

Huwarang DTI

Volume 9 • December 2024

SERBISYONG HIGIT PA SA INAASAHAN



Embracing Change, Rediscovering Strength

TALES OF TRIUMPH AND TRANSFORMATION



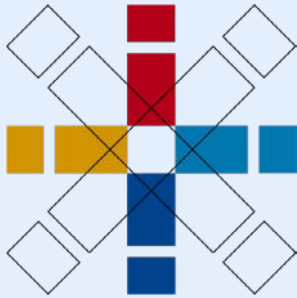
SERBISYONG
HIGIT PA
SA INAASAHAN



DTI Values

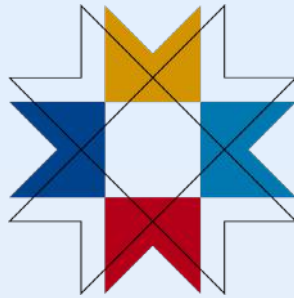
Passion

To work with utmost commitment, to deliver beyond what is expected.



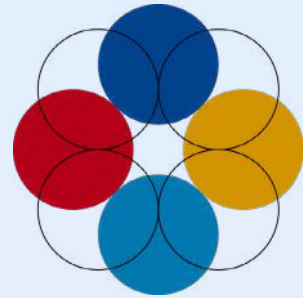
Integrity

To uphold moral uprightness in words and actions.



Creativity

Redefining the norms and continue to seek innovation.



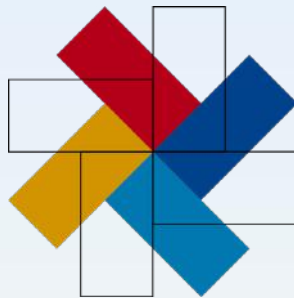
Competence

To stretch out capacities to achieve effectiveness and efficiency.



Synergy

To value healthy collaboration with colleagues and clients alike.



Love of Country

To anchor work in patriotism and genuine service to its people.



Embracing *Change*, Rediscovering *Strength*

TALES OF TRIUMPH AND TRANSFORMATION

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Secretary's Message

To my beloved Department of Trade and Industry (DTI) family, as we reflect on the year 2021, I am filled with immense pride and gratitude for the unwavering dedication of our *Bayaning Kawani* and their commitment to serving the Filipino people. Despite the unprecedented challenges we faced post-lockdown, your resilience, innovation, and passion for public service have shone brighter than ever.

The theme **"Embracing Change, Rediscovering Strength: Tales of Triumph and Transformation"** perfectly encapsulates the spirit of the DTI family. You remained steadfast in your dedication to serving our country, navigating challenges, adapting to new realities, and emerging even stronger. Your dedication to public service excellence, particularly your ability to pivot in the face of adversity, has been instrumental to the Department's success.



To our 2021 Huwarang DTI SPRInts Awardees, your exceptional contributions and selfless dedication have set a shining example for us all, proving that even in the toughest of times, the human spirit can prevail. Let me express my deepest gratitude by celebrating your stories of transformation and triumph. Your journeys inspire us all to overcome obstacles, embrace innovation, and strive for greatness.

Moving forward, let us continue to foster a culture of inclusivity, where everyone feels valued and empowered. Together, we can create a brighter future for our country and for generations to come, guided by our shared values of passion, integrity, creativity, competence, synergy, and love of country. Let us continue to work together to be an agile organization that champions *Serbisyong Higit Pa sa Inaasahan!*

Once again, congratulations to all our *Bayaning Kawani*! Your hard work and perseverance are truly commendable. These are the traits that we need to foster positive change towards a *Bagong Pilipinas*.

Maraming salamat, at pagbati sa lahat ng Bayaning Kawani!

Ma. Cristina A. Roque
DTI Secretary

About SPRInts

The System on Performance Rewards and Incentives (SPRInts) Awards celebrates the exceptional works and contributions of DTI Executives and Employees who served as the driving force in challenging the status quo, embracing innovation and competitiveness, and providing “Serbisyong Higit Pa sa Inaasahan.” These *Bayaning Kawani* exemplified the Department’s core values of Passion, Integrity, Competence, Creativity, Synergy, and Love of Country – values that are deeply entrenched in DTI’s daily commitment to continue to make huge impact among colleagues, officials, clients, and the country.

SPRInts aims to a) inspire officials and employees to promote and uphold the highest standards of performance and ethics; b) provide motivational incentives to enhance employee competence, efficiency, and productivity and; c) recognize and highlight superior accomplishments, extraordinary acts or services, and other personal efforts which contributed to the improvement of DTI operations and public service delivery by individuals or teams.

SPRInts was established by virtue of Executive Order No. 292 (Administrative Code of 1987), Civil Service Commission Memorandum Circular No. 01 Series of 2001 (Program on Rewards and Incentives for Service Excellence), and Department Order No. 15-12 (Strategic Performance Management System) as amended by Department Order No. 113, Series of 2017 (DTI Program on Rewards, Awards and Incentives for Service Excellence).

Selection Process

The Executive of the Year (ExOY) and the Employee of the Year (EOY) were selected from the Mythical 5 — top 5% of the 1st and 2nd level employees, and 3rd level executives from the Central & Regional Offices, joined by representatives from Attached Agencies and Corporations.

For 2021, 157 executives and 2,387 employees were ranked to determine who would qualify as Mythical 5 based on the guidelines set by the Performance Management Teams (PMT) of the Department’s Human Resource Merit and Promotion Selection Boards.

Candidates for ExOY and EOY underwent three stages of panel interviews. Six (6) executives and 117 employees were qualified to undergo deliberations within their respective Functional and Regional Groups. Among them, six (6) executives and 12 employees qualified as semi-finalists, moving on to the 3rd-party panel interview where they shared their achievements with prominent executives from the public and private sectors.

After the selection results were validated by the SPRInts committee, the DTI Secretary confirmed who from among the four (4) executive and eight (8) employee-finalists were to be declared as the Executive of the Year (ExOY) and Employee of the Year (EOY), respectively.

The SPRInts 2021 Selection Process at a glance:

M5 Ranking – Deliberation / Semifinalist Selection – 3rd-Party Panel Interview – SPRInts Committee Validation – EXCOM Confirmation of Executive and Employee of the Year

Selection Process figures



SPRInts Committee



Joel R. Cruz
Director / Chairman
HRAS



Robert Alvin T. Arceo
Director / Co-Chairman
PMS



Edgar C. Herrera
Director / Functional
Group Representative
MSG-OSEC



Rolando T. Medrano Jr.
Director / Alternate
FG Representative
MSG-OSEC



Phillip D. Sawali
Director / Functional
Group Representative
FTG



James E. Empeño
Director / Alternate
FG Representative
CIG



Emma C. Asusano
Director / Functional
Group Representative
ROG-HO



Marievic M. Bonoan
Director / Alternate
FG Representative
ROG-HO



Janice Sacedon-Dimayacyac
Director / Functional
Group Representative
ITG



Marie Sherylyn D. Aquia
Director / Alternate
FG Representative
ITG



Maria Guiza B. Lim
Director / Functional
Group Representative
IPG



Bianca Pearl R. Sykimte
Director / Alternate
FG Representative
IPG



Lilian G. Salonga
Director / Functional
Group Representative
CIG



Jonald C. Gutierrez
Employees Union 2nd-level Representative,
DTI Employees' Union



Eleanor A. Afuang
Employees Union 1st-level Representative,
DTI Employees' Union

Message from the *Chairs*



Joel R. Cruz

Director, Human Resource and Administrative Service (HRAS)
SPRInts Chairman

The Department of Trade and Industry, steadfast in its mission to uplift the lives of Filipinos, has demonstrated extraordinary resilience amid the challenges of recent years. Despite the disruptions of 2021, our unwavering commitment to delivering exceptional public service has not faltered. Internally, this commitment is reflected in our pursuit of HR Excellence, embodied in programs that resonate deeply with every official and employee of the Department.

The SPRInts 2021 Awards celebrate the remarkable achievements of individuals who exemplify our core values and go beyond the call of duty. These dedicated *bayaning kawani* have introduced innovative and transformative solutions that have significantly contributed to our organization and positively impacted the nation.

It is a privilege to be part of this initiative that honors the invaluable work of our people. As the SPRInts Committee Chair, I extend my heartfelt congratulations to all the awardees. I also thank all the officers and staff who worked behind the scenes to make this SPRInts 2021 a success.

Together, let us continue to inspire and empower one another as we strive for excellence and work towards a brighter, more prosperous future for our country.



Robert Alvin T. Arceo

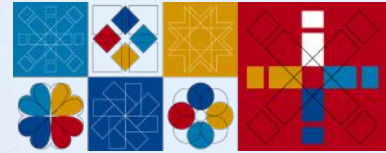
Director, Planning and Management Service (PMS)
SPRInts Co-Chairman

2021 was indeed a year of challenges that brought about change and struggles that elicited our strengths - an era that revealed the depths of our own capabilities and likewise the core of DTI's commitment to serve. We, as a department, came out on the other side of this trying time with a rejuvenated spirit, affirmed versatility, and enhanced passion to serve the country.

The stories of our awardees spotlight resilience through adversity and showcase the drivers of change at a time when critical and unimpeded service were required of us. To give due recognition, the System on Performance Rewards and Incentives (SPRInts) Awards celebrates Huwarang DTI employees who truly embody our values, namely Passion, Integrity, Creativity, Competence, Synergy, and Love of Country, and do so through their outstanding performance and service.

As co-chair of the SPRInts Committee, I commend the nominees and their accomplishments in a bid to inspire the rest of us. I further recognize the creative and collaborative efforts of our secretariat — Human Resource and Administrative Service (HRAS), Planning and Management Service (PMS), Communications and Information Service (CIS), and Internal Audit Service (IAS) to bring to fruition the deliberations and ceremonies year after year, as we continue our pursuit of excellence, and more importantly, to give back the honor that our exemplary employees have given the Department through their own tales of triumph.

Supervising Editor's Note



Atty. Phillip D. Sawali

Director, Communications and Information Service (CIS)

Dear DTI Family

We are thrilled to present the 2024 edition of the SPRInts Magazine, a product of the collaborative efforts of the Communications and Information Service, the Huwarang DTI SPRInts 2021 Secretariat, comprising the Human Resource and Administrative Service (HRAS), Planning and Management Service (PMS), Internal Audit Service (IAS) and the entire Management Services Group (MSG). This publication stands as a testament to the hard work and innovation of DTI public servants.

This magazine offers triumphant stories of our *Bayaning Kawani* who went above and beyond their duties. Its objective is to inspire the DTI family to continuously exemplify service excellence. Readers can explore how innovations led by their fellow *kawani* helped in advancing the Department and enhancing the lives of the stakeholders we all aim to serve.

We hope you enjoy reading the stories and may you continue to adhere to the DTI's rally call, "Serbisyon Higit Pa Sa Inaasahan."

About the Theme

Title: **Embracing Change, Rediscovering Strength: Tales of Triumph and Transformation**

2021 was a year marked by unprecedented challenges. As the world grappled with the pandemic and evolving economic landscapes, the Department of Trade and Industry (DTI) found itself at the forefront of these tumultuous times.

Faced with global disruptions and shifting market dynamics, DTI demonstrated remarkable adaptability and innovation. The department embraced change as an opportunity for growth, proactively responding to the accelerated transformation in technology, trade practices, and consumer needs. By adopting forward-thinking strategies and fostering a culture of innovation, DTI navigated these challenges with resilience and determination.

Amidst the storm, the DTI *kawani* emerged stronger than ever. They rediscovered their strength, renewed their sense of purpose, and rededicated themselves to public service. Their unwavering commitment to excellence and their ability to adapt to changing circumstances were instrumental in driving the department's success.

Indeed, 2021 was a year of triumph and transformation. Countless success stories emerged, showcasing the resilience, creativity, and dedication of the DTI workforce. From groundbreaking initiatives to innovative solutions, these narratives inspire and motivate, offering valuable lessons in overcoming adversity and achieving long-term success.

As we reflect on the challenges and triumphs of 2021, we celebrate the Department of Trade and Industry's unwavering commitment to supporting and strengthening the economic landscape of the nation. By embracing change, rediscovering strength, and sharing tales of triumph and transformation, DTI continues to make a significant impact on the lives of Filipinos.

Mythical 5



ABEAR,
Jesusa M.
Mindanao



ABRERA,
Rosalie B.
CIG



ACABO,
Rey B.
Mindanao



ACAR,
Jay A.
ROG-HO



ACOSTA,
Marilyn F.
Luzon



ADUCA,
Grace DC.
Region 9



AGDA,
Abigail M.
MSG-OSEC



AGORTO,
Elmer A.
Luzon



AGPES,
Jeremias Mario D.
Luzon



AMIHAN,
Romel L.
Visayas



ANDRES,
Nerissa Mariz D.
Luzon



ANTERO,
Mayumi P.
Luzon



ARCANGEL,
Marvin T.
Luzon



ARCEGA,
Marilyn C.
Luzon



AVESTRUZ,
Janet M.
Visayas



AVINON,
Fidelis T.
Visayas



BARBADILLO,
Elmer A.
Mindanao



BAUTISTA,
Lovely January L.
Luzon



BENDAÑA,
Chriselle A.
CIG



BERNARDO,
Desirée Jen V.
TPG



BOGNOT,
Darby Raul L.
Luzon



BRAVANTE,
Marikon A.
ROG-HO



CABILES,
Ferdinand C.
Region 12



CAGATAN,
Evariste M.
BOI



CALANG,
Ma. Theresa Z.
Mindanao



CALDERON,
Gerald Bernabe C.
CPG



CARSULA,
Elizabet M.
CPG



CASTAÑAGA,
Romeo L.
Region 11



CATALAN,
Lani T.
Mindanao



CHAN,
Judy Anne R.
CIG



CHUA,
Ma. Theresa T.
Mindanao



CORALES,
Ronaldo C.
CPG



DAVID,
Jemima Joy V.
Luzon



DE ASIS,
Eddie, S.
Mindanao



DE CLARO,
Michelle C.
ROG-HO



DE GUZMAN,
Lyca Alexis P.
CPG



DE GUZMAN,
Marianne Joy S.
Luzon



DELA TRINIDAD,
Rosemarie V.
Luzon



DIMAYACYAC,
Janice S.
STMO



DINSAY,
Jose Ma. S.
MSG-OSEC



DURANGGO,
Honey Jean S.
Mindanao



DY,
Mary Ann C.
Luzon



ECHANES,
Myra A.
IDTPG



EIJANSANTOS,
Isidro Jr. D.
Mindanao



ENRIQUEZ,
Denise Cheska C.
IDTPG



ESTACION,
Maribeth DV.
Mindanao



EVANGELISTA,
Ma. Cristina
Luzon



FORTU,
Rosa Vera P.
Luzon



GABIA,
Maricris I.
Mindanao



GABIN,
Jerome John J.
Visayas



GARCIA,
Ma. Carmen G.
Luzon



GONZALES,
Esmeralda U.
Luzon



GORGONIO,
Christine Jane E.
Mindanao



GRADO,
Dianne Bay H.
Mindanao



GURO,
Suraida U.
TPG



INSON,
Cerila P.
Mindanao



ISLA,
Karen P.
Luzon



KATSUTA,
Chaste Heart S.
Luzon



KIMAYONG,
Imelda D.
Luzon



LABANG,
Emerson Q.
TPG



LAROZA,
Jonathan J.
Luzon



LAUD,
Teresa L.
Mindanao



LAYDA,
Arnel E.
Mindanao



LIGAN,
Vierna Teresa C.
Visayas



LIMPIN,
Richard Avelino T.
Luzon



LOPEZ,
Lucky M.
MSG-OSEC



MAALIHAN,
Lirio T.
Luzon



MABALOT,
Rodolfo M.
Mindanao



MACALINTAL,
Gemar M.
MSG-OSEC



MADRIAGA,
Regina L.
Mindanao



MAGABILIN,
Myra F.
CPG



MAGANAKA,
Babylon Jr.
Mindanao

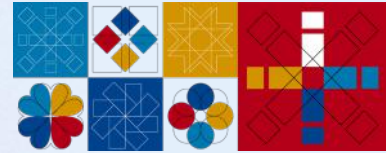
Legend:



Nominees



Semi-Finalists



								
MANABAT, Mary Grace B. MSG-OSEC	MANALO, Jenelyn V. MSG-OSEC	MANFOSTE, Ferdinand L. BPS	MANGUERA, Mark Carmelo R. CIG	MANLANGIT, Gemma B. MSG-OSEC	MARCIAL, Jenna Ericka U. CPG	MATHAY, Ma. Bernardita A. MSG-OSEC	MILLANO, Angela Glenda B. Luzon	MIRANDA, Rowena S. Luzon
								
MUZARES, Glaiza C. Luzon	NARVASA, Jardyne R. Mindanao	NIERRAS, Julia Kay R. Visayas	NOARIN, Rolly T. Luzon	OBISPO, Amor Elianina M. MSG-OSEC	OBTIAL, Preciosa C. Luzon	PADON, Catherine A. CPG	PALAD, Mary Jane A. MSG-OSEC	PAMINTUAN, Froilan Emil D. MSG-OSEC
								
PAMITTAN, Joseph Manuel P. CPG	PANALIGAN, Karina Krizia R. MSG-OSEC	PANGANIBAN, Rosalie A. Visayas	PLASABAS, Joffreyllie Marie O. Mindanao	POLANCO, Annabelle G. Luzon	PONTEVEDRA, Rosanna U. TPG	PULAD, Sandra Lee SP. Luzon	PUNO, Harvin Bob P. Luzon	QUE, Anna Carmela S. MSG-OSEC
								
QUILIT, Rubina S. MSG-OSEC	QUINCINA, Anna Marie V. Luzon	RAMEL, Ellerie Mila G. Luzon	RAPOSON, Jamilla Joy H. MSG-OSEC	REMIGIO, Elycer B. Mindanao	REMITIO, Rachel S. Mindanao	RESTAURO, Cyrus I. Luzon	REYES, Ruby May H. Mindanao	RIFAREAL, Jaworski F. ROG-HO
								
RODA, Estrella M. Mindanao	SALAZAR, Marc Anthony L. Mindanao	SALAZAR, Ruth L. Luzon	SALOR, Gil C. Visayas	SAN JOSE, Joan E. Luzon	SANDOY, Gevi Kristina O. Visayas	SANICO, Ma. Concepcion B. Luzon	SINOBAGO, Felisa A. Mindanao	SISON, Maricer C. Luzon
								
SOSOBAN, Marife T. Mindanao	SUNE, Francis M. MSG-OSEC	SURALTA, Epifania F. Visayas	TABUYAN, Arturo L. Visayas	TAN, Linda C. Luzon	TANCINCO, Marilyn C. Visayas	TANGALIN, Evaruth A. Luzon	TEJERO, Reynaldo T. Visayas	TENEDERO, Niño B. IDTPG
								
TOMAS, Caitlyn Mae D. CPG	TRIMPE, Marietta B. IDTPG	VALENZUELA, Maria Cristina V. Luzon	VILLACIN, Adones T. Visayas	VILLANUEVA, Daisy R. IDTPG	VILLANUEVA, Famelah Racquel D. Mindanao	VILLENA, Marie Eden A. MSG-OSEC	VIRAY, Elma P. ROG-HO	VIZMONTE, Ireneo V. OUMSG
								
YODONG, Christian J. MSG-OSEC	ZERRUDO, Nesgen Rhea C. Visayas	ZOTOMAYOR, Patricia Joy A. Luzon						

Semi-Finalists

Employee of the Year



**Bognot,
Darby Raul L.**

Senior Trade-Industry
Development Specialist
Region 3 / IG Luzon



**Bravante,
Marikon A.**

Trade-Industry
Development Analyst
NCRO / ROG-HO



**Chan,
Judy Anne R.**

Trade-Industry
Development Analyst
CB / CIG



**Labang,
Emerson Q.**

Supervising Trade-Industry
Development Specialist
BDTP / ROG-HO



**Laroza,
Jonathan J.**

Trade-Industry
Development Specialist
Region 1 / IG Luzon



**Magabilin,
Myra F.**

Supervising Trade-Industry
Development Specialist
BPS / CPG



**Mathay,
Ma. Bernardita A.**

Special Trade
Representative
FTSC / MSG-OSEC



**Narvasa,
Jarydne R.**

Senior Trade-Industry
Development Specialist
Caraga / IG Mindanao



**Plasabas,
Joffreyllie Marie O.**

Trade-Industry
Development Specialist
Region 11 / IG Mindanao



**Quincina,
Anna Marie V.**

Chief Trade-Industry
Development Specialist
Region 4A / IG Luzon



**Salor,
Gil C.**

Senior Trade-Industry
Development Specialist
Region 8 / IG Visayas

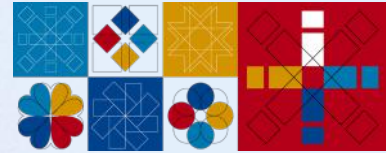


**Tenedero,
Niño B.**

Administrative
Aide VI
BIS / IDTPG

Semi-Finalists

Executive of the Year



**Aduca,
Grace DC.**

OIC-Provincial Director
Region 9



**Cabiles,
Ferdinand C.**

Provincial Director
Region 12



**Cagatan,
Evariste M.**

Director III
Board of Investments (BOI)



**Sacedon-Dimayacyac,
Janice S.**

Director III
Strategic Trade Management Office (STMO)



**Manfoste,
Ferdinand L.**

Director III
Bureau of Philippine Standards (BPS)



**Remitio,
Rachel S.**

Provincial Director
Region 11



OIC-Provincial Director • **Region 9**

Grace DC. Aduca

“My vision for DTI in the next coming years is for DTI to focus on inclusive growth through industrialization, digital transformation, workforce development, innovation, and support for creative industries.’ This will help position the country as a leader in sustainable economic development while ensuring that all citizens benefit from progress.”





Inspired by Service

Grace Dela Cruz Aduca admired her mother, a public school teacher, who served as both a mentor and a lasting source of inspiration. Her mother's influence shaped Grace's commitment to government work, where she finds fulfillment in making a meaningful impact on micro, small, and medium enterprises (MSMEs). For her, it's not about holding a position but about the passion and dedication she brings to addressing the needs of her clients—MSMEs and consumers alike—that truly drives her.

Showcasing Local Talent

The year 2021 brought numerous challenges to various industries and sectors in Zamboanga City, but she remained steadfast in her commitment to meeting the needs of her clients. She leveraged technology and developed innovative solutions to address the community's challenges, elevating and empowering local artisans and entrepreneurs in the process.

Grace spearheaded an innovative initiative as part of the DTI's One Town, One Product (OTOP) Next Gen program to spotlight Zamboanga's exceptional local talent and weavers. Despite budgetary limitations and pandemic-related challenges, she successfully organized a virtual fashion show titled "Vestidas Y Artes." This captivating event showcased the stunning artistry of Yakan weaves, seamlessly integrated with contemporary designs.

Through this groundbreaking project, Grace significantly enhanced the global recognition of Yakan weaves, elevating their status both domestically and internationally.

Another initiative under the OTOP Next Gen program aimed to enhance the global competitiveness of micro, small, and medium enterprises (MSMEs) through product development interventions focused on improved packaging and labeling. Recognizing the wealth of local talent in Zamboanga and Isabela Cities, Grace initiated a Product Packaging and Labeling Design Challenge to engage local designers, reduce costs, and showcase regional creativity. Collaborating with local designers resulted in packaging that resonated well with local markets by incorporating cultural insights and consumer preferences.

Leading by Example

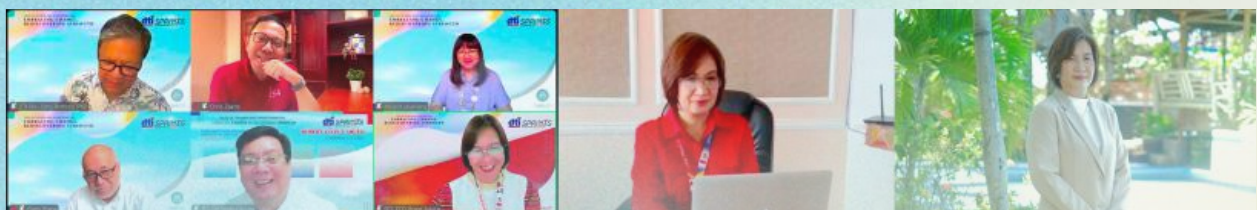
Grace is committed to empowering her team and future public servants through training and mentorship. Her passion for innovation drives her to inspire them to find groundbreaking solutions that will make a real difference in people's lives, stating, *"I want to create employees who are not only empowered but employees who have the voice to change things for the best."*



Synergy in Action

Grace considers collaboration a crucial factor in addressing the challenges of 2021. This belief guided her in initiating the Strengthening Workshop for Industry Clusters, focused on developing effective growth strategies. She also convened partner agency heads to propose the Provincial Industry Cluster Convergence Group, enhancing collaboration and accountability. These initiatives led to significant progress across several clusters.

"Working with others—partner agencies, academia, LGUs, the private sector, and industry stakeholders—is essential for fostering collective strength, enhancing communication, and driving innovation. Through synergy, we can achieve exceptional outcomes," Grace highlighted, underscoring her strong commitment to collaboration.





STIDS • Region 3

Darby Raul L. Bognot

“Ultimately, that’s the vision I have for DTI—a workplace where creative spaces exist for all employees. When we are given the room to grow and innovate, we can better develop programs that serve our clients and adapt to the ever-changing needs of MSMEs.”





Passion to Serve

Darby Raul Bognot, or “Darbs,” was only 20 years old when he first joined the Department of Trade and Industry (DTI). He initially applied as an intern at the DTI Regional Office and briefly explored opportunities in the corporate sector. However, he quickly realized his passion lay in public service. Returning to DTI, Darbs was hired as a regular staff member and assigned to the Business Development Division, where he now serves as a Senior Trade and Industry Development Specialist (STIDS), working directly with micro, small, and medium enterprises (MSMEs).

Champion of Pampanga

The pandemic presented significant challenges in Darbs’ personal life and professional career. In 2021, he faced the loss of his mother to cancer and later dealt with serious health issues of his own. Despite these difficulties, he remained dedicated to his work at DTI, supporting MSMEs in Pampanga as they struggled to adapt to the rapid shift to digital platforms to keep their businesses afloat.

Darbs led a young, innovative team of Business Counselors, and together they developed digitalization programs to help MSMEs transition online and expand their customer base. They infused Kapampangan culture into these initiatives, making them more relatable to the local community.

In 2021, Darbs and his team launched the Pasikatan Digital Marketing Course, which equipped 25 MSMEs with essential digital marketing skills to thrive in the new normal.

To further support MSMEs, Darbs developed a solution to facilitate partnerships and provide timely access to critical business services. He organized DTI’s first-ever “speed-dating” event called Pasikatan Speed Matching Activity that connects MSMEs with logistics providers, financing institutions, and digital platforms. This event enabled businesses to establish direct partnerships quickly, empowering them to thrive and adapt in a dynamic market landscape.

Collective Success

With MSMEs severely impacted by the pandemic and struggling with digital transformation, Darbs emphasizes that teamwork and collaboration were key in breaking through the year 2021. By leveraging their combined strengths and expertise, his team developed post-lockdown initiatives to help MSMEs adapt, recover, and thrive in a rapidly evolving market. *“Our efforts empowered entrepreneurs to innovate, pivot, and succeed, contributing to the recovery of local economies and improving the livelihoods of many Filipinos,”* he noted.



On Creativity

Darbs’ top core value at DTI is creativity, which he finds essential for working with diverse MSMEs like farmers, backyard industries and exporters. *“At DTI Pampanga, especially in our division, we were encouraged to think outside the box and embrace creativity, especially during the challenges of the ‘new normal,’”* he shared. This approach helped him develop fresh initiatives that support MSMEs through tough times.



6.5 Years in
Government Service

TIDA • ROG-HO

Marikon A. Bravante

“I humbly envision a future where we can regain and/or maintain the trust of the public. I want our efforts to be recognized as effective and efficient, and that the government hire employees based on competence and qualifications, rather than connections.”





From Private Sector to *Public Service*

Straight out of college, Marikon, or “Kon,” started her career in the private sector. However, she soon realized it wasn’t the right fit and found no sense of purpose in staying. Her journey into public service is partly influenced by her family, but it is also deeply rooted in her University motto, which emphasizes serving the people. She later on joined the Department of Trade and Industry (DTI), where she continues to serve today.

Rising to the *Challenge*

As a Trade and Industry Development Analyst (TIDA), Kon was designated as the Regional Planning Officer, a role typically given to higher-level positions that proved to be challenging. Her usual tasks involved preparing plans, budget proposals, and reports. In 2021, she continued performing this role, where she coordinated with five area planning officers to ensure smooth regional planning, acted as the Regional Director’s permanent alternate in inter-agency committees, and served as the sole secretariat for the Management Committee, managing administrative tasks and ensuring efficient meetings.

As a TIDA, Kon juggled other roles apart from her official function the Regional Planning Officer. One is being the Regional ISO Quality Coordinator since 2019. She managed the National Internal Quality Audits (IQAs), which included the first external audit for ISO 9001:2015.

As the focal ISO coordinator and document custodian for the region, she facilitated numerous planning workshops to update and enhance ISO planning tools, ensuring that all documentation was in place. Her efforts contributed to the organization achieving its first ISO certification in early 2022.

Collective *Success*

Kon is commended as a good team player and emphasizes the importance of teamwork and collaboration, particularly in overcoming post-pandemic challenges while continuing her roles. *“Performing these roles was impactful, but it was the agency’s collective effort that truly made the difference. Open communication and teamwork enabled us to share ideas and discover creative solutions to meet our clients’ needs,”* she said.



For *Love of Country*

Kon considers “Love of Country” as the most important core value at DTI. She consistently reminds herself that her work is not about impressing her bosses, but serving the public. Recognizing the broader impact of her contributions motivates her to strive for positive change and work for the common good.





Provincial Director • **Region 12**

Ferdinand C. Cabiles

“My vision for DTI in the coming years is an organization composed of very competent individuals that is ready to tackle the opportunities and challenges of the digital age, and driven by technology, innovation and creativity in all aspects of their service to the Filipino people.”





Ferdinand “Inan” C. Cabiles began his public service journey in 1987 while still a civil engineering student gaining invaluable experience working with a local government unit that inspired him to pursue a career in this field. After joining the DTI in 1988, he discovered his passion for supporting small enterprises and consumers. In light of the challenges faced in 2021, Inan recognized the urgent need for DTI to strengthen its presence at the municipal and barangay levels, where assistance is most essential.

Brighter Future for Cotabato

The Cotabato Earthquake in 2019 and the COVID-19 pandemic in 2020 severely impacted Cotabato Province’s business sector, leading to job losses and economic instability. As the newly appointed Provincial Director in early 2021, he strengthened the Trabaho Negosyo Konsyumer (TNK) initiatives through Cotabato’s 18 Negosyo Centers, expanding support and services to micro, small, and medium enterprises (MSMEs) and consumers. The centers became DTI’s primary frontline, delivering services directly at the city, municipal, and barangay levels, effectively addressing MSME needs amid urgent pandemic-related challenges.

The intensified initiatives produced notable results, including a 25% increase in Business Name Registrations, rising from 6,313 in 2020 to 7,889 in 2021. Digitalization efforts supported 3,086 MSMEs, a 270% increase from 835 MSMEs the previous year.

The DTI assisted over 18,224 clients with business services, facilitated PHP 27.2 million in financing for 363 MSMEs, and distributed 378 business starter kits to aid recovery.

Additionally, consumer protection initiatives included the accreditation of two organizations, monitoring of 75 establishments for price stability, and oversight of 814 firms for fair trade compliance. Alongside 120 advocacy initiatives and two Diskwento Caravans, these efforts enhanced the resilience of the local economy.

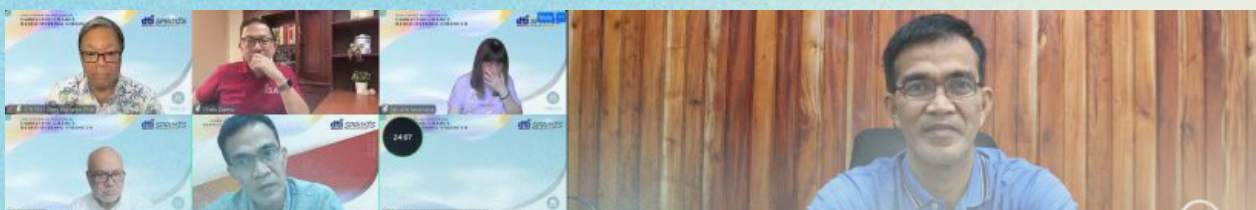
Empowering Future Leaders

As someone who has “rose from the ranks,” Inan expresses gratitude for the support and guidance received from previous management at both the regional and provincial levels. He believes that future public servants and leaders should be equipped with the necessary training, experience, and working environment to hone their skills for the benefit of clients—MSMEs and consumers. *“For positive change to be achieved, it is important that we focus on developing, mentoring, and guiding subordinates to discover and express their potential for the good of the service,”* he emphasized.



Synergy in Action

Faced with the challenges and disruptions of 2021, Inan emphasized that his team relied on teamwork and collaboration with local government units (LGUs) to sustain DTI’s service delivery. He highlighted the necessity of synergy among LGUs, the business sector, consumers, and other government agencies to ensure a comprehensive range of services is provided to the Filipino people.

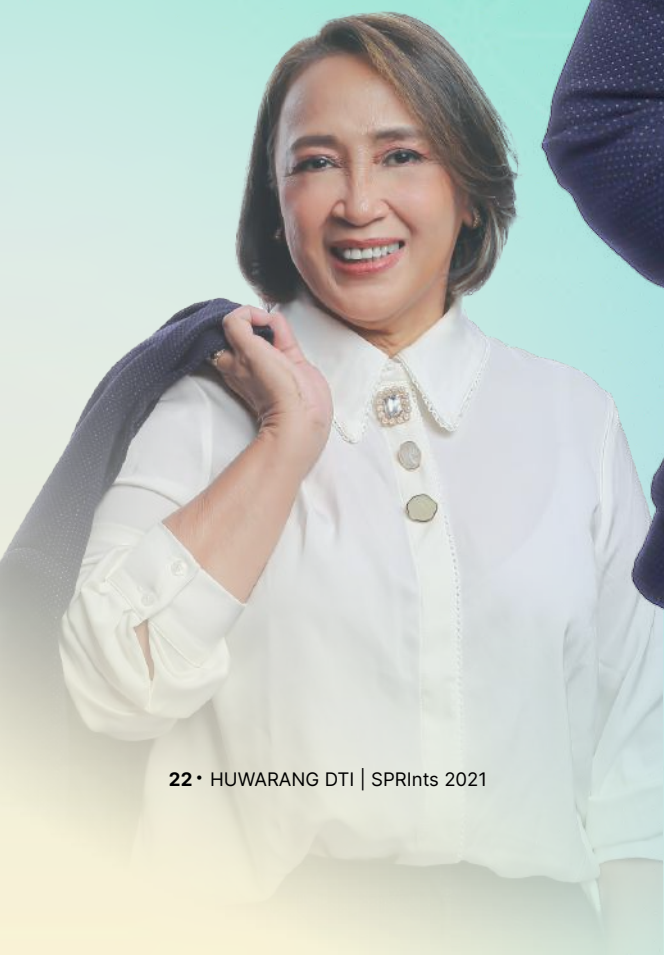
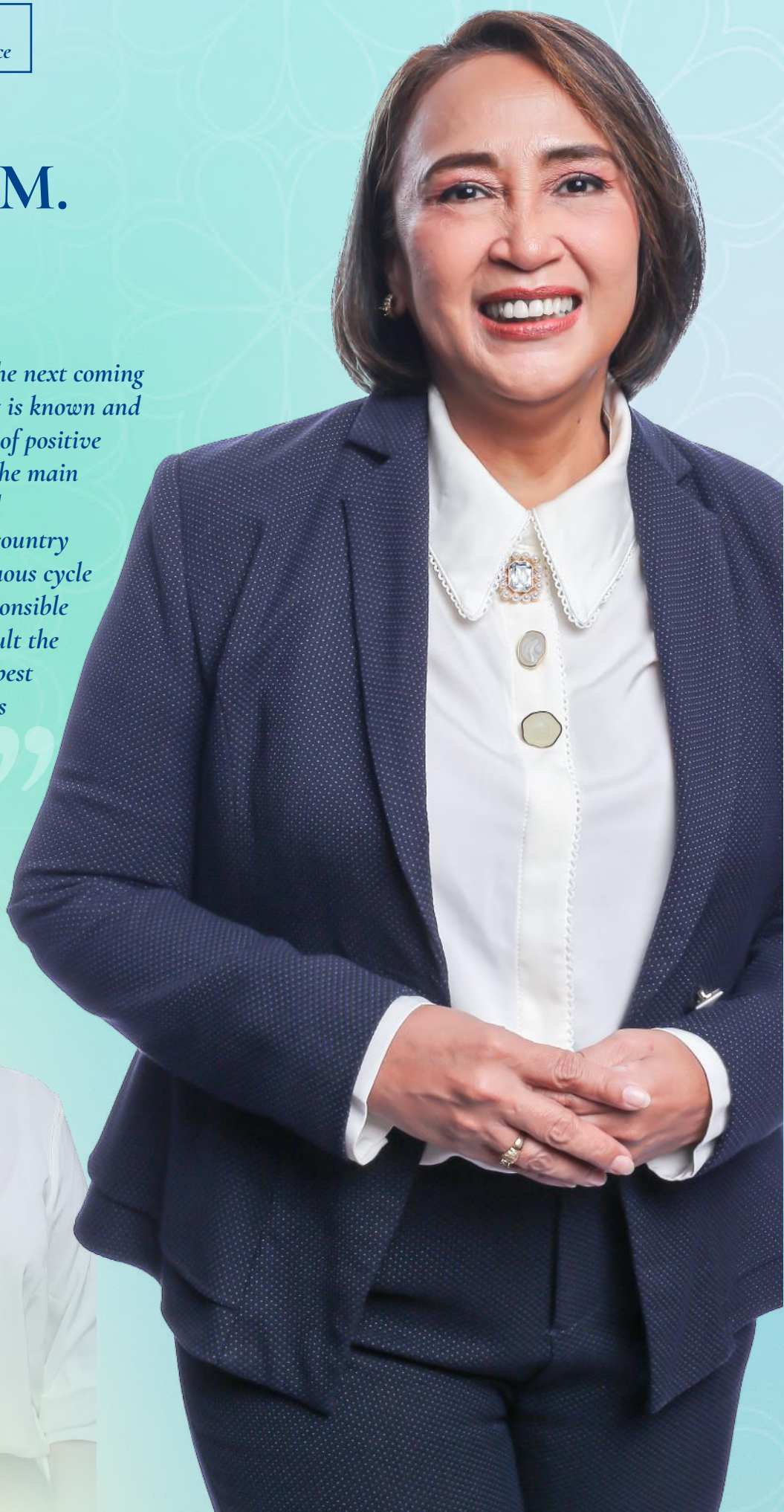




Director III • BOI

Evariste M. Cagatan

“My vision for DTI in the next coming years is an agency that is known and recognized as an agent of positive change to society and the main driver in the industrial transformation of the country that will ensure a virtuous cycle of sustainable and responsible growth that will catapult the country as among the best countries to do business in and to live in.”





Strong Foundations in *Public Service*

Almost fresh out of college, Evariste Cagatan, known as “Eries,” joined the Board of Investments (BOI) as a licensed Chemical Engineer, initially viewing it as a stepping stone in her career. However, she soon discovered a deep sense of fulfillment and challenge in her role. Through her work in policy development, investment promotion, project implementation, and team mentoring, Eries learned that even small contributions can significantly impact industries, create jobs, and strengthen the economy. She embraces civil service as a vocation, guided by the principle that “to one much is given, much is required,” which fuels her commitment to making a meaningful difference.

United with *One Mission*

At the height of the COVID-19 Delta wave in 2021, Eries, as DTI's lead, orchestrated a critical response to the looming medical oxygen crisis. By uniting rival oxygen producers and collaborating with multiple government agencies, she implemented vital interventions. Her efforts were instrumental in averting a medical oxygen shortage similar to the dire situations in India and Indonesia, where demand surged beyond local production capacity. Through strategic collaboration, Eries stabilized the supply chain and ensured the timely delivery of life-saving medical oxygen.

She emphasizes that synergy was crucial in saving the lives of Filipinos during this challenging time. She asserts, “The task on ensuring the availability of oxygen is a mantelpiece of not just a whole-of-Government approach, nor just a public-private partnership, but a whole-of-nation effort to save lives.” To meet the critical demand for medical oxygen, DTI worked alongside DOH to bridge connections between oxygen suppliers and hospitals, collaborating intensively with three major competing oxygen manufacturers.

DTI also engaged with local government units (LGUs), the Philippine Navy, and various agencies to overcome logistical obstacles, showcasing a unified, comprehensive effort to address urgent healthcare needs across the nation.

Nurture *Future Leaders*

With over 30 years of experience at DTI-BOI, Eries aspires to share her knowledge and insights with the younger civil servants and upcoming leaders within the organization as she continues her journey with DTI-BOI. “*Change is constant, but if we are to nurture DTI values in the organization to effect positive change, then it is also imperative to live and lead by example,*” she said. She believes that one way to leverage her expertise for creating positive change is through coaching, mentoring, and passing down best practices.



For the *Love of Country*

The DTI core value of “Love of Country” resonates deeply with Eries, especially during her most fulfilling milestone in 2021. She believes this value was shared among everyone involved in that mission. “It could only be out of patriotism that each went out of their way, did an extra mile, to overcome the hardships in making available and delivering scarce medical oxygen to far-flung areas of the country in order to save lives,” she stated.





TIDA • CIG

Judy Anne R. Chan

“My vision for DTI is to see it evolve into a more agile, innovative, and citizen-centric organization. I envision DTI leading the charge in digital transformation, ensuring that our services are easily accessible and efficient. By embracing technology and innovative practices, we can further empower businesses and consumers, driving inclusive growth and competitiveness.”





Passion for Service

Judy Anne Chan, also known as Ja, grew up hearing inspiring stories of dedicated public servants who made significant, positive impacts on the lives of Filipinos. These stories ignited in her a deep desire to contribute to the greater good and serve the country. This passion for making a meaningful impact guided her path toward a career in public service. Today, she channels that passion as a Trade and Industry Development Analyst (TIDA) for the DTI, working to improve the welfare of her fellow Filipinos.

Conquering Challenges

Ja's work focuses on addressing community needs, especially in the post-lockdown period. She collaborates with public, private, and academic stakeholders to develop and implement programs that support economic recovery and resilience. Her role also includes advocating for policies that promote inclusive growth and sustainable development.

"Being involved in Competitiveness and Innovation Group (CIG) events in 2021 provided me with invaluable experiences and allowed me to perform beyond my usual responsibilities," she shared, reflecting on her contributions to projects that were essential to the success of each initiative that year.

Strengthening Partnerships

In 2021, she led the logistics and liaison teams for the Inclusive Innovation Conference (IIC), which promoted collaboration among key government agencies, academic institutions, and industry partners. The conference enabled stakeholders to explore how innovation could bolster economic resilience and recovery from the pandemic, driving long-term strategies for rapidly adapting sectors. Notably, she secured commitments from over 100 State Universities and Colleges (SUCs) across Luzon, Visayas, and Mindanao through a manifesto signing, showcasing a united front from the academic sector.

Likewise, she also coordinated the Creative Industries Summit (CIS), where she facilitated discussions on the economic impact of the creative sector in the Philippines during the pandemic.

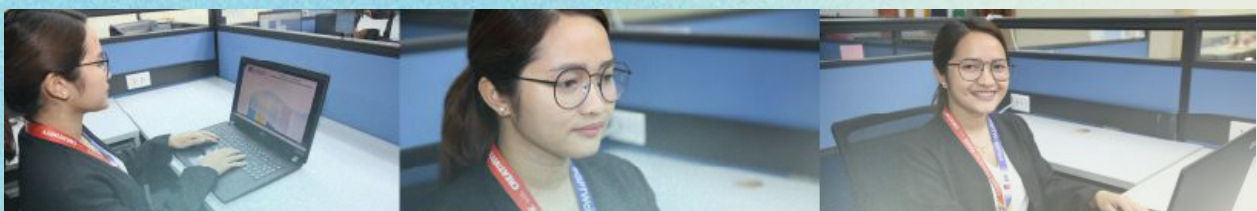
By collaborating with government agencies and stakeholders, she helped redefine the industry's role in driving economic recovery through digital transformation and innovative models.

She demonstrated her commitment to quality and excellence as a TIDA with the Competitiveness Bureau. She advanced the Philippine Quality Award (PQA) Program by providing technical and logistical support, which significantly increased participation across various sectors. Her work in forging partnerships with organizations like the Department of Trade and Industry (DTI), the Commission on Higher Education (CHED), and the Governance Commission for Government-Owned and Controlled Corporations (GOCCs) enhanced the PQA's profile and promoted a culture of continuous improvement vital for resilience during the pandemic.



Collective Effort

Ja acknowledges that 2021 was a challenging year for everyone. However, by collaborating and leveraging on their combined strengths, they were able to innovate, adapt, and implement effective solutions. *"This collective effort was instrumental in achieving our goals and ensuring continued support and service to our communities. The experience underscored the importance of unity and cooperation in overcoming adversity and in driving progress,"* she emphasized.





Director III • **STMO**

Janice Sacedon-Dimayacyac

“My vision for the DTI in the coming years is to be an agile and responsive institution that not only drives economic growth but also protects national security through responsible trade in strategic goods. I envision STMO as a leader in creating a thriving, innovative, and globally competitive strategic economy.”





From Courtroom to Global Security

Janice Dimayacyac's journey into public service began as a lawyer at the Philippine Supreme Court, where her work on death penalty cases instilled a deep commitment to justice, human dignity, and public safety. This passion led her to become the Director of the Strategic Trade Management Office (STMO), where she focuses on national and global security by regulating dual-use goods to prevent the proliferation of weapons of mass destruction (WMD). Her work ensures the Philippines' compliance with international security standards, protects local industries from sanctions, and strengthens the nation's standing as a reliable global trade partner.

Strengthening Global Security

In 2021, the DTI's STMO, under her leadership, played a crucial role in stabilizing Philippine supply chains amid COVID-19 disruptions, ensuring compliance with international trade laws and nonproliferation standards. Through the Strategic Trade Management Act (STMA), which she helped shape, the STMO facilitated \$4.5 billion in strategic exports, primarily high-tech semiconductors to the U.S. By registering 43 entities and issuing 13 export authorizations, the STMO bolstered industry confidence and significantly contributed to both economic growth and global security compliance.

The Philippines significantly advanced its global standing in strategic trade control, ranking 49th in the Peddling Peril Index (PPI) — a jump from 86th place. This improvement reflects Atty. Janice and Director Atty. Luis Manuel Catibayan's leadership, who led initiatives to prevent the proliferation of WMD and improve regulatory frameworks. Key achievements include enhancing interagency coordination, issuing sanctions to protect businesses from illicit activities,

and participating in international security initiatives. These efforts helped align the Philippines with global standards, strengthened compliance with UN Security Council and Financial Action Task Force obligations, and bolstered international security.

The STMO has also prioritized international collaboration to align its processes with global standards for economic and trade security. Through proactive partnerships and her engagement in meetings with representatives from the US, EU, and other nations, the STMO has strengthened its coordination with 23 international organizations. These partnerships facilitated 38 specialized training sessions for STMO personnel and partner government agencies, covering topics such as commodity classification and identification, risk assessment, intangible transfers of technology, sanctions compliance, chemical security, and trade facilitation. This collaborative effort reinforces the STMO's commitment to bolstering supply chain security and supporting a rules-based international order.

Commitment to a Safer, Stronger Philippines

She aims to advance in public sector leadership, leveraging her expertise in strategic trade and law to shape policies that strengthen national security and socioeconomic growth. She envisions a safer, more prosperous Philippines through responsible trade, social innovation, and effective governance, inspiring future public servants to lead with integrity and dedication to the welfare of the Filipino people.



The Power of Collaboration

For her, synergy has been central to the STMO's achievements, exemplified by the development of the control list and STMO licensing processes through partnerships with international experts, government agencies, and industry stakeholders. *"Despite having a relatively small team of 35 staff members, of which only seven have technical expertise, our ability to collaborate effectively has been key to overcoming challenges. Working closely with national agencies, trade associations, and international development partners, we were able to normalize compliance with the STMA across industries,"* she emphasized.



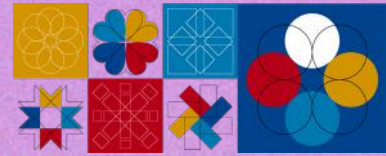


SVTIDS • BDTF

Emerson Q. *Labang*

“My vision for DTI is to be the lead agency in adopting Artificial Intelligence and blockchain technologies. DTI is the key agency to propel economic growth.”





Empowering MSMEs

Emerson Labang, or Em, began his public service career in 2015, focusing on building his skills in public-sector productivity, project management, and public engagement. Grateful for the opportunity to lead at the DTI, Em has organized trade shows, executed marketing activities, and contributed to MSME development strategies. He takes pride in seeing micro, small, and medium enterprises (MSMEs) thrive, generating sales and supporting DTI campaigns, especially during the pandemic and recovery period, which continues to fuel his dedication to empowering the sector.

Transforming MSMEs through Digital Solutions

In 2021, Emerson and his team at the Bureau of Domestic Trade Promotions (BDTP) led digital transformation efforts to help MSMEs navigate pandemic challenges and remain competitive. They launched the inaugural DTI Virtual National Trade Fair (VNTF), offering a comprehensive virtual trade experience with digital booths, networking channels, and informative webinars. This groundbreaking event supported 111 MSMEs from 13 regions, attracted over 5,500 visitors and generated Php 8.96 million in sales.

Building on the success of the 2020 Bagsakan events, Emerson and his team expanded the Bagsakan Special Project through the Online Grand Bagsakan in partnership with Mayani.ph. The initiative held 42 events, generating Php 25.55 million in sales, and sold over 104 tons of fresh produce, benefiting 1,200 farmers.

The bureau also introduced the Hybrid National Food Fair (NFF), combining online and in-person elements to promote Philippine food products. This event showcased 213 MSMEs and collaborated with platforms like Shopee, Lazada, Mayani.ph, and UnionBank GlobalLinker, ensuring sustained market exposure and sales. Through these initiatives, Emerson's team successfully equipped MSMEs with the tools and knowledge to adapt to the digital economy, expanding their market reach, streamlining supply chains, and enhancing their digital capabilities.

Commitment to the Greater Good

Emerson believes public service should be rooted in passion, synergy, and integrity, with strong teamwork and leadership driving results. He sees these values as key to supporting MSMEs in expanding their markets. As he shared, *"Public servants must have high academic and public-sector professional credentials. They must deeply understand that service means accountability and commitment to Filipinos."* These principles, for Emerson, are essential to serving the greater good.



Collaboration Fuels Innovation

He emphasized the crucial role of teamwork and collaboration in successfully executing these initiatives during the pandemic, highlighting how the team had to adapt quickly and embrace new digital tools for seamless online coordination. *"Each member of the trade fair team had to adapt quickly. Lockdowns required us to closely coordinate our efforts, and exert more motivation and creativity in performing our tasks. While we have specific roles in campaigning for participation, managing resources, coordinating with contractors, and reporting to our principals, we stayed connected and became more active in sharing information,"* he recalled.



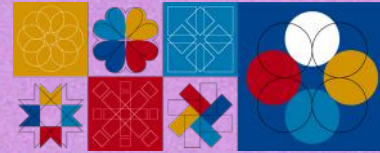


TIDS • Region 1

Jonathan J. Laroza

“My vision is for DTI to become a highly adaptive, data-driven, and inclusive institution—one that supports businesses, protects consumers, and promotes economic growth, while remaining resilient and innovative in the face of future challenges.”





A Vocation for Service

Jonathan Laroza, as a Trade and Industry Development Specialist (TIDS) under the Consumer Protection Division (CPD) in DTI Region 1, views his work as more than just a job; it has become a vocation. He sees public service as a profound commitment to empowering communities, strengthening businesses, and fostering a resilient economy for future generations. Driven by a passion for nation-building, Jonathan aims to continue making tangible difference in people's lives through meaningful contributions to society—small but consistent efforts.

Future-Focused Strategies

The pandemic in 2021 presented significant challenges for Jonathan in delivering the agency's mandates. In response, he proactively adapted to these obstacles, transforming them into opportunities for growth by focusing on digitalization, resilience, and process optimization.

To ensure uninterrupted government services during challenging times, Jonathan developed a Public Service Continuity Plan (PSCP) for DTI Region 1. His framework, aligned with national standards, guaranteed essential service delivery during emergencies. Through collaboration with stakeholders and thorough risk assessments Jonathan's plan gained approval from the Office of Civil Defense and the Civil Service Commission in March 2021, establishing DTI-Region 1 as a leader in service continuity and enhancing public trust.

Jonathan also improved operational efficiency by developing a centralized database for Private Emission Testing Centers (PETCs), Truck Rebuilding Centers, PS License Holders, and Service and Repair Shops, significantly reducing processing times and errors. He created a Monitoring tool for real-time tracking of performance targets and fund allocation, enhancing decision-making and transparency. By training staff to integrate these tools into the division's strategy, he fostered better resource utilization and operational flexibility.

Building a Sustainable Future

Fueled by the insights he's gained and the connections he's built, Jonathan is dedicated to fostering resilience and creating tools that empower DTI to support communities and businesses effectively. *"My long-term aspirations now align closely with advocating for sustainable development and contributing to DTI's transformation into a more effective and responsive organization,"* he said.



Strength in Collaboration

Jonathan recounts how Region 1 overcame post-lockdown challenges through teamwork and robust collaboration across divisions and with external stakeholders. *"DTI Region 1's success in navigating the post-lockdown period was not the result of individual efforts but of collective problem-solving,"* he emphasizes.





SVTIDS • BPS

Myra F. Magabilin

“To see DTI be more empowered and engaged with its stakeholders and to continue to live to its tagline ‘serbisyong higit pa sa inaasahan’”



Consistent and Committed



As a Supervising Trade-Industry Development Specialist at the Bureau of Philippine Standards, Engr. Myra Magabilin plays an important role in ensuring the safety, reliability, and quality of the products and services that the public uses every day. Despite the challenges of the 2021 pandemic, she remained steadfast in achieving her target accomplishments.

Championing Standards

In 2021, Engr. Myra steps up her game by Chairing the ASEAN Consultative Committee on Standards and Quality (ACCSQ WG1) Task Force on Wood-based Products (TFWBP) where the Philippines proposed the harmonization of standards on bamboo products. Despite it being only her second time attending since 2017, she led the task force smoothly and efficiently. She diligently prepared by coordinating with previous attendees to understand the Philippines' commitments and thoroughly reviewing past reports to get up to speed with ongoing discussions and deliverables.

Engr. Myra also seized an opportunity close to her heart as an environmental advocate when she participated as a resource speaker for the Bureau of Philippine Standards (BPS) at the Joint Conference on Environment-Friendly Alternative Plastics, hosted by DOST. She gathered updates on local and international plastic standardization developments, discussed the alternatives to conventional plastics, and highlighted the standards available at BPS.

In Engr. Myra's continued pursuit to standardize the quality of local products as a technical staff, one of her main accomplishments was the establishment of the technical committee on Halal cosmetics and popular Filipino dishes. While the initiative to standardize Filipino dishes received mixed reactions on social media, Engr. Myra remains optimistic and committed to advocating for the competitiveness of Filipino products in both local and global markets.

Teamwork and Collaboration

Engr. Myra acknowledges that 2021 was a challenging year for her as she juggled her professional and personal responsibilities, including multiple hospital admissions. Despite these difficulties, a strong support system was in place within her team, where each individual was accountable for their targets and communicated effectively. This collaboration ensured that they consistently delivered the expected outputs. The teamwork and cooperation within the division enabled them to successfully meet their annual targets.



Passion for Serve

Coming from a family of retired public servants, Engr. Myra deeply resonates with the DTI's core values of passion and love of country. She sees her work as a way to give back to the nation and is committed to making a meaningful contribution to its progress.





Director III • BPS

Ferdinand L. Manfoste

“In this journey (in DTI), I learned so much on dynamics of working relationships between supervisors, subordinates, and peers. I believe training is vital for enhancing collaboration and teamwork within and between DTI units. I look forward to seeing DTI Academy evolve into a leading learning institution, akin to DAP, and further develop DTI’s highly skilled professionals.”





Guided by Purpose

Ferdinand “Ferdie” L. Manfoste is a firm believer that public service is rooted in a strong foundation of genuine concern and care for *kapwa*. Lessons from his parents, university experiences, and exposure to social realities have all fueled his passion for serving the public. He considers himself “a man for others,” going the extra mile to help, and generously offering his time to assist those in need—embodying *Serbisyonig Higit Pa Sa Inaasahan*.

The Power of Communication

Since 2019, Ferdie has served as the Planning Coordinator and Communications Head for the Consumer Protection Group (CPG). In his planning role, he led the execution of CPG’s work programs, assessments, and events under the Undersecretary’s guidance, coordinating logistics and content across CPG bureaus. His leadership in 2021, characterized by strategic thinking, consistency, and competence in navigating the issues of the pandemic, contributed largely to the national recognition. He also ensured the timely completion of 45 weekly and 12 monthly reports for CPG’s Bayanihan as One Act pandemic response.

As Communications Head, Ferdie, as mandated by the Undersecretary, was tasked with the review and approval of CPG’s public messaging, producing 520 media releases, 230 social art cards, 32 humorous visual content or “memes”, 61 posters, and 23 announcements in 2021, significantly boosting CPG’s visibility, providing assurance and stability to the public that the government is present to look after them.

He supervised video content for DTI’s YouTube channel, promoting CPG initiatives, and oversaw the production of the jingle “DAPAT TAMA, DAPAT TAPAT.” Launched on a *Konsyumer At Iba Pa* (KATBP) episode—a weekly DZBB teleradyo program on consumer protection of CPG—the jingle became the signature opening for CPG webinars and events, enhancing consumer engagement and advocacy during the pandemic.

Ferdie ensured the consistent airing and relevant content of *Konsyumer At Iba Pa* (KATBP), with his team producing 42 episodes on 49 consumer topics in 2021, significantly boosting consumer awareness and enhancing the Consumer Protection Group’s reputation. He also led the Bureau of Philippine Standards (BPS) communications efforts, launching 56 webinars and consultations to engage stakeholders on new standards and policies, broadening BPS’s nationwide reach and contributing to a 96% Client Satisfaction rating while strengthening transparency and trust in the bureau’s initiatives.

Building Consumer Confidence

He believes that effective teamwork and collaboration are essential in fostering a positive and trustworthy relationship between consumers and the government. By leveraging interactive communication tools like group chats and regular virtual meetings, Ferdie ensures that all members of the CPG are well-informed about new policies and can provide timely feedback on media materials. This collaborative environment inspires his team members to improve their contributions, resulting in media content that conveys important information while promoting positivity and consumer confidence.



Guiding the Next Generation

As a senior member of the team, Ferdie aspires to serve as a guiding mentor for his colleagues, particularly the younger members. He is committed to sharing valuable insights that can inspire and spark their creativity, while also creating an environment that allows them to flourish. By providing the necessary space and opportunities for growth, Ferdie aims to empower others to navigate their professional journeys with confidence and purpose.





STR • FTSC

Ma. Bernardita A. Mathay

“My vision is for a DTI that becomes a dynamic force for economic growth and inclusivity, continuously evolving to meet the demands of a rapidly changing world, yet rooted in the values that make the Philippines unique, rendering it to rise as one of the most formidable and aspirational institutes in government.”





Legacy of Service

Public service runs deep in Maria Bernardita “Dita” Angara-Mathay’s heritage. With roots in leaders like her great-grandfather, Manuel Bondoc Tinio, a revolutionary general, and President Manuel L. Quezon, who saved thousands during the Holocaust, Dita brings this legacy of dedication to her career in government. As a key member of the Department of Trade and Industry’s Foreign Trade Service Corps, she drives foreign investments, export growth, and job creation, with a focus on supporting micro, small, and medium enterprises (MSMEs) and fostering innovation. Honored with an excellence award by Taiwan’s Ministry of Economic Affairs, Dita embodies a profound commitment to uplifting the Philippines, using every challenge as an opportunity to make a lasting impact.

FDIs, Jobs, Exports, and MSME Support for Post-Pandemic Recovery

In 2021, Dita brought pre-pandemic investment commitments to fruition despite pressures to relocate production. Her efforts with companies like Rohm, IBIDEN, Murata, and Sumitomo Wiring resulted in PHP 56.35 billion in Japanese foreign direct investment, 14,600 jobs, and advanced tech like wiring harnesses and ceramic capacitors. She also helped establish Northern Luzon’s first economic zone, promoting regional equity. Her identification of the Philippines as a top global producer of wiring harnesses was crucial in securing PEZA accreditation for Sumitomo’s Pangasinan complex.

To support MSMEs, Dita organized a food and beverage exhibit at PTIC-Tokyo, overcoming sensory limitations of digital platforms to help MSMEs expand sales in Japan. She raised PHP 14 million by securing contributions from Japanese angel investors, government agencies, and influencers who waived fees for exposure. This initiative preceded DTI’s planned Tatak Pinoy SME Hub by four years. Additionally, she led her team to be the only regional group engaging an experimental digital platform for East Asian buyers facing language and technical barriers. Her innovative approach generated PHP 90 million in business for 116 exporters and MSMEs, placing their products in major Japanese retailers, including Don Quijote and Nissin.

United in Success

Dita emphasizes that teamwork and collaboration were essential in navigating the complexities of the pandemic and finds great fulfillment in coordinating efforts among various government agencies, stakeholders, and private sector partners to drive investment and job creation in the Philippines. *“My daily work is a testament to my belief that, with collaboration and perseverance, we can build a stronger, more resilient Philippines—one that offers opportunity and prosperity for every Filipino,”* she stated.



Transforming Global Perspectives

Dita played a key role in transforming perceptions of the Philippine economy through Project Sunrise, a partnership with the private sector and Department of Finance to boost investor confidence in markets like Japan, the USA, and Singapore. In Japan, she launched a virtual Economic Roadshow with the DTI Secretary, drawing nearly 1,000 high-level attendees and generating PHP 175 million in positive media coverage. Her efforts included securing a feature in Nihon Kogyo, reaching an audience of 2 million, and setting a new standard for investment initiatives focused on sustainable, innovation-driven collaboration.





STIDS • Caraga

Jardynne R. Narvasa

“In the next few years, my vision for DTI is that it will be the leading and most trusted agency of the Philippines in uplifting the economy of the country, upholding the rights of consumers, and flourishing the lives of its employees, leaving a legacy to all Filipinos.”





Consumer Rights Advocate

Jardynne Narvasa, known as “Janjan,” views public service as both a unique responsibility and a privilege. She believes, “Public service is a calling, it is a public trust.” Despite the challenges she faced during the pandemic in her efforts to educate and empower consumers, Janjan finds it rewarding to witness improvements in their understanding of rights and responsibilities, especially when businesses adhere to Fair Trade Laws.

Creativity Amidst Adversity

Janjan sees creativity as essential to her role, especially amid the pandemic, enabling her to effectively implement DTI’s consumer advocacy initiatives. She has employed this approach to successfully conduct these campaigns to reach out to consumers and the public. This led her to design and implement two unique schemes to reach barangays: the Bandilyo Alang sa Dinagatnong Konsumador Advocacy Program (BADiKAP) and Tanong Ko, Kaalaman Mo (TaKKaM).

BADiKAP modernizes traditional barangay communication methods, adapting the “Bandillo/Bandilyo” practice by using a vehicle equipped with speakers to disseminate consumer information via pre-recorded messages. This initiative successfully reached both island and mainland barangays achieving 115 advocacy efforts against a target of 100. By creatively engaging remote communities, the program effectively empowered consumers while reducing costs on meals, venues, and supplies during challenging times.

The TaKKaM initiative was launched to educate barangay officials on consumer-related issues through a Q&A format, engaging 32 barangays. This initiative empowered local leaders to act as advocates for the DTI, optimizing resources by integrating activities with other units. By equipping officials with essential knowledge, TaKKaM transformed them into effective community advocates, maximizing outreach while promoting consumer awareness.

Beyond Service

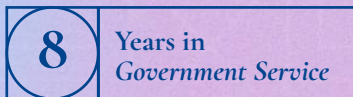
Janjan’s key lesson from 2021 was: *“It’s not about what happens in the world; it’s about how you make things happen for the world.”* Her role at DTI has given her countless opportunities to grow, not just as a government leader but, more importantly, to flourish as an individual. This journey has shaped her perspective on making meaningful contributions, demonstrating that personal growth and public service can work hand-in-hand to create positive impact.



On Synergy

Synergy is central to Janjan’s leadership philosophy. In 2021, the Dinagat Islands team collaborated with the Small and Medium Enterprise (SME) Development and Industry Development teams to integrate consumer advocacy into initiatives like the Livelihood Seeding Program–Negosyo Serbisyo sa Barangay (LSP-NSB) and Shared Service Facilities (SSF) Project Monitoring. This approach conserved resources while achieving multiple objectives. Today, her team continues to collaborate across units, achieving shared targets and delivering stronger results through united efforts.



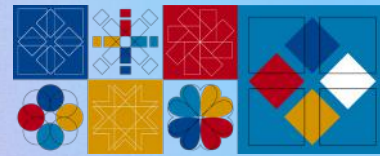


TIDS • Region 11

Joffreyllle Marie O. Plasabas

“I envision DTI to be a more agile, collaborative, and dynamic organization that continuously encourages and empowers its employees to become well-rounded, smart-working individuals that constantly deliver Serbisyong Higit Pa Sa Inaasahan.”





Leadership Journey

Growing up in a family of government employees, Joffreyllle Marie O. Plasabas, or “Yeyel,” was deeply inspired to follow a path in public service. Watching her family work with passion with a genuine desire to help others instilled in her a strong sense of purpose. She felt driven to contribute to improving people’s lives and fostering positive, lasting change in her community.

For the Davaoeños

Yeyel believes that in government service, no contribution is too small. As a Trade-Industry Development Specialist (TIDS) in the Industry Development Division of DTI, she focuses on supporting micro, small, and medium enterprises (MSMEs) in Davao.

She actively promoted the Innovation through Science, Technology, and Risk-resilient-based Initiatives toward Knowledge Economy (iSTRIKE Davao) as the secretariat and regional innovation promotion point person for DTI Region 11. She organized a strategic planning workshop with USAID’s Science, Technology, Research, and Innovation for Development Project (STRIDE), managing logistics and ensuring effective communication among members. Her efforts resulted in two key documents: the comprehensive iSTRIKE Davao RIIC Strategic Plan 2021-2025, outlining innovation goals and activities, and an annexed one-year Strategic Communications Plan to increase stakeholder awareness and promote collaboration among MSMEs.

The iSTRIKE Davao initiative created a collaborative framework among government agencies, academic institutions, and industry partners to foster innovation in the Davao region.

Through a Rapid Needs Assessment (RNA), Yeyel not only identified key challenges faced by MSMEs due to the pandemic but also recognized those with an urgent need for academic support. This assessment led to the development of the Innovation for Business Recovery (IBR) Plan, which provided tailored support to help MSMEs adapt to the new business environment.

One significant outcome of the iSTRIKE Davao initiative is the establishment of the Davao City Inventions and Innovation Center (DCIIC), which secured a Php 5 million-annual budget from the local government, providing a dedicated space for collaboration and commercialization of innovative technologies. In addition, as a result of the IBR Plan, MSMEs gained access to Php 7.6 million in loans and funding, which included Php 6.5 million from the DOST Industry Collaborative R&D to Leverage the Economy (iCRADLE) Program for an innovative project, Php 1 million in equipment through the DOST Small Enterprises Technology Upgrading Program (SETUP), and a Php 100,000-loan from the Small Business Corporation. These outcomes were made possible by a Php 225,000-budget from DTI 11’s MOOE to implement the first two batches of the IBR Plan in partnership with UP Mindanao and the Ateneo de Davao University.

Collective Impact

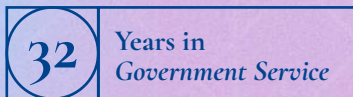
Yeyel emphasizes that collaboration among key stakeholders is vital in addressing the challenges of 2021. The iSTRIKE Davao initiative cultivated partnerships to drive innovation and promote inclusive economic development, focusing on MSME support. “Individually, our impact would have been limited, but by working together, we achieved a broader reach and uplifted the lives of more Davaoeños,” she stated.



Future Leader

Yeyel aspires to follow in the footsteps of her grandparents and mother, who are her role models in public service. She aims to find a sense of purpose in everything she does and eventually take on a leadership position that inspires positive change in the workplace. As a servant-leader in government, she hopes to motivate young people to serve the community with integrity and a strong sense of purpose.





CTIDS • Region 4-A

Anna Marie V. Quincina

“In the coming years, I firmly believe that Business Counselors will transition from Contract of Service to plantilla positions. The presence of NCBCs in each municipality greatly aids in delivering DTI’s programs and services. I also envision an increase in budget allocation for Industry Cluster Enhancement, Investment Promotion, and Consumer Protection initiatives to fulfill DTI’s mandates.”





Leadership Journey

Over 30 years ago, Anna Marie Quincina embarked on her journey to make a meaningful impact in the lives of those she serves. In November 1989, she began her career in public service, joining the Department of Trade and Industry (DTI) as a Municipal Trade and Industry Officer under the DTI-Comprehensive Agrarian Reform Program (CARP). Today, with the same unwavering commitment, enhanced by decades of skills and experience, she now serves as a Chief Trade-Industry Development Specialist (CTIDS), where she is responsible for developing, implementing, and managing initiatives to promote the growth and development of micro, small, and medium enterprises (MSMEs).

Empowering Quezon MSMEs

Despite the challenges brought by the pandemic, Anna remained steadfast in her commitment to support MSMEs. In 2021, she initiated the Integrated Digitalization and Innovation for MSMEs (IDIM) initiative to help MSMEs in Quezon address their market needs. This project not only provided webinars to equip them with essential digital skills for showcasing their products but also helped launch e-commerce platforms, enabling them to expand their market presence online.

Anna further demonstrated her dedication by appointing a new focal person for the Cities and Municipalities Competitiveness Index (CMCI) and partnering closely with the Provincial Government to improve Quezon's competitiveness ranking. Following a virtual Re-Orientation Workshop on CMCI for local government units and the Provincial Competitiveness Committee, Quezon Province's ranking improved from 53rd to 30th.

In line with the growing digital momentum, Anna also devised a worklog report system to efficiently track daily accomplishments and hours logged by Negosyo Center Business Counselors (NCBCs). This tool not only monitored performance but also provided recognition for the NCBCs' contributions during the pandemic, ensuring their efforts were properly acknowledged.

On Leadership and Teamwork

Anna recognizes that her accomplishments would not have been possible without the support and collaboration of her team. While she had the initial concept, she knew she needed a team with diverse set of skills and expertise to achieve the desired results. Their success in meeting the division's targets for 2021 was rooted in mutual trust, confidence among team members, and alignment of objectives with partner stakeholders. *"Together with my team, we ensure our clients feel fully supported as we work toward building a more sustainable future for them,"* she emphasized.



Fueled by Passion

With a strong desire for continuous learning, Anna concluded 2021 as one of the graduates of the first batch of the DTI Academy Project *Dalubhasa* – Trade and Investment Program. She began the program in 2019 and, in 2021, was due to complete her capstone project. However, during this time, she contracted severe COVID-19. Despite her illness, Anna managed to finish her capstone on time, allowing her to graduate with her cohort. Remarkably, she was awarded both Outstanding *Dalubhasa* and Best in Capstone. She attributes her success to effective delegation, which empowered her team to function smoothly during her absence.





Provincial Director • **Region 11**

Rachel S. Remitio

I envision a DTI workforce who are agile and who work tirelessly to create positive changes — increase in the number of sustainable business enterprises, increase in number of communities who are reliable suppliers, more MSMEs leveling up their operations (enterprise development track), critically aware and better protected consumers as more retailers practice fair business.





Serving with Purpose

Rachel “Jinky” S. Remitio grew up hearing inspiring stories from her parents, both of whom are public servants, sharing their experiences and the pride they felt in assisting farmers and farm communities. *“This gave me the inspiration that indeed, we can make a difference and add value to the lives of other people if we do our job well and serve with utmost professionalism and integrity,”* she recalled. Three months after graduation, she began her public service career with DTI 11, and now, over 30 years later, she leads the DTI 11-Davao City Field Office.

Empowerment Through Inclusion

In 2021, the pandemic severely impacted micro, small, and medium enterprises (MSMEs) in Davao, particularly affecting vulnerable groups like Persons with Disabilities (PWDs) and Indigenous Peoples (IPs). Recognizing their increased vulnerabilities, Jinky led initiatives that empowered eight special sector communities to not just survive but thrive. Through targeted interventions such as product development, skills training, and digital adoption, these communities continued to contribute economically.

Jinky’s efforts led to significant milestones, including the launch of 15 Shared Service Facilities and the development of 148 product prototypes, generating PHP 1.145 million in sales through the Go Lokal Store. Additionally, a crucial partnership with the Philippine Center for Entrepreneurship and the Davao City Chamber, funded by the New Zealand Embassy, supported the “Upliftment of IP Women in Davao City” project, facilitating the digital onboarding of IP and PWD communities.

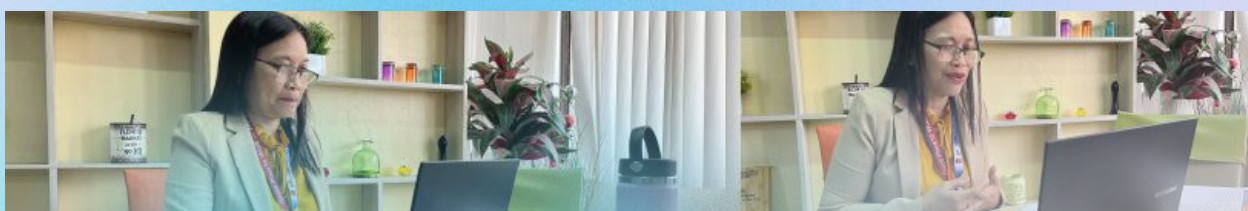
Championing Local Businesses

Appointed Provincial Director in December 2020, Jinky aimed to qualify as a Career Executive Service Officer (CESO) while supporting MSMEs recovery during the pandemic. She balanced her full-time role with the online SALDIWA 43 course, achieving a 0% incident rate and a 100% Customer Satisfaction Feedback rating. Her group’s Capstone project, “Policy Paper on MSME Recovery Under the New Normal,” presented to former Secretary Ramon M. Lopez, advocated for a “Buy Local” procurement policy that was adopted as a regional priority, gaining support from the Regional Development Council and local government units to strengthen MSMEs post-pandemic.



Strength in Unity

Despite the challenges faced in 2021, the Davao Office successfully achieved all its physical and financial targets while enhancing its team’s skills for the new normal. Jinky credits this accomplishment to the teamwork and collaboration established with the private sector, local government units (LGUs), and other National Government Agencies (NGAs). “By fostering a culture of empathy, we created a supportive work environment that facilitated the smooth redeployment of team members affected by quarantine restrictions,” she remarked. These strategic partnerships between DTI and various sectors transformed target communities into thriving business enterprises, driving economic growth and resilience.

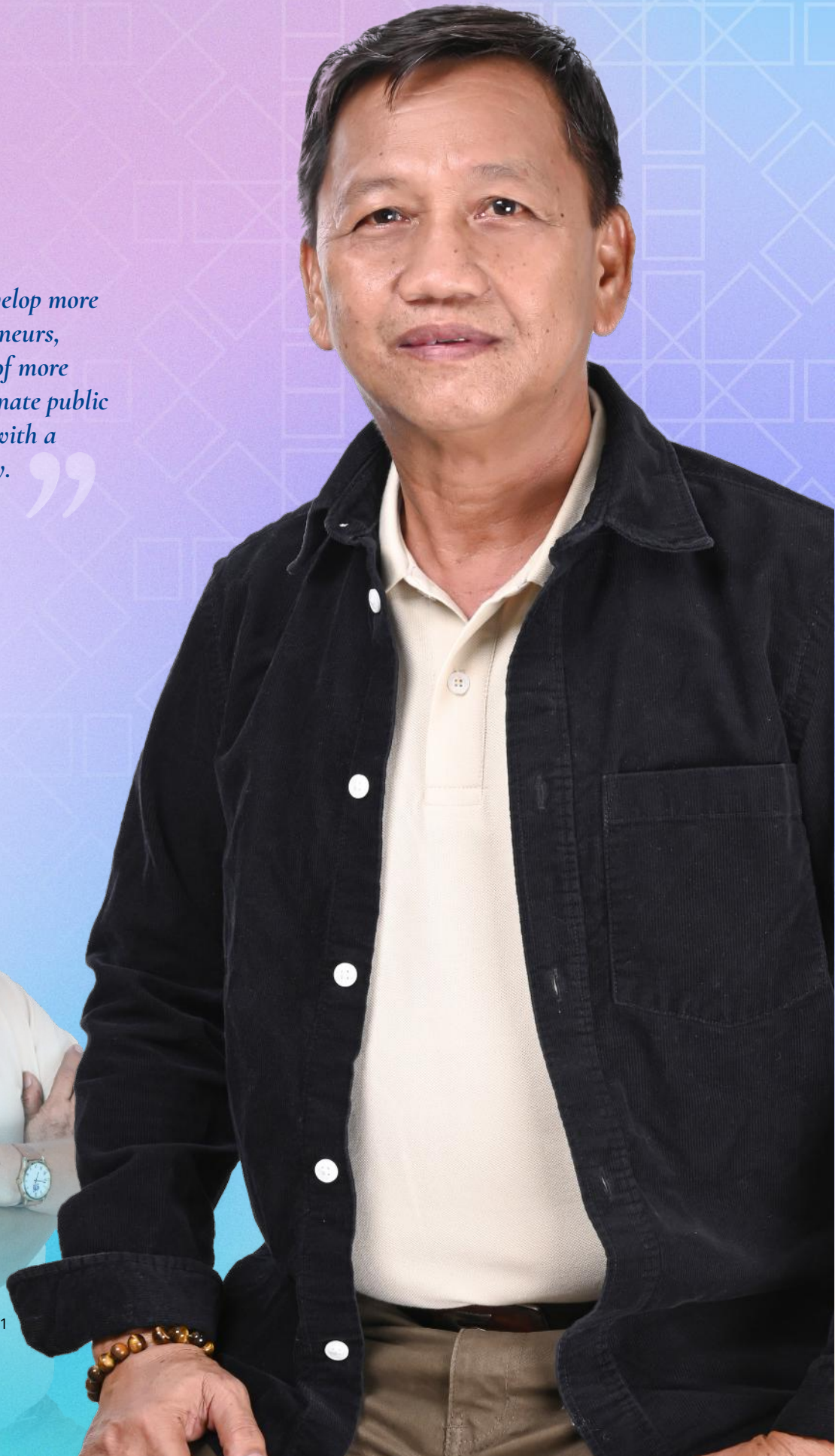




STIDS • Region 8

Gil C. Salor

“For the DTI to develop more successful entrepreneurs, and to be a home of more Competent, Passionate public servants working with a heart and integrity.”





Commitment to Service

Driven by a deep commitment to public service, Gil Salor dedicated 23 years of his government life in the Comprehensive Agrarian Reform Program (CARP). This journey profoundly shaped his values, which he continues to embody both in his work and in his personal life. Helping others brings him genuine fulfillment, a dedication that became especially vital post-lockdown as communities faced increased need amidst economic challenges.

Empowering Communities

From his first role as a CARP contractual employee to his current position as a Senior Trade-Industry Development Specialist (STIDS), Gil has remained committed to bringing DTI services closer to underserved communities. In 2021, he facilitated meetings with municipal mayors in Northern Samar to set up Negosyo Centers in local government units (LGUs), directly connecting local entrepreneurs with DTI support. Many of these entrepreneurs now actively participate in DTI Trade Fairs, highlighting their growth and success.

He has consistently volunteered to lead his office's community outreach, distributing livelihood kits to Pangkabuhatan sa Pagbangon at Ginawa (PPG) beneficiaries in remote Ending Local Communist Armed Conflict (ELCAC) barangays. He also represents the office in meetings with the Provincial Government, national agencies, LGUs, and private sector organizations, expanding networks and building stronger partnerships to gain crucial support and cooperation from these stakeholders.

Shared Success

Gil values teamwork and collaboration as essential to overcoming challenges, believing that even the most difficult tasks become achievable when working together. *"DTI could not accomplish its mandates without the support of other government agencies, and no single employee can effectively carry out their duties without the help of their colleagues,"* he emphasized.



Driven by Passion

Even after 30 years, Gil believes that it's his passion for public service that drives him to keep performing his work with dedication. His commitment makes learning feel natural, fueling his competence in every task. *"Passion does not measure monetary benefits, extended working hours, or sacrificing memorable family and personal events for the call of duty,"* he shared.





Administrative Aide VI • **BIS**

Niño B. Tenedero

“Since we are concerned with import and export data, this is an opportunity to help different sectors of our community, and different government agencies to create better and effective policies to improve and strengthen the exports, manufacturing industries, consumer protection, investment promotion, and empowerment of MSMEs towards a more inclusive economic growth.”





Seizing Opportunities

Taking on tasks beyond one's usual role can be daunting, especially when they fall outside one's familiar set of responsibilities. However, Niño, or 'Onin,' never backs down from challenges. Amidst the pandemic, he was entrusted with a more complex task, stepping beyond his typical administrative and clerical duties to assist his division and bureau in new ways. Rather than seeing it as a setback, Onin views this challenge as an opportunity for growth and learning in his journey as a public servant.

The Power of Trust

Onin believes that trust is a powerful asset that has significantly contributed to his recognition. In 2021, his team faced staffing shortages and had to retool their operations. Eager to learn and expand his knowledge and skills, Onin consistently proved himself to his chief, earning trust through his dedication and willingness to learn. With the steadfast support of his chief and colleagues, he was entrusted with crucial technical tasks that were essential during this challenging time.

Joint Efforts

Onin recalls how crucial teamwork was in overcoming the challenges of communication and mobility during the lockdown. Their team was overwhelmed with requests from various government agencies like the Department of Health (DOH), the Board of Investments (BOI), and the Consumer Protection Group (CPG), each needing data on the importation of pandemic essentials for different purposes. This added to the demands of their workload. However, through strong teamwork, proper delegation of tasks, effective time management, and prioritization, they were able to deliver efficient results. The collaboration between individuals and government agencies played a key role in helping manage the pandemic response.



Fueled by Passion

Onin strongly resonates with the DTI core value of passion for he believes it is essential in any profession. "Being passionate about what you do helps you achieve better results. It's different when your work becomes your passion. You can accomplish anything if you have the passion to do it," he emphasized.

To this day, Onin continues to handle technical work, finding purpose and fulfillment in his role, recognizing the value of his contributions. He is confident that his efforts have made a significant impact on many people. He aspires to complete his bachelor's degree and hopes to obtain a position where he can contribute more, believing there's no greater feeling than providing for his family and contributing to the country's improvement through the DTI.



Special Awards

Innovator Award



Cu, Ralph Charles B.
ROG - Region 5

Most Innovative Idea Award

Design Upgrade Team - ROG - Region 10



Gabia, Maricris I.



Neri, Alren Gem Gay T.



Maestre, Jill E.



Balinas, Juveth Jane D.



Nieva-Costales, Julie A.



Lawagon, Francis Alquinn S.



Heroic Service Awards - Outstanding Government Service

DTI Surigao Del Norte - SME Development Unit - ROG Caraga



Faelnar, Arnold D.



Calang, Ma. Theresa Z.



Sulapas, Olimar O.



Revil, Margie B.



Po, Peach Myrrah Y.



Rosal, Dolly N.



Gerance, Kareen Jane S.



Tapales, Jezabel E.



Cortes, Amozel Sarah
Jane B.



Sanchez, Cherilyn M.



Tiu, Rodalyn



Villazon, Mark Alfie N.



Yaun, Maria Ali
Cruzado C.

Heroic Service Awards - Outstanding Community Service



Pera-Postre, Kristal Anne L.
ROG - Region 2

Group *Deliberations*

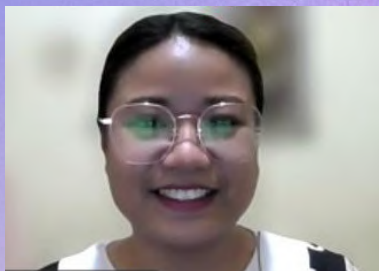
Competitiveness and *Innovation* Group



1st row, L-R: PMS Dir. Robert Alvin T. Arceo, HRAS Dir. Joel R. Cruz
2nd row, L-R: Ms. Judy Anne R. Chan and Ms. Chriselle A. Bendana
3rd row, L-R: EU 1st Level representative Eleanor A. Afuang, PAB Dir. James E. Empeño, BCD Dir. Dir. Lilian G. Salonga



Consumer Protection Group



1st row, L-R: PMS Dir. Robert Alvin T. Arceo, BPS Dir. Neil P. Catajaj, FTEB Dir. Phillip D. Sawali
2nd row, T-D, L-R: Lyka Alexis P. De Guzman, Elizabeth M. Carsula, Engr. Myra F. Magabilin
3rd row, L-R: Caitlyn Mae D. Tomas, Ronaldo C. Corales, Jenna Erika U. Marcial
4th row, L-R: Atty. Catherine A. Padon, EU 2nd level representative Versuelo R. Garcia III, EU 1st Level representative Eleanor A. Afuang

Industry Development and *Trade Policy Group*



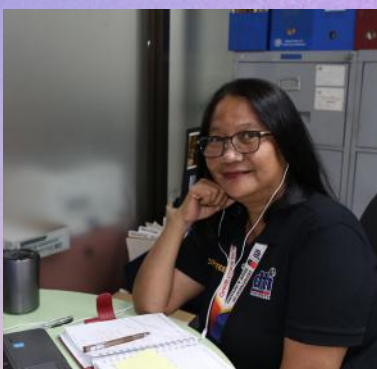
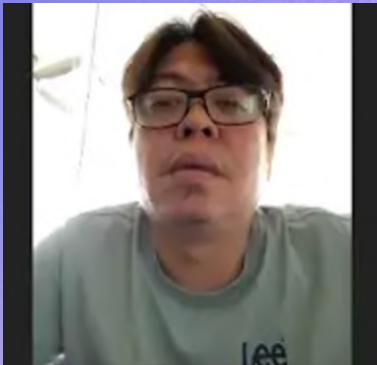
1st row, L-R, T-D: BITR Dir. Marie Sherylyn D. Aquia, HRAS Dir. Joel R. Cruz, PMS Dir. Robert Alvin T. Arceo, STMO Dir. Janice Sacedon-Dimayacyac, BIS AD Armando Q. Mercado Jr.

2nd row, T-D, L-R: Denise Cheska C. Enriquez, Daisy R. Villanueva, Niño B. Tenedero

3rd row, L-R: EU 2nd level representative Atty. Jonald C. Gutierrez, Marietta B. Trimpe, Myra A. Echanes



Trade Promotion Group

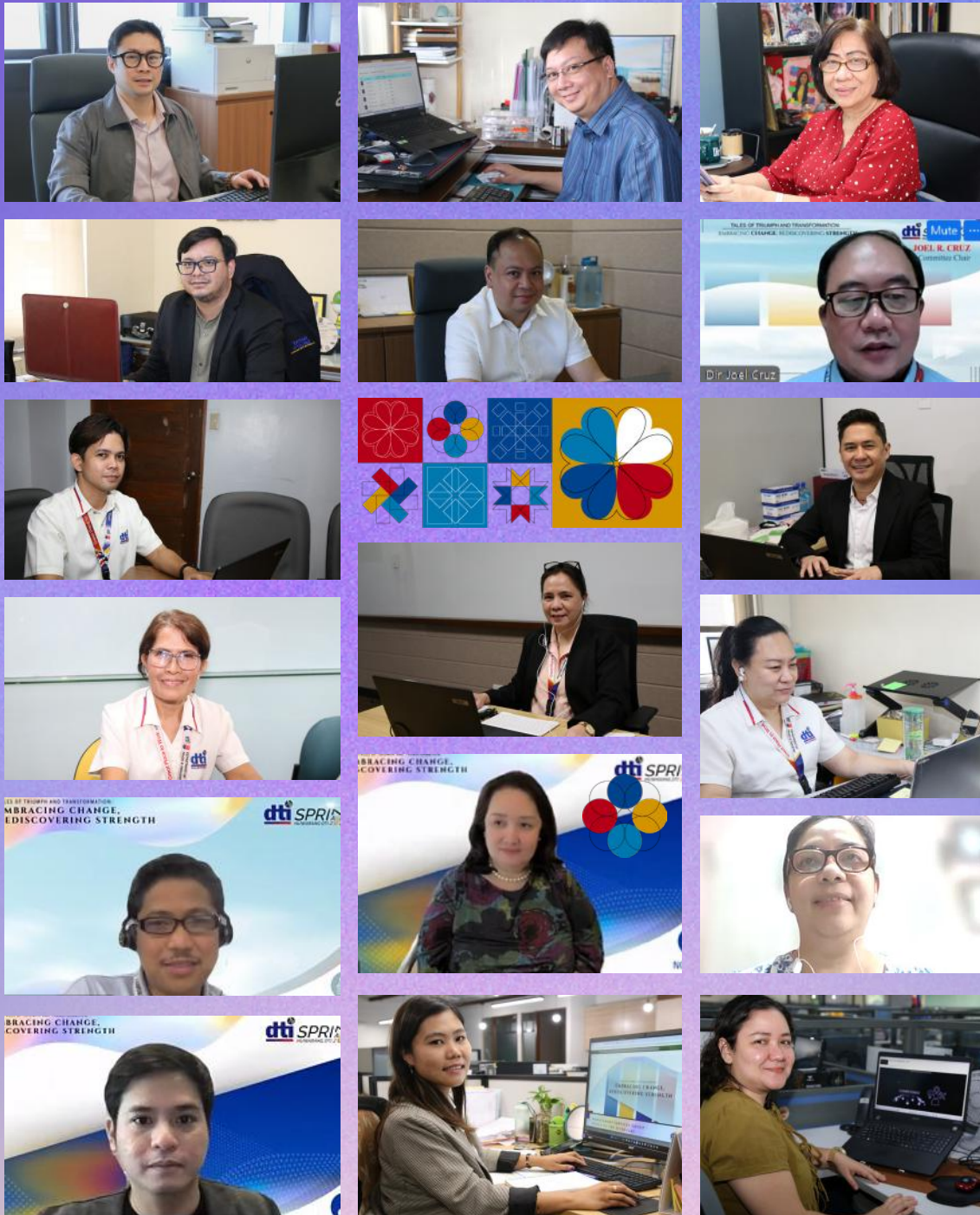


1st row, L-R: HRAS Dir. Joel R. Cruz, BDTP Dir. Marievic M. Bonoan, EMB Dir. Bianca Pearl R. Sykimte

2nd row, L-R: Desirie Jen V. Bernardo

3rd row, T-D, L-R: EU 2nd level representative Atty. Jonald C. Gutierrez, EU 1st Level representative Eleanor A. Afuang, Emerson Q. Labang

Management Services Group - Office of the Secretary



1st row, L-R: FTSC ED Emmanuel Niño W. Ang, PMS Dir. Robert Alvin T. Arceo, RGMS Dir. Lydia R. Guevarra

2nd row, L-R: LS Dir. Marco C. Maat, IAS Dir. Edgar C. Herrera, HRAS Dir. Joel R. Cruz

3rd row, L-R: Gemar M. Macalintal, Jose Ma. S. Dinsay

4th row, L-R: Gemma B. Manlangit, Abigail M. Agda, Amor Elianina M. Obispo

5th row, L-R: ISMS Dir. Rolando T. Medrano Jr., Ma. Bernardita A. Mathay, Marie Eden A. Villena

6th row, L-R: Lucky M. Lopez, Jenelyn V. Manalo, Jamila Joy H. Raposon



Regional Operations Group - Head Office



1st row, L-R: HRAS Dir. Joel R. Cruz, PMS Dir. Robert Alvin T. Arceo, NCRO Dir. Winston T. Singun
2nd row, L-R: CARP PM Ferdinand T. Aparri, BSMED Dir. Emma C. Asusano
3rd row, L-R: Elma P. Viray, Jaworski F. Rifareal, Jay A. Acar
4th row, L-R: Michelle C. De Claro, Marikon A. Bravante

Island Group - Luzon



1st row, L-R: DTI 3 OIC-RD Edna D. Dizon, DTI 5 RD Dindo G. Nabol, EU 2nd Level representative Versuelo R. Garcia III, DTI 4A OIC ARD Revelyn A. Cortez

2nd row, L-R: DTI 1 ARD Merlie D. Membrere, DTI 2 RD Ma. Sofia G. Narag, DTI 4B OIC-RD Rodolfo J. Mariposque

3rd row, T-D, L-R: HRAS Dir. Joel R. Cruz, CAR RD Juliet P. Lucas, Anna Marie V. Quincina

4th row, L-R: Darby Raul L. Bognot, Jonathan J. Laroza

5th row, L-R: Ellerie Mila G. Ramel, Rolly T. Noarin, Rosa Vera T. Fortu, Marvin T. Arcangel



Island Group - Visayas



1st row, L-R: Gevi Kristina S. Villafuerte, Marilyn C. Tancinco
 2nd row, L-R: PMS Dir. Robert Alvin T. Arceo, DTI 6 RD Rachel N. Nufable, DTI 7 RD Ma. Elena C. Arbon
 3rd row, L-R: EU 1st level representative Eleanor A. Afuang, DTI 8 ARD Ma. Delia A. Corsiga
 4th row, L-R: Gil S. Salor

Island Group - Mindanao



1st row, L-R: EU 2nd Level representative Versuelo R. Garcia III, EU 1st Level representative Eleanor A. Afuang, DTI 12 RD Flora D. Politud-Gabunales, DTI 9 RD Al Zamir I. Lipae
2nd row, L-R: DTI 11 RD Romeo L. Castanaga, DTI 10 OIC-RD Ruel B. Pacipian, Caraga RD Gay A. Tidalgo, HRAS Dir. Joel R. Cruz, PMS Dir. Robert Alvin T. Arceo
3rd row, L-R: Jarydne R. Narvasa, Estrella M. Roda
4th row, T-D, L-R: Famelah Racquel D. Villanueva, Babylon F. Maganaka Jr., Joffreyllie Marie O. Plasabas

EXCOM *Deliberations*

Executive of the Year



1st row, L-R: MSG Asec. Michel Kristian R. Ablan, HRAS Dir. Joel R. Cruz, FTG Asec. Agaton O. Uvero
2nd row, L-R: PMS Dir. Robert Alvin T. Arceo, DTI 9 OIC-PD Grace DC. Aduca
3rd row, T-D, L-R: Usec. Blesila A. Lantayona, DTI-12 PD Ferdinand C. Cabiles
4th row, L-R: DTI 11 PD Rachel S. Remitio, STMO Dir. Janice Sacedon-Dimayacyac
5th row, L-R: BIS AD Ferdinand L. Manfoste, BOI Dir. Evariste M. Cagatan

Third Party Panelists



Dr. Rey Fremista

President, Philippine Society for Quality

Dr. Fremista is an executive with expertise in leading teams in process excellence, digital transformation, and analytics across diverse businesses. He was recognized in various various companies' global global awards for leading and implementing multiple innovative improvement programs and projects. He also serves as Assistant Vice President (AVP) for Lean Digital Transformation of Genpact, and a Faculty Member of the MBA program of the Polytechnic University of the Philippines. He is a Certified Lean Six Sigma Master Black Belt, Certified Learning & Development Professional, Certified Digital Transformation Professional, and Certified in de Bono Six Thinking Hats. In 2021, he was recognized as one of the Top 100 Filipinos in LinkedIn and in 2020 as one of the Top 70 Rising Personalities on LinkedIn Philippines. He was once an Assessor of the Global Performance Excellence Award (GPEA) of Asia Pacific Quality Organization (APQO) and an Assessor of the Philippine Quality Challenge/Award (PQA).



Cesar R. Garduque, Jr.

Director, Civil Service Commission - NCR Field Office

Mr. Garduque is proficient in personnel actions, training delivery, examination services, inspection and audit, legal counselling, and public assistance. With the goal of highlighting accountability and recognizing good performance, he is responsible for conducting performance and commitment review reports in the Commission, as well as, the regular monitoring of the staff's progress in terms of accomplishing targets and goals. Prior to being Director II, he was a Special Investigator V responsible for drafting decisions and resolutions on Disciplinary and Non-Disciplinary Administrative Cases brought before the Commission. He used to participate in the drafting of the CSC Policy Resolutions, as well as, legal opinions on issues involving Civil Service Law, rules, and regulations. Finally, he was previously a member of the Secretariat on Statement of Asset Liabilities and Networth (SALN) Technical Working Group.



Gilda "Dada" De Leon - Salud

Managing Director, Human Capital Asia, Inc.

Dada is a seasoned Human Resources Management and Organizational Development expert with over 35 years of experience across diverse industries. Her extensive background spans from multinational corporations to government agencies, empowering organizations to achieve sustainable growth and transformation.

As a visionary leader, Dada has founded and led management consulting firms, specializing in areas such as Learning Organizations, Systems Thinking, Executive Search, Strategic Planning, Team Development, and Change Management. She has the unique ability to design and implement tailored HR solutions that align with an organization's unique culture and business objectives.

Dada's passion for learning and development is evident in her work with organizations like the Philippine Australia Human Resource and Organization Development Facility, where she has spearheaded initiatives such as Competency-Based Framework Development and Change Management Frameworks. She is also a dedicated member of various professional organizations, including the Society for Organization Learning Philippines and the World Institute of Action Learning.

As a certified coach and facilitator, Dada empowers individuals and teams to reach their full potential. She is committed to fostering a culture of continuous learning and innovation, helping organizations navigate complex challenges and emerge stronger.

Third Party Panelists



Milalin S. Javellana

Board Member, Career Executive Service Board (CESB)
Program Director, Australia Awards & Alumni Engagement Program-Philippines

With over 25 years of experience, Milalin has been a driving force in transforming organizations, particularly public sector agencies. As the former Facility Director of the Philippines-Australia Human Resources & Organizational Development Facility, she championed a Strategic Competency-based HRM approach. This led to the development of two significant HR reforms in partnership with the CSC: PRIME-HRM, which elevates public sector HR practices to global standards, and CPro, an alternative certification program for leadership positions.

Recognized as a leading HR expert, Milalin has held leadership roles in organizations like Organization Development Practitioners Network (ODPN) and Philippine Society for Talent Development (PSTD). Her contributions have earned her accolades, including being named one of the 100 Most Influential Filipina Women and receiving the Gawad Maestro award. Currently, she serves as the Program Director of AAAEP-P and a Board Member of the CESB, continuing her impactful work in the field of HR and organizational development.



Gerardo "Gerry" A. Plana

Chief Executive Officer, Investors in People Philippines

Mr. Gerardo Plana is an experienced Senior Executive and HR Consultant to more than 200 organisations of different sizes and types, having been valued as both an HR/OD practitioner and HROD consultant for 30 years. As former Executive Director for more than 11 years of the People Management Association of the Philippines (PMAP), Mr. Plana has performed the function of a Chief Operating Officer of the Association. He was responsible for overseeing the work of more than 28 active committees. One of his major accomplishments was the PMAP Partnership with the European Union (EU) in conceptualising and implementing a major project that led to the establishment of the Investors in People Philippines as the first and only quality centre in the country and in Asia. Mr. Plana also sits as CEO of Inspiring Partners, Inc., a Board of Trustee of the People Management Association of the Philippines, and an active member of the Management Association of the Philippines.



Romulo "Omy" S. Romero

Ph.D, CEO and Principal Consultant of OTi Philippines

Dr. Romero is an established name in the leadership and training landscape. Among the many caps he wears, he is an Internationally Certified Trainer of Inscape Publishing (now Wiley), publishers of DiSC™ instruments, and a Certified Trainer for Lominger Leadership Architect and Team Architect. At the Strategic Level, Dr. Romero facilitates programs for Senior Management in the areas of Corporate Purpose, Values and Culture, and Strategic Planning using the Balanced Scorecard. He has gained clients across the Asia Pacific and North American Regions across various industries such as Automotive, BPOs, FMCGs, Banks and Financial Services, Food and Beverages, Government, and IT, among many others. As for government service, he serves as Resource Person for the National Defense College of the Philippines and the League of Municipalities of the Philippines, and a Representative of the Senate Chair on Higher Education to SUCs.



Christian P. Zaens

Executive Director of the Institute for Solidarity in Asia (ISA)

ISA is a governance institute that empowers public institutions to work for breakthrough reforms. Chris Zaens is the Practice Leader of ISA's Performance Governance System that has been widely adopted by cities in enabling their local economy, and by national government agencies in improving delivery of their mandate. He is responsible for promoting a governance pathway where private citizens recognize and rate milestones reached by government entities as they institute reforms.

Chris Zaens has a Think Tank MBA from the Atlas Leadership Academy in Washington DC and is in the roster of global free market leaders of the Atlas Network. He is a Fellow of the Acton University in Michigan exploring development and market-based economics. He trained under the creators of the Execution Premium Strategy Management System (Harvard University), Understanding by Design (Columbia University), and Appreciative Inquiry for Organizational Transformation (Weatherhead School of Management). He did his undergraduate studies in Business Economics at the University of the Philippines.

Serbisyong Tapat Awardees

45



ALVERO,
Maria Roseni M.



PICAZO,
Wilfredo III I.



TOLEDO,
Marilou Q.

40



AGUILAR,
Rodrigo M.



BONOAN,
Marievic M.



GUIA,
Rosemarie M.



NICOLAS,
Carmelo S.



OGATO,
Freddie P.



PADEN,
Marclana D.



PRE,
Zenaída F.



TEJADA,
Edna S.

35



REGONDOLA,
Joselito D.



SANTOS,
Emmanuel D.



TIONGCO,
Maria Lourdes S.

30



ABADILLA,
Leonida C.



ALCAMPADO,
Maritess B.



ALCANTARA,
Marcelina B.



BENGANIO,
Victor T.



BENSON,
Melanie G.



BRANCANO,
Sheila M.



CACACHO,
Randolph B.



CAPECIO,
Elbert G.



CARTAGENA,
Angelina B.



CASER,
Marinda R.



CATUDAY,
Ligaya C.



CHAVEZ,
Lilibeth R.



CHUA,
Ma. Lourdes A.



CLARIN,
Gemma L.



DEYPALUBOS,
Rosemarie E.



ETRATA,
Frederick V.



FARONILO,
Romeo Eusebio E.



FERNANDO,
Glen D.



GO,
Ma. Cristina C.



HIM,
Ruben F.



ILAGAN,
Freddie M.



MAGLALANG,
Gerardo P.



MALLARI,
Noel C.



MUSTAPA,
Amina A.



NAVARRA,
Maricel B.



QUIJANO,
Cornelio Jr. P.



QUINANAHAN,
Rey D.



RECIMILLA,
Susana I.



RODA,
Estrella M.



ROMA,
Amelia G.



ROQUE,
Deolly L.



TINGZON,
Maria Bella P.



VASQUEZ,
Bema Theresa M.



VENERACION,
Aldrin M.



WONG,
Ken Jr. P.

25



ABADILLA,
Manuel Jr. C.



ADAYA,
Jonalyn A.



ALABATA,
Marlon A.



ALCOBER,
Sandra O.



ALI,
Butuan A.



ARNON,
Luz E.



ASAS,
Merian A.



BALILO,
Florencia A.



BALISI,
Josie P.



BERTE,
Rosemarie S.



BIGLANG-AWA,
Zenaída D.



BRIONES,
Senen T.



BUAG,
Joel P.



BUNGAY,
Cristina P.



CADEMIA,
Glicería N.



CASTRO,
Rafaelita C.



CAUILAN,
Melinda Z.



DADIOS,
Johanna Marie V.



Salamat, Mabuhay Awardees



ACOSTA
Concordia Dete L.
31 Years



AGBAYANI
Perry B.
32 Years



ANGELES
Judith P.
42 Years



BANQUERIGO
Edwin O.
37 years



BARICAUA
Zenaída
38 Years



BAUTISTA
Orestes H.
37 Years



BICAR
Eric H.
38 Years



BIGTAS
Della V.
44 Years



BONIAO
Linda O.
37 Years



CARTAGENA
Angelina B.
30 Years



CASTILLEJOS
Maria Salvacion A.
32 Years



CELADA
Edgar B.
30 Years



CHING
Franco W.
32 Years



DALUMPINES
Elvith D.
23 Years



DE LEON
Rosario M.
38 Years



DELA ROSA
Christi L.
31 Years



DICIANO
Ruben B.
41 Years



ECHAVEZ
Nancy G.
31 Years



GALANO
Imelda A.
33 Years



GUERRERO
Lucia P.
32 Years



GUEVARA
Noly D.
39 Years



GUMABAY
Thelma G.
41 Years



ITEM
Reineria B.
33 Years



JACOB
Sandra P.
43 Years



LAGANON
Emma L.
30 Years



LEONGAS
Ramil J.
15 Years



LOPE
Sarah C.
33 Years



MANALAC
Fely M.
22 Years



MATES
Susanne D.
36 Years



MINGARACAL
Daria R.
33 Years



MIRANDA
Victoriano Jr. B.
31 Years



MUNDA
Rustica A.
32 Years



NICOLAS
Ferdinand H.
25 Years



NIEVA
Jasmin DC.
41 Years



NUNEZ
Carlito E.
43 Years



OGATO
Freddie P.
40 Years



OGOC
Luisa M.
37 Years



OLAGUER
Cynthia G.
44 Years



ORCINO
Stevenson B.
37 Years



PABLO
Myrna P.
42 Years



PAGAO
Leah A.
42 Years



PALMA
Wyn A.
31 Years



PALO
Susan R.
35 Years



PANARES
Francis Sr. B.
37 Years



PARREÑO
Mercedes A.
37 Years



PAUL
Gertylyn D.
34 Years



PICAZO
Wilfredo III I.
45 Years



POLIDO
Jacinto O.
37 Years



PULAY
Johnny G.
30 Years



RAMIRO
Zaida Fe I.
31 Years



REBLORA
Antonio D.
28 Years



RECLOSADO
Nora M.
37 Years



REDUBLADO
Elvira G.
31 Years



RIÑO
Rosemarie M.
38 Years



RIVERA
Ma. Cynthia G.
36 Years



ROQUE
Elisa A.
31 Years



RUBIO
Ceferino J.
37 Years



SALAMANCA
Cynthia P.
37 Years



SOGUILON
Edgar A.
32 Years



TABAN-UD
Eriberto Jr. A.
33 Years



TANDOC
Ma. Gloria J.
23 Years



TEJADA
Edna S.
40 Years



TEZON
Elena M.
40 Years



TIBALDO
Joel Arthur P.
35 Years



TORRES
Mario Jr. L.
32 Years



TUMALIUAN
Leovilda S.
39 Years



UBALDO
Elmer S.
38 Years



URATA
Leonardo P.
30 Years



VALLE
Rizalina C.
32 Years



VASQUEZ
Roberto B.
27 Years



VILLAS
Fernando D.
29 Years



YOUNG
Mercedes A.
33 Years

Handog Pamana

PABLO, Myrna P.
CAR



PARREÑO, Mercedes
Region 4-A

Huwarang DTI Awardees



20
13



Asteria C. Caberte
Regional Director
Region 7



Gloria A. Cadut
Trade-Industry
Development Analyst
CAR

20
14



Ceferino S. Rodolfo
Assistant Secretary
IDTPG



Brenda B. Corvera
Chief Trade-Industry
Development Specialist
Caraga

20
15



Marilou Q. Toledo
Regional Director
Region 4-A



**Marjorie O.
Ramos-Samaniego**
Director
BOI



Fe L. Del Rosario
Chief Investments
Specialist
BOI



Anna Marie V. Quincina
Trade-Industry
Development Specialist
Region 4-A

20
16



Sitti Amina M. Jain
Regional Director
Region 9



Arriel N. Nengasca
Senior Trade-Industry
Development Specialist
Region 11

20
17



Maria Belenda Q. Ambi
Regional Director
Region 11



**Denise Cheska C.
Enriquez**
Senior Trade-Industry
Development Specialist
BITR

20
18



Grace R. Lapastora
Provincial Director
Ilocos Norte
Region 1



**Dayanara Michelle
A. Arevalo**
Administrative Aide VI
Region 11

20
19



Delia M. Ayano
Regional Director
Davao Del Sur
Region 11



**Lorenz Anthony
T. Fernando**
Supervising
Trade-Industry
Development Specialist
STMO

20
20



**Romeo L.
Castañaga**
Provincial Director
Region 11



Windy P. Añonuevo
Senior Trade-Industry
Development Specialist
CITEM

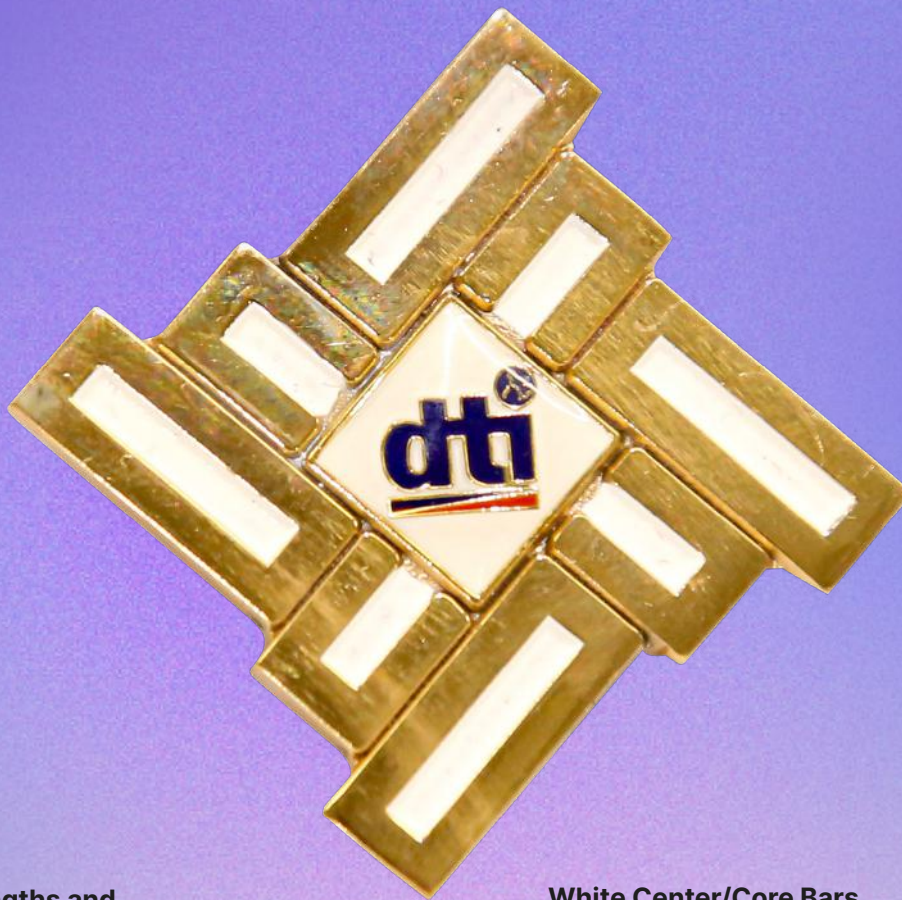
Mythical 5 Pin

Color and Design

DTI strives to provide a gold standard in public service that radiates its impact in all directions. Its solid, yet humble design exemplifies the commitment to creating a positive difference in the country and the world through its grounding core values.

Eight Radiating Bars

Inspired by the symbol of the sun in the Philippine National Flag, where the sun rays represent the first 8 provinces that rose up in revolt against Spain, the eight bars on the Mythical 5 Pin reflect our endless battle against mediocrity and indifference.



Varied Lengths and Construction Bars

The length variation epitomizes the diversity of DTI people and how the organization has built on such diversities, creating a more competent workforce anchored on the DTI values.

White Center/Core Bars

In pursuit of greater heights of achievement, integrity in public service shall remain at the heart of every DTI Kawani while continuously expanding its circle of influence through innovation and dedication to service.

DTI in the Diamond-Shaped Center

With DTI in the center of the hearts and minds of its people, every idea and action is performed in the spirit of oneness, a strong identification with the Department as a unified and unstoppable force in making transformative change happen.

SPRINTs Trophy



Transparent Space Around White Circle

DTI must work within the confines of good governance principles, upholding transparency and accountability to safeguard its people against any form of corruption.

Blue and Red Flames

The red flame reflects the passion to provide topnotch service as demonstrated by the SPRINTs Awardees; while the blue flame, as the hottest part of the fire, represents the core strength and energy that fuels DTI's passion.

These colors are represented in the power of intent, cause, direction, centralization and unity, with its keynote "will", it is manifested through the power, strength, and faith of top SPRINTs Awardees.

DTI SPRINTs Logo Inside the Circle at the Center

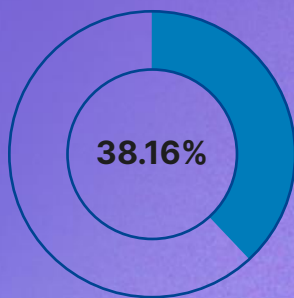
As an agency, the DTI aims to provide service that transcends expectations. Top performing officials and employees recognized through the annual System on Performance Rewards and Incentives embody the DTI values in their pursuit of excellence, contributing to the agency's reputation as a bright beacon in the civil service.

Serbisyong Higit Pa Sa Inaasahan at the Base

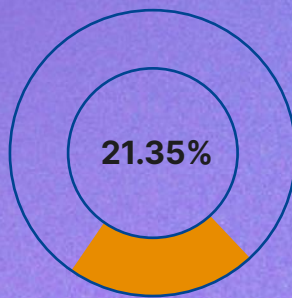
The standard of DTI Performance, coined as "Serbisyong Higit pa sa Inaasahan," is not just a promise of satisfactory service but serves as a living commitment of every DTI public servant to making every encounter a delightful one. The battle cry provides the solid foundation and context upon which DTI values are concretized and manifested into action.

DTI People *Statistics 2021*

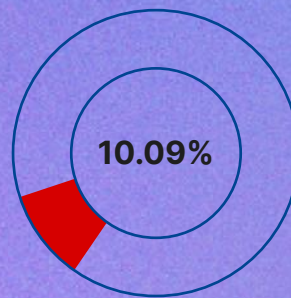
4,230 Total number of
DTI employees



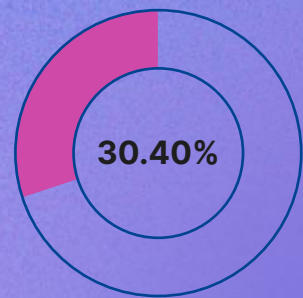
Regional
Office



Central
Office

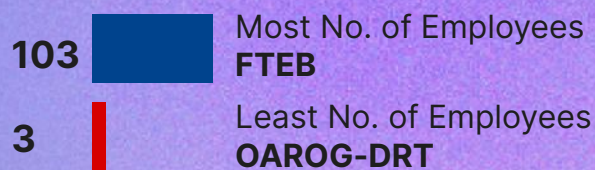


Attached
Agencies

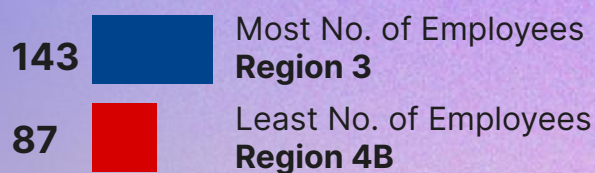


Attached
Corporation

Among the **Central Office**



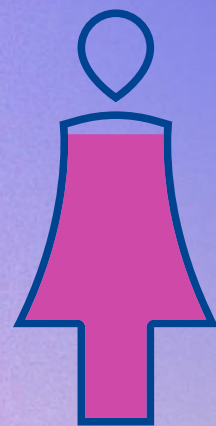
Among the **Regional Office**



Gender **Disaggregation**



Male **36.95%**



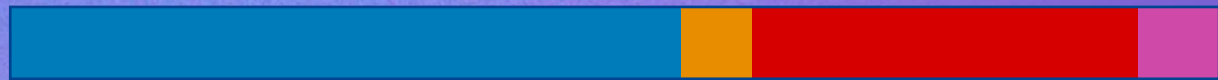
Female **63.05%**

36.69%

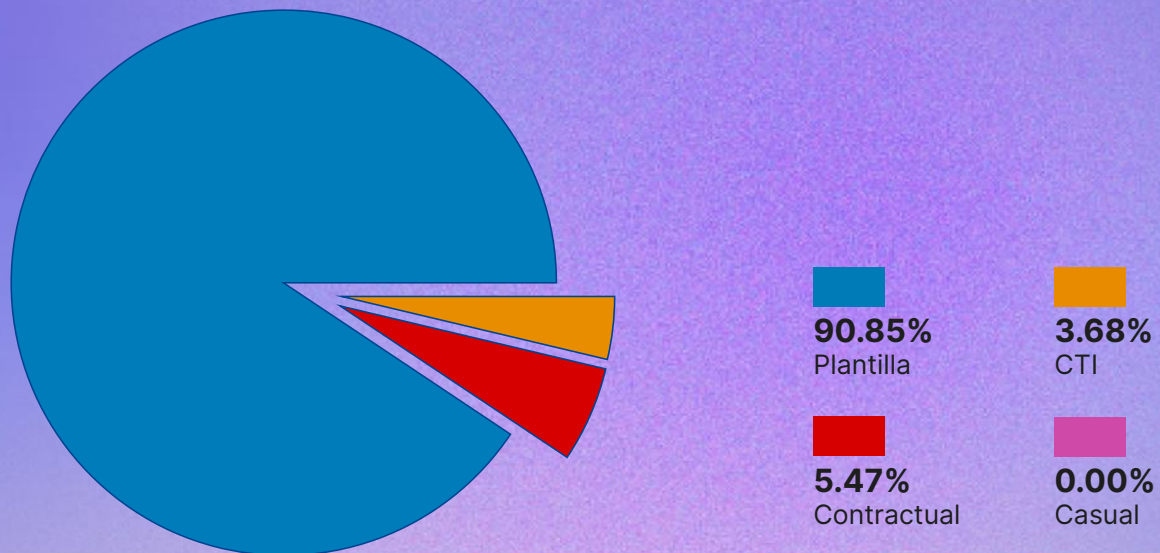
of employees in the middle age
bracket **31-50 years old.**



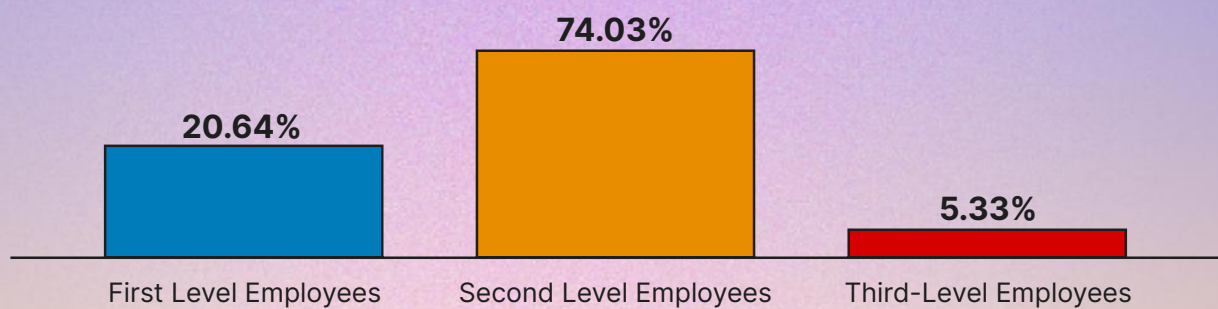
Years in DTI



Work Status



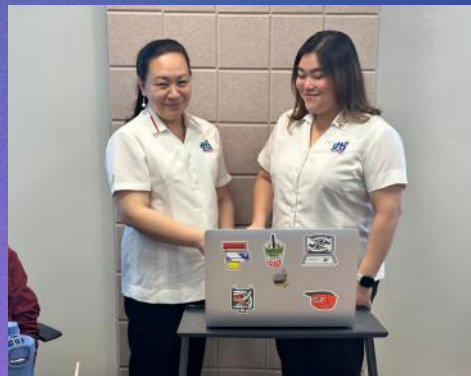
Position Level

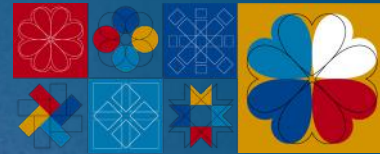


Secretariat *at Work*









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Chief-of-Staff / Adviser,
OSEC



Michel Kristian R. Ablan
Assistant Secretary / Adviser,
MSG



Joel R. Cruz
Director / Chairman,
HRAS



Robert Alvin T. Arceo
Director / Co-Chairman,
PMS



Atty. Phillip D. Sawali
Director / Supervising Editor,
CIS



Annalyn J. Flores
Editor-in-Chief,
CIS-ICSD



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