

2025 CONSUMER RECAP

18

BAGWIS AWARDEES FOR 2025

5 LEVEL UP

13 NEW

1676



FIRMS MONITORED
100% COMPLIANT
TO FT LAWS



70
OUTLETS MONITORED
PRICE MONITORING

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Let's TALK

Consumer Talks Forum:
Informed. Empowered.

Protected.

DTI Albay brought consumer empowerment to the forefront through the Consumer Talks Forum on October 24, 2025, uniting senior consumers and key government agencies for a day of learning, dialogue, and protection in celebration of Consumer Welfare Month.

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Excellence in fair trade took center stage as the DTI Albay Provincial Office hosted the Bagwis Summit on April 25, 2025, at Marison Hotel, Legazpi City. Bringing together business leaders, government agencies, and industry stakeholders, the summit strengthened consumer protection through learning sessions, CWD distribution, and the recognition of 41 Bagwis Awardees and 13 Special Award recipients—celebrating businesses that truly put consumers first.

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SINAGTALA

KASANGGA NG MAMIMILING ALBAYANO

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SOARING HIGH FOR FAIR TRADE



FEATURE

Kampeon sa Kaalaman ng
Konsyumer

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SPOTLIGHT

Fair Weights, Fair Trade

DISCOVER

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Empowering the
Next Generation of
Informed
Consumers

Hundreds of students gathered at the Consumer Youth Congress 2025 on August 29 at the LCC Event Center, as DTI Albay empowered the youth with vital knowledge on consumer rights, digital safety, and responsible decision-making for a smarter, more protected generation.

NEW YEAR, NEW OPPORTUNITY!

JOIN THE SINAG AWARDS!

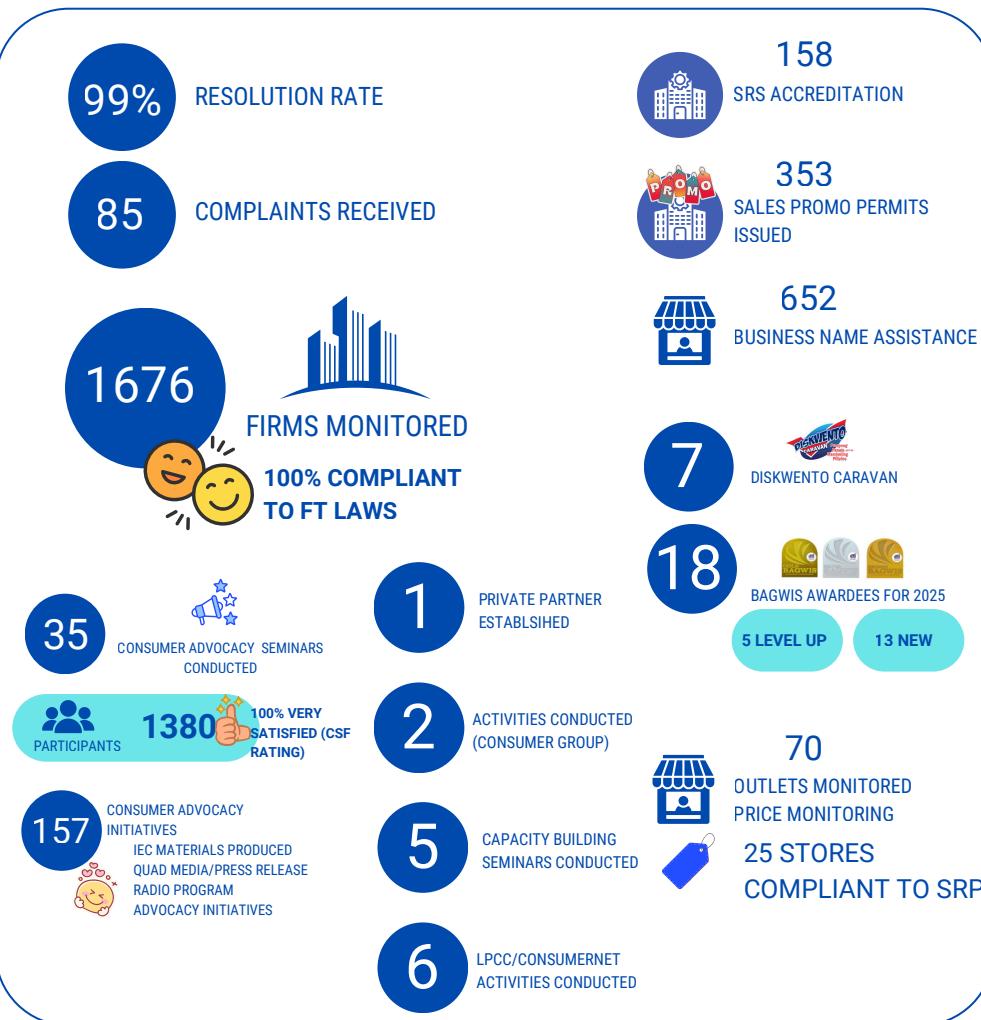
LGUs are enjoined to take part in the Sinag Awards—recognizing outstanding initiatives in consumer welfare, fair trade, and good governance.

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2025 CONSUMER RECAP



The Department of Trade and Industry Albay Provincial Office, through its Consumer Protection Division, marked 2025 as a year of strong performance, responsive service, and sustained advocacy for consumer welfare across the province.

A total of 85 consumer complaints were received during the year, with an impressive 99% resolution rate, reflecting the Division's commitment to swift and fair dispute settlement. These efforts ensured that consumer concerns were addressed efficiently, reinforcing public trust in government intervention mechanisms.

Market monitoring remained a key priority, with 1,676 firms monitored, all of which were found to be 100% compliant with applicable fair trade laws and standards. In line with price transparency initiatives, 70 outlets were covered under price monitoring activities, further safeguarding consumers from unfair pricing practices. Additionally, 25 establishments were confirmed compliant with the Sales Registration Program (SRP).

Business support and regulatory services also recorded significant accomplishments. The Division facilitated 158 Service and Repair Enterprise (SRE) accreditations, issued 353 sales promo permits, and provided 652 business name assistance services, contributing to a more compliant and consumer-friendly business environment.

Consumer education and advocacy remained at the forefront of the Division's initiatives. A total of 35 consumer advocacy seminars were conducted, reaching 1,380 participants, with 100% satisfaction (CSF rating) reported. Complementing these were 15 consumer advocacy initiatives, including IEC material production, quad media press releases, radio programs, and other advocacy-driven activities designed to broaden consumer awareness.

Capacity-building efforts were strengthened through 5 seminars conducted, while inter-agency collaboration was reinforced with 6 LPCC and ConsumerNet activities. The Division also supported 2 private partner linkages and carried out 2 discovery caravan activities, bringing consumer services closer to communities.

Crowning these achievements, the Division successfully implemented the Bagwis Awards Program, recognizing 18 establishments for 2025—5 Level-Up awardees and 13 new awardees—highlighting exemplary compliance and commitment to consumer protection.

Overall, the 2025 Consumer Services Recap underscores DTI Albay's unwavering dedication to empowering consumers, supporting compliant businesses, and fostering a fair, transparent, and sustainable marketplace for all Albayanos.



Soaring High for Fair Trade: Bagwis Awards Spotlight Exemplary Businesses

The Department of Trade and Industry Albay Provincial Office successfully hosted the Bagwis Summit on April 25, 2025, at Marison Hotel, bringing together business owners, industry stakeholders, and partner government agencies in a unified effort to promote consumer protection and ethical business practices.

The summit featured an orientation on the Bagwis Awards Program, sessions on handling consumer complaints and the establishment of Consumer Welfare Desks (CWDs), and the distribution of CWD desks to 10 establishments. These activities aimed to strengthen businesses' capacity to respond effectively to consumer concerns and uphold fair trade standards.



A highlight of the event was the recognition of 41 Bagwis Awardees across Bronze, Silver, and Gold categories, honoring establishments that demonstrated exemplary compliance with consumer protection laws. In addition, 13 Special Awards were conferred under the Bagwis Legacy Award, Trust and Excellence Award, and Outstanding Service Award, recognizing long-standing commitment, integrity, and exceptional service to consumers.

The Bagwis Summit 2025 reaffirmed DTI Albay's commitment to fostering a fair, transparent, and consumer-friendly marketplace, while encouraging businesses to continuously uphold the highest standards of consumer welfare.

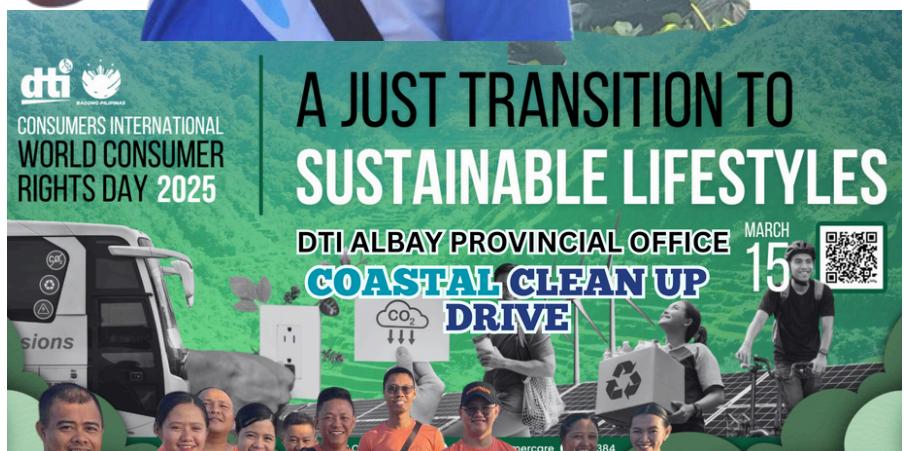


CELEBRATING WORLD CONSUMER RIGHTS DAY 2025

In celebration of World Consumer Rights Day, the Department of Trade and Industry Albay Provincial Office shines a spotlight on its Provincial Director, Noel Bunao, for his strong advocacy for eco-conscious consumerism. In line with this global observance, Director Bunao spearheaded a Coastal Clean-Up Drive, underscoring the vital link between consumer rights, environmental protection, and sustainable development.

The initiative highlights the role of consumers in making responsible choices that protect not only individual welfare but also the environment. Through collective action and community participation, the activity aimed to raise awareness on responsible consumption and the shared responsibility of safeguarding natural resources.

As we honor World Consumer Rights Day, DTI Albay encourages everyone to take part in initiatives that promote sustainability and environmental stewardship—working together toward a cleaner, healthier future for generations to come.



Kampeon sa Kaalaman ng Konsyumer

Isinagawa ng Department of Trade and Industry Albay Provincial Office ang Provincial Elimination ng 2025 Regional Consumerism Challenge – Quiz Bee for Junior High School Students noong Oktubre 8, 2025 sa SM City Legazpi. Sa ikaapat na pagkakataon, muling nakuha ng Anislag National High School (ANHS) ang kampeonato, patunay ng patuloy nitong kahusayan sa larangan ng consumer education.

Pinangunahan nina Rezzie Mae N. Mejes at Dex M. Marmol, kapwa mula sa Grade 10-Guava, ang tagumpay ng ANHS sa nasabing kompetisyon. Sinundan sila ng Bicol College na nagtapos sa ikalawang pwesto, habang ikatlo naman ang Computer Arts and Technological College.



Bilang paghahanda sa patimpalak, sumailalim sa masusing pagsasanay ang mga mag-aaral sa patnubay nina Bb. Kariza S. Matocino at Gng. Cherryl L. Lita, mga guro ng ANHS. Dahil sa kanilang panalo, ang ANHS ang magiging kinatawan ng lalawigan ng Albay sa Regional Level ng kompetisyon na gaganapin sa Oktubre 28, 2025 sa Ayala Malls Legazpi.

Ang Consumerism Challenge ay inilunsad ng DTI bilang bahagi ng pagdiriwang ng Consumer Welfare Month na may temang "Bida ang Konsyumer sa Bangong Pilipinas." Sa naganap namang regional elimination sa Ayala Malls Legazpi, muling nagpakita ng husay ang Computer Arts and Technological College matapos makamit ang ikatlong pwesto, na lalo pang nagpatibay sa diwa ng kompetisyon at adbokasiya para sa isang mas maalam at responsableng konsyumer.

Empowering the Next Generation of Informed Consumers

The Department of Trade and Industry Albay Provincial Office successfully hosted the Consumer Youth Congress 2025 on August 29, 2025, at the LCC Event Center, gathering hundreds of students from across the province. The event aimed to develop a new generation of informed, vigilant, and responsible consumers by equipping the youth with essential knowledge on their rights and responsibilities in the marketplace.

Students actively participated in discussions and interactive activities facilitated by resource persons from various government agencies. Ms. Paulette Gay S. Menguilla of the Bangko Sentral ng Pilipinas (BSP) discussed financial literacy and the mandate of the BSP, emphasizing smart money management and consumer awareness. Engr. William Ramon Luber from the National Telecommunications Commission (NTC) tackled telecommunications concerns and common scams, while Mr. John L. Peñaflor of the Department of Information and Communications Technology (DICT) focused on digital consumer rights and cybersecurity in the online environment.

In his message, Noel Bunao, Provincial Director of DTI Albay, highlighted the critical role of the youth in today's economy. He encouraged the participants to take the opportunity to fully understand their rights and responsibilities as consumers and to use the knowledge gained to protect themselves from scams and unfair trade practices. Director Bunao further inspired the students to view themselves as future leaders who can positively influence their families, peers, and communities, reminding them that "a well-informed and vigilant consumer is the most protected consumer."

The Consumer Youth Congress 2025 was marked by strong engagement from students and partner agencies, underscoring DTI Albay's continuing commitment to consumer education and youth empowerment. Through initiatives like this, the agency continues to strengthen consumer awareness and promote responsible participation in the marketplace among the younger generation.



DTI Albay Leads the Celebration of Consumer Welfare Month



DTI Albay Stages Diskwento Glow Night Run to Champion Consumer Empowerment and Healthy Living

On October 4, 2025, the Department of Trade and Industry Albay Provincial Office, in partnership with Afterhours Production, successfully staged the Diskwento Fun Run with the theme "Bida ang Konsyumer sa Bagong Pilipinas." Popularly known as the Glow Night Run, the event creatively combined consumer empowerment advocacy with the promotion of a healthy and active lifestyle, while fostering unity and camaraderie among members of the local community.

The night run gathered a total of 416 runners from various sectors, including students, professionals, athletes, and families. Participants illuminated the race route with vibrant glow accessories, while colorful lights and lively music added to the festive and energetic atmosphere. Both seasoned runners and first-time participants ran side by side, symbolizing inclusivity and the collective role of citizens in advancing the vision of a renewed and progressive Bagong Pilipinas.

Beyond promoting physical fitness, the activity served as a meaningful platform to highlight the importance of responsible consumerism. The strong turnout reflected the growing support of Albayanos for initiatives that integrate civic awareness, consumer rights, and recreation into a single dynamic event.

Adding further value to the occasion, a Diskwento Caravan was also conducted, providing participants and attendees access to basic necessities and prime commodities at affordable prices. Three distributors—Fishda Dried Fish Store, Magnolia Mabuhay Chicken Corner, and Enagic Philippines—joined the caravan, offering discounts and special deals to the public. This initiative reinforced DTI Albay's commitment to protecting and empowering consumers by ensuring the availability of quality goods at reasonable prices.

Overall, the Diskwento Glow Night Run was not only a celebration of health and wellness but also a reaffirmation of DTI Albay's continuing mission to make every Filipino consumer a true "bida" in the country's journey toward inclusive growth and sustainable development.



Let's TALK : Consumer Talks Forum Informed. Empowered. Protected.

The Department of Trade and Industry (DTI) Albay Provincial Office successfully conducted the Consumer Talks Forum on October 24, 2025, at the 3rd Floor, Old Cinema, Pacific Mall, Legazpi City, Albay. The activity formed part of the province's Consumer Welfare Month Celebration, an annual observance that highlights the vital role of consumer protection, awareness, and empowerment in building a fair and sustainable marketplace.

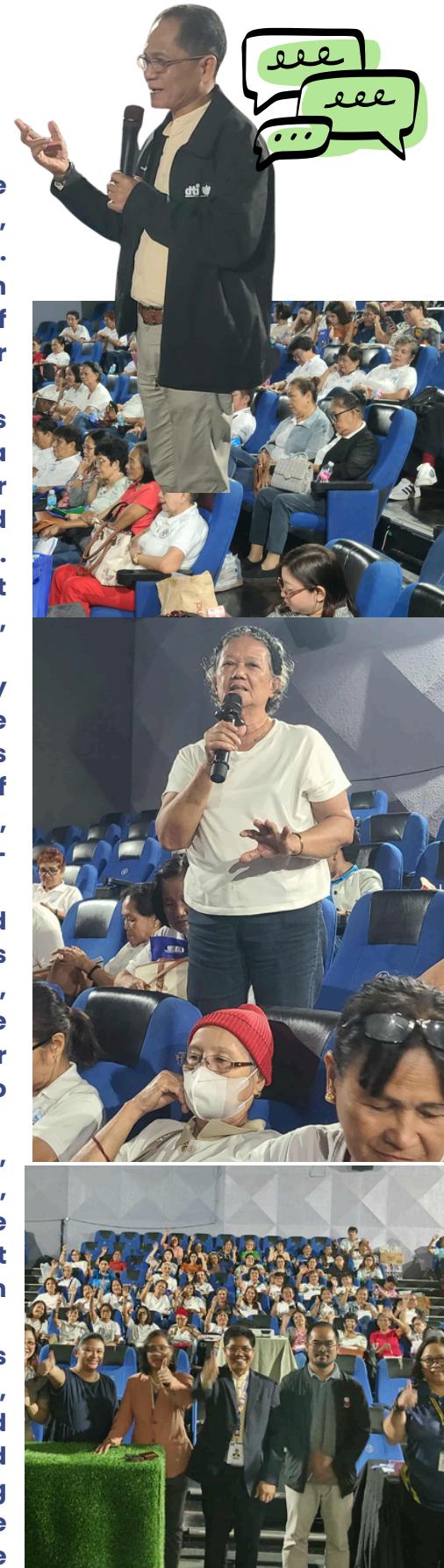
The whole-day forum gathered senior citizens representing various consumer groups across the province, providing them with a meaningful platform to deepen their understanding of consumer rights and responsibilities, as well as the available assistance and complaint mechanisms offered by different government agencies. The activity recognized senior consumers as one of the most vulnerable sectors, particularly to scams, misleading transactions, and unfair trade practices.

To ensure a comprehensive and informative discussion, DTI Albay partnered with several key government agencies, including the Bangko Sentral ng Pilipinas, National Telecommunications Commission, Securities and Exchange Commission, Department of Environment and Natural Resources, Land Transportation Office, National Meat Inspection Service, and the Philippine National Police – Anti-Cybercrime Group.

Each agency presented its respective programs, services, and consumer complaints procedures, covering a wide range of topics such as financial literacy, telecommunications concerns, environmental compliance, consumer safety, and cybercrime prevention. These discussions were particularly relevant for senior participants, equipping them with practical knowledge on how to identify and avoid fraud, scams, and other deceptive practices.

The forum also featured interactive discussions and open forums, allowing participants to openly share their concerns, experiences, and inquiries directly with agency representatives. This exchange fostered stronger collaboration between consumers and government institutions while reinforcing the importance of collective action in safeguarding consumer welfare.

Overall, the Consumer Talks Forum underscored DTI Albay's continued commitment to consumer education and advocacy, especially for vulnerable sectors such as the elderly. Beyond strengthening inter-agency cooperation, the activity emphasized that informed and empowered consumers are essential in achieving fair, transparent, and sustainable market practices—making the forum a meaningful and impactful celebration of Consumer Welfare Month in Albay.

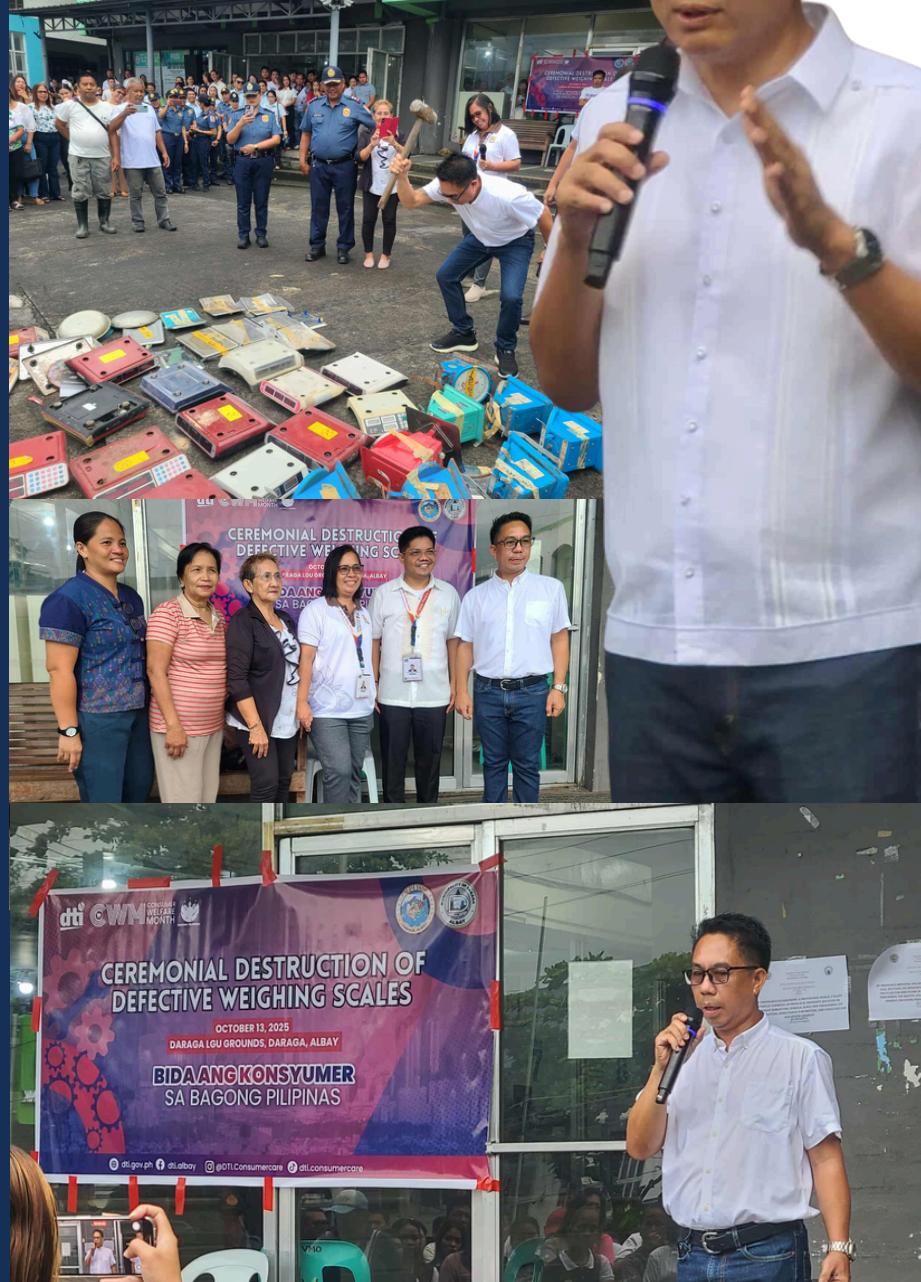


FAIR TRADE, FAIR WEIGHTS

Defective Weighing Scales Destroyed in Daraga as Part of Consumer Welfare Month

The Local Government Unit of Daraga, through the Daraga Public Market, in coordination with the Department of Trade and Industry Albay, conducted the Ceremonial Destruction of Defective Weighing Scales on October 13, 2025, at the LGU grounds in Daraga, Albay. The activity formed part of the province's observance of Consumer Welfare Month, underscoring the government's commitment to protecting consumers from unfair trade practices.

During the ceremony, confiscated defective weighing scales were officially destroyed. According to Themis Lobete, a total of 187 weighing scales were seized during Operation Timbangan. Those confirmed to be defective were destroyed, while units found serviceable after inspection underwent recalibration and were returned to vendors.



Lobete further emphasized that regular routine inspections are conducted in both the public market and night market to ensure proper calibration of weighing scales and to prevent fraudulent practices. The activity aimed to combat market deception, particularly the use of tampered or defective scales, which directly affects consumers.

The ceremony was attended by Victor U. Perete, Ma. Lourdes Pasobillo, Alejandro Novora, other local government officials, and various stakeholders—highlighting a united effort to uphold fair and honest market practices in Daraga.



VISIT THE E-GAB 2.0 WEBSITE

Visiting the e-GAB.com website of the Consumer Protection Division provides consumers with quick and convenient access to essential information on their rights, available services, and complaint procedures. The platform serves as a user-friendly digital gateway for filing concerns and staying informed about consumer protection initiatives. Through e-GAB.com, consumers are empowered to take an active role in safeguarding their welfare in today's digital marketplace.

PLAY. LEARN. EMPOWER!



The e-GAB.com website offers interactive online consumer games designed to make learning about consumer rights and responsibilities fun and engaging. These games help users, especially students and young consumers, better understand fair trade practices, smart buying tips, and consumer protection laws through simple and enjoyable activities. By combining education with entertainment, e-GAB.com promotes greater consumer awareness in an innovative and accessible way.



THE CPD TEAM



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