



DEPARTMENT OF TRADE AND INDUSTRY

ALBAY
PROVINCIAL
OFFICE



20 24

ANNUAL
REPORT

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MESSAGE FROM THE PROVINCIAL DIRECTOR

It is with immense pride and gratitude that we present the Annual Accomplishment Report of the Department of Trade and Industry (DTI) Albay for the fiscal year 2024.

*This report stands as a testament to our **unwavering commitment to fostering inclusive economic growth, promoting competitive industries, and empowering consumers** across the province of Albay. Throughout 2024, our efforts were meticulously aligned with the strategic goals of both our Agency and the provincial development agenda, with a steadfast focus on sustainable and resilient economic development. We actively pursued our mandate of catalyzing local and national development, realizing the country's vision for a **more vibrant and innovative trade and industry sector**. This was achieved through our diverse services encompassing **trade and investment promotion, consumer protection, and enterprise development**, all designed to create a conducive environment for businesses to thrive and for our communities to prosper.*

*The significant achievements detailed in this report are the direct result of the **collective dedication, hard work, and unwavering spirit of our entire DTI Albay team**. We also extend our deepest appreciation for the **invaluable support and strong collaboration** from our esteemed partners in the private sector, business groups, industry players, local government units, and other government agencies. Your continued commitment to nurturing a thriving business and trade environment has played a pivotal role in our shared accomplishments.*

*Moving forward, DTI Albay remains **committed to spearheading initiatives that will further strengthen our local economy, empower micro, small, and medium enterprises (MSMEs)** through innovation and digitalization, and ensure fair trade practices for the benefit of all consumers. We are resolute in our pursuit of excellence, continually striving to enhance our services and adapt to the evolving needs of our constituents.*

Once again, we extend our heartfelt gratitude for your unwavering support and trust in DTI Albay. May we continue to be blessed in all our noble endeavors as we work together towards a more prosperous and equitable Albay.

NOEL B. BUNAO
Provincial Director
DTI Albay Provincial Office



MISION, VISION AND VALUES

VISION

A higher level of competitiveness for the Philippines and 2nd in ASEAN in FDI by 2028.

MISSION

The main economic catalyst in enabling innovative, competitive, job-generating, inclusive business, and empowering consumers.

VALUES

Passion, Integrity, Creativity, Competence, Synergy, and Love of Country





ONE DTI QUALITY MANAGEMENT SYSTEM **QUALITY POLICY**

We, the Department of Trade and Industry, are committed to being the catalyst for trade, industry development, investments, employment generation, and consumer empowerment, driving sustainable economic growth and shared prosperity for all Filipinos.

We aspire to establish the Philippines as a globally competitive and preferred trading partner and investment destination through diversified industries, innovation-driven MSMEs, empowered consumers, and high-quality job opportunities.

Upholding our core values of Passion, Integrity, Competence, Creativity, Synergy, and Love of Country, we commit to statutory and regulatory compliance and the continual improvement of our Quality Management System to meet client needs and expectations.

DTI ALBAY ORGANIZATIONAL OUTCOMES: 2024 ANNUAL REPORT

The Department of Trade and Industry (DTI) Albay has tirelessly worked throughout 2024 to foster a dynamic and inclusive economic environment in the province. Our efforts are anchored on key organizational outcomes designed to drive growth, empower businesses, and protect consumers.

001

ORGANIZATIONAL OUTCOME 1: EXPORT AND INVESTMENT DEVELOPMENT

This Organizational Outcome focuses on enhancing the competitiveness of Albay's products and services in both domestic and international markets. DTI Albay aims to boost the province's export capabilities, thereby generating foreign exchange and creating more job opportunities. This involves providing support for product development, market access, and capacity building for local businesses looking to expand their reach.



INVESTMENT PROMOTION



- March 6, 2024 – The Pepperland Hotel Legazpi City
- March 7-8, 2024 – Patio de San Jose, Malilipot, Albay

- Cost Sharing with the Provincial Government of Albay– LEDIP Office

ORGANIZATIONAL OUTCOME 1: EXPORT AND INVESTMENT DEVELOPMENT



PROVINCIAL GOVERNMENT OF ALBAY

9th Overall Most Competitive Province



LGU LEGAZPI CITY

3rd Overall Most Competitive Component City

5th Economic Dynamism Pillar

7th Government Efficiency Dynamism Pillar

4th Infrastructure Pillar

6th Innovation Pillar



LGU CAMALIG

4th Most Improved 1st - 2nd Class Municipality

LGU	CATEGORY	2024 SCORE	2023 SCORE	2023-2024 VARIANCE
Bacacay	2nd Class Municipality	29.0213	28.2559	0.7654
Camalig	1st Class Municipality	33.3892	29.0905	4.2987
Daraga	1st Class Municipality	33.5861	32.1394	1.4467
Guinobatan	1st Class Municipality	25.2273	28.2459	-3.0186
Jovellar	4th Class Municipality	24.9989	19.7537	5.2452
Legazpi	Component City	50.4584	51.6097	-1.1513
Libon	1st Class Municipality	29.5017	29.782	-0.2803
Ligao	Component City	40.6275	38.0363	2.5912
Malilipot	4th Class Municipality	24.1632	24.465	-0.3018
Malinao (AY)	4th Class Municipality	27.1687	26.9959	0.1728
Manito	4th Class Municipality	25.6813	22.2555	3.4258
Oas	1st Class Municipality	24.543	26.2761	-1.7331
Pio Duran	4th Class Municipality	27.8401	23.5369	4.3032
Polangui	1st Class Municipality	32.2102	28.8384	3.3718
Rapu-Rapu	4th Class Municipality	24.8671	22.0385	2.8286
Santo Domingo (AY)	4th Class Municipality	29.7321	30.4289	-0.6968
Tabaco	Component City	38.4958	36.4424	2.0534
Tiwi	1st Class Municipality	28.7718	24.8588	3.913

ORGANIZATIONAL OUTCOME 1: EXPORT AND INVESTMENT DEVELOPMENT

EXPORT PROMOTION



INTERNATIONAL FOOD EXHIBITION (IFEX) 2024

- 📍 World Trade Center, Pasay City
- 📅 May 10-12, 2024
- 5 MSME Delegates

31ST INTERNATIONAL PROCESSING AND PACKAGING EXHIBITION (PROPAK) ASIA

- 📍 BITEC, Thailand
- 📅 June 12-15, 2024
- 3 MSME Delegates



19TH TOKYO LIFESTYLE EXPO: FASHION GOODS AND ACCESSORIES EXPO

- 📍 Tokyo Big Sight, Koto City, Tokyo, Japan
- 📅 July 3-5, 2024
- 7 MSME Delegates

MANILA FAME 2024

- 📍 World Trade Center, Pasay City
- 📅 October 17-19, 2024
- 15 MSME Delegates



ORGANIZATIONAL OUTCOME 1: EXPORT AND INVESTMENT DEVELOPMENT

MARKETING INITIATIVES



8 Domestic Trade Fairs Conducted
Sales Generated **Php 13M**

Trade Fairs Participated **5**

Sales Generated **Php 3.2M**



13 OTOPI Hub/Nooks
Sales Generated **Php 20M**



8th **OTOPNOOK**

Launching

Hotel Iñigo,
Brgy 19, Cabangan, Legazpi City
February 26, 2024



6th **OTOPHUB**

Retail and Learning Center
Launching

Quitunday Greenhills,
Brgy. Quitunday, Camalig, Albay
October 3, 2024



ORGANIZATIONAL OUTCOME 1: EXPORT AND INVESTMENT DEVELOPMENT



MARKETING INITIATIVES



KANNAWIDAN FESTIVAL – ILOCOS SUR TRADE AND FOOD EXPO

- Vigan, Ilocos Sur
- January 29- February 14, 2024
- 3 W&H Exhibitors
- Sales Generated: **Php 190,000.00**



YAMANG GUBAT TRADE FAIR

- Ayala Malls, Legazpi City
- March 18-23, 2024
- 6 W&H Exhibitors
- Sales Generated: **Php 90,000.00**



ORGULLO KAN BIKOL REGIONAL TRADE FAIR

- Shangri-La Plaza, Mandaluyong, MM
- May 16-19, 2024
- 5 PF, 7 W&H Exhibitors
- Sales Generated: **Php 2,361,000.00**



DTI BAGONG PILIPINAS NATIONAL FOOD FAIR

- Megatrade Hall 1-3, SM Megamall
- July 3-7, 2024
- 4 Processed Food Exhibitors
- Sales Generated: **Php 320,461.00**



BISHOP FRANCISCO GAINZA TRADE FAIR

- Robinsons Malls, Naga City
- September 12-23, 2024
- 4 PF, 1 W&H Exhibitors
- Sales Generated: **Php 220,000.00**

ORGANIZATIONAL OUTCOME 1: EXPORT AND INVESTMENT DEVELOPMENT



8

Local Trade Fairs Conducted

164

MSME Exhibitors Assisted

Saiod
US3E

MARKETING INITIATIVES

13M

Sales Generated

120

New Product Prototypes



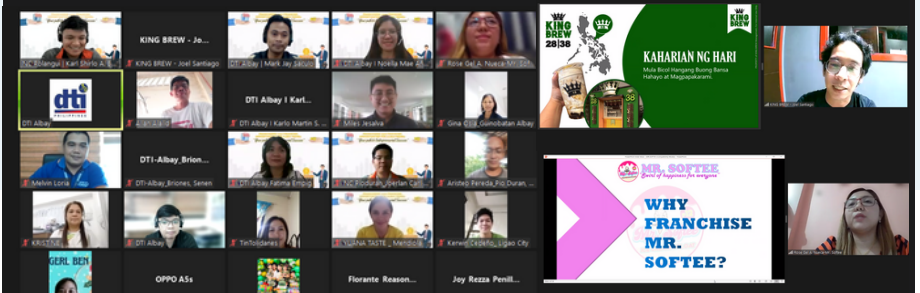
ORGANIZATIONAL OUTCOME 1: EXPORT AND INVESTMENT DEVELOPMENT



INVESTMENT PROMOTION

UNLOCKING BUSINESS POTENTIAL: DTI ALBAY'S FRANCHISING & FINANCING FORUM FOR MSMEs

DTI Albay Provincial Office, Legazpi City and via Zoom
June 14, 2024



On June 14, 2024, the Department of Trade and Industry Albay Provincial Office conducted a one-day event titled "Franchising cum Financing Opportunities for Albay MSMEs: Your Path to Entrepreneurial Success." Held at the DTI Albay Provincial Office Conference Room and simultaneously via Zoom, the forum ran from 8:00 AM to 5:00 PM and saw the participation of eighty-two (82) MSMEs and potential entrepreneurs. The event attracted 25 attendees in person and 57 via Zoom, representing various cities and municipalities in Albay.



The second part of the event was dedicated to a financing forum, featuring presentations from four Microfinance Institutions (MFIs), to discuss their loan packages and services, providing valuable insights to the participants.



The event was a significant initiative by DTI Albay to support and empower local entrepreneurs. By providing insights into franchising opportunities and detailed information on financing options, the forum equipped MSMEs with the knowledge and resources needed to thrive in the competitive market. The successful turnout and active participation underscored the event's importance and the potential for future endeavors to further enhance Albay's entrepreneurial landscape.



ORGANIZATIONAL OUTCOME 1: EXPORT AND INVESTMENT DEVELOPMENT

BUSINESS MATCHING

EXPORT OPPORTUNITY FOR ALBAY MSMEs



On March 2024, XRoads Philippine Seasalts, coordinated with DTI Albay Provincial Office in search on potential supplier of abaca baskets for their products. Ms. Lennie DiCarlo, owner of the said company, visited and evaluated selected MSMEs endorsed by the Office. Mr. Senen Briones, BDD-STIDS, facilitated the marketing matching activity and conducted an area visited to the MSMEs together with Ms. Lennie DiCarlo. As a result of the visit, the selected MSMEs (Mannylhen Handicrafts, RMadotco Handicrafts and Alimsog Women Weavers) are now fulfilling the orders by Xroads Philippine Seasalts, which will be exported to the US. Approximately a total of P400,000 were the initial orders from the MSMEs, potentially, aiming for continuous transactions. This market matching effort greatly helped the MSMEs, especially the start-ups and community-based manufacturers.



ONGOING ORDERS: APPROXIMATELY **Php400,000.00** worth of initial orders
LOCATION: CALIFORNIA, USA through Xroads Philippine SeaSalts

ORGANIZATIONAL OUTCOME 2: INDUSTRY DEVELOPMENT

002

ORGANIZATIONAL OUTCOME 2: INDUSTRY DEVELOPMENT

The Organizational Outcomes on Industry Development are dedicated in strengthening existing industries and promoting the emergence of new ones in Albay. It aims to foster a robust and diversified industrial base that contributes significantly to the provincial economy and national development.



INDUSTRY DEVELOPMENT

INDUSTRY CONSULTATION

📍 Conference Room, DTI Albay Provincial Office
Legazpi City

ICT and Creatives

📅 February 22, 2024

Wearables & Homestyle

📅 February 26, 2024

Processed Food

📅 March 6, 2024

Cacao

📅 March 14, 2024

Bamboo

📅 August 9, 2024

Coconut

📅 August 16, 2024



ORGANIZATIONAL OUTCOME 2: INDUSTRY DEVELOPMENT



INDUSTRY HIGHLIGHTS

DIGITAL FINANCIAL LITERACY AND PROMOTION FOR FOOD PROCESSORS

📍 DTI Albay Provincial Office



TOPICS DISCUSSED:

- Licensing Requirements & Fees
- Procedure to Register Online / Renewal of Licenses
- Labelling Requirements

RESULTS:

6 MSMEs will apply for product analysis and with endorsement to avail the LINC Program of R5

6 PRODUCTS FOR TESTING:

Dehydrated Pili Nut
Mushroom Chips Pork
Chicharon
Chili Garlic in Oil Gourmet Tinapa
Pansit Toasted



CAPACITY DEVELOPMENT SEMINAR ON FDA-LTO REGISTRATION & ORIENTATION ON FOOD LICENSES

📍 DTI Albay Provincial Office 📅 March 15, 2024



The activity aims to capacitate food processor MSMEs on digital promotion through product photography and captioning. Furthermore, this also aims to orient the participants on digital payments to make financial transactions safe and secure.

Mr. John Martin B. Ballon, a social media specialist and content media creator and Mr. Joshua Lagana a freelance photographer were invited to discuss the basic product photography and captioning. Ms. Paulette Gay S. Menguilla, a representative from Bangko Sentral ng Pilipinas (BSP) was also present to orient the MSMEs on digital literacy.



ORGANIZATIONAL OUTCOME 2: INDUSTRY DEVELOPMENT

INDUSTRY HIGHLIGHTS

TECHNOLOGY IMPROVEMENT TRAINING ON CACAO PROCESSING

📍 Brgy. Sumlang, Camalig, Albay 📅 Nov. 8, 2024



- Participated by 20 Cacao Industry Players, conducted at Brgy.Sumlang, Camalig, Albay (Moico's Bicol Tableta Processing Facility)
- Collaboration between Albay Provincial Cacao Industry Council and DTI Albay Provincial Office



FOOD INNOVATION TRAINING ON FOOD PRESERVATION THROUGH PICKLING

📍 DTI Albay Provincial Office 📅 April 18, 2024



The activity aims to introduce innovation techniques on food processing. The food preservation objectively imparts additional opportunities to food processors and encourage them the sustainable practices to reduce food waste.



ORGANIZATIONAL OUTCOME 2: INDUSTRY DEVELOPMENT

INDUSTRY HIGHLIGHTS

SKILLS AND PRODUCT DEVELOPMENT FOR THE HANDICRAFTS PRODUCERS IN LIGAO CITY, ALBAY

📍 Brgy. Layon, Ligao City
📅 May 20-24, 2024

Collaborative Project with **Brgy. Layon** and **SJ Handicrafts Trading** that provided livelihood to the residents of the barangay, particularly the housewives, and the youth sector.

As a result of the activity, the barangay council committed on the continuity of the project on which they allocated a certain budget for the continuous implementation of the training. Likewise, SJ Handicrafts Trading continuously accept and provide training to interested residents of the barangay.

PARTICIPATION TO BISHOP FRANCISCO GAINZA TRADE FAIR FEATURING KAWAYAN SHOWCASE 2024

📍 Robinsons Mall Naga, Camarines Sur
📅 September 12-23, 2024

Participated by the **Association of Bamboo and Coco Crafts of Tiwi (ABC Tiwi)** from Lourdes, Tiwi, Albay showcasing fine Bamboo lamps and Novelty Items.

As a result of the activity, ABC Tiwi generated **Php 120,000** in sales during the duration of the trade fair with various market matched widening market reach making Albay's Bamboo crafts known to more places



PRODUCT DEVELOPMENT FOR WEARABLES AND HOMESTYLE OF ALBAY

Designer: Gerbert D. Balaoro

📅 March-April, 2024

15 W&H Producers
45 Prototypes Developed



ORGANIZATIONAL OUTCOME 2: INDUSTRY DEVELOPMENT



INDUSTRY HIGHLIGHTS

ORIENTATION BICOL FABLAB PROGRAMS AND SERVICES FOR THE CREATIVES

DTI Albay Provincial Office Feb. 21, 2024



CREATIVE ENTREPRENEURSHIP AND DESIGN EVENT

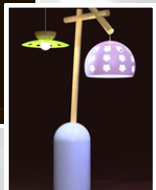
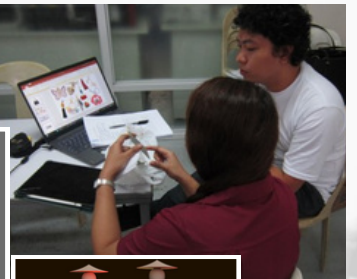
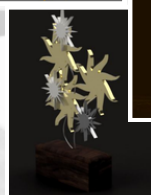
SILI DELI, Bicol University, Legazpi City
March 23, 2024



PRODUCT DEVELOPMENT AND BRANDING ACTIVITY FOR CREATIVES

Bicol FabLab,
BUCENG, Legazpi City
June 26, 2024

10 Creatives
Industry Players
10 Prototypes
Developed



ORGANIZATIONAL OUTCOME 2: INDUSTRY DEVELOPMENT

PARTICIPATION TO NATIONAL CACAO CONGRESS 2024

📍 Waterfront Hotel Cebu
📅 July 30-31, 2024



The **National Cacao Congress 2024**, held on July 30-31 at Waterfront Hotel, Cebu City, successfully gathered cacao industry stakeholders to discuss marketing, innovation, and sustainable practices. Key highlights included the participation of Bicol Region exhibitors **Moico's Chocolates**, and **Alea Chocolates**, with Alea Chocolates winning the **Philippine Flavored Tablea Competition 2024**. DTI Albay assisted clients gained valuable industry insights, networking opportunities, and enhanced market exposure, supporting the growth of the local cacao sector.

A highlight of the congress was Alea Chocolates' outstanding performance in the competition for the **Philippine Flavored Tablea Competition 2024**.

Competing against 30 participants, Alea Chocolates from Oas, Albay emerged as the champion, receiving accolades for their innovative approach and high-quality product. This achievement not only underscores the excellence of Bicol Region's cacao products but also exemplifies the potential for local brands to gain national recognition.

Feed your curiosity, try our award-winning Alea Tsokolate Lemon Latte

NATIONAL CHAMPION
Philippine Flavored Tablea Competition 2024
NATIONAL CACAO CONGRESS 2024

ORGANIZATIONAL OUTCOME 3: MSME DEVELOPMENT

003

ORGANIZATIONAL OUTCOME 3 : MSME DEVELOPMENT

Recognizing MSMEs as the backbone of the economy, this Organizational Outcome is designed to nurture and empower micro, small, and medium enterprises in Albay. The goal is to enhance their competitiveness, access to finance, and market reach, leading to job creation and poverty reduction. In 2024, DTI Albay continued to implement programs like the Negosyo Center services, providing business advisory, training, and facilitating access to various government support programs for MSMEs.



MSMES ASSISTED

7208

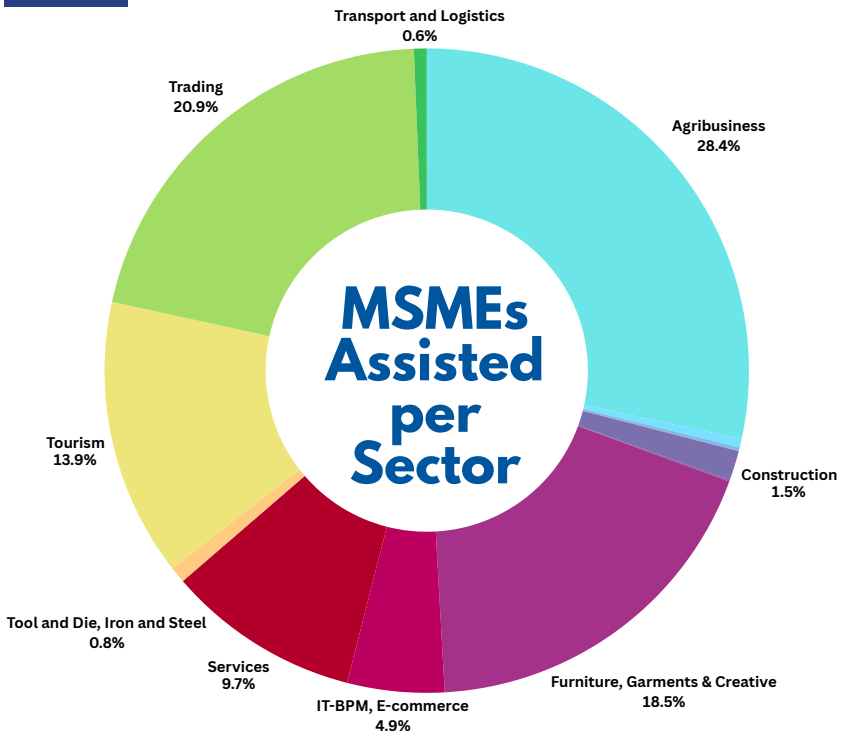
TOTAL MSMES
ASSISTED

4663

POTENTIAL CLIENTS
ASSISTED

2220

MSMES ASSISTED
DOING E-COMMERCE

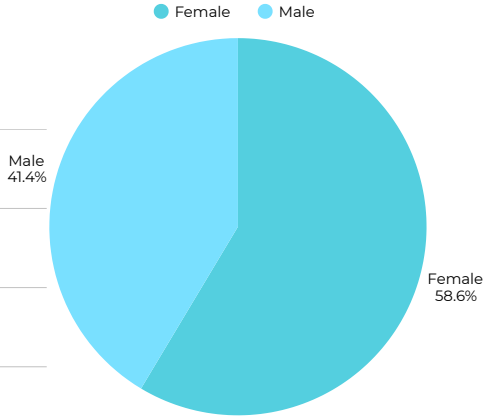
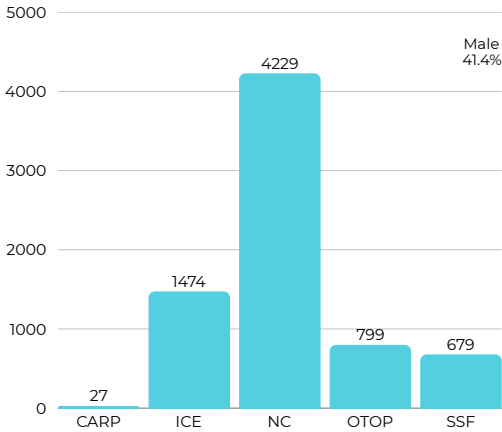


ORGANIZATIONAL OUTCOME 3: MSME DEVELOPMENT



MSMES ASSISTED

MSMEs Assisted per Program



MSMEs Assisted by Sex

MSMEs Assisted per Enterprise Development Track Levels



ORGANIZATIONAL OUTCOME 3: MSME DEVELOPMENT



SPECIAL PROGRAM

NEGOSYO
CENTER

16

**Negosyo Centers
Maintained**

- 5 1st District
- 5 2nd District
- 5 3rd District
- 1 RO5

14

**Business
Counselors**

**3 BCs with
Satellite Centers:**

*Julius (NC Malilipot)
Angel (NC Daraga)
Mean (NC Jovellar)*

Negosyo Centers	Business Counselors
<u>Tiwi</u>	<u>Kenneth Matedios</u>
<u>Tabaco</u>	<u>Joerlan Carl N. Bermundo</u>
<u>Malilipot</u>	<u>Julius Martin L. Atos</u>
<u>Bacacay</u>	<u>Rizza Mae L. Huab</u>
<u>Sto. Domingo</u>	<u>Julius Martin L. Atos</u>
<u>APO</u>	<u>Maria Abigail B. Bien</u>
<u>RO</u>	<u>Sherwin V. Ricafranca</u>
<u>SEDCen</u>	<u>Noella Mae A. Añonuevo</u>
<u>Manito</u>	<u>Karlo Marin S. Mangampo</u>
<u>Daraga</u>	<u>Angelica S. Lozada</u>
<u>Camalig</u>	<u>Angelica S. Lozada</u>
<u>Guinobatan</u>	<u>Mary Ann M. Llaneta</u>
<u>Ligao</u>	<u>Mark Jay M. Saculo</u>
<u>Oas</u>	<u>Charlotte A. Ragas</u>
<u>Pio Duran</u>	<u>Mark Douglas O. Cantuba</u>
<u>Polanqui</u>	<u>Karl Shirlo A. Bonacua</u>



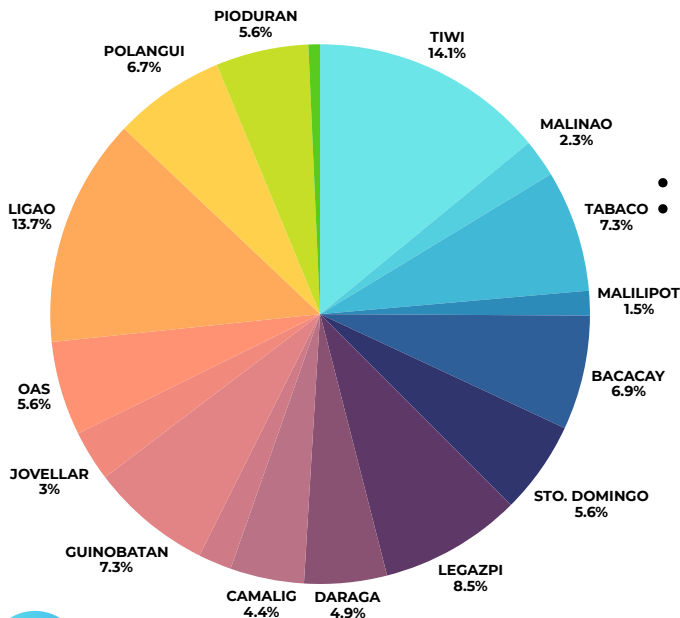
ORGANIZATIONAL OUTCOME 3: MSME DEVELOPMENT

ONLINE BUSINESS NAME REGISTRATION (BNR)

1,152

Business Name Registrations Processed

- New - 752
- Renewal - 400

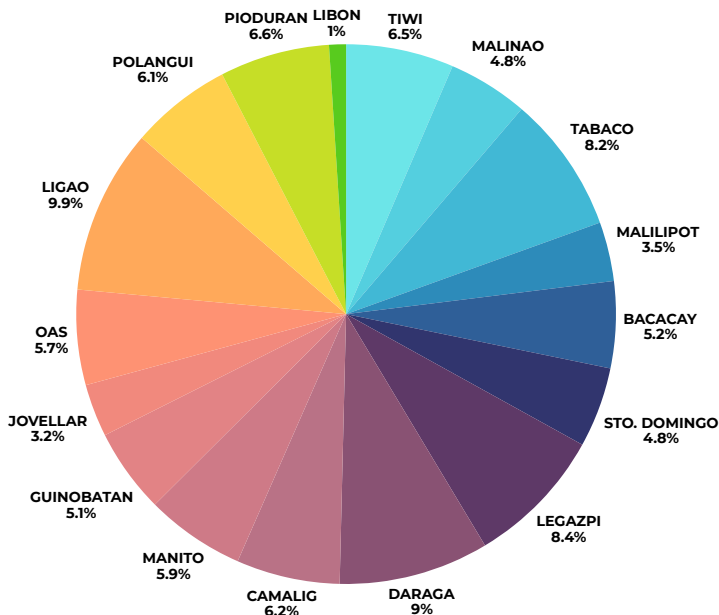


BARANGAY MICRO-BUSINESS ENTERPRISE (BMBE)

793

BMBE Registrations Processed

- New - 741
- Renewal - 52



ORGANIZATIONAL OUTCOME 3: MSME DEVELOPMENT



CAPACITY BUILDING

139

MANAGEMENT/ENTREPRENEURSHIP
TRAININGS

24

SKILLS/TECHNOLOGY TRANSFER
TRAININGS

4189

TRAINING PARTICIPANTS



ORGANIZATIONAL OUTCOME 3: MSME DEVELOPMENT



KAPATID MENTOR ME -
MONEY MARKET ENCOUNTER



KMME-MME ONLINE (BATCH 1)

June 21, 2024

KMME-MME ONLINE (BATCH 2)

December 13, 2024



TOP 1 REGIONAL TOP
PERFORMER

PHERLYN MENDIOLA
Yuana Taste Food Products



TOP 2 REGIONAL TOP
PERFORMER

ROBERTSON RECAMUNDA
BGM Operations Management
Services

ORGANIZATIONAL OUTCOME 3 : MSME DEVELOPMENT



BRAND DEVELOPMENT

PACKAGING AND LABELLING ACTIVITY FOR PROCESSED FOOD SECTOR

DTI Albay Provincial Office,
Legazpi City
March 22, 2024

20 Product Labels Developed



PACKAGING AND LABELLING SEMINAR, CONSULTATION AND DEVELOPMENT

DTI Albay Provincial Office,
Legazpi City
April 19, 2024

20 Product Labels and Logos Developed



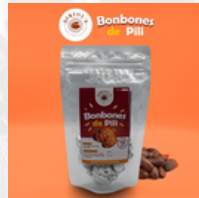
ENHANCING IPO PROMOTION AND PRODUCT DEVELOPMENT FOR ALBAY MSMEs

SEDCen Training Hall,
Legazpi City
March 20-21, 2024

20 Product Labels and Logos Developed



ORGANIZATIONAL OUTCOME 3 : MSME DEVELOPMENT



ORGANIZATIONAL OUTCOME 3: MSME DEVELOPMENT



TINDAHAN MO, E-LEVEL UP MO!

EMPOWERING ALBAY'S SARI-SARI STORES THROUGH DIGITAL AND ENTREPRENEURIAL ADVANCEMENT

The Department of Trade and Industry (DTI) Albay Provincial Office successfully implemented the **Sari-Sari Store Advancement Program** through the webinar series “**Tindahan Mo, e-Level Up Mo!**”, held from June to September 2024. This initiative was designed to empower sari-sari store owners by enhancing their digital skills, improving financial literacy, and providing practical tools to help them manage and grow their businesses.

Held every last Wednesday of the month (June 26, July 24, August 28, & September 25) via livestream and local viewing in Negosyo Centers, the Albay leg of the program included the following sessions:

e-Level Up ang
Negosyo

e-Level Up ang
Online Marketing

e-Level Up ang
Puhunan

e-Level Up ang
Paninda



182 sari-sari store owners and micro entrepreneurs were assisted throughout the four sessions.



98 sari-sari store owners availed discounted products during the onsite selling activities.



₱82,014.00 total sales were generated through these discount selling booths.



10 bulk suppliers participated in the program, providing affordable product access and supporting local store inventory needs.

Through this localized implementation, DTI Albay made significant strides in equipping micro-entrepreneurs with the tools and connections needed to transition into more resilient and competitive retail operations. The program has proven to be a valuable platform for learning, engagement, and inclusive growth, reinforcing the agency's commitment to uplifting the grassroots economy through digital and entrepreneurial advancement.



ORGANIZATIONAL OUTCOME 3: MSME DEVELOPMENT



FINANCING FACILITATIONS

MSMES WHO AVAILED OF LOANS

291

AMOUNT OF LOANS FACILITATED

Php 108M



SMALL BUSINESS CORPORATION
TRANSFORMING THE MSME LANDSCAPE

196

MSMES WHO AVAILED OF LOANS
THRU SMALL BUSINESS CORPORATION

Php 60M

AMOUNT OF LOANS RELEASED
THRU SMALL BUSINESS CORPORATION

EMPOWERING SMALL BUSINESSES WITH FINANCIAL SOLUTIONS

SM Mall, Legazpi City

May 22, 2024

81 Participants

4 Financing Institutions/
Insurance Services

5 MSME Applications
300k Loan Approval



FINANCING OPPORTUNITIES FOR YOUR BUSINESS

DTI Albay Provincial Office,
Legazpi City and via Zoom

June 14, 2024

82 Participants

4 Financing Institutions/
Insurance Services

12 MSME Applications
550k Loan Approval



ORGANIZATIONAL OUTCOME 3: MSME DEVELOPMENT



SPECIAL PROGRAM



16

**BUSINESS TRAININGS
AND SEMINARS**

26

**NO. OF ARBS/ MSMES
ASSISTED/SERVED**

320

**TRAINING
PARTICIPANTS**

TRAININGS CONDUCTED

- Seminar on Good Manufacturing Practices
- Ultimate Guide to Social Media Marketing: Best Practices and Tips
- Orientation on Production Facility Requirements and Layout for FDA Certification
- Organizational Design and Development Training
- Seminar on Payment Systems for Microtransactions
- Leading Transformation and Managing Organizational Goals
- Introduction to Digital Marketing
- The Power of Digital Transformation: Strategies for Modernizing your Business
- Inter-Agency Forum for the Albay Agrarian Reform Beneficiaries
- Financing Opportunity



SA'OD ALBAYANI TRADE FAIR FT. ALBAY AGRARIAN REFORM BENEFICIARIES IN PARTNERSHIP WITH DEPARTMENT OF AGRARIAN REFORM - ALBAY

- Ayala Malls Legazpi, Legazpi City, Albay
- September 26-29, 2024
- 16 Exhibitors
- Sales Generated: Php 710,294.50



ORGANIZATIONAL OUTCOME 3: MSME DEVELOPMENT



SPECIAL PROGRAM



CFIDP
Coconut Farmers and
Industry Development Plan



ASSISTANCES PROVIDED

- Market Development Training and Linkages
- Product Enhancement on Food Packaging and Labeling and Creation of Product Tags
- Product Licenses and Certifications
- Product Collateral
- Participation to Local Trade Fairs
- Implementation of Marketing Activity - SAOD Albay Coco Expo Y3



- 21** FOOD LABELS AND PRODUCT TAGS
- 20** PRODUCTS PHOTO SHOOT
- 60** LAY-OUTS DEVELOPED
- 8** BROCHURES CREATED



SA'OD ALBAY COCO EXPO YEAR 3 WHAT'S IN AND WHAT'S NUT – UNHUSKING THE TREASURES OF COCONUT

- G/F Atrium, Pacific Mall, Legazpi City, Albay
- October 16-19, 2024
- 16 Exhibitors (8 individual coconut farmers/processors and 8 coconut organizations)
- Sales Generated: **Php 376,636.00**



ORGANIZATIONAL OUTCOME 3: MSME DEVELOPMENT



SPECIAL PROJECT



Google DTI Albay-Catanduanes Virtual Campus

As of December 3, 2024

Virtual Campus
Leaderboard

Most Number of Unique Completers



2nd

153



Unique Completers

Percentage of
Unique Completers

30.60%



SPECIAL PROJECT



LIVELIHOOD SEEDING PROGRAM - PANGKABUZHAYAN SA PAGBANGON AT GINHAWA (PPG)



The distribution of livelihood starter kits under the **Pangkabuhayan sa Pagbangon at Ginhawa (PPG)** program took place on December 23, 2024, at the Bungkaras Gymnasium in Brgy. 2, Camalig, Albay. The event benefited **70 individuals** from various municipalities in the province affected by Typhoon Kristine, including *Tiwi (7), Malinao (2), Malilipot (1), Tabaco (2), Legazpi (5), Manito (3), Daraga (6), Camalig (1), Guinobatan (2), Jovellar (1), Ligao (4), Oas (18), Polangui (11), Libon (4), and Pioduran (3).*

The distributed starter kits, each valued at Php 8,000, were tailored to various livelihood needs: *Sari-sari Store (10 kits), Food Processing (30 kits), Bakery (4 kits), Furniture (2 kits), Welding (2 kits), Handicrafts (4 kits), Sewing (3 kits), Ceramics (5 kits), SRE (9 kits), and Farming (1 kit).*

ORGANIZATIONAL OUTCOME 3: MSME DEVELOPMENT



INSTITUTIONAL COLLABORATION



PHILIPPINE GEOTHERMAL Production Company Inc.

- Provided a grant of Php 800,000.00 to provide capacity-building programs, financial assistance, and other developmental support to entrepreneurs in the area, fostering economic growth and job creation.



San Miguel Global Power

San Miguel Global Power Foundation, Inc.

- Collaboration with the San Miguel Global Power Foundation to provide entrepreneurial seminars and technical trainings to different communities in the Province of Albay
Manito, Albay
Rapu-rapu, Albay
Oas, Albay



Goodfound Cement Corporation

- Private sector partner supporting the Gabay sa Tamang Reklamo "GAB"
- Played a key role in activities during Consumer Welfare Month aimed to promote consumer rights, education.



ORGANIZATIONAL OUTCOME 3: MSME DEVELOPMENT



INSTITUTIONAL COLLABORATION



Provincial Government of Albay - Office of the Vice Governor

- Conduct of Saod Mini Trade Fair at The Oriental and The Marison Hotel
- With 20 MSME Exhibitors which generated Php 500,000.00 sales



Provincial Government of Albay - Local Economic Development and Investment Promotions Office

- CMCI Retooling Session - Province of Albay ranked 9th in the Most Competitive Province
- Orientation on the Implementation of OTOP PHILIPPINES ACT (RA 11960)



Private Sectors

- Conduct of different entrepreneurial programs and providing consumer advocacy services to its program beneficiaries.
- The IOM provided Gourmet Tinapa Production Facility in Pio Duran.



ORGANIZATIONAL OUTCOME 3: MSME DEVELOPMENT



INSTITUTIONAL COLLABORATION



Other Government Agencies

- Conduct of different entrepreneurial programs to its program beneficiaries and Diskwento Caravans.



Academe

- Conduct of different entrepreneurial programs and providing consumer advocacy services to its students.
- Partnership with the Academe in implementing Google Career Certificates



LOCAL GOVERNMENT UNITS

- Conduct of different business development programs and providing consumer advocacy services to its constituents, and Diskwento Caravans.



ORGANIZATIONAL OUTCOME 4.1: CONSUMER PROTECTION PROGRAM

OO4.1

ORGANIZATIONAL OUTCOME 4.1: CONSUMER PROTECTION PROGRAM

This overarching Organizational Outcome is dedicated to safeguarding the rights and welfare of consumers in Albay, ensuring a fair and transparent marketplace. It encompasses various activities to ensure consumer safety, promote fair trade, and educate the public.



CONSUMER PROTECTION PROGRAM

The DTI Albay is committed to creating a safe and fair consumer environment by ensuring access to quality products at reasonable prices. Through programs that empower informed and vigilant consumers—and promote responsible, self-regulating businesses—DTI Albay works hand in hand with the community to uphold consumer welfare and protect every buyer's right.

10

Firms compliant to Suggested Retail Price (SRP)

5

Firms regularly monitored for Price Trending

5

Firms monitored compliant to Fair Trade Laws

Sales Promo permits issued

260

SRE Accreditation processed

159



ORGANIZATIONAL OUTCOME 4.1: CONSUMER PROTECTION PROGRAM



2024 HIGHLIGHTS

FAIR TRADE ENFORCEMENT BUREAU (FTEB) TASK FORCE KALASAG



The Department of Trade and Industry (DTI) has strengthened its efforts to ensure consumer safety and product quality in the Albay region through the activation of **Task Force Kalasag**. Composed of monitoring and enforcement personnel led by the **Fair Trade Enforcement Bureau (FTEB)**, Task Force Kalasag aims to uphold fair trade practices and protect consumers from substandard and unsafe products.

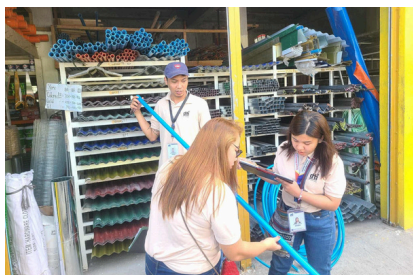
From **November 11 to 13**, the task force, in coordination with the DTI Albay Enforcement Team, conducted rigorous inspections of hardware stores, auto supply shops, vape shops, and general merchandise stores across the province. These intensified enforcement activities reaffirm DTI's commitment to fostering a safe, fair, and consumer-friendly market environment.

85 Firms monitored

16 No. of Violating Firms

Amount of Violative Products

Php 2,875,968.60



ORGANIZATIONAL OUTCOME 4.1: CONSUMER PROTECTION PROGRAM

2024 HIGHLIGHTS



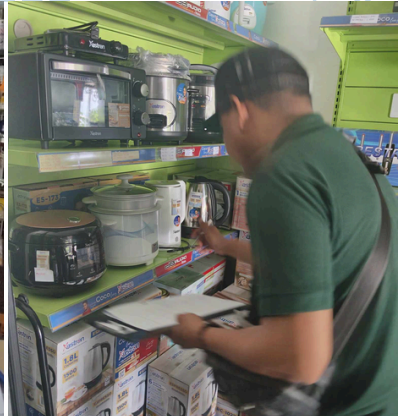
JOINT MONITORING OF BASIC AND PRIME COMMODITIES

Location	Frequency of Monitoring	Wet Market	Grocery	Supermarket	Hardware	Total
Legazpi City	Weekly	9	1	5	5	20
Tabaco City	Monthly		2	3	3	8
Ligao City	Monthly	1	2	2	2	8

ORGANIZATIONAL OUTCOME 4.1: CONSUMER PROTECTION PROGRAM



2024 HIGHLIGHTS



PRODUCT STANDARDS MONITORING AND ENFORCEMENT

FAIR TRADE LAWS

- Price Act
- Labeling Law
- Sale of Tobacco Products within School Perimeters
- Product Standards

1734 Firms monitored

In 2024, A total of **96 monitoring activities** were conducted with 100% compliance rate for Price Monitoring on Basic Necessities and Prime Commodities.



ORGANIZATIONAL OUTCOME 4.2: CONSUMER EDUCATION AND ADVOCACY PROGRAM

OO4.2 ORGANIZATIONAL OUTCOME 4.1: CONSUMER EDUCATION AND ADVOCACY PROGRAM

The DTI Albay intensifies the conduct of Consumer Education program to raise the level of awareness and understanding of consumers on Consumer Rights and Responsibilities, Republic Act 7394, otherwise known as Consumer Act of the Philippines, and other Fair Trade Laws.

97

Consumer Education and Advocacy Initiatives conducted

80%

Level of Consumer Awareness

Pulse Asia Survey, 3rd Quarter 2024



BAGWIS AWARDS



The **DTI-Bagwis Program** gives due recognition to establishments that uphold the rights of consumers while practicing responsible business where consumers get the best value for money.

In 2024, **three (3) Albay establishments** were upgraded to Gold Awardees, which means they are compliant with the applicable Fair Trade Laws, installed Consumer Welfare Desk (CWD) or an equivalent customer relations office, practiced social responsibility and have instituted their respective quality management system aligned to ISO 9001.

To date, **Albay has a total of 85 Bagwis Awardees** under the Bronze, Silver and Gold Categories.



ORGANIZATIONAL OUTCOME 4.2: CONSUMER EDUCATION AND ADVOCACY PROGRAM

2024 HIGHLIGHTS



DISKWENTO CARAVAN

Location	Implementation Date	No. of Household Beneficiaries	No. of participating stores	Discount imposed by Exhibitors	Total Sales Generated (Php)	Expenses (Amount)
APAO, Cabangan, Camalig, Albay	Jan 30, 2024	131	7	5-10%	27,196.00	27,196.00
APAO, Cabangan, Camalig, Albay	Feb 15, 2024	237	8	5-10%	25,248.00	25,248.00
APAO, Cabangan, Camalig, Albay	Feb 28, 2024	215	8	5-10%	24,350.00	24,350.00
APAO, Cabangan, Camalig, Albay	Mar 8, 2024	131	7	5-10%	32,029.05	32,029.05
Covered Court, Brgy. Cormidal, Tabaco City, Albay	Mar 21, 2024	239	15	5-10%	57,130.75	57,130.75
Municipal Hall Compound, Poblacion, Malilinet, Albay	Jul 13, 2024	276	14	5-10%	64,293.90	64,293.90
People's Hall New City Hall, Ligao City	Jul 24, 2024	89	4	5-10%	34,014.00	34,014.00
Basketball Court, Buhian, Tabaco City, Albay	Aug 1, 2024	85	7	5-10%	26,303.00	26,303.00
Plaza, Tigbi, Tiwi, Albay	Aug 12, 2024	92	7	5-10%	39,482.56	39,482.56
Parking Area DTI Regional Office 5, Rawis, Legazpi City	09/19 -20/2024	222	10	5-10%	144,859.76	144,859.76
People's Centrum, Manito, Albay	Oct. 21, 2024	50	6	5-10%	9,430.50	9,430.50
DTI ROV, Regional Center Site, Rawis, Legazpi City	11/06-08/2024	332	9	5-10%	216,464.40	216,464.40

ORGANIZATIONAL OUTCOME 4.2: CONSUMER EDUCATION AND ADVOCACY PROGRAM

2024 HIGHLIGHTS

LOCAL PRICE COORDINATING COUNCIL HOLDS VIRTUAL MEETING TO ADDRESS MARKET ISSUES AND STRENGTHEN LGU COORDINATION

The **Local Price Coordinating Council (LPCC)** successfully convened its scheduled meeting last June 28, 2024, at 1:30 PM via Zoom. The virtual meeting brought together representatives from various local government units (LGUs), national agencies, and relevant stakeholders to discuss pressing issues and updates concerning price monitoring and local market coordination.

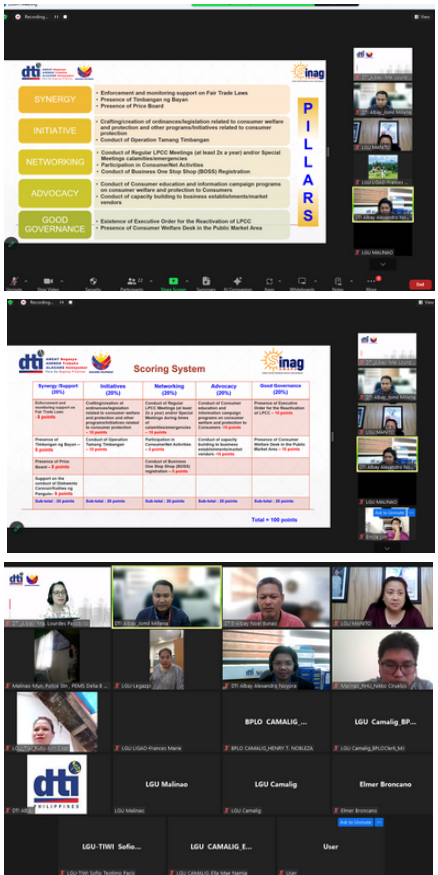
The agenda centered on several key topics, starting with the presentation of updates, issues, and concerns raised by individual LPCCs across different LGUs. Each representative provided insights on current market conditions, enforcement of price ceilings, and challenges encountered in their respective jurisdictions.

A significant portion of the discussion focused on the *reactivation of dormant LPCCs*, emphasizing the need for full functionality and coordination at the local level to ensure the stability of prices and the protection of consumers, especially in the face of rising costs of basic goods.

Another highlight of the meeting was the presentation of the **SINAG Award for Local Government Units**, which recognized exemplary performance and commitment of LGUs in maintaining fair market practices and supporting the goals of the LPCC.

The meeting concluded with an open forum on other relevant matters, allowing participants to share suggestions and strategies to further enhance price coordination efforts.

The LPCC remains committed to its mandate of safeguarding consumers' welfare through proactive collaboration between national and local government entities.



ORGANIZATIONAL OUTCOME 4.2: CONSUMER EDUCATION AND ADVOCACY PROGRAM

2024 HIGHLIGHTS

CONSUMER WELFARE MONTH 2024



DTI celebrated the **Consumer Welfare Month** last **October 2024** in pursuance to **Presidential Proclamation No. 1098**

For last year's CWM celebration, the theme was ***“Be Smart, Assert your Consumer Rights”*** which emphasizes the importance of a well-informed consumer.

In line with the celebration of the Consumer Welfare Month, the Department of Trade and Industry (DTI) is committed to enhancing consumer education and awareness through a series of targeted initiatives as mandated by the *Consumer Act of the Philippines (RA 7394)*. Under the aforesaid law, it emphasizes the importance of empowering consumers with the knowledge necessary to protect their rights and navigate the marketplace confidently.

HIGHLIGHTS OF 2024 CWM CELEBRATION

- ✓ **Kick-off Celebration/ Diskwento Fun Run featuring Diskwento Caravan** (October 1, 2024 at Sawangan Park)
- ✓ **Consumer Talks Forum** attended by multi-sectoral participants including consumer groups, students and other sectors
- ✓ **Provincial Consumerism Challenge (Quiz Bee)**
- ✓ **Standards Fair Exhibit Year 3**



ORGANIZATIONAL OUTCOME 4.2: CONSUMER EDUCATION AND ADVOCACY PROGRAM



2024 HIGHLIGHTS



LAUNCHING OF GABAY SA TAMANG REKLAMO WEBSITE AND QR CODE



This project is one of the highlights of the celebration of the **World Consumer Rights Day** on March 15, 2024, with a special focus on the theme, "**Fair and Responsible Use of Artificial Intelligence (AI)**".

The new platform which was developed by PIXIES at WhiteCloak Technologies, leverages Artificial Intelligence (AI) to revolutionize how consumer complaints are handled, ensuring a swift and effective complaint resolution process.

This innovative project will also be supported by member agencies of the ConsumerNet such as the Bangko Sentral ng Pilipinas (BSP), National Telecommunications Commission (NTC), Securities and Exchange Commission (SEC), Department of Information and Communications Technology (DICT), PNP Anti-Cybercrime Group, Food and Drug Administration (FDA), Department of Health (DOH), PIA, NFA and other member agencies. Goodfound Cement Corporation is also supporting the initiative as a private sector partner. With their collective effort, the project underscores a strong commitment to promoting and protecting the general welfare of consumers.





FUND UTILIZATION

The Department of Trade and Industry (DTI) Albay ensures the efficient and effective utilization of government funds, complying with applicable laws, rules, and regulations.

This year, out of the total available funds amounting to Php 6,398,470, DTI Albay was able to accomplish 100% Obligation Budget Utilization Rate (OBUR).

PHP 6.39M

TOTAL FUNDS

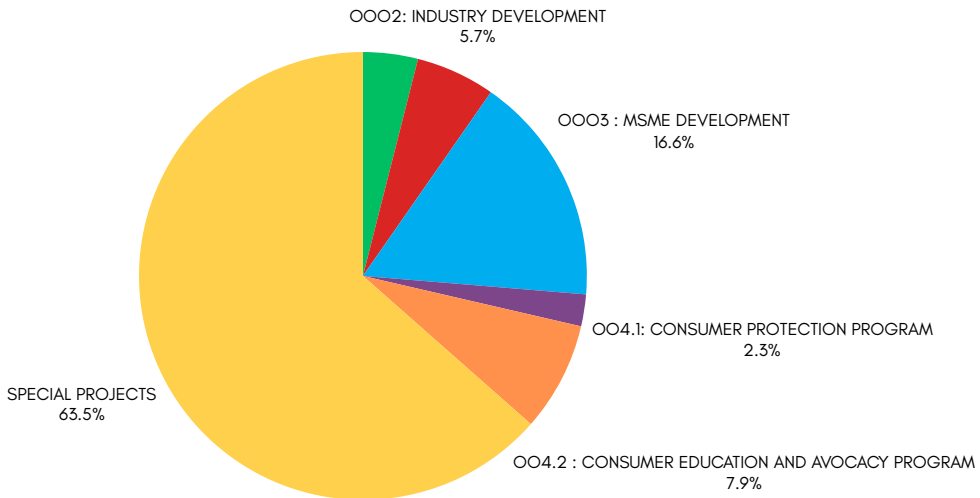
(including Special Project Funds: NC, CARP, OTOP, SSF, CFIDP & PPG)

OBUR

100 %

Obligation Budget Utilization Rate

DISTRIBUTION OF FUNDS



FUND CLUSTER	AMOUNT (PHP)
OO: EXPORT AND INVESTMENT DEVELOPMENT	253,400
OOO2: INDUSTRY DEVELOPMENT	366,250
OOO3: MSME DEVELOPMENT	1,064,160

FUND CLUSTER	AMOUNT (PHP)
OO4.1: CONSUMER PROTECTION PROGRAM	147,100
OO4.2: CONSUMER EDUCATION AND AVOCACY PROGRAM	504,830
SPECIAL PROJECTS	4,062,730



HEALTH AND WELLNESS ACTIVITIES



FREE BLOOD CHEMISTRY TEST FOR DTI EMPLOYEES THRU KONSULTA PROGRAM

DTI Albay Provincial Office
 March 22, 2024



Legazpi City Health Office
 19 staff(APO)
29 staff(RO)

FREE BODY MASSAGE AND MANICURE/PADICURE

DTI Albay Provincial Office
 September 24, 2024
 Le Serene Wellness & Spa
 15 pax availed
Manicure/Pedicure
10 pax availed
Body Massage



DTI Region 5 held its **System on Performance Rewards and Incentives (SPRINTs) Awards 2024** which aims to recognize outstanding accomplishments, exemplary performance and delivering superior public service that significantly contributes to improving DTI operations last December 6, 2024.

The following awards were conferred to DTI Albay Provincial Office:



THERESA B. PLAZA-ANDES

Best Administrative Support Staff Awardee



MA. SALVACION B. MACAINAG

High Five Awardee

ORGANIZATIONAL STRUCTURE



NOEL B. BUNAO
PROVINCIAL DIRECTOR

FINANCE AND ADMINISTRATIVE DIVISION



ELSA B. MIRANDA
ADMINISTRATIVE OFFICER II



THERESA B. PLAZA-ANDES
ADMINISTRATIVE AIDE VI

CONSUMER PROTECTION DIVISION



MA.LOURDES A. PASOBILLO
STIDS / OIC - CPD HEAD



ALEXANDRO M. NOVORA
STIDS



JEAN TERESA C. BESINAL
TIDS



JOMIL V. MILLENA
TIDS

ORGANIZATIONAL STRUCTURE

BUSINESS DEVELOPMENT DIVISION



MA. SALVACION B. MACAINAG
SUPTIDS / OIC -BDD HEAD



SENEN T. BRIONES
STIDS



SHEILA M. BRONCANO
STIDS



MARIA FATIMA G. EMPIG
TIDS



JOHN JONATHAN L. BESINAL
TIDS



DARYL R. NAZ
TIDS



GINA M. MONASTERIAL
TIDS



JEROME G. BARRAMEDA
TIDS



MARK TYRON B. GUEVARRA
TIDS - CARP



MARIA ABIGAIL B. BIEN
TIDA - BC

ORGANIZATIONAL STRUCTURE

BUSINESS DEVELOPMENT DIVISION

NEGOSYO CENTER BUSINESS COUNSELORS



MARIA ABIGAIL B. BIEN
TIDA - BC
Negosyo Center
Albay Provincial Office



CHARLOTTE A. RAGAS
JO/TIDA - BC
Negosyo Center Oas



KARL SHIRLO B. BONACUA
JO/TIDA - BC
Negosyo Center Polangui



MARK JAY M. SACULO
JO/TIDA - BC
Negosyo Center Ligao



NOELLA MAE A. ANONUEVO
JO/TIDA - BC
Negosyo Center SEDCen



JULIUS MARTIN L. ATOS
JO/TIDA - BC
Negosyo Center
Sto. Domingo & Malilipot



ANGELICA S. LOZADA
JO/TIDA - BC
Negosyo Center
Camalig & Daraga



KARLO MARTIN S. MANGAMPO
JO/TIDA - BC
Negosyo Center Manito



JOERLAN CARL N. BERMUNDO
JO/TIDA - BC
Negosyo Center Tabaco



MARY ANN M. LLANETA
JO/TIDA - BC
Negosyo Center Guinobatan



KENNETH MATEDIOS
JO/TIDA - BC
Negosyo Center Tiwi



RIZZA MAE L. HUAB
JO/TIDA - BC
Negosyo Center Bacacay





MARK DOUGLAS O. CANTUBA
JO/TIDA - BC
Negosyo Center
Pio Duran



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