening of song entries for the said competition took place on 21 October at the DTI Laguna Training Room, Victoria, Laguna where the top 5 entries made the cut for the Final Competition held at Toyota-Santa Rosa, Santa Rosa-Tagaytay Road, Santa Rosa City, Laguna on 29 October.

The song entitled "Pili Pilipinas" by Siniloan National High School was hailed Champion of the said competition. "Pandama" performed by Felix Amante Senior High School came out as the 1st Runner-Up followed by "Limitadong Pagkonsumo" of Sta. Catalina Integrated National High School as the 2nd Runner-Up. Laguna University and Rizal Standard Academy also performed their entries entitled "Limitado" and "Ano Kayang Lunas", respectively.

The victor, Siniloan National High School, was also awarded as the Best in Song Interpretation among the five finalists of the competition.



ON-THE-SPOT POSTER MAKING CONTEST

The On-the-Spot Poster Making Contest is one of the annual events pioneered by DTI Quezon's Consumer Protection Division for almost 20 years to promote consumer awareness to high school students through art work.

Held on 24 October at McDonald's Quezon Avenue in Lucena City with the theme, "Sustainable Consumption: Understanding Consumer's Choices in a Shared Environment," the CPD personnel and McDonald's Quezon Avenue sponsored the activity participated by eight high schools in the area: International School for Better Beginnings; St. Anne College Lucena, Inc.; Sacred Heart College; Maryhill College; Lucena Dalahican National High School; Lucena City National High School; Gulang-Gulang National High School; and Quezon National High School who triumphed this year's contest.

Implementation of the One DTI ISO Project 9001:2015

Effective 22 May 2019 through a Memorandum from the Office of the Undersecretary for Management Services Group, the implementation of the One DTI ISO Project 9001:2015 started. This project requires all Bureaus, Services, and Regional Offices of the DTI involved in the twelve (12) Core and four (4) Support Processes identified in the certification to align its process/es and forms according to the One DTI Quality Management System harmonized procedures. Relative to the implementation, a new Quality Policy has been approved by the DTI Executive Committee and directed throughout all delivery units. Through the One DTI QMS portal (<https://onedti.rightapps.ph/>), the new Quality Policy along with other QMS documentation can easily be accessed and downloaded.

Statement of DTI Quality Policy:

We, the Department of Trade and Industry, commit to develop a more inclusive and prosperous Philippines.

We shall endeavour to promote globally competitive, innovative, and inclusive businesses, and foster informed and empowered consumers.

We embrace the agency's Core Values of Passion, Integrity, Competence, Creativity, Synergy, and Love of Country and commit to comply with the appropriate statutory and regulatory requirements.

We shall strive for continual improvement of our Quality Management System to meet the expectations of our clients.

DTI 4-A, through the Regional Quality Management Representative Felizardo B. Cupit, conducted region-wide orientation, lecture, and write-shops covering the four Regional Divisions as well as the five Provincial Offices in preparation for the weeklong Internal Quality Audit of all DTI 4-A's Offices on 29 July to 02 August by DTI Region 8. As a counterpart, on 19-23 August, DTI 4-A conducted the Internal Quality Audit throughout the Offices of DTI Region 3 with Internal Quality Team Head Noli K. Manalo as Audit Team Leader.

After the conduct of the nationwide One DTI ISO 9001:2015 Internal Quality Audit, the DTI- Planning and Management Service conducted the National Internal Quality Audit Calibration Meeting on 4-5 September to standardize audit findings across the Department and to address system incidents. This activity was participated by the RQMR Felizardo B. Cupit and QIT Head Noli K. Manalo.

Other ISO-related training sessions conducted by the DTI-PMS were participated by DTI 4-A throughout the year such as Root Cause Analysis (RCA) and Corrective Action Training, Risk Management Training, among others.

Before the year ends, DTI 4-A Regional Divisions and Provincial Offices reviewed and re-evaluated their processes and accomplished the One DTI ISO 9001:2015 QMS Readiness Assessment Checklist in preparation for the Third-Party Certification Audit to happen between the 1st and 2nd quarter of 2020.





Industry Development Division



COFFEE INDUSTRY DEVELOPMENT

Consistent with the thrusts of the Philippine Development Plan 2017-2022, the DTI has adopted the industry clustering approach as a major strategy for poverty alleviation and inclusive growth. Using this approach, the DTI would like to build more alliances with relevant agencies and institutions to develop competitive and innovative SMEs, implement programs for productivity and efficiency, and create conducive business enabling environment.

Coffee, then, has been identified as one of the priority industries that DTI 4-A is targeting to develop in the next five years given its high potential to accelerate the region's economic growth.

In support to industry strengthening, the DTI 4-A facilitated the conduct of Regional Technical Working Group Meetings and Learning Visits of coffee stakeholders to further strengthen networks and collaboration, learn from the best practices of established private sector and government institutions, and discuss issues and concerns affecting the industry.

Meanwhile, provincial efforts were concentrated on product development through the One Town One Product (OTOP) Project and Market Development by staging Coffee Festivals and participation to local trade fairs.

Feedback from Coffee SMEs:

"Thank you for all the support. We wouldn't be here right where we are without you guys from DTI!"
— Ms. Nila Maala, Project Beans

"Napakalaki po ng pasasalamat ko sa DTI dahil sa walang tigil na pagtulong po sa aming kooperatiba. Naihanda po kami ng DTI sa pagkuha ng FDA-LTO sa pamamagitan ng pagpapadala sa amin sa mga seminars. Malaki rin po ang naitulong ng SSF equipment na naipagkaloob po sa amin. DTI rin po ang tumulong sa amin sa Packaging and Labelling kung saan nabigyan ng bagong mukha ang aming produkto dahilang upang ito po ay mas mapansin sa merkado. Patuloy rin po ang pagpapadala sa amin ng DTI sa iba't ibang trade fairs, mula sa provincial hanggang sa regional level at pagtulong sa amin sa marketing, halimbawa sa pag match sa amin sa mga pasalubong centers. Muli po, ang aming taos pusong pasasalamat sa DTI!"

—Ms. Lulu Macalintal, Pinagdanlayan MPC

BOTTOMLINE ACCOMPLISHMENTS:

✓ 894 JOBS GENERATED	✓ 37.70M DOMESTIC SALES (IN PHP M)	✓ 43 MSMEs ASSISTED	✓ 24 TRAININGS CONDUCTED
✓ 4.46M INVESTMENTS (IN PHP M)	✓ 3 MSMEs CREATED	✓ 12.20M LOANS FACILITATED (IN PHP M)	✓ 361 BENEFICIARIES TRAINED



BAMBOO INDUSTRY CLUSTER

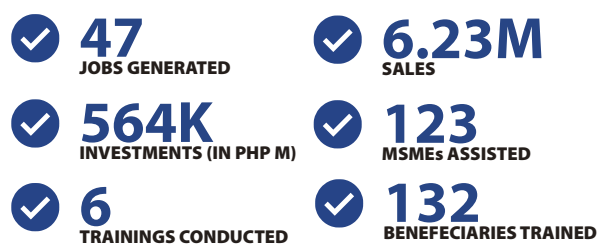
DTI 4-A conducted various activities in its efforts to revitalize and strengthen the Bamboo Industry Cluster in the region. Thus, a meeting was conducted together with the Provincial Bamboo Industry Focal Persons on 22 November at in Calamba City, Laguna where they discussed the current situation of the industry per province and finalized the bottom-line targets for the coming year. Plans and activities were laid out to set up directions for 2020 including product and market development.

The province of Quezon had been very active in developing and promoting the industry through the following:

- Bamboo Provincial Technical Working Group of Quezon held their 1st Quarterly Meeting on 4 March in Sampaloc, Quezon where the team also had a short visit to the municipal bamboo nursery, a project made possible under the 2015 BUB Program.
- DTI-Quezon teamed up with the Urban and Biodiversity Research and Development Center (UBRDEC) to conduct a one-day seminar at the UBRDEC Head Office, Talipan, Pagbilao, Quezon on 11 October as part of the celebration of the World Bamboo Day. A total of forty-eight (48) individuals, mostly stakeholders of DTI's bamboo processing project, participated in the event.
- A special meeting of the Bamboo Technical Working Group of Quezon was held last 25 November at the DTI Quezon Conference Room attended by the Center Head of ERDB-UBRDEC, Mr. Gregorio E. Santos, as well as representatives from the DOST, DENR, DOLE, DA, DepEd, TESDA, and DTI.
- A three-day Training on Bamboo Novelty Items Making was held in Alabat, Quezon on 26-28 November. The training was funded by the Municipal Social Welfare Development (MSWD) Office of LGU Alabat, which was attended by twenty-eight (28) participants.



BOTTOMLINE INDICATORS



AGRI-BUSINESS FORUM CUM B2B SESSION

DTI 4-A conducted an Agri-business Forum cum B2B Session on 8 August at the Hotel Marciano, Calamba City, Laguna. The Agri-Business Forum was designed as a learning opportunity for participants to advance their knowledge on value-addition and technology innovation. On top of it was a Business-to-Business (B2B) session where local processors, MSMEs, and farmer cooperatives matched with new and potential markets such as institutional buyers, consolidators, and exporters. The event also served as a venue for integrating partnerships and enhancing cross sector cooperation among government, private sector, and non-government organizations.

The event was attended by 274 participants from both the private and government sectors—MSMEs under the priority industry clusters of DTI, farmer-processors, members of cooperatives and associations, and Women Micro Entrepreneurs (WMEs). Moreover, partner agencies and academe were present to show their support to the MSME Development Program such as the Department of Agriculture, Department of Agrarian Reform, Department of Environment and Natural Resources, Department of Labor and Employment, Philippine Coconut Authority, DOST-Philippine Council for Agriculture, Aquatic and Natural Resources Research and Development, DOST-Philippine Council for Industry, Energy and Emerging Technology Research and Development, Philippine Statistics Authority, Philippine Commission on Women, Agricultural Training Institute, National Economic Development Authority, Office of the Provincial Agriculturist in the Provinces of Cavite, Batangas, Rizal, and Quezon, Landbank of the Philippines, Cavite State University, and Philippine Export.

CACAO INDUSTRY DEVELOPMENT

Cacao, also known as the “food of the gods,” is one of DTI's priority industries being developed. The agency saw its promising economic impact due to its bright prospects both in the domestic and export market as well as the competitive advantage of the country in terms of land, soil quality, and climatic condition fitted to growing cacao. In fact, the market opportunities for tablea and cocoa products are growing, as there is an increasing number of cafes and restaurants offering chocolate drinks. Moreover, the trend towards wellness and a healthy lifestyle is seen as another opportunity for cocoa, as it is being positioned and marketed as a health food given its natural contents and health benefits.

It was projected that by 2020, there would be an additional one million tons of cacao needed to meet global demand, while an additional 30,000 tons are needed to meet local demand. As such, cacao growers and cocoa manufacturers in the country were well-positioned to translate these market opportunities into a profitable reality.

The DTI 4-A then seeks to further develop the cacao industry in the region through institutional development, industry strengthening, and cross sector collaboration among government, private, and non-government organizations across all areas in the value chain.

This year, DTI 4-A focused on empowering the cacao private sector stakeholders by taking the lead in restructuring the Cacao Regional Technical Working Group and facilitating the creation of the CALABARZON Cacao Industry Stakeholders' Association composed merely of the private sector members. With the creation of the Regional Association, it is believed that the private sector will be more aggressive spearheading the development of the industry independently or in collaboration with the government and other institutions. This initiative is also seen as an inclusive and participative approach, specifically in industry consultations and information dissemination, as cacao growing districts and provinces, traders, and processors are well represented in the association.

BOTTOMLINE ACCOMPLISHMENTS:



During the event, the “big brothers” or established companies from the coffee, cacao, and processed fruits and nuts industries inspired the participants with their talks on market opportunities, trends, and technology updates. Among the speakers were Ms. Alvira Reyes of Bote Central, Incorporated, Ms. Kelly Go of Auro Chocolate, Mr. Ferdinand Pio of KLT Fruits, Incorporated, Mr. Melwyn Uy Arrubio of Shanghai Qugao International Trading Co., Ltd., Ms. Leonor D. Abella of Buy Pinoy Movement Foundation, Inc., Mr. Raymund Aaron of Villa Socorro Farm, and Ms. Pacita Juan of Echosi Foundation.

Simultaneously, the B2B Session, which was participated by institutional buyers such as TP Foods Corp., Casino Filipino Tagaytay, Hotel Marciano, Bote Central, Inc., SM Supermarket, Bayleaf Hotel, Villa Socorro Farm, KLT Fruits Incorporated, Taal Vista Hotel, Shanghai Qugao, Yazaki Torres Manufacturing, Mendez Organic Farms, and Seda Hotel, gave chance to ninety (90) MSMEs who registered for the

activity to present their products to potential buyers and negotiate with them. Among the five provinces, Quezon Province registered the highest number of participants totaling to thirty-three (33) MSMEs or 37% of the total number of participants, followed by Batangas with twenty-six (26) MSMEs or 29%. Laguna, Cavite, and Rizal had twelve (12), eleven (11), and eight (8) participating MSMEs, respectively.

Aside from these, an exhibit and product selling was conducted to promote patronage of local products of the region such as coffee, cacao, tablea, cacao wine, cacao nibs, tamarind candy, malunggay powder, yema, hopia, pastillas, banana chips, salted peanuts, peanut butter, coco sugar, coco jam, passion fruit juice, calamansi juice, etc..



PROCESSED FRUITS AND NUTS

The Processed Fruits and Nuts (PFN) Industry is one of the priority sectors identified by the DTI. The reason could be traced to the country being a home to a lot of species of edible fruits and nuts; many of which are indigenous and have good economic potentials.

Under the Industry Cluster Enhancement Program of the DTI, priority industries should be developed to become more competitive and sustainable through strong, forward and backward linkages characterized by deep participation, particularly by small and medium enterprises, in the regional and national production networks and local or global value chains.

Considering the diversity and volume of fruits and nuts in the country, the PFN Cluster Group has come up with the prioritization of Fruits (Banana, Mango, Pineapple, Calamansi, Strawberry, Dragon Fruit) and Nuts (Pili Nut, Peanut, Cashew Nut) to be enrolled in the cluster.

This year, the DTI 4-A held a forum on different market opportunities, trends and innovations to advance the knowledge of the PFN MSMEs. Moreover, Business to Business Sessions with institutional buyers such as supermarkets, hotels, restaurants, processing companies and consolidator were conducted to provide them with new and potential markets.

Meanwhile, the Provincial Offices provided support to the industry by assisting the MSMEs enrolled under the cluster in packaging improvement, product development, capacity building, and market development and promotion. The DTI regular programs were tapped for these interventions such as the One Town One Product (OTOP) NextGen Program, SME Roving Academy (SMERA), and Shared Service Facilities (SSF). The PFN MSME products were showcased in the provincial fairs, Kalakal CALABARZON Regional Trade Fair, National Trade Fair, and International Food Exposition (IFEX).

BOTTOMLINE ACCOMPLISHMENTS:

✓ 564 JOBS GENERATED	✓ 50.63M DOMESTIC SALES (IN PHP M)	✓ 92 MSMEs ASSISTED	✓ 39 TRAININGS CONDUCTED
✓ 1.20M INVESTMENTS (IN PHP M)	✓ 24 MSMEs CREATED	✓ 0.40M AMT. OF LOANS FACILITATED (IN PHP M)	✓ 215 BENEFICIARIES TRAINED



COCO COIR INDUSTRY

Coco coir is one of the priority industries of the DTI. With the aim to further strengthen and develop the said industry, the DTI 4-A facilitated the conduct of CALABARZON Coco Coir Regional Technical Working Group (RTWG) Meeting on 22 March at the Negosyo Center Training Room, DTI Quezon Provincial Office, Lucena City.

During the meeting, the summary output of the Regional Coco Coir Industry Market Assessment and Value Chain Analysis Workshop done in 2018 was presented. Recalibration of targets was, henceforth, done based on the result of the said Market Assessment. This was actively participated by the following stakeholders: DTI 4-A, DTI-Quezon, DTI-Laguna, PCA 4-A, OPA-Quezon, DAR-Quezon II, DENR 4-A, DPWH-Quezon (District 4), NIA 4-A, Small Business Corporation, Cocos Nucifera Pacific Corporation, Tropical Prime Coir Corporation, Pilipinas Ecofiber Corporation, Peter Paul Philippines Corporation, and Imok ARC Women's and Farmers' Multipurpose Cooperative.

Furthermore, to continuously capacitate the Coco Coir MSMEs, the DTI Provincial Offices (Laguna and Quezon) conducted various training sessions on machine operation, footwear training, and coaching sessions on market promotion. Through these assistance and interventions, some of the MSMEs were able to join trade fairs like Niyogyugan Festival, KALAKAL Calabarzon, and KALAKAL Quezon.

BOTTOMLINE ACCOMPLISHMENTS:

✓ 117 JOBS GENERATED	✓ 37.70M DOMESTIC SALES (IN PHP M)	✓ 11 MSMEs ASSISTED	✓ 5 TRAININGS CONDUCTED	✓ 6 ORGANIZATIONS STRENGTHENED
✓ 2.07M INVESTMENTS (IN PHP M)	✓ 2 MSMEs CREATED	✓ 3 SSF MAINTAINED	✓ 75 BENEFICIARIES TRAINED	✓ 3 CBE Established/ Assisted

WEARABLES & HOMESTYLE INDUSTRY

The CALABARZON Region is home to numerous MSMEs under the Wearables and Homestyle Industry Cluster. To foster the market development of local MSMEs and help them showcase their products to a wider audience, the DTI 4-A, with the assistance and initiative of the Provincial Offices, facilitated and participated in different trade fairs like the Ambiente Trade Fair, Manila FAME, Bulihan Festival Trade Fair, PHxFashion Conference, SSF Summit, KALAKAL Calabarzon, KALAKAL Quezon, Ang Saya ng Masarap na Pasko, to only name a few.

Since the approach of the DTI is holistic, training sessions on product designs, process innovation, management, and entrepreneurship were also provided under the SMERA, KMME, OTOP, and SSF Programs, which also benefited the W&H MSMEs.



BOTTOMLINE ACCOMPLISHMENTS:

Jobs	508
Investments	1.46
Exports	0.02
Domestic Sales	40.64
No. of MSMEs Created	183
No. of MSMEs Assisted	696
Amount of Loans Facilitated	2.20
No. of Training Sessions conducted	78
No. of Beneficiaries Trained	430





MAKAPUNO FARMERS' FORUM

The Makapuno Farmers' Forum, a collaborative activity organized by DTI 4-A and partner agencies, was held at the Alabat Island National High School (AINHS) Gymnasium on 23 October. The objective of the activity was to introduce the Makapuno Industry Agribusiness and Investment Promotion Program to the farmers in the municipalities of Alabat and Perez in Quezon Province. Around 500 farmers joined and showed interest in the forum, which was highlighted by the launching of the CSR Project, "Adopt a Makapuno Tree," of the Philippine Chamber of Commerce –Toronto (PCCT) with the ceremonial turnover of the initial investment to Alabat Makapuno Farmers amounting to 4,000 CAD (Php157,200.00). Afterwards, the MOA of the CSR Project linking LGU Alabat, Philippine Coconut Research & Development Foundation, Inc. (PCRDF), and Makapuno Project Farmer/Beneficiary Rodel Oliveros was signed followed by the Pledge of Support Commitment Signing of the program stakeholders.

The Makapuno Industry is one of the strategic investment programs of DTI 4-A. Continuous efforts are being done in support to realize the vision of establishing a Makapuno Island Economy in Alabat Island through the said investment program, which was a breakthrough project of the Philippine Trade and Investment Center (PTIC) – Toronto in partnership with the PCCT.

This program is supportive of the current administration's 10-Point Agenda, particularly on seeking to focus on the countryside to "promote rural and value-chain development towards increasing agricultural and rural enterprise productivity and rural tourism" and improving the country's competitiveness to potentially raise investments and generate inclusive growth.



INVESTMENT PROMOTION GROUP

IPG Technical Working Group Meeting

In its pursuit to attract more investors to locate their businesses in CALABARZON, the DTI 4-A has started the groundworks in promoting the region to its existing and potential stakeholders. The Investment Promotion Group – Technical Working Group (IPG-TWG), chaired by DTI 4-A Director Marilou Q. Toledo, has conducted four regular, nine technical, and one special group meetings to discuss the implementation of the 2018-2019 IPG projects. The Proposed IPG Work and Financial Plan for CY 2020 has been approved for implementation, whereas the Strategic Planning Workshop will be conducted on the first semester of 2020.

Production of Investment Promotional Collaterals

The DTI 4-A has initiated to create an audio-visual presentation (AVP) and produce flyers as its investment promotional materials. The flyer showcased the five provinces in the region (Cavite, Laguna, Batangas, Rizal, and Quezon), its priority and potential industries, and the reason why it is a great investment destination. The AVP, on the other hand, has a full-length version and three teasers aimed to compliment the flyer in information dissemination.

These interactive collaterals are downloadable via QR Codes.



THE BATANGAS PORT FORUM

The DTI 4-A, in partnership with the Asian Terminals, Inc. (ATI) and the Philippine Ports Authority (PPA)-Batangas, organized the Batangas Port Forum with the theme, "Batangas Container Terminal: Bigger, Better, & Smarter Trade Solution for Southern Luzon." The event was held at the Pontefino Hotel in Batangas City on 15 August and was attended by seventy-three (73) participants, mostly exporters and importers from the CALABARZON region engaged in metals, automotive, electronics, coconut-based, and food industries.

The goal of this initiative was to promote and fully utilize the Batangas International Port as a strategic transport facility for inbound and outbound shipment for the benefit of industry stakeholders involved in the priority sectors of the region. It also served as a platform for exchange of views and opinions of target users and service providers of the port to bridge the gaps that hinder utilization. Among the resource speakers were from the ATI, PPA, Bureau of Customs, and various shipping lines.



Capability Building Training (CBT) Workshop on Investments Promotion

In collaboration with the Board of Investments (BOI), the Regional Development Council (RDC) CALABARZON through its IPG-TWG conducted a Capability Building Training (CBT) Workshop on Investments Promotion on 29-30 October at the One Tagaytay Place Suites Hotel, Tagaytay City, Cavite.

It was participated in by a total of fifty-two (52) representatives from the IPG-TWG member agencies, Local Economic and Investment Promotion Offices (LEIPOs), Provincial Planning Development Offices (PPDOs) of the Local Government Units of Sta. Teresita, Batangas, DILG 4-A, and DTI 4-A Provincial Offices. The two-day workshop was aimed to build up the capabilities of local stakeholders in investment promotion. The training module was tailored-fit according to the needs of the region and covered investments promotion strategies and project development cycle.

The participants were coached on how to effectively create investment pitch, develop investments factsheets as information materials for investors, and develop project briefs identified as Investment Priority Areas (IPAs) of the provinces. Among the outputs for possible Public Private Partnership (PPP) financing this year were the following project briefs and proposals: Batangas Arts Recreational and Tourism Complex, Cavite Land Reclamation Project, Quezon Gateway IT Park and Business Center, and San Pablo City Light Industrial Park. Furthermore, The CBT required the submission of re-entry action plans (REAP) to ensure that the project outputs will be completed and implemented.



Roads on Leveraging Linkages of Industry and Trade (ROLL-IT)



The Roads on Leveraging Linkages of Industry and Trade (ROLL-IT) is a convergence program between the DTI and the Department of Public Works and Highways (DPWH) to facilitate the efficient and coordinated efforts to identify, prioritize, and implement road access infrastructure leading to various industries and economic zones in a technically-correct and politically-participative process.

This initiative intends to contribute in delivering the twin promises of the present Administration of accelerated infrastructure development and inclusive economic growth. Through better road infrastructure connecting the industries, industrial and regional development strategy can be realized that will further facilitate balanced development, disperse industries away from urban areas towards the rural areas, and create more jobs and income opportunities to more Filipinos.

This year, the approved budget for Region 4-A has reached Php 254 Million, with almost half of the budget allocated for the completion of the Link Road connecting Aguinaldo Highway and Governor's Drive in Dasmariñas City, Cavite. Furthermore, there was a small allocation each for industry road projects in the towns of Balete, Batangas, Alabat, Atimonan, Guinayangan, Gumaca, Lopez, and Tagkawayan, Quezon, all for implementation in Fiscal Year 2020.

Business Process and Licensing System (BPLS)

Increasing the country's competitiveness and ease of doing business is one of President Rodrigo R. Duterte's ten-point socio-economic agenda, which calls for the Nationwide Streamlining of BPLS Program through the DILG-DTI-DICT Joint Memorandum Circular (JMC) No.1 series of 2016 amending the JMC No. 1 series of 2010.

The CALABARZON BPLS Regional Coordinating Committee (RCCOM) composed of the Department of Trade and Industry (DTI), Department of Interior and Local Government (DILG), Department of Information and Communications Technology (DICT), Bureau of Fire Protection (BFP), and Batangas State University conducted the BPLS Joint Validation and Monitoring of Business One Stop Shop on 16-18 and 21-23 January. Eleven (11) selected LGUs were visited including Balayan, Nasugbu, Sto. Tomas, Cuenca, Malvar, and Batangas City in Batangas, Alfonso, Mendez, and Tanza in Cavite, Tiaong in Quezon, and Cainta in Rizal.

The result of the activity showed that ninety percent (90%) of the visited LGUs were compliant with the standard processing time of one to two days for new application and one day for renewal. On the other hand, only eighteen percent (18%) were able to limit the process into the maximum three steps requirement. Furthermore, ninety percent (90%) of the LGUs were already using the unified form while seventy-two percent (72%) complied with the recommended number of signatories. The RCCOM continues to encourage LGUs towards improvement on their process by giving suggestions and recommendations with the goal of boosting the Philippines' ranking in global competitiveness.



Cities and Municipalities Competitiveness Index

The Regional Competitiveness Committee (RCC) continues to encourage Local Government Units (LGUs) towards improvement on the four pillars of Cities and Municipalities Competitiveness Index (CMCI), namely: Economic Dynamism, Government Efficiency, Infrastructure, and Resiliency with the aim of increasing the global competitiveness ranking of the country.

The DTI through the Competitiveness Bureau awarded a total of 1,518 LGUs who have participated in the CMCI project with commendable performance during the last RCC Summit held at the Philippine International Convention Center, Pasay City on 24 October. The CALABARZON Region bagged twenty-five (25) awards out of seventy-five (75) or one-third of the awards.

The Province of Rizal remains undefeated for the Most Competitive Province in the country for four consecutive years. The CALABARZON Region dominated this category as Laguna and Cavite ranked second and third, respectively.



MOST COMPETITIVE PROVINCES

- 1st Rizal Province
- 2nd Laguna Province
- 3rd Cavite Province



ECONOMIC DYNAMISM

- 1st in Economic Dynamism for Component Cities (*General Trias, Cavite*)
- 2nd in Economic Dynamism for Component Cities (*Calamba, Laguna*)
- 3rd in Economic Dynamism for Component Cities (*Batangas City*)
- 3rd in Economic Dynamism for 1st and 2nd Class Municipalities (*Cainta, Rizal*)



INFRASTRUCTURE

- 2nd in Infrastructure for Component Cities (*Antipolo, Rizal*)
- 2nd in Infrastructure for 1st and 2nd Class Municipalities (*Cainta, Rizal*)
- 3rd in Infrastructure for 1st and 2nd Class Municipalities (*Taytay, Rizal*)



RESILIENCY

- 1st in Resiliency for Component Cities (*Antipolo, Rizal*)
- 2nd in Reliency for 1st and 2nd Class Municipalities (*Binangonan, Rizal*)
- 3rd in Resiliency for 1st and 2nd Class Municipalities (*San Mateo, Rizal*)
- 2nd in Resiliency for 3rd to 6th Class Municipalities (*Pagsanjan, Laguna*)



OVERALL COMPETITIVENESS

- 1st in Overall Competitiveness for Component Cities (*Antipolo, Rizal*)
- 2nd in Overall Competitiveness for Component Cities (*Calamba, Laguna*)
- 3rd in Overall Competitiveness for Component Cities (*Sta. Rosa, Laguna*)
- 1st in Overall Competitiveness for 1st and 2nd Class Municipalities (*Cainta, Rizal*)
- 2nd in Overall Competitiveness for 1st and 2nd Class Municipalities (*Taytay, Rizal*)



GOVERNMENT EFFICIENCY

- 1st in Governemnet Efficiency for Component Cities (*Antipolo, Rizal*)
- 3rd in Government Efficiency for Component Cities (*Sta. Rosa, Laguna*)
- 1st in Government Efficiency for 1st and 2nd Class Municipalities (*Cainta, Rizal*)
- 2nd in Government Efficiency for 1st and 2nd Class Municipalities (*Taytay, Rizal*)
- 3rd in Government Efficiency for 1st and 2nd Class Municipalities (*Silang, Cavite*)
- 2nd in Government Efficiency for 3rd to 6th Class Municipalities (*Taal, Batangas*)



GREAT WOMEN PROJECT 2

The Gender Responsive Economic Actions for the Transformation of Women (GREAT Women) Project 2 (GWP2), otherwise known as Supporting Women's Economic Empowerment in the Philippines, is a collaborative project among the Government of Canada, Philippine Commission on Women, and the DTI. It was developed to provide a timely opportunity to improve sustainability, productivity, and competitiveness of women's micro-enterprises and to continue enhancing the enabling environment for economic empowerment of women.

The GWP2 utilizes the Industry Cluster approach of the DTI to build more alliances with relevant agencies and institutions to develop competitive and innovative SMEs, implement program for productivity and efficiency, and create conducive business enabling environment. This clustering process requires the operation of upstream and downstream economic activities to support the whole value-chain.

In Region 4-A, the Coffee and Wearables & Homestyle Industry Clusters were identified as the sectors to be supported by the project. They are part of DTI's priority sectors that are believed to have high potentials due to strong marketability and potential contribution to job generation and regional economic growth.

This year, the GWP2 focused on improving product packaging and providing a platform for market development and expansion for its assisted Women Micro Enterprises (WMEs).

Participation of Coffee WMEs to the Kalakal CALABARZON 2019

The GWP2 supported the setting-up of the Kape at Tsokolate Pavilion in the Kalakal CALABARZON Regional Trade Fair held on 4-8 December at the SM Megamall, Mandaluyong City participated by the following WMEs: Kaffe Belardo, Project Beans Coffee, Elbi Coffee Hub, Café Amadeo Development Cooperative, Merlo Agricultural Corporation, The Coffee Estate, Ben and Lyn Chocolate, Inc., and Green Options Agricultural and Environmental Business Center.

Participation of Coffee WMEs to Sandugo Trade Fair in Bohol

The DTI Coffee Cluster Booth at the Sandugo Trade Fair held on 24-28 July at the Island City Mall, Bohol was also sponsored by the GWP2. Coffee products from ten (10) CALABARZON WMEs were exhibited and displayed for sale in this four-day event. Aside from cash sales, two WMEs were able to supply to Altura's Supermarket as a result of this activity.

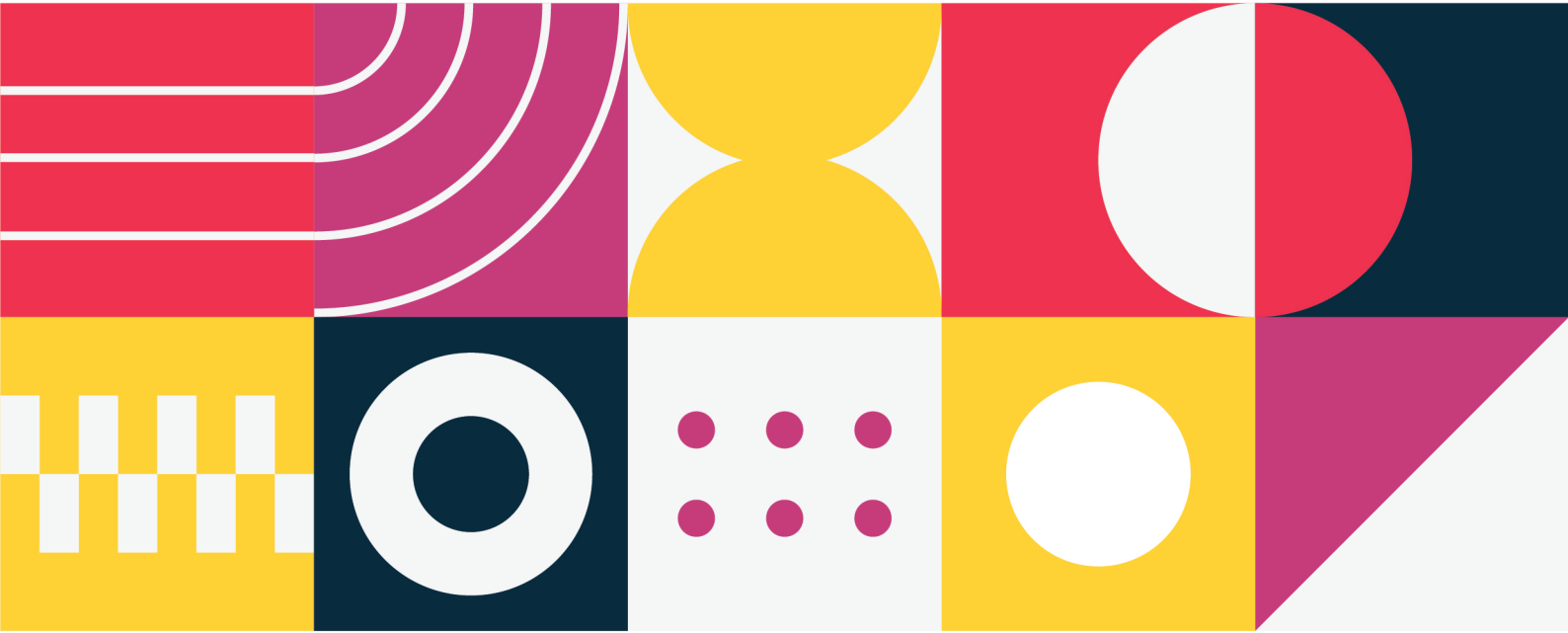


Manila Fame

Manila FAME is the second longest-running trade show in Asia-Pacific and is the only trade event in the country that is approved by Union des Foires Internationales (UFI) or the Global Association of the Exhibition Industry, a Paris-based association of trade fair organizers.

Last 17-19 October at the World Trade Center, Pasay City, GWP2 provided assistance to five selected WMEs under the Wearables and Homestyle Industry Cluster, namely: Dhelightful Creations Arts & Crafts of Cavite; Laguna Water Hyacinth Handicraft Producers' Association, Inc. of Laguna; Papel de Lipa Novelty and Haus of Crafts of Batangas; Ma. Kime Shoes and Slippers of Rizal; and Jhulie's Kitchen Art Supplier of Quezon. They were given the opportunity to exhibit their products in the Artisan's Village where some of their products were highlighted and showcased.

Moreover, the event opened lots of opportunities to the WMEs, not just in terms of sales, promotion and exports, but in market exposure. Through the little yet continuous efforts of DTI 4-A and PCW, the aim of the project to improve the competitiveness and economic empowerment of the WMEs was evident.



Provincial Offices Best Practices





DTI Batangas Best Practice

To promote the Agency's synergy, DTI Batangas incorporated the Diskwento Caravan in the conduct of Negosyo Serbisyo sa Barangay (NSB). In addition, this is for the intention of bringing basic and prime commodities to the constituents of 4th and 5th class Municipalities of the Province through the partnership with Citimart Group of Companies. Thus, DTI Batangas was able to conclude 8 NSB Runs, participated by 43 barangays. During the event, participants were able to undergo Consumer Advocacy, which covered Orientation on the Eight Consumer Rights and Five Consumer Responsibilities.



DTI Laguna Best Practice

In line with the Memorandum from Sec. Ramon M. Lopez to conduct at least one seminar per week and to widen the reach and increase MSME awareness, DTI Laguna capacitated their Business Counsellors with knowledge and expertise to implement accordingly with readily available resources and collaborated respective LGUs and other government agencies to provide relevant programs and services to the target audience to maximize the potential of barangays to become economically independent communities.



212
Number of Runs

8,939
Number of Participants





DTI Cavite Best Practice

DTI Cavite's Best Practice is the efficient processing of sales promo applications by allowing establishments to submit requirements through emails for initial review. Most applicants come from Manila and distant cities and municipalities in the province. This practice offers convenience to clients as it saves time in going back and forth to the Office for the evaluation of their promo permit.

Once the application is reviewed and initially approved online, that is the only time that applicant will need to come to the Office to pay the required fees and get their permit immediately on the same day. It also saves cost on the part of the applicants and encourage more establishments to apply for promo permit. This resulted in the influx of promo permit applicants in the Province, at the same time, increase compliance of business establishments in what is mandated by law regarding the application for promo permit. It upholds to DTI's clients satisfaction objectives and goals.



DTI Quezon Best Practice

One strategy to capacitate MSMEs to increase market coverage through e-commerce was put into action through the partnership of DTI Quezon with the Department of Information and Communication Technology (DICT). A DigitalJobsPh training was conducted on 16 October - 13 November dovetailed with scholars who assisted selected MSMEs in coming up with their respective websites. The training was held at the DICT Office Zaballero Subd., Lucena City.

Sixteen (16) MSMEs in Quezon were able to bring their marketing promotion using the website platform which the scholars developed. This digital training for MSMEs gave the twenty (20) scholars the opportunity and advantage to do online freelancing and gain employment after graduation. This will allow the scholars to work from home using the Internet connectivity through DICT facility or their home connections and earn approximately the same income as Overseas Filipino Workers. DTI Quezon had a twin achievement i.e. jobs training for scholars and e-commerce platform for MSMEs.

On 13 November, the scholars turned over their websites developed to the MSMEs and a 21-day challenge followed from 14 November- 3 December to increase sales performance of each MSME through e-commerce.



DTI Rizal Best Practice

For 2019, DTI Rizal pursued strategic initiatives to continuously grow innovative and competitive MSMEs. DTI Rizal partnered with SM Malls for the series of SM for SMEs: Small and Medium Enterprises Nurturing the Filipino Entrepreneurs conducted to four SM malls in Rizal. This series of marketing event, which ran from June until December provided mall platform for sales for Rizal MSMEs. A total of PhP 2.2M sales were generated by the participating MSMEs.

Likewise, Robinson's Place Antipolo is also a staunch supporter in providing market access for Rizal MSMEs. Robinson's offered its Atrium as the venue for six thematic provincial Trade Fairs in partnership with DTI Rizal and two strong industry associations—Samahan ng mga Rizaleño sa sektor ng Agrikultura at Pagkain (SARAP) and Rizal Exporters and Manufacturers Association Inc. (REMAI)—which generated a total sales of PhP 12 Million.

Aside from the mall presence, DTI Rizal in cooperation with the SARAP and REMAI launched the Tindahang Rizaleño, a retail outlet strategically located in Antipolo City showcasing the Rizal products, which include houseware and holiday décor, bags and leather products, fashion complements, wearables, furnishing, furniture, health & wellness products, fresh & processed food. A total of PhP 585,693 was generated for 2019 operation of Tindahang Rizaleño.





Planning Sessions and Meetings

For 2019, the DTI 4-A conducted four (4) Executive Committee (EXCOM) on 18 March, 05 June, 09 October, and 04 December and two (2) Regional Management Committee (MANCOM) meetings on 26-28 February (2018 Yearend Assessment cum 2019 Target Setting) and 04-05 July (2019 Midyear Assessment).

EXCOM meetings are conducted mainly because of: (1) downloading of information and updates from quarterly and special ROG MANCOM meetings and (2) as deemed necessary by the Regional Director.

Two (2) Planning Officers' Meeting were also organized on 06 February to review and discuss the Proposed 2019 PGS Scorecard and 2019 Organizational Report Card Targets and on 12 September to know the status of implementation of the 2 report cards.

The Midyear Assessment and Review was conducted to review and evaluate the accomplishments in the implementation of the program for the first semester. Likewise, catch-up plans were prepared for projects that were delayed for implementation as planned.



Data Privacy Act

The DTI 4-A fully supports the Data Privacy Act and shall endeavor to comply with all issuances from the National Privacy Commission (NPC), guided by the principles of conscientious use and proactive protection of personal data and information.

To strengthen compliance with the Republic Act (RA) 10173, or the Data Privacy Act of 2012 (DPA) and the Republic Act 10175 known as the Cybercrime Law as well as understanding the policies in force relating to cyber information security with identification and assessment of the vulnerabilities within the respective Offices, an Awareness Seminar was conducted on 11 September attended by the Regional and Provincial Account Officers. This was in partnership with the Department of Information and Communications Technology (DICT) and the National Privacy Commission (NPC).



Gender and Development (GAD)

The General Appropriations Act (GAA) mandates government agencies to allot 5% of their total budget for GAD activities.

Aside from the attribution of budget of regular programs to GAD, an Orientation on Gender and Development for Newly-Hired DTI 4-A Employees was conducted, which was participated in

by 25 new hires, to acquaint and develop a basic understanding of gender and development concepts. It also aims to familiarize the participants with gender tools, approaches, and data analysis.

For 2019, a total of PhP 53.651 M out of PhP 174.576 M total appropriations was attributed to the GAD Program.

Information and Communications Technology (ICT) Upgrade and Advancement

Advancement of information goes with the upgrade of infrastructure. One server PC, sixty-three (63) laptop computers, one micro-data center, and one network security device were provided by the DTI Information Systems Management Service (ISMS) for the Regional and Provincial Offices. Moreover, 24 new desktop computers were procured for the Regional Office.



Freedom of Information

In line with the constitutional mandate upholding the right to freedom of information and implementation of full public disclosure of all its transactions involving public interest, DTI 4-A is committed to release information to the public involving public interest, subject to limitations as provided by the Constitution, applicable laws, rules, regulations and procedures, such as Republic Act (RA) No. 10173, otherwise known as the "Data Privacy Act," and the List of Exceptions approved by the Office of the President, among others.

This year, the DTI 4-A was able to process 20 FOI requests within the prescribed time.

Media Appreciation Luncheon

The DTI 4-A conducted its 2019 Media Appreciation Luncheon as a way of showing gratitude to its partner media outlets for their support in disseminating information to the public about the organization's mission, programs, projects, activities, announcements, and other events.

BATANGAS

Attendees: 40
Date: December 27
Venue:
 Yakimix Grill and Restaurant,
 Lipa City, Batangas



CAVITE

Attendees: 27 pax
Date: December 16
Venue:
 Yakimix Grill and Restaurant,
 SM City Dasmariñas, City of
 Dasmariñas, Cavite



LAGUNA

Attendees: 56 attendees
Date: December 9
Venue:
 Coco Palace Hotel,
 San Pablo City, Laguna



QUEZON

Attendees: 28 pax
Date: December 17
Venue:
 Señoritas Mexinoy Kitchen,
 Pleasantville Subdivision, Lucena
 City, Quezon



RIZAL

Attendees: 33 pax
Date: December 16
Venue:
 Lido Cocina Tsina, Circumferential
 Road,
 San Roque, Antipolo City, Rizal



Administrative & Financial Management Division



Learning and Development

The DTI 4-A, as part of its annual target, continues to strengthen its human capital through learning and development interventions. All DTI 4-A employees were provided with training assignments based on their training needs and for skill enhancement as well. Relative to this, the Human Resource Development Committee conducted quarterly meetings to help identify the kind of interventions needed by each employee to better perform their assigned tasks.

This year, various seminars and training sessions were attended by 102 permanent employees where two of these were conducted in-house. These training sessions were Kaizen Training for Continuous Improvement and Cybersecurity and Data Privacy Awareness Seminar held in August and September, respectively.



Regional Disaster Risk Reduction and Management Council (RDRRMC)

The year 2019 was a very busy year for the RDRRMC CALABARZON of which DTI 4-A is one the active partner agencies. The activities focused mainly on the preparation for the BIG ONE since the fault line passes through Canlubang, Calamba area.

Activities Attended and Participated:



Workshop on the Finalization of Contingency Plan on Earthquake held on 1-3 April at the Alta D'Tagaytay Hotel in Tagaytay City. The contingency plan prepared in a previous workshop in Nasugbu, Batangas last October 2018 was finalized.



Conduct of a five-day Post Disaster Needs Assessment (PDNA) Training Course for RDRRMC member agencies held on 1-5 July at the Batangas Country Club, Batangas City, Batangas to capacitate Council Members and equip them with the necessary skills and knowledge in disaster needs assessment as PDNA is defined as a multi-sectoral and multi-disciplinary structured approach for assessing disaster impacts and prioritizing disaster recovery needs.



Simultaneous on the 3rd day of the PDNA Workshop, a three-day Rapid Assessment and Needs Analysis (RDANA) Training was held on 3-5 July to capacitate Council Members on how to assess damages and analyze needs at the onset of a disaster.



Public Service Continuity Plan (PSCP) Training/Writershop held on 7-9 August at the One Tagaytay Place Hotel Suites, Tagaytay City. The PSCP consists of the internal capacities, recovery requirements, and strategies to ensure the continuous delivery of quality public services during an emergency, disaster, or any other disruption by performing the essential function of an agency.

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Rank 1
Anna Marie V. Quincina

Rank 1
Christian Ted O. Tungohan

Rank 4
Harvin Bob P. Puno

Rank 5
Mary An R. Mada

Rank 6
Revelyn A. Cortez

Rank 6
Jay A. Acar

Rank 6
Pathy Joy B. Caguitla

Rank 9
Krishna May S. Mojica

Rank 9
Glaiza C. Muzares

Rank 11
Jaryz Eden J. Lloce

Rank 12
Sharon F. Dioco

Rank 12
Elmer M. Valero



DTI 4-A Top 10% Performers

When: 25-26, April 2019

Where: Camp Benjamin - Alfonso, Cavite

Rewards and Recognition is one of the core systems of the DTI 4-A's Program to Institutionalize Meritocracy and Excellence in Human Resource Management (PRIME HRM). Employee recognition is the timely, informal or formal acknowledgement of an employee's or team's behavior, effort or end-result that supports the organization's goals and values. Appreciation is a fundamental human need, and everyone feels the need to be recognized as an individual or member of a group and to feel a sense of achievement for work well done or even for a valiant effort.

In order to show appreciation to its employees for their exceptional performances, DTI 4-A awarded the Top 10% Performers (based on the Dashboard and 360 Behavioral Assessment) Regionwide last 25-26 April at the Camp Benjamin, Alfonso, Cavite during the General Assembly:

Administrative and Financial Management Division/Unit Conference

19-22 November 2019 | DTI-Cottage, Baguio City



The DTI 4-A AFMD and Units ensure the efficiency to support the programs, activities, and projects of the organization. The key responsibilities include accounting, finance, and budget management, human resource management, procurement, and records management. To effectively do such functions, it is important to know and be aware of the updates on Government Accounting, Commission on Audit rules, Civil Service Commission rules, PRIME HRM, Department of Budget and Management issuances, policies, circulars, implementing rules and regulations of the Government Procurement Reform Act (RA 9184), and accurate processes governing proper storage and management of records. This training/workshop was recommended to continually improve the quality of services, avoid disallowances, infractions in civil service rules, and regulation and government procurement.


Conducted at the DTI-Cottage, Baguio City last 19-22 November, participants were also given ample time to enjoy, relax, and appreciate the City of Pines. It was also a perfect time to bond, build camaraderie, and get to know each other better.

Christmas Tree Making Competition “Saving a Tree by Creating a Tree”

The DTI 4-A Regional Office held its annual friendly competition relating to arts and crafts. This year was a Christmas Tree Making Competition. Part of the activity's mandate was to inculcate environmental consciousness by using recycled materials while being artistic and resourceful, part of the Office's celebration during the Christmas Season.

Most number of Facebook Likes was awarded to the Administrative and Financial Management Division.



 Administrative and Financial Management Division
1st



2nd Consumer Protection Division



3rd Industry Development Division



4th Office of the Regional Director

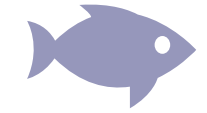
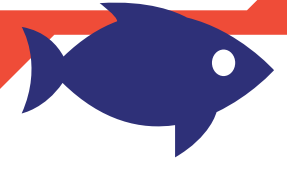
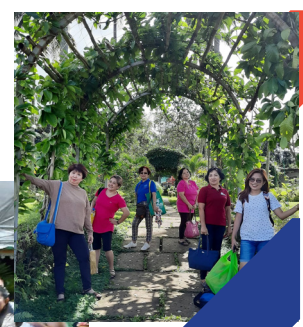


5th Small and Medium Enterprise Development Division



Year-end Assessment Cum Year-end Party

The Year-End Assessment per Office is an annual convention with the purpose of assessing and evaluating performances of DTI 4-A employees. It also serves as an opportunity to reiterate policies of the organization amongst all employees, as well as celebration and appreciation of successful year of teamwork and efforts.



Health and Wellness Program

The DTI 4-A conforms to the Civil Service Commission Memorandum Circular No. 38, Series of 1992, the “Physical and Mental Program for Government Personnel” and CSC MC No. 8, Series of 2011 requiring all agencies to adopt the “The Great Filipino Workout” as an integral part of the National Fitness and Sports Development Program for government personnel.

Wellness matters. Everything someone does and every emotion he/she feels relates to his/her well-being. In turn, someone’s well-being directly affects his/her actions and emotions. It’s an ongoing circle. Therefore, it is important to achieve optimal wellness to subdue stress, reduce the risk of illness, and ensure positive interactions.

DTI 4-A Regional Office

A wellness program that includes a physical activity component can help maintain a healthier workforce. Thus, the DTI 4-A Regional Office conducted a series of wellness exercises such as Zumba, Tabata Circuit, and Wellness Talk to let employees get fit while having fun and have a proper mindset towards a healthier lifestyle.



DTI Cavite Provincial Office

The DTI Cavite Staff benefitted from a series of Zumba Sessions where employees were taught dance steps as form of exercise. Fifteen (15) Zumba sessions were conducted from 15 October to 19 December. At the end of the program, the staff improved their balance and body coordination as well.



DTI Batangas Provincial Office

DTI Batangas’ health and wellness program served as the second leg/ season for the badminton tournament for the Office. The staff showcased their competency and talent through the sport— badminton. The staff developed their ability to work together effectively through bonding and outdoor activities such as badminton.



DTI Laguna Provincial Office

Employees of DTI Laguna, including Contract of Service (CoS) personnel, participated in the very first Amazing Farm Race and Sports Activity conducted by the Office held at Joni & Susan Agroshop and Integrated Farms on 12 November to break away from regular office duties and strengthen relationship among staff. Personnel took advantage of the wellness program to try new farm activities prepared by the facilitators to increase one’s stamina and improve health condition.



DTI Rizal Provincial Office

DTI Rizal ran the 3rd Season of their Badminton Tournament as their wellness program. The opening of the tournament was held on 2 September at the Tapals Badminton Court in Morong, Rizal. Aside from badminton tournament, DTI Rizal also held Zumba Sessions once a week as part of their wellness program.



DTI Quezon Provincial Office

Searching for ways to deal with the stressful work environment, DTI Quezon discovered the enormous benefits of yoga-based wellness program to help them sustain their strength and boost morale to promote team cohesiveness, efficiency, and society building to contribute to the organization’s mission and vision. The program had eight sessions and divided into two activities per session. The first activity was yoga class, and the other was a vegan cooking class.



DTI 4-A General Assembly

April 25-26 | Camp Benjamin, Alfonso, Cavite



General Assembly is the most awaited event of the year for the DTI 4-A family. This event serves as an avenue of spending time together, sharing experiences, and working towards a common goal. There are always fun activities that help employees see each other in a different light and allow them to connect to a different setting naturally and effectively. Thus, they're able to build communication, planning, problem-solving, and conflict resolution skills.

The activities prepared for the General Assembly were:



Laughter Yoga

This is a controlled breathing and laughter activity, which activates the parasympathetic nervous system that increases oxygen supply and improves blood flow in the body.



Fellowship Night

This year's theme was "DTI Goes Luau." Everyone wore colorful Hawaiian fancy dresses adding to the exuberant vibe of the place. The program consisted of Presentation of Talents (Newly-Hired), DTI 4-A Ginoo at Binibining Kalikasan, and Performance/Service Award.



Team Building Activities

The second day was filled with activities that strengthen rapport, sportsmanship, and camaraderie through various games.

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