

JANUARY-MARCH 2023

FRONTLINE

THE OFFICIAL PUBLICATION OF DTI NORTHERN MINDANAO



A FILIPINO BRAND IN A EUROPEAN SETTING



FRONTLINE

Like the various front line services offered by DTI to businesses and consumers, DTI-10 “Front Line” magazine seeks to be the vanguard of information for entrepreneurs and consumers most especially in Philippines’ Region 10. This magazine is envisioned to grow into an instrument that will help the trade department in the region show transparency as it pushes its main goal: to enable innovative, competitive, job-generating, inclusive businesses while empowering consumers. “Front Line” also highlights the plans and improvements of micro, small and medium enterprises as well as the consumers’ welfare in Northern Mindanao.

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MESSAGE FROM THE REGIONAL DIRECTOR

We monitored the price and supply of basic necessities and prime commodities and we brought the basic goods at affordable prices closer to the consuming public through the Diskwento Caravans.

We strengthened our partnership with our local government units through the local price coordinating councils (LPCCs).


We have also reactivated the region's Consumer Network to further strengthen our collaboration with other national government agencies with consumer protection mandate.

We are preparing for more activities to implement this 2023. And we are excited to share with you our development in our next publications.

Over the next few months, we intend to continue sharing stories of our MSMEs and deliver accurate content that inspires and empowers the public to make informed decisions.

I would like to thank the DTI-10 family for a successful first quarter 2023.

I would like to also thank you for your continued support. We hope to celebrate with you the achievements we have made so far and we hope you enjoy the first quarter edition of our publication.



ERMEDIO J. ABANG

“

We are more than delighted to reveal the first quarter edition of DTI-10's official publication for 2023, Front Line.

This new copy provides our audience with a better reading experience while keeping our goal of providing a concise and insightful content that highlights the major initiatives of the regional office from January to March 2023.

We open 2023 by intensifying different activities to help curb the rising prices.

We supported the continuous growth of our MSMEs through the conduct and participation of trade fairs.

We extended to the public the information on the latest suggested retail price (SRP).



P389,679.97

sales generated

2 Diskwento Caravans conducted

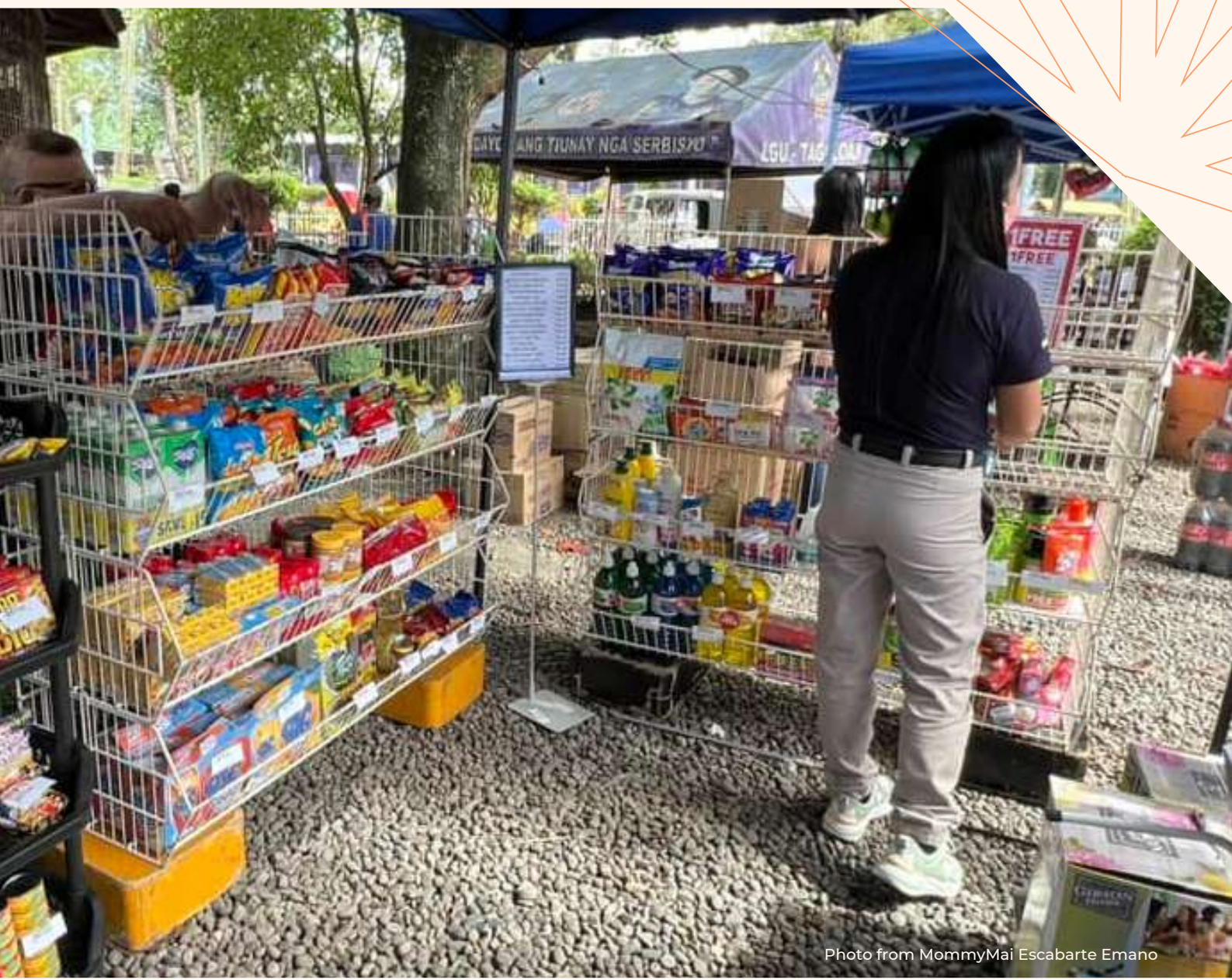


Photo from MommyMai Escabarte Emanó



DTI-10 turns over POS equipment to OTOP hubs

Eight One Town, One Product Philippines (OTOP) hubs in Northern Mindanao were granted with a point-of-sale (POS) terminal worth P25,000 each by the Department of Trade and Industry (DTI) Region 10 last February 22, 2023.



OTOP Hub is a one-stop shop that offers a general outlet for quality OTOP products. Strategically located hubs also act as “pasalubong centers” showcasing the locally-rooted products that carries the culture and tradition of a particular place. Its establishment is one of the most impactful interventions under the OTOP program of DTI.

Through the provincial offices, DTI-10 has exerted efforts to maintain the hubs while ensuring the smooth flow of its operations through constant monitoring. Its latest meaningful intervention was the turnover of POS to help the OTOP hubs innovate their operations and ease their business management on sales recording and monitoring, bookkeeping, and inventory.



Aside from the turnover, the cooperators of the OTOP hubs also underwent a briefing and orientation from KaHero, supplier of the POS, on how to operate the system.

The eight OTOP hubs assisted were OTOP Malaybalay and OTOP Valencia in Bukidnon; OTOP Iligan and OTOP Tubod in Lanao del Norte; and OTOP Ginama, OTOP Kuyamis, OTOP Claveria, and Lunã by Oro Creatives in Misamis Oriental.





14 MARCH 2023



Usec. Blesila A. Lantayona
DTI - Regional Operations Group



RD Ermedio J. Abang
DTI-10



ARD Ruel B. Paclipan
DTI-10



Engr. Merly Cruz
PCE - Go Negosyo



PA De Guzman
PCE - Go Negosyo



Voltaire Magpayo
PCE - Go Negosyo



Honey Duranggo
DTI-10

Hosts:



MSMEs to scale up businesses through mentoring program

Fifty-eight micro, small, and medium enterprises (MSMEs) in Region 10 begin their mentorship program under the Kapatid Mentor Me (KMME) program of the Department of Trade and Industry (DTI) Region 10 and in partnership with the Philippine Center for Entrepreneurship (PCE)-Go Negosyo.

KMME is a 10-module mentorship program that optimizes weekly face-to-face interactions between mentors and mentees. Its key goal is to boost entrepreneurial capacity through improved access to Mentorship, Money, and Market.

With COVID-19 upending lives and businesses, a digitalized version of KMME was developed as a more practical method of delivering the same mentorship modules to MSMEs.

The 58 MSMEs were officially introduced as the new mentees of the 14th batch of the KMME-MME program during the 2023 KMME-MME Online Program Launch and Orientation on March 14, 2023.

Twelve of the MSMEs were from Bukidnon, 9 from Camiguin, 12 from Lanao del Norte, 12 from Misamis Occidental, and 13 from Misamis Oriental.

The mentorship program targets mentees to be able to access credit from banks and other financing providers and to enable them to adopt innovative strategies.

DTI Regional Operations Group Blesila A. Lantayona describes the KMME program as the most comprehensive program that MSMEs have today.

“Since its launching, ang programang Kapatid Mentor Me ay napatunanayang napaka-epektibo sa pagpapataas ng antas ng entrepreneurship sa bansa. Maraming negosyo ang natulongang lumago.” Usec. Lantayona said.

Usec. Lantayona additionally mentioned DTI’s continuous support to the mentees even after they graduate from the KMME Program.

“Andito pa rin ang DTI atsaka ang PCE-Go Negosyo para tumulong sa inyo. Sa part ng DTI, we continue to support you via our other programs like One Town, One Product; Shared Services Facility; SME Roving Academy para po sa mga training access; financing access via SB Corporation, which is an attached agency of DTI; and attendance to trade fairs and other marketing events. And of course, the Negosyo Centers in the region will be your first-stop, one-stop shop in accessing the DTI programs in the region or in your provinces.”

On the other hand, DTI-10 Regional Director Ermedio J. Abang expressed his gratitude to the mentees for their enthusiasm in joining the program.

“We hope that you will remain committed throughout the program. We are excited to be with you in your venture to future success.” RD Abang said.





Local brand featured in France, Germany trade show

A local manufacturer and exporter of sustainable products has joined a roster of exhibitors in one of the largest international trade fairs for consumer goods.

Oro Handmade Innovations, Inc., based in Barra, Opol, Misamis Oriental, is known for creating sustainable products using abaca fiber, pineapple leaves, bamboo, and rattan.

Among its products, its world-class lamps made with indigenous materials were proudly displayed in the Philippine Pavilion at the Ambiente 2023 in Frankfurt, Germany last February 3-7, 2023.

It is one of the participating exhibitors in the home, fashion, and lifestyle (HFL) industries showcased under the DesignPhilippines brand.

Product Catalog





With the theme, “Moving the Future,” Ambiente aims to showcase a unique mix of ideas and product from over 4,700 exhibitors across the globe. It is the first comeback of the show after a three-year break.

It offers an overview of the global range of products in Dining; Living; Giving, which include a diverse selection of personal accessories, premium stationery and school supplies, and gifts; and Working.

Photos from Nicole Cabanlet Designs Facebook Page; Oro Handmade Innovations Inc. Facebook Page; Ambiente Website

The same biodegradable and organic lamps of Oro Handmade made of pinyapel, banana paper, and other indigenous materials were also featured last January 19-23, 2023 in Maison et Objet, a prestigious French trade fair for interior design and held bi-annually in Paris. It has also been described as one of the important European events for interior design.

DTI-10 joins ProPak Philippines

Department of Trade and Industry (DTI) Region 10's Trade Promotions Officers and Bids and Awards Committee supported ProPak Philippines 2023 as delegates last February 1-3, 2023 at the World Trade Center Metro Manila, Pasay.

ProPak Philippines is the leading international processing and packaging trade event in the Philippines.

More than a hundred local and international manufacturers and suppliers showcased the latest machinery, technology, and materials in the sectors of packaging, filling, processing, quality assurance, test and measurement and related fields of automation, transportation, storage, refrigeration, ingredients, labeling, and even pollution control.

Learning sessions on the latest industry topics, trends, regulations, and solutions were additionally offered.

DTI-10 hopes to echo the experience to MSMEs in the region for their packaging and labeling needs to help improve their local products.

The exhibition focused on three major themes: Sustainability, Automation, and Packaging Design. It was organized by Informa Markets and supported by different national government agencies and private organizations.



MISOC CREATIONS STAR IN OROQUIETA TRADE FAIR

At least 20 micro, small, and medium enterprises (MSMEs) of Misamis Occidental offered the best of their food and non-food products in the Buhat sa Misamis Occidental trade fair in Oroquieta City.

Buhat sa Misamis Occidental is a provincial trade fair initiated by the Department of Trade and Industry (DTI) Misamis Occidental to showcase products of local MSMEs in the province.



DTI Misamis Occidental led the kick-off event on February 8, 2023 at the Oroquieta City Plaza Fair. It was also officially opened by Oroquieta City Mayor, Hon. Lemuel Meyrick M. Acosta; City Councilors, Hon. Vincent Guantero and Hon. Aileen M. Taladua; Provincial MSMED Chairperson Elvira D. Tan; and DTI Misamis Occidental OIC-Provincial Director Luz G. Galda.

The trade fair ended on February 15, 2023.

Photos from DTI Misamis Occidental



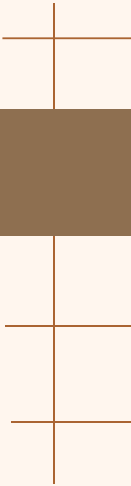
Seven farmers from Pangantucan, Bukidnon were awarded for their quality coffee beans during the first Northern Mindanao Coffee Quality Competition. The awarding was held in Malaybalay, Bukidnon last March 18, 2023.

Vice Mayor Manolito Garces of New Eden, Pangantucan, Bukidnon placed first for his Arabica coffee beans with 87.13% rating. Certified Q Graders in the competition noted the beans with reminders of raisin, blueberry, winey, cherry, plum, berries, mango, and floral.

Cupping notes are standard descriptors used by Q Graders, professionals trained to be capable in scoring the quality of roasted coffees, in creating a sensory-rich picture of a coffee during its cupping process.



Bukidnon farmers dominate regional coffee competition



The remaining winners in the Arabica category are: Aiza Inahan of Pigtauranan, Pangantucan, Bukidnon for second place; Arnold Pina of Pigtauranan, Pangantucan, Bukidnon for third place; Marion Inahan of Pigtauranan, Pangantucan, Bukidnon for fourth place; MILALITTRA Farmers Agriculture Cooperative (MILFACO), represented by Joannah Dumaquita, of Talakag, Bukidnon for fifth place; and Aurora Chiong of Claveria, Misamis Oriental for sixth place.

The second to fourth place winners are members of Bayanihan Millenium Multi-purpose Cooperative (BMMPC).

Meanwhile, Primitiva Mahumot still from Pigtauranan, Pangantucan, Bukidnon won first place in the Robusta category. With a rating 84.38%, the coffee beans' cupping notes are apple, honey, yellow cherry, grapefruit, unripe mulberry, pineapple, clove, and molasses.

Additional winners who are from Pigtauranan, Pangantucan, Bukidnon include Ranel Balatero in second place and Marvin Dagohoy in fourth place.

Mahumot, Balatero, and Dagohoy are members of BMMPC.

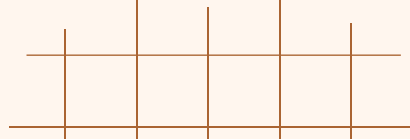
Noel Duyongan from Kibenton, Impasug-ong, Bukidnon and a member of Impalutao Dalwangan Sawaga Agrarian Reform Cooperative (IMDALSA ARC) placed third while Dennis Ong from Claveria, Misamis Oriental placed fifth in the Robusta Category.

The competition was held on March 14-17, 2023 at the Coffee Cupping Laboratory of Central Mindanao University (CMU), Bukidnon.

Twenty-one Arabica and Robusta coffee beans from Bukidnon and Misamis Oriental were submitted as official entries.

The Regional Coffee Quality Competition aims to identify and promote the best quality coffee in Northern Mindanao. It evaluates, assesses, and provides a platform to showcase the variety of the region's quality coffee.

The competition was organized by the Regional Coffee Council of Region 10, Department of Trade and Industry (DTI) Region 10, Rural Agro-enterprise Partnerships for Inclusive Development (RAPID) Growth Project, ACDI/VOCA Philippine Coffee Advancement and Farm Enterprise (PhilCAFE), Department of Agriculture-Philippine Rural Development Project, Peace & Equity Foundation, US Department of Agriculture (USDA), and CMU.



Six coffee growers in Bukidnon generated P604,750 in sales during a face-to-face auction in the first Northern Mindanao Coffee Quality Competition in Malaybalay, Bukidnon last March 18, 2023.



P572,300



P153,400

(P2,600 per kilo)

MANOLITO GARCES
(FIRST PLACE)



P135,700

(P2,300 per kilo)

AIZA INAHAN (BMMPC)
(SECOND PLACE)



P100,300

(P1,700 per kilo)

ARNOLD PINA (BMMPC)
(THIRD PLACE)



P94,400

(P1,600 per kilo)

MARION INAHAN (BMMPC)
(FOURTH PLACE)



P88,500

(P1,500 per kilo)

JOANNAH DUMAQUITA (MILFACO)
(FIFTH PLACE)



P32,450



P32,450

(P550 per kilo)

PRIMITIVA MAHUMOT (BMMPC)
(FIRST PLACE)

More biz register business name in NorMin

More entrepreneurs continue to pursue business opportunities with the reopening of the economy as Department of Trade and Industry (DTI) Region 10 records a total of 32,651 new business name registrations in 2022.

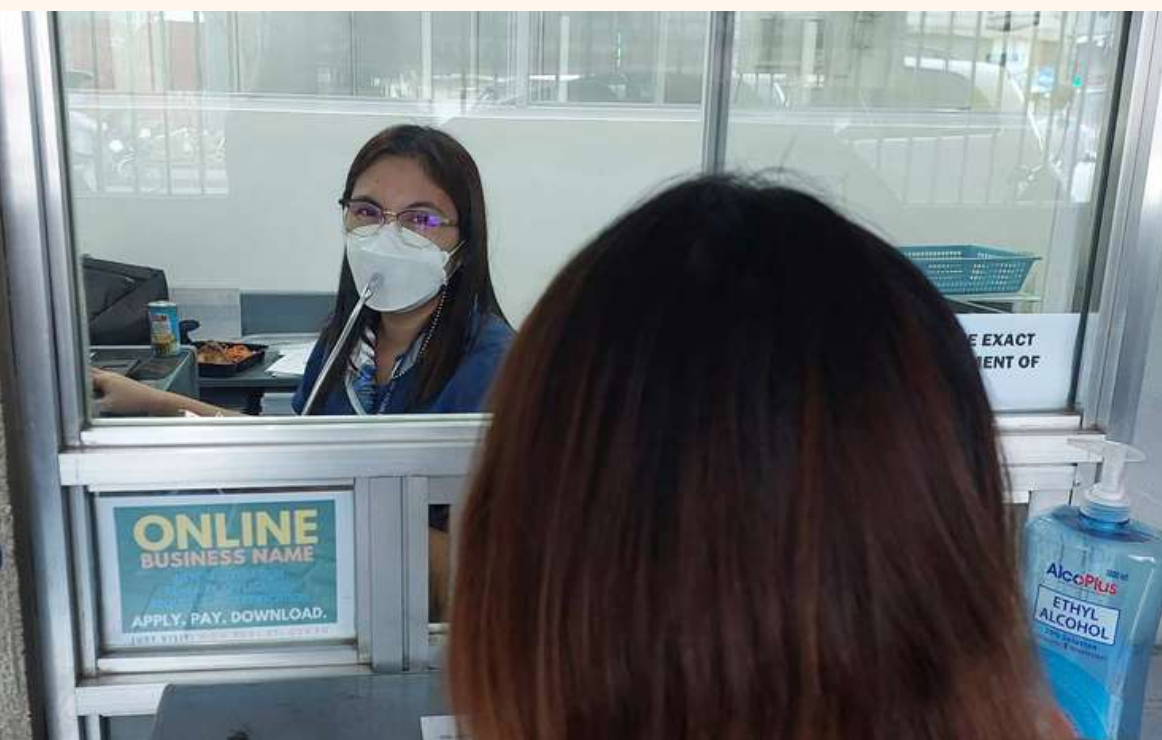
71.2% of the business name registrations were applied online while 28.8% registered in the DTI offices and Negosyo Centers.

93.6% of the new business name applications were paid through GCash, 3.7% through PayMaya, and 2.7% through other methods such as credit card, Land Bank of the Philippines Link.BizPortal, and Digipay PH.

Meanwhile, 2,995 business names were renewed: 1,489 were processed online while 1,506 were administered in the DTI offices.

Business name refers to any name that identifies the enterprise and that is different from the true name of an individual.

As part of its effort to deliver an efficient government service, DTI business name can now be applied online at www.bnrs.dti.gov.ph. Online payment options are also available through GCash, Land Bank of the Philippines Link.BizPortal, PayMaya, debit, or credit.





DTI-10 distributes info materials for consumer empowerment to children in Lagonglong, Misamis Oriental

Ann Macabecha dreams of becoming a police woman.

It was expected for kids her age in Sitio Curnao, Barangay Umagos, Lagonglong, Misamis Oriental to aspire to becoming a uniformed personnel as military personnel visibly roam their village to ensure peace in the area. Sitio Curnao may be a quiet, upland village with 22 households but it was previously a conflicted area and a former safe haven of terrorist groups.

Sitio Curnao has no electricity, no signal, and its only mode of transportation was by foot or horseback.

But Ann remained bubbly and positive in her outlook in life. Now in fourth grade, she works toward her dream by walking to school for one hour every day. On weekends, she would help her family collect fallen coconuts and sell them at P20 per kilo. A portion of the sale will become Ann's allowance to school.

Ann was one of the 72 children provided with modest school supplies by the Department of Trade and Industry (DTI) Region 10 during the Information and Basic Services Caravan held in Sitio Curnao,

Barangay Umagos, Lagonglong, Misamis Oriental last February 24, 2023.

Organized by the Regional Association for Government Communicators-Northern Mindanao (RAGCOM-NM) through the Philippine Information Agency (PIA) 10 and in coordination with Philippine Health Insurance Corporation (PhilHealth) and 58th Infantry Battalion (58IB) Philippine Army, the caravan was intended to help restore the community and change lives.

It was also participated by various line agencies, stakeholders, and non-government organizations that extended different essential services to the neighborhood of Sitio Curnao and its neighboring communities.

Aside from the school supplies, DTI-10 additionally provided the children with vernacular information-education materials on the eight consumer rights and five consumer responsibilities. This is to educate the children into becoming empowered consumers by teaching them their consumer rights and responsibilities at a young age.

Leopoldo Cadano, Jr., one of the beneficiaries, expressed how grateful he is for the assistance received for his family including the school supplies for his five-year old grandson.

“

Malipayon kaayo ming mga tao diri nga nahatagan mi sa mga nagkalain-laing ahensya sa gobyerno. Dako kaayo akong pasalamat (We are very happy for the assistance given by the different government agencies. I am very grateful).





DTI-10 revives consumer network

Department of Trade and Industry (DTI) Region 10 reactivates the Consumer Network (ConsumerNet) of the region by convening the regional line agencies with consumer protection mandates during a Consumer Network Meeting on March 17, 2023.

ConsumerNet is a network of government agencies tasked by their respective mandate to deliver basic essential services to the public in general and to the consumer in particular.

By connecting with one another, the government agencies will be able to share information to protect the interests of consumers, promote general welfare, and establish standards of conduct for business and industry.

The network will enable the agencies to ensure efficiency and effectiveness of frontline facilities for consumer queries and concern and provide a systematic action on consumer issues and complaints.

The meeting highlighted the network's agreement to meet on a quarterly basis to reinforce the coordination among the member agencies.

The meeting was attended by representatives from DTI-10, Cagayan de Oro City Water District, and regional offices of National Food Authority (NFA), National Telecommunications Commission (NTC), Commission on Higher Education (CHED), Bureau of Fire Protection (BFP), Department of Interior and Local Government (DILG), Environmental Management Bureau (EMB), Securities and Exchange Commission (SEC), National Meat Inspection Service (NMIS), Food and Drugs Administration (FDA), Department of Environment and Natural Resources (DENR), Bangko Sentral ng Pilipinas (BSP), Bureau of Internal Revenue (BIR), Bureau of Fisheries and Aquatic Resources (BFAR), Philippine Coconut Authority (PCA), Philippine Health Insurance Corp. (PhilHealth), Department of Human Settlements and Urban Development (DHSUD), and Philippine Information Agency (PIA).

exports and investments increased



49

investors assisted

17

exporters assisted

industries developed

21

industry roadmaps, plans,
and papers formulated

30

localization activities and
capability-building sessions
conducted



Trabaho | Negosyo

CY 2023 1ST QUARTER ACCOMPLISHMENTS

Trabaho | Negosyo

CY 2023 1ST QUARTER ACCOMPLISHMENTS

6,871

MSMEs assisted

3,749

MSMEs assisted in the priority industries

632

BMBE CA issued

39

MSMEs doing e-commerce

148

prototypes developed

38

IP applications

57

mentees enrolled

96

Negosyo Centers maintained

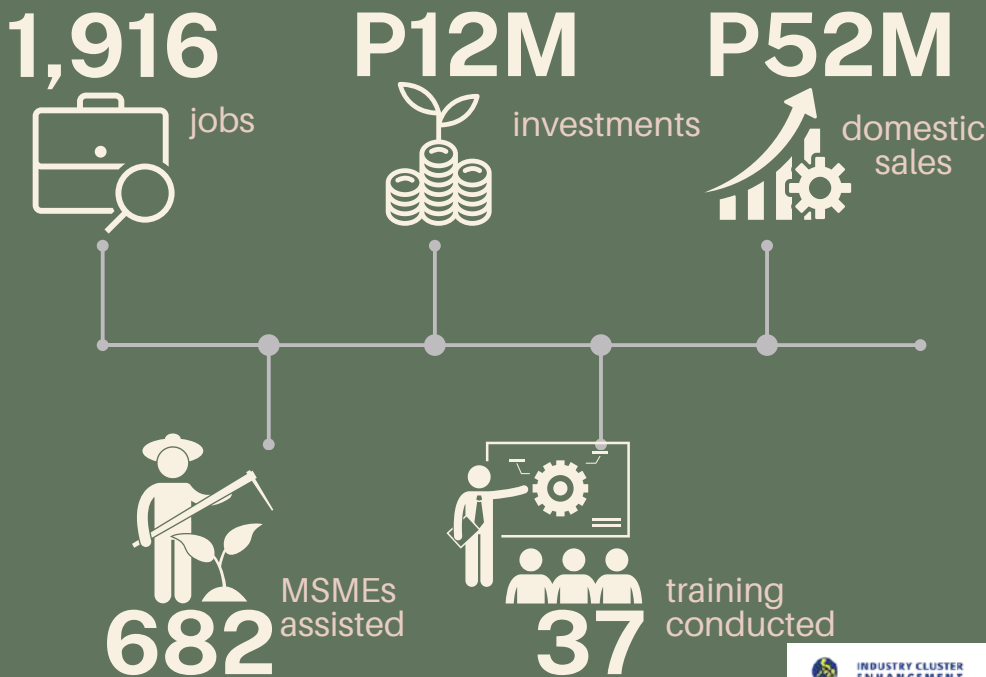
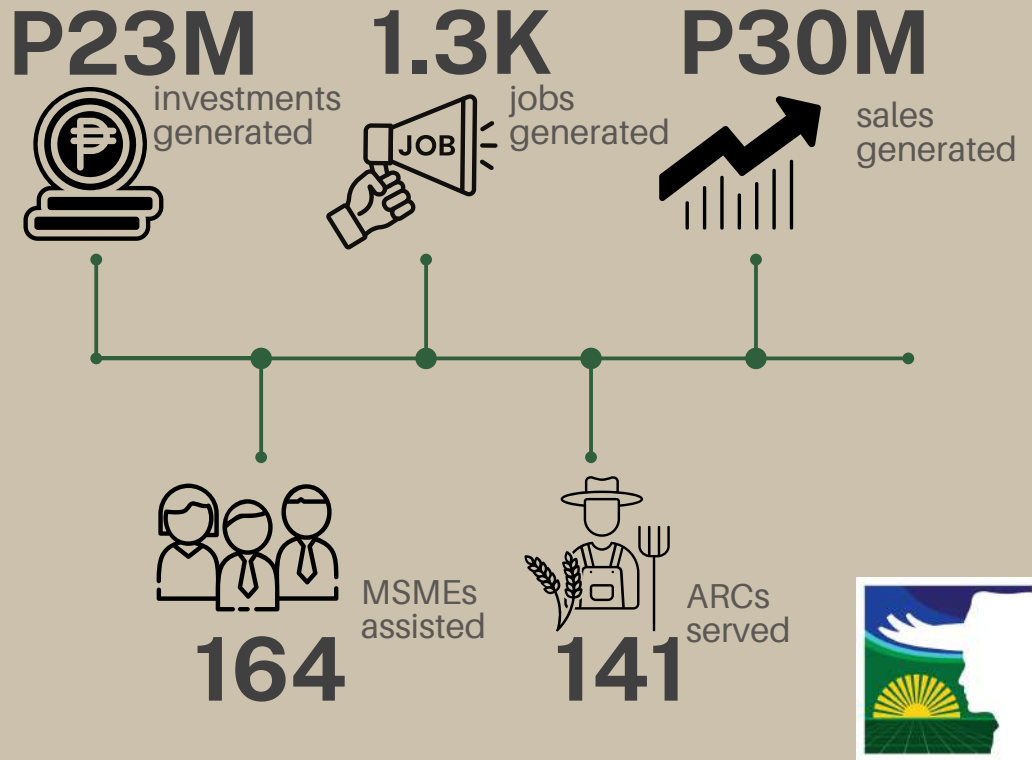
MSMEs developed



Trabaho | Negosyo

CY 2023 1ST QUARTER ACCOMPLISHMENTS

Comprehensive Agrarian Reform Program (CARP)



Industry Cluster Enhancement (ICE) Program

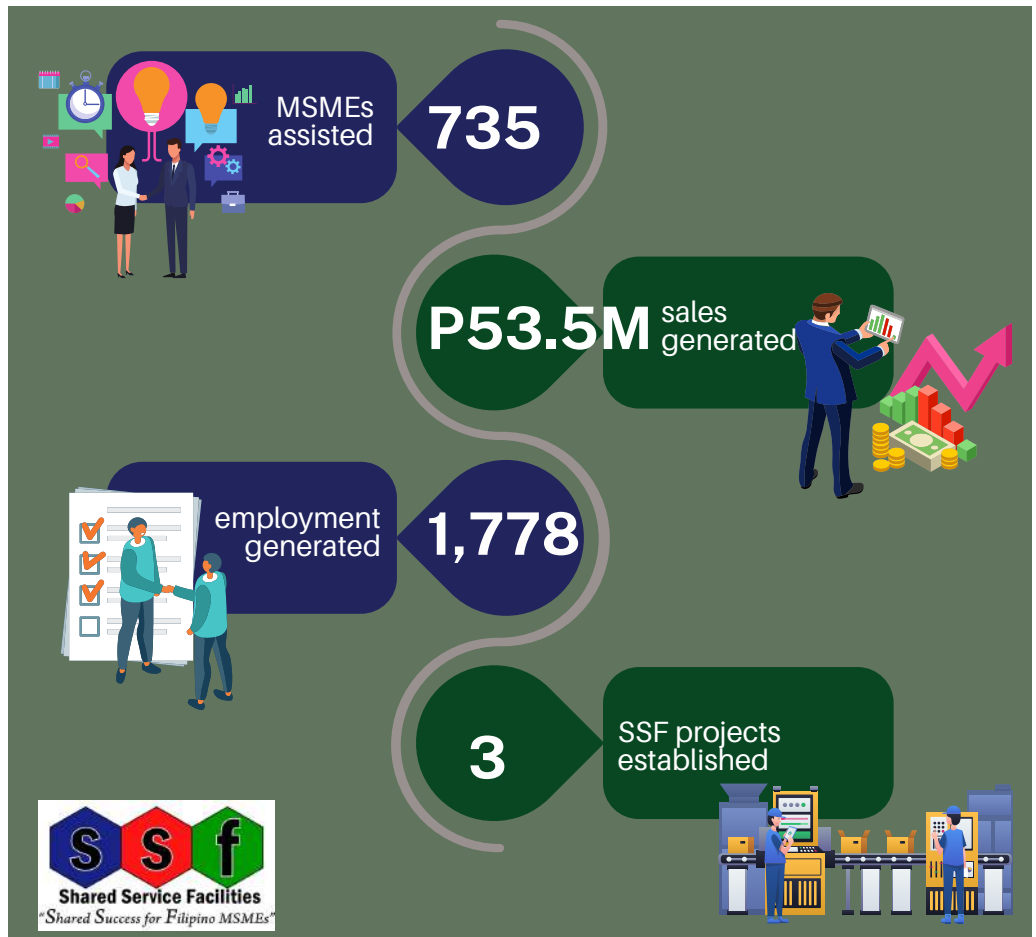
Trabaho | Negosyo

CY 2023 1ST QUARTER ACCOMPLISHMENTS



One Town One Product (OTOP) NextGen

Shared Service Facilities (SSF) Project



Trabaho | Negosyo

CY 2023 1ST QUARTER ACCOMPLISHMENTS



Rural Agro-enterprise Partnership for Inclusive Development and Growth (RAPID Growth) Project

Coconut Farmers and Industry Development Plan (CFIDP)

consumer welfare enhanced

Price Monitoring and Fair Trade Law Enforcement



605

firms monitored - price trending

Consumer Complaints Handling



64

consumer complaints received

Consumer Advocacies



78

consumer awareness and advocacy initiatives



982

firms monitored - fair trade laws



100%

consumer complaints resolution rate



56

consumer education information materials

Facilitating Fair Business Conduct

Permits/accreditation/licenses/authorities issued



5

Private Emission Testing Centers



2,478

Business Name Registrations



7

Factory and Product Audits



207

Service and Repair Shops



96

Sales Promos

Konsyumer

CY 2023 1ST QUARTER ACCOMPLISHMENTS

Agrarian reform beneficiary preps local product for bigger market

Writer : Ralph Mcneil C. Baul

An agrarian reform beneficiary organization (ARBO) in Oroquieta City prepares to penetrate a larger market by enhancing the entrepreneurial skills of its members through business counseling for product development and improvement of packaging and labeling.

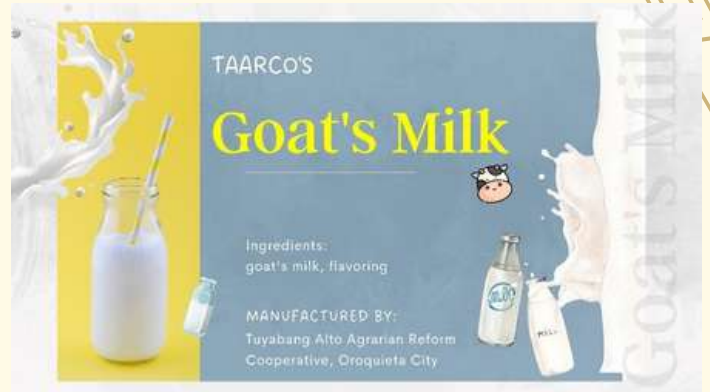
Tuyabang Alto Agrarian Reform Cooperative (TAARCO) currently has 183 members. It is a recipient of the Village Level Farm-focused Enterprise Development (VLFED) and Convergence on Livelihood Assistance for Agrarian Reform Beneficiaries (ARBs) Project (CLAAP) programs run by the Department of Agrarian Reform (DAR) in collaboration with the Department of Social Welfare and Development (DSWD).

The cooperative produces coco coir, nito, and bagon handicrafts and processes herbal blends. It also offers a butcher service; trade in rice, copra, and consumer goods, and production of goat milk.



It was granted by the National Dairy Authority with imported goats breed which are the sources of the produced milk it sells in the local market.

In 2021, TAARCO was assisted by the Department of Trade and Industry Comprehensive Agrarian Reform Program (DTI CARP) through the Shared Service Facilities (SSF) program to relieve the cooperative's burden of having to travel downtown just to grind its raw materials and cut travelling costs.



The SSF project was intended to provide the cooperative with a set of machines to be used for processing their herbal blend products and to address issues on product quality brought on by uneven roasting, leading to subpar results.

Skills building and business management training were additionally provided by DTI CARP to continue strengthening the member's entrepreneurial capacities. Through the additional trainings, members were taught to be better equipped in managing the many enterprises of the cooperative, including its consumer store, copra trading business, pig butchery, microfinance organization, and new dairy processing venture.

TAARCO continues as it recently received a processing machinery and equipment for Malunggay-Corn Blend, one of the viable products under the new Agri-Enterprise Development, and business counseling and services for product development and packaging and labeling improvement.

"I'm grateful for the sacrifices made by everyone who supports the organization, from the employees to management." Ann Gabi, cooperative member and daughter of TAARCO Manager Rodioso Gabi, said.

"They gave us new information and insight on how to manage our cooperative and keep it afloat. We are now prepared to embark on larger markets and new levels of opportunities."

Five MisOc ARBOS receive assistance from DTI CARP

Writer: Margie G. Baldezamo

Five Agrarian Reform Beneficiary Organizations (ARBOS) from Misamis Occidental received technical and funding assistance to ensure the quality and safe manufacturing of their products.

The five ARBOs were among the 10 MSME-beneficiaries assisted under Department of Trade and Industry (DTI) Misamis Occidental's Comprehensive Agrarian Reform Program (CARP) and in collaboration with the Coconut Farmers and Industry Development Program (CFIDP).

CARP is a special program created by virtue of the Republic Act No. 6657 or the Philippine Comprehensive Agrarian Reform Law of 1988. The act institutes a Comprehensive Agrarian Reform Program to promote social justice and industrialization, providing the mechanism for its implementation, and for other purposes.

Each ARBO received one unit of hand-held inkjet code printer; personal protective attire (PPA) specifically for food manufacturing; and one-time supply of hairnets, face masks, latex hand gloves, manufacturing gowns, aprons, hand towels, and safety shoes.



In addition, they were provided with technical advisories on food safety and good manufacturing through in-house consultation with a food safety specialist hired by the government agency. Their products also underwent nutritional analysis and microbiological laboratory testing for quality assurance and food safety to prepare them for market launching.

Aside from the recent interventions, the five ARBO-beneficiaries have received support through capacity-building trainings, advisories and product promotion, and market access.

The ARBO-beneficiaries are DALICAPAN Agrarian Reform Beneficiaries Multi-Purpose Cooperative (DARBEMUCO) and Macabayao Women's Association, Incorporated (MWAI) that produce coconut sugar products; and Caniangan Agrarian Reform Multi-Purpose Cooperative (CARMPC), MAMSINSETI Agrarian Reform Community Cooperative, and Dullan Norte Agrarian Reform Cooperative (DULNARC) that produce virgin coconut oil.

With the continuous support from DTI Misamis Occidental CARP, the ARBOs are expected to create label and packaging at par with commercial brands and produce safe and quality coconut food products from Agrarian Reform Communities (ARCs)

ALEX RESTOBAR



Alex RestoBar is a Baja-inspired restaurant that offers a mix of Local, Filipino, Asian and Western dishes. Alex's version of the local dish Chicken Surol, Crispy Kare-Kare, Beef Shank are just a few of our bestsellers which captured the tastebuds of local and foreign tourists who visit Camiguin.

It also serves and uses Sabroso, Camiguin's Finest Tsokolate (Tableya) made from 100% pure cacao in some of their local drinks and desserts - Healthy Guilt-Free Hot Chocolate, Sabroso banana split Shake, Sabroso Bibingka and Tableya Pancakes.



PLARIDEL ST., POBLACION,
MAMBAJAO, CAMIGUIN

0929 810 3291

islandbloomflowershop@gmail.com

@IslandBloomFlowerShop

#DTI10VALENTINE'SDAYFEATURE



Agrarian Reform Beneficiaries Organization in Medina, Misamis Oriental launches new handicraft products

Mananum Daan Star CARP Multi-Purpose Cooperative (MANDASCMUPCO) proudly introduces its new handicraft products.

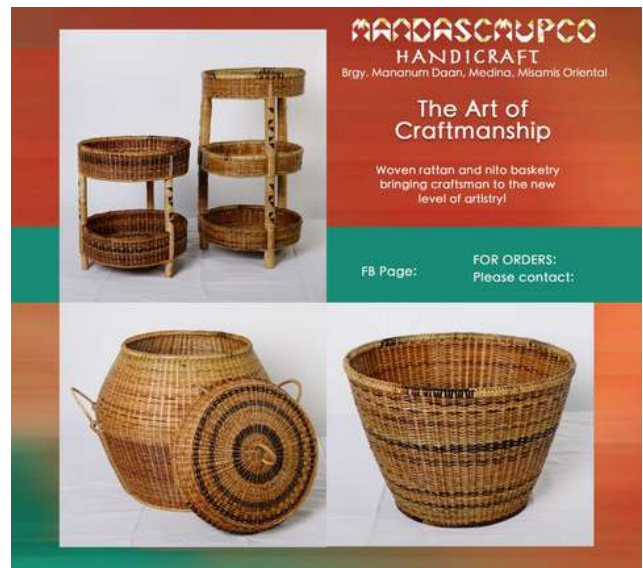
MANDASCMUPCO is an agrarian cooperative under the Medina Agrarian Reform Community (ARC) in Medina, Misamis Oriental. The cooperative provides a range of services to its members, including handicraft production, livestock management, agri-ecotourism, education, and capability building.

Its main products are various designs of nito and rattan handicrafts that are mainly sold in Cagayan de Oro City. The products are also sold online and will soon be available in various pasalubong centers in Misamis Oriental.

The cooperative introduced a new line of handicraft products after a product branding activity hosted by the Department of Trade and Industry (DTI) Misamis Oriental last 2022. The brand development aimed at highlighting the cooperative's competitive products through an appealing product brand and narrative, highlighting the history of the organization, and the commitment to providing quality products and services to its clients.

The newly launched product featured a refreshed logo and brand name, "MANDASCMUPCO," which seeks to emphasize the cooperative's mission of empowering its members through product value addition, providing livelihood support, and promoting social and environmental responsibility.

Our new branding reflects our commitment to our members and clients," said Ms. Elecita Racho, Chairperson of MANDASCMUPCO.



"We are dedicated to ensuring that our members have access to the livelihood opportunities that they need, and our clients can have fine handicraft products developed overtime, and our new branding highlights this commitment."

The products reflect the innovation of each design. These are handwoven by the men and women of the cooperative.

"We believe that our new branding will help us reach more members and customers who believe in our vision and want to support themselves and the community," said Ms. Esterlina Cagatcagat, the cooperative's marketing manager.

"We are excited to launch this brand and to continue growing with our community."

The new product will also be rolled out across the province, through its social media account, as well as in resorts and in various OTOP hubs in Misamis Oriental.

Written by Clarence T. Silva

UNDERSTANDING THE BUSINESS NAME LAW

Jason M. Tutor and Christopher M. Diaz



Starting a business is a great feat, but running it successfully is even greater. It's not enough to just have an idea and the funds to start; you also need to comply with legal requirements to avoid any legal and financial consequences.

Thirty-five local entrepreneurs from Lantapan, Bukidnon learned about the Business Name Law and the importance of Business Name Registration after a Briefing on Business Name Law was conducted on March 9, 2023 in Poblacion, Lantapan, Bukidnon.

The event was organized by DTI Bukidnon through the Negosyo Center Lantapan, Lantapan Business Permit Licensing Office, and Lantapan Public Market Vendors Association.

DTI Bukidnon Consumer Protection Division and keynote speaker, Mr. Christopher Diaz, lectured about the features of the Business Name Law. He emphasized that it is illegal for anyone to use any name for a business without first registering the business name with DTI. Securing the business name will guarantee the legal and exclusive right to use it within its territorial scope and validity period.

The seminar successfully educated the attendees on the significance of Business Name Registration, which is crucial for a legal business.

The Briefing on Business Name Law was also relevant since the municipality of Lantapan in Bukidnon was among the localities in the province that did not require a business name to entrepreneurs applying for mayor's permit. With the seminar conducted, an agreement was reached between the local MSMEs and BPLO to revise the Revenue Code this year, ensuring that all businesses in Lantapan will register a business name before securing a mayor's permit.



From Farm to Table: The Delicious Journey of a Cacao Entrepreneur

Iris Chin P. Castillo and
Jamaliah Nasrodin

Young but already in love.

Ms. Trinidad Macayan's passion for cacao farming began at a young age when she was trained to grow the commodity and make chocolate products like tablea.

"Kami na in love mi sa mga cacao (We fell in love with cacao)."

Yet despite her desire to pursue cacao farming, Ms. Macayan also wanted to take up a medical-related course. She spent 32 years as a Medical Technologist in Kapatagan Provincial Hospital.

As she approached retirement, Ms. Macayan pondered how she would concentrate on her cacao farm after leaving her job. She had already dabbled in producing tablea. Because of the pandemic, her primary challenge was on broadening her market.

She formally registered her business name, JDM Food Products, on July 2020. Soon after, assistance for the development of her cacao farm and her tablea started pouring in through the Food Connect Program of the Department of Trade and Industry (DTI). From learning label enhancement, she also joined different trainings and seminars on Process Standardization of Cacao Products, Proper Growing of Cacao, and many others.

"Dako jud kaayo ug tabang ang training and seminar na akong naapilan sa DTI. Ako jud tong tumanon especially sa pag-ferment, sa paglimpyo, ug katong gitudlo ni Ma'am Jude para sa akong chocolates (The trainings and seminars that I attended from DTI were very helpful. I made sure to adhere closely to all the instructions, especially with regard to the correct methods for fermenting and cleaning the cocoa beans, and the valuable insights that Ma'am Jude provided for my chocolate-making process)."

During the pandemic, Ms. Macayan devoted her time to research and product development, resulting in the production of other cacao-based products such as Choco Spread and Milk Chocolates. From earning around P2,000 a month from her tablea, she now earns as much as P25,000 per month. She cites the provision of machinery through DTI's Shared Service Facilities (SSF) Project as a major game-changer for her business, leading to an increase in production and sales revenue. Thanks to her perseverance and determination, she now has resellers and regular customers in Baroy and Iligan City.

Ms. Macayan advises aspiring entrepreneurs to understand their market's needs thoroughly and strive to satisfy them while being open to feedback and criticisms on their products.

"Ang pag-sugod sa negosyo lisod jud. Imo jud estudyohan ang need sa imong market ug imong tagboon kini para naay satisfaction (Starting a business is really difficult. You really need to study the needs of your market and address these needs for their satisfaction)."

Paying it forward

Ms. Macayan's focus as a business owner goes beyond just generating sales and profit. She also strives to make a positive impact in her community.

One of her initiatives involves supplying her tablea and milk chocolates to Saavedra Elementary School and Bible Baptist Christian Academy in Maranding, Lala, Lanao del Norte. These schools use her products to prepare chocolate porridge as a nutritious alternative snack for their students.

Despite the success of JDM Food Products, Ms. Macayan remains humble and willingly shares her knowledge and expertise with her fellow cooperative members in order to help them make a livelihood from making cacao products.



Photo by Jez Orbe



Photo from DTI Lanao del Norte

OFW to Entrepreneur: The Bucana Story

"Leaving your hometown to embark on a new adventure is a fantastic life hack, but coming home at the end of that adventure is a much better one."

Mr. Pablo Jose Karagdag, an OFW in Switzerland for 25 years came back to his hometown, Guinsiliban, Camiguin and pursued a small business – Bucana Internet shop – in 2009.

After running the business for two years, he made the decision to shut it down since most people already have their own gadgets and internet shops were no longer in demand. Never wanting to give up, Mr. Karagdag explored for fresh opportunities.

After a while, he noticed that there had never been a bakeshop in the area that offered freshly baked bread and pastries. That gave him the idea to open a bakeshop which he then named as “Bucana Bakeshop”.

Being aware of the programs and services of DTI for micro, small, and medium enterprises, he approached the Negosyo Center Guinsiliban for possible assistance in time for his business registration with the LGU.

With his permit secured and with the provision on business startup advice and additional lessons on how to grow a business from the Negosyo Center, Mr. Karagdag took advantage of his business location. He even came up with another business idea which he called and registered as “Bucana Travellers Inn” in 2019.

"The tourist is there, therefore, the money [is also there], but [there is] no business." Mr. Karagdag answered when asked why he launched a new business.

True enough, he found the opportunity, had the resources, and so he acted on it. Since then, the Bucana Bakeshop and Bucana Travellers Inn have been operating successfully until the pandemic. Like other local businesses, Mr. Karagdag’s business ventures were also affected by the lockdown in the early months of 2020.

Despite this challenge, he remained optimistic that things will get better and situations will normalize.

His zeal led him to join DTI’s Kapatid Mentor Micro Enterprise (KMME). His wife, the manager, became one of the mentees who was part of the 2020 graduates.

In 2021, Mr. Karagdag was identified as a beneficiary of the Pangkabuhayan sa Pagbangon at Ginhawa (PPG) Program. He was able to receive livelihood support kits on February 2022 to help him regain the capital that was lost during pandemic.

Today, Mr. Karagdag is grateful to see the gradual improvements in his businesses and the contributors they made to the economy of Guinsiliban.



DTI Camiguin KMME mentee-graduate, Pablo Jose Karagdag, saw an opportunity in opening a bakeshop and acted on it.

Starting a business can indeed be thrilling but also rewarding.

As Mr. Karagdag continues to manage his businesses, he becomes more aware of additional elements that must be taken into account.

He leaves this inspiring line to current and potential business owners:

“Adopt a positive outlook, accept responsibility, exercise discipline, and act when the opportunity presents itself.”

Written by Riza U. Fabre



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N O R T H E R N M I N D A N A O

2022

CITIES AND MUNICIPALITIES
COMPETITIVENESS INDEX
REGIONAL AWARDING

SUGGESTED RETAIL PRICES OF BASIC NECESSITIES AND PRIME COMMODITIES AS OF 08 FEBRUARY 2023

BASIC NECESSITIES			BASIC NECESSITIES			BASIC NECESSITIES			PRIME COMMODITIES		
DESCRIPTION	UNIT	SRP	DESCRIPTION	UNIT	SRP	DESCRIPTION	UNIT	SRP	DESCRIPTION	UNIT	SRP
CANNED SARDINES IN TOMATO SAUCE			SALT			BOTTLED WATER			MEAT LOAF		
555 Bonus Pack	155g	18.75	IODIZED ROCK SALT			MINERALIZED WATER			555	150g	19.50
Atami Regular Lid	155g	17.77	Fidel Coarse (Red) - Visayas & Mindanao	500g	21.75	Robinsons Mall	500mL	10.45	Argentina	150g	23.75
Atami EOC	155g	18.56	Lasap Rock Salt	1kg	23.00	Summit	350mL	11.00	CDO	150g	20.75
Family's Budget Pack Plain	130g	15.25	IODIZED SALT			Summit	500mL	14.50	Gusto	150g	16.50
Hakone Regular Lid	155g	13.40	Lasap Iodized Salt	100g	4.50	Summit	1L	22.50	Winner - Supermarket (SMKT)	150g	18.00
King Cup Regular Lid	155g	18.00	Lasap Iodized Salt	250g	9.00	Summit	6L	75.00	Argentina	170g	25.25
Lucky 7	155g	18.75	Fidel Free Flowing (Green) - Luzon	250g	11.75	Supersavers Nature's Pure	330mL	7.15	CORNED BEEF		
Maniko Regular Lid	155g	18.00	Fidel Free Flowing (Green) - Visayas & Mindanao	250g	12.75	Supersavers Nature's Pure	500mL	8.70	Argentina	150g	35.75
Mikado Regular Lid	155g	17.77	Fidel Refined (Blue) - Luzon	250g	10.75	Viva - Nationwide	330mL	10.00	El Rancho - SMKT	150g	28.50
Mikado EOC	155g	18.56	Fidel Refined (Blue) - Visayas & Mindanao	250g	11.75	Viva - Nationwide	500mL	13.00	Star Corned Beef	150g	34.00
Saba Phil. Sardines - NCR	155g	17.25	Lasap Iodized Salt	500g	16.00	Viva - Nationwide	1L	19.00	Winner - SMKT	150g	30.75
Saba Phil. Sardines - Luzon/Viz/Min	155g	17.50	Fidel Free Flowing (Green) - Luzon	500g	22.75	CANDLES			Young's Town Premium	150g	34.25
Toyo Regular Lid	155g	18.72	Fidel Free Flowing (Green) - Visayas & Mindanao	500g	23.25	5-Star Esperma White (20pcs./pack)	#03	49.83	Argentina	175g	40.75
Toyo EOC	155g	19.58	Fidel Refined (Blue) - Luzon	500g	21.00	5-Star Esperma White (25pcs./pack)	#05	106.10	Ligo Premium - Luzon	175g	35.80
Sallenas Regular Lid	155g	18.50	Fidel Refined (Blue) - Visayas & Mindanao	500g	21.25	5-Star Esperma White (5pcs./pack)	#08	137.93	Ligo Premium - Viz/Min	175g	36.20
Young's Town Bonus	155g	13.25	Lasap Iodized Salt	1kg	29.00	5-Star Esperma White (4pcs./pack)	#14	33.42	BEEF LOAF		
PROCESSED MILK			DETERGENT SOAP/LAUNDRY SOAP			5-Star Esperma White (2pcs./pack)	#22	108.22	555	150g	19.50
CONDENSED MILK			Bareta Bar FabCon - Visayas & Mindanao	360g	19.75	Export Candles White (20pcs./pack)	#03	39.00	Argentina	150g	22.00
Jersey Sweetened Condensed Creamer	390g	42.00	Bareta Bar (Blue, Speckled Blue, White, Kalamansi) - Visayas & Mindanao	360g	18.25	Export Candles White (20pcs./pack)	#05	60.50	Bingo	150g	18.50
CONDENSADA			Bonux - Flower Fiesta, Kalamansi Zest	380g	21.00	Export Candles White (12pcs./pack)	#08	60.50	CDO	150g	20.75
Alaska	168mL	33.50	Champion Bar (Supra Clean and Citrus Fresh)	370g	23.00	Export Candles White (10pcs./pack)	#10	72.75	Purefoods	150g	18.15
Alaska	300mL	51.50	Speed Long Bar (White, Speckled Blue, Kalamansi) - Luzon	360g	21.00	Export Candles White (10pcs./pack)	#12	72.75	El Rancho - SMKT	155g	17.75
Cow Bell	300mL	41.00	Speed Long Bar (White, Speckled Blue, Kalamansi) - Visayas & Mindanao	360g	21.50	Export Candles White (8pcs./pack)	#14	72.75	Argentina	170g	25.00
Liberty	168mL	34.75	Speed Long Bar Blue - Luzon	360g	20.00	Export Candles White (4pcs./pack)	#16	36.25	Purefoods	200g	24.90
Liberty	300mL	53.00	Speed Long Bar Blue - Visayas & Mindanao	360g	20.50	Export Candles White (4pcs./pack)	#18	48.50	CONDIMENTS		
EVAPORATED MILK			Sulit Bar (Blue, White, Kalamansi, Speckled Blue) - Visayas & Mindanao	360g	17.75	Export Vigil Candles White/Yellow (12pcs./pack)	#01	60.50	VINEGAR - GIN AND PET BOTTLE		
Angel Filled Milk	410mL	44.00	Surf Oxybubbles Bar (Blue)	360g	21.75	Export Vigil Candles White/Yellow (4pcs./pack)	#2x4	54.50	Amihan Cane - SMKT	350ml	10.40
EVAPORADA			Surf Oxybubbles Bar (Kalamansi)	360g	23.00	Export Vigil Candles White/Yellow (6pcs./pack)	#2x6	85.00	Amihan Cane - Wetmarket (WMKT)	350ml	11.00
Alaska	370mL	31.56	BOTTLED WATER			Liwanag Esperma Candle White (20pcs./pack)	#03	65.78	Datu Puti - White Vinegar - SMKT	350ml	17.50
Cow Bell	370mL	28.50	DISTILLED WATER			Liwanag Esperma Candle White (20pcs./pack)	#05	88.05	Datu Puti - White Vinegar - WMKT	350ml	18.03
POWDERED MILK			Absolute	350mL	12.00	Liwanag Esperma Candle White (4pcs./pack)	#16	46.42	Silver Swan Sukang Puti - SMKT	350ml	17.50
Alaska Fortified Powdered Milk Drink	165g	44.00	Absolute	500mL	16.25	Liwanag Esperma Candle White (4pcs./pack)	#18	76.13	VINEGAR - DOY / REFILL PACK		
Anchor Full Cream Milk	150g	73.30	Absolute	1L	27.50	Liwanag Esperma Candle White (2pcs./pack)	#24	177.71	Silver Swan Sukang Puti Doy Pack - SMKT	200ml	7.90
Jersey Fortified Instant Powdered Milk Drink	300g	96.25	SM Bonus	325mL	6.00	Manila Wax Sperma White (10pcs./pack)	#02	54.11	Silver Swan Sukang Puti Doy Pack - WMKT	200ml	7.95
Bear Brand	135g	50.00	SM Bonus	500mL	8.00	Manila Wax Sperma White (20pcs./pack)	#03	64.72	PATIS - GIN / PET BOTTLE		
Birch Tree Full Cream Milk	150g	64.75	SM Bonus	6L	50.00	Manila Wax Sperma White (10pcs./pack)	#04	47.74	Datu Puti - SMKT	350ml	26.25
COFFEE REFILL			Wilkins	330mL	12.00	Manila Wax Sperma White (20pcs./pack)	#04	47.74	Datu Puti - WMKT	350ml	27.55
Blend 45 - Supermarket	25g	18.50	Wilkins	500mL	17.00	Manila Wax Sperma White (4pcs./pack)	#14	54.10	Lorins PET Bottle	350ml	23.25
Great Taste (Granules) SMKT	25g	21.00	Wilkins	1L	25.00	Manila Wax Sperma White (20pcs./pack)	#16	59.41	Nelicom Special - SMKT	350ml	29.70
Great Taste (Premium) SMKT	25g	19.75	Wilkins	7L	86.00	Manila Wax Sperma White (20pcs./pack)	#04	47.74	Nelicom Special - WMKT	350ml	31.25
Nescafe Classic	25g	21.50	PURIFIED WATER			Manila Wax Sperma White (4pcs./pack)	#03	59.41	Silver Swan Special	350ml	23.75
Great Taste (Granules) SMKT	50g	41.00	Magnolia Pure	355mL	8.50	Export Vigil Candles White/Yellow (12pcs./pack)	#01	60.50	Silver Swan Special	350ml	23.75
Great Taste (Premium) SMKT	50g	38.50	Magnolia Pure	500mL	10.50	Export Vigil Candles White/Yellow (4pcs./pack)	#2x4	54.50	PATIS - DOY PACK / BUDGET PACK		
Nescafe Classic	50g	43.25	Magnolia Pure	1L	19.50	Export Vigil Candles White/Yellow (6pcs./pack)	#2x6	85.00	Lorins - Pouch	150ml	11.50
COFFEE 3-in-1 ORIGINAL			Natures Spring	500mL	9.90	Liwanag Esperma Candle White (20pcs./pack)	#05	88.05	Lorins - Budget Pouch	350ml	21.25
Blend 45	20g	4.10	Natures Spring	1L	15.40	Liwanag Esperma Candle White (4pcs./pack)	#16	46.42	SOY SAUCE - GIN / PET BOTTLE		
Cafe Puro	17g	4.70	Refresh	500mL	6.75	Liwanag Esperma Candle White (20pcs./pack)	#03	65.78	Datu Puti - SMKT	350ml	19.10
Great Taste Original Twin Pack	33g	8.25	SM Bonus	300mL	5.00	Liwanag Esperma Candle White (20pcs./pack)	#05	88.05	Datu Puti - WMKT	350ml	20.10
Kopiko Black	30g	8.00	Wilkins Pure	500mL	11.00	Liwanag Esperma Candle White (4pcs./pack)	#16	46.42	Silver Swan - SMKT	350ml	20.25
Nescafe Original	28g	7.25	Wilkins Pure	1L	18.00	Liwanag Esperma Candle White (20pcs./pack)	#05	88.05	SOY SAUCE - DOY PACK / REFILL PACK		
San Mig Coffee 3-in-1 Original	20g	6.50	MINERALIZED WATER			Liwanag Esperma Candle White (20pcs./pack)	#05	88.05	Silver Swan Doy Pack - SMKT	200ml	10.65
BREAD			Hidden Spring	300mL	8.80	Liwanag Esperma Candle White (4pcs./pack)	#16	46.42	Silver Swan Doy Pack - WMKT	200ml	10.92
Pinoy Tasty	450g	40.50	Hidden Spring	500mL	12.10	Manila Wax Sperma White (20pcs./pack)	#04	47.74	TOILET SOAP		
Pinoy Pandesal (10pcs./pack)	250g	25.00	Refresh	350mL	6.00	Manila Wax Sperma White (4pcs./pack)	#14	54.10	Green Cross (Pure Care)	55g	13.75
INSTANT NOODLES			Refresh	500mL	6.75	Manila Wax Sperma White (20pcs./pack)	#04	47.74	Green Cross (Pure Care)	85g	23.50
CHICKEN & BEEF FLAVOR			SM Bonus	300mL	5.00	Manila Wax Sperma White (10pcs./pack)	#02	54.11	Green Cross (Pure Care)	125g	34.00
Ho-Mi (Instant Mami Chicken & Garlic, Instant Mami Beef Brisket)	55g	8.40	Wilkins Pure	500mL	11.00	Safeguard Pure White	60g	19.75	Safeguard Pure White	90g	29.25
Lucky Me! (Instant Mami Chicken na Chicken and Instant Mami Beef na Beef)	55g	8.75	Wilkins Pure	1L	18.00	Safeguard Pure White	130g	46.75	Safeguard Pure White	130g	46.75
Payless (Instant Mami Chicken and Instant Mami Beef)	55g	7.00	CONSUMER TIPS:			Manila Wax Sperma White (20pcs./pack)	#04	47.74	Palmolive Naturals - Pinkish Glow (pink), Hydrating Glow (green), White with Natural Papaya, and White with Natural Milk	55g	15.50
Quick Chow (Instant Mami Beef and Instant Mami Chicken)	55g	7.25	• SRPs apply nationwide unless specified.			Manila Wax Sperma White (20pcs./pack)	#04	47.74	BATTERIES		
SALT			• SRPs apply to both supermarkets and wet markets, unless specified.			Manila Wax Sperma White (20pcs./pack)	#04	47.74	Eveready Heavy Duty Small Red - Pack of 2	AA	27.00
IODIZED ROCK SALT						Manila Wax Sperma White (4pcs./pack)	#16	59.41	Eveready Super Heavy Duty Small Black - Pack of 2	AA	39.95
Lasap Rock Salt	250g	7.00				Manila Wax Sperma White (20pcs./pack)	#04	47.74	Eveready Heavy Duty Red - Blister Pack of 4	AA	48.00
Fidel Coarse (Red) - Luzon	250g	10.00				Manila Wax Sperma White (4pcs./pack)	#16	59.41	Englizer Max - Blister Pack of 4	AA	196.50
Fidel Coarse (Red) - Visayas & Mindanao	250g	11.25				Manila Wax Sperma White (20pcs./pack)	#04	47.74	Eveready Heavy Duty Red - Blister Pack of 2	D	51.25
Lasap Rock Salt	500g	12.50				Manila Wax Sperma White (4pcs./pack)	#16	59.41	Eveready Super Heavy Duty Black - Blister Pack of 2	D	77.75
Fidel Coarse (Red) - Luzon	500g	19.50				Manila Wax Sperma White (20pcs./pack)	#04	47.74	NOTES:		
CONSUMER TIPS:						Manila Wax Sperma White (4pcs./pack)	#16	59.41	SAFEGUARD TOILET SOAP		
• SRPs apply nationwide unless specified.						Manila Wax Sperma White (20pcs./pack)	#04	47.74	1st Tranch April 03, 2023 - 60g : Php 19.75 ; 130g : Php 46.75		
• SRPs apply to both supermarkets and wet markets, unless specified.						Manila Wax Sperma White (4pcs./pack)	#16	59.41	2nd Tranch June 01 2023 - 60g : Php 20.50 ; 130g : Php 49.00		



ERMEDIO J. ABANG
REGIONAL DIRECTOR
DTI REGION 10

NACIDA BLDG., CORRALES AVE.
COR. ANTONIO LUNA ST.
9000 CAGAYAN DE ORO CITY

Email: r10@dti.gov.ph
Phone: (088) 880 0911
Hotline: (+63)915 399 7576



RUEL B. PACLIPAN
ASSISTANT REGIONAL DIRECTOR
DTI REGION 10

NACIDA BLDG., CORRALES AVE.
COR. ANTONIO LUNA ST.
9000 CAGAYAN DE ORO CITY

Email: r10@dti.gov.ph
Phone: (088) 880 0911
Hotline: (+63)915 399 7576



FAMELAH RACQUEL D. VILLANUEVA
OIC - PROVINCIAL DIRECTOR
DTI BUKIDNON

KG UBALDO BLDG.,
BONIFACIO DR, BRGY. 8,
8700 MALAYBALAY CITY

Email: r10.bukidnon@dti.gov.ph
Phone: (088) 813 2101
Hotline: (+63)927 338 1291



JOSELITO S. ENOT
PROVINCIAL DIRECTOR
DTI CAMIGUIN

DBP BLDG., GENERAL B.
ARANAS COR. JP RIZAL STS.,
9100 MAMBAJAO

Email: r10.camiguin@dti.gov.ph
Phone: (088) 387 0036
Hotline: (+63)905 968 0718



JANE MARIE L. TABUCAN
PROVINCIAL DIRECTOR
DTI LANA DEL NORTE

0171 PM DURIAS BLDG.,
QUEZON AVE. EXT., PALA-
O, 9200 ILIGAN CITY

Email: r10.lanaodelnorte@dti.gov.ph
Phone: (+6363) 221 6151
Hotline: (+63)905 172 0090



LUZ G. GALDA
OIC-PROVINCIAL DIRECTOR
DTI MISAMIS OCCIDENTAL

G/F GAISANO CAPITAL OZAMIZ
SOUTH WING MALL, PORT AREA
7200 OZAMIS CITY

Email: r10.misamisoccidental@dti.gov.ph
Phone: (088) 521 2891 / (088) 521 0349
Hotline: (+63)917 165 3449



ALMER R. MASILLONES
PROVINCIAL DIRECTOR
DTI MISAMIS ORIENTAL

G/F, INCORPORATED BLDG.,
TIANO, HAYES ST,
9000 CAGAYAN DE ORO CITY

Email: r10.misamisoriental@dti.gov.ph
Phone: (088) 857 4034
Hotline: (+63)927 029 1447



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