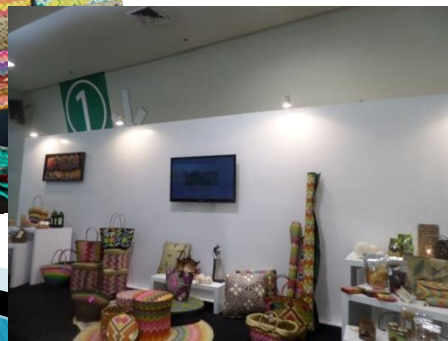


Ticog Grass Mat Industry

Province of Samar: Municipalities of Basey, Sta. Rita, Marabut

▪ Access to Market

- Product Development: New designs were given based on current market trend, for entrepreneurs to execute into prototypes, initially for order taking by exporters and institutional buyers
- Market Linkaging : Subsidized participation of 3 consolidators in international and national trade fairs to link with big buyers (exporters, department stores)



Ticog Mat made into Stool Boxes

Moving On

» Building Back Better:
Levelling up and
Future Directions



Expanding Access to Market

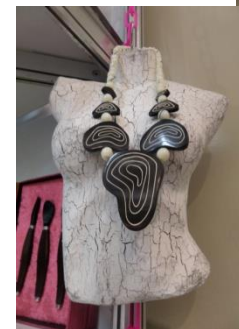
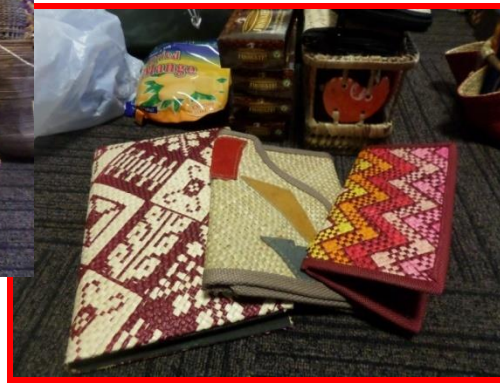
JICA assisted Haiyan survivor-producers in National Trade Fair
December 2014



HINIMO (Creation) Brand Development

Branding Products for the Export Market; JICA Assisted

- ▶ Product Development for handicrafts under Hinimo Branding, August 2014
- ▶ Soft Launching of Hinimo Products in Manila FAME Trade Fair; October 2014
- ▶ Promotion of Hinimo Products in Japan November 2014



Developing the Region 8 Souvenirs Industry *to improve access to the tourism market ; JICA assisted*

Souvenirs Industry Cluster Action Planning

Oct 23, 2014

Product Development (Cliniquing, Designing)

Oct 22 & 24, 2014

Market Linkaging: National Trade Fair

Dec 2-7, 2014

Study and Selling Mission to Region 7

March 2015

Women in Action



Developing the Region 8 Souvenirs Industry *to improve access to the tourism market ; JICA assisted*

Results

- ▶ Producers linked with operators of tours, souvenirs outlets
- ▶ 22 producers of handicrafts and processed food assisted, 90% women
- ▶ 188 designs developed
- ▶ 88 products executed into proto types
- ▶ US\$590,000 (PhP2.6M) sales generated in National Trade Fair 2014
- ▶ 36 jobs generated in 2014





Thank You



*for this privilege for us to share our experience
and to learn from your own experiences in promoting
Women's Entrepreneurship in Local Communities in the
Process of Disaster Reconstruction*

Thank you, "Salamat", "Arigatou Gozaimasu"

*for the support and assistance that Japan and the rest of
the international community have extended to the
Philippines and Region 8
in our journey to recovery and "building back better*

