

NUEVA ECIJA

Nueva Ecija is a promising agro-industrial province that is strategically located in the plains of Central Luzon. It is the largest province in Central Luzon with a total land area of 550,718 hectares. It is situated in the eastern part of the region.

The strength of the province lies on its vast tracts of fertile land, availability of raw materials and great number of untapped labor force. These potentials are being intensified by the existing agricultural research and development institutions in the province by achieving agricultural technological advancement.

It may be surprising to many but Nueva Ecija is host to numerous micro, small and medium enterprises (MSMEs) engaged in the manufacturing of footwear, home style and furnishings, processed foods, gifts and holiday decors, wearables, and organic food/medicinal supplements. These enterprises are the expression of Novo Ecijano's craftsmanship and innate artisan talents. The emergence of the trade and industry sector as one vibrant component of the province's economy is now becoming more apparent.

TAAS NOO NOVO ECIJANO

A Provincial Brand can maximize an overall impact and help attract attention for its products. The Tag-line "TAAS NOO" gives pride and recognition and ensures quality products of Novo Ecijano. The program's objectives are: to have an official seal of quality and excellence for the products; create a distinctive image for both local and international market; and to increase number of institutional buyers by creating brand loyalty. Branding is very important in marketing. It establishes a strong identity. It can leave impression and trigger recognition. It is usually intended to emphasize the province's reputation and quality of its service and the products it produces or process. There are thirty (30) firms accredited at present. This is a joint project of the Department of Trade and Industry, the Provincial Government of Nueva Ecija, SMEDC and the manufacturers and processors of the province

ONE TOWN ONE PRODUCT

Under the One Town One Product (OTOP) Program, a comprehensive package of assistance including business counseling, skills and entrepreneurial training, product design and development, marketing, and introduction of appropriate technologies are provided to manufacturers. The Kababaihan Masiglang Nueva Ecija, Inc. recently won the Provincial Best OTOPE Award. OTOPE Festivals in the province are the Longanisa Festival in Cabanatuan City, Walis Tambo in San Antonio, Mang-Gulay in Jaen, Mushroom Festival in Guimba, Onion Festival in Bongabon, Dairy Festival (Llanera, Science City of Munoz and Talavera), Tsinelas Festival in Gapan City and Pagibang Damara in San Jose City. These festivals have heightened awareness on the OTOPE Program in these towns/cities.

SPECIAL PROJECTS

Due to the abundance of raw materials in the province like squash, malunggay, saluyot, mushroom, water lily (water hyacinth), bamboo and availability of technical skills. The Province is actively implementing and promoting projects like Veggie Noodles Production in the Municipality of Aliaga; Bamboo Node in Llanera : Water Lily Handicrafts Manufacturing in the Municipality of Cuyapo and San Jose City; Rattan Products manufacturing in the Municipality of Gabaldon and Bongabon; Cogon Products making (baskets, hampers and other novelty products) in the Municipality of Talugtog.

Booth No.

56

BETTER COUNTRY COMMUNITY CORPORATION

Paciano Reyes, President

Don Simeon St., San Lorenzo, Gapan City

Phone | (044) 486.1354 / 486.6255 / 0917.566.7215

Email | missionbettercountry@yahoo.com /
ppjreyes@yahoo.com

Year Established | 2004

Nature of Business | Manufacturer / Producer

Legal Status | Corporation

Products offered | Gilded Grains, Raw Sugar
Gifts and Home Decors

107

C & C FOOD PRODUCTS

Cathy F. Armechin, Owner

#52 Marcos District, Maharlika Highway, Talavera, Nueva Ecija

Phone | (044) 837.8637 / 951.4246 / 0919.858.0002/
0927.379.6141/0922.279.6874

Email | cfarmecin@yahoo.com

Year Established | 2003

Nature of Business | Manufacturer / Retailer

Legal Status | Single Proprietorship

Products offered | Pastillas De Leche, Cheese (kesong puti),
Parmesan Cheese, Spreadable Cheese, Instant
Choco Milk

57

CASAMODA HANDICRAFT

Evelyn San Jose, Marketing Manager

#12 Malimba, Gapan City, Nueva Ecija

Phone | (044) 486.1496 / 976.2837 /
0929.814.4097/0915.119.3032

Email | casamoda05@yahoo.com

Website | www.casamodawoodcraft.com

Year Established | 2000

Nature of Business | Manufacturer

Legal Status | Single Proprietorship

Products offered | Kitchen Ware & Home Decors, Chopsticks,
Candle Holders

Booth No.

60

CREATIVE 88 ARTS & CRAFTS

Julita Santos, Owner
#234 Gumamela St., Magsaysay Sur, Cabanatuan City,
Nueva Ecija
Phone | (044) 463.5097
Email | Kuya_moge129@yahoo.com
Year Established | 2010
Nature of Business | Manufacturer
Legal Status | Single Proprietorship
Products offered | Decorative driftwood

58

CUYAPO WATERLILY HANDICRAFTS ASSN.

Hon. Amado R. Corpuz, Jr. Municipal Mayor
Brgy. Paitan Norte, Cuyapo, Nueva Ecija
Phone | (044) 608.1204
Email | lgu_cuyapo@yahoo.com
Website | lgu_cuyapo.gov.com
Year Established | 2008
Nature of Business | Manufacturer / Retailer
Legal Status | Association
Products offered | Handicrafts made from water lily

59

JESSLYN MARIE MARKETING

Jesse Sunsuaco, Owner
#722 Apitong St., Josephine Village, San Jose Village, San Jose City
Phone | 0916.514.5608
Email | Jeslynmarie_mktg@yahoo.com
Year Established | 2006
Nature of Business | Manufacturer
Legal Status | Single Proprietorship
Products offered | Sala Set Made of Rattan Wicker, Home Decors
Made of Runo, Dividers Made of Runo,
Baskets and Other Home Decors

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KABABAIHANG MASIGLA NG NUEVA ECIJA (KMNE)

Vilma B. Josen, President
Ilog Baliuag, Quezon, Nueva Ecija
Phone | 0917.806.1211 / (02) 931.1297-FAX
Email | masiglangminette@yahoo.com
Website | www.masiglaproducts.com
Year Established | 2001
Nature of Business | Manufacturer / Processor
Legal Status | Association
Products offered | Rice Wine, Rice Coffee, Salabat, Tomato
Candy, Tilanggit, Tamarind Juice, Sweet
Tamarind, Spicy Tamarind, Karamay and VCO

Booth No.

39

LINA'S COGON CRAFT

Lina V. Costales, Owner

Brgy. Villa Rosenda, Talugtug, Nueva Ecija

Phone | 0923.443.8487

Year Established | 1998

Nature of Business | Manufacturer / Wholesaler / Retailer

Legal Status | Single Proprietorship

Products offered | Cogon Handicrafts

62

MB TINCRAFTS

Marisa Branguelo, Owner

#067 Cantarilla St., Valdefuente, Cabanatuan City

Phone | 0919.567.7183

Year Established | 2010

Nature of Business | Manufacturer

Legal Status | Single Proprietorship

Products offered | Lamp, Lanterns, Candle Holder, Jars made of tins

109

MUNOZ SCIENCE CITY FOOD PRODUCTS

Leticia P. Basubas, Owner

#420 Purok 5 Jaime Patricio Compound, Maligaya, Science City of Munoz,
Nueva Ecija

Phone | 044.456.5755 / 456.5768 / 0910.803.4265

Year Established | 2003

Nature of Business | Processing

Legal Status | Single Proprietorship

Products offered | Rice Coffee (classic/with peanut/with soya),
Rice Cookies, Rice Tea in Filter, Instant
Salabat/Ginger Powder, Ginger Chips,
Malunggay Tea

111

NAGANO'S FARM

Jacinto Nagano, Owner

#545 Brgy. Mallorca, San Leonardo, Nueva Ecija

Phone | (044) 940.2693/0920.951.9912

Email | francis_nagano@yahoo.com

Year Established | 2004

Nature of Business | Retailer / Processor / Wholesaler

Legal Status | Single Proprietorship

Products offered | Fresh and Processed Oyster Mushroom

Booth No.

60

NAKALAKAP MPC

Lyn G. Lorca, Chairperson
Abar 1st, San Jose City

Phone | (044) 511.2732
Year Established |
Nature of Business | Processor
Legal Status | Cooperative
Products offered | Bags, Slippers & Other Home Decors

50

NANCY'S PLANTS & NOVELTIES

Nancy V. Latap, Owner
Maharlika Hi-way, Capintalan, Carraniglan, Nueva Ecija

Phone | 0915.605.7654
Year Established | 2010
Nature of Business | Producer / Trader
Legal Status | Single Proprietorship
Products offered | Runo, Seedlings, Fresh Fruits, Veg. Ornamental Plants

51-53

NUEVA ECIIA ENTREPRENUERS DEVELOPMENT COOPERATIVE (NEEDCO)

Camille's Quilts & Crafts Industry

Marcia B. Cruz, Owner
CLSU Marketing Center, Science City of Munoz, Nueva Ecija
Phone | 0908.757.9341
Email | camillesquiltscrafts@yahoo.com
Year Established | 1996
Nature of Business | Manufacturer
Legal Status | Single Proprietorship
Products offered | Cogon Bags, Trays & Baskets, Cogon Carpet, Placemats, Quilted Bags

Green Fields Coco Products

Ernesto C. Custodio, Jr., Owner
Kalikid, Cabanatuan City
Phone | 0920.610-6103 / 0918.321.9784
Year Established | 2007
Nature of Business | Manufacturer
Legal Status | Single Proprietorship
Products offered | Virgin Coconut Oil

NE Pottery Inc.

Mario Yabes, Owner
#88 Ortega St., Bgry. Las Pinas, Penaranda, Nueva Ecija
Phone | 0928.430.2699
Year Established | 2005
Nature of Business | Manufacturer
Legal Status | Single Proprietorship
Products offered | Pot Candle and Lamp Shade

Booth No.

51-53

Olie's Footwear

Paula N. Mendoza , Owner
Valmonte, San Lorenzo, Gapan City
Phone | (044) 976-4151/0928.206.9835
Year Established | 2008
Nature of Business | Manufacturer
Legal Status | Single Proprietorship
Products offered | Footwear

Pantabangan Wooden Crafts

David Tabangay, Owner
Cadaclan, Pantabangan, Nueva Ecija
Phone | (044) 456-0258 / 0999.540.2505
Year Established | 2001
Nature of Business | Manufacturer
Legal Status | Single Proprietorship
Products offered | Handmade Paper and Paper Crafts,
Cogon and Bamboo Products

Papel Nueva Esiha

Fe Gonzales-Alonzo, Manager
Belmonte Subd., Bgry. Maligaya, Science City Munoz, Nueva Ecija
Phone | (044) 456-0258 / 0928.774.9359/
0915.701.4785
Year Established | papel_ne@yahoo.com/fe_alonzo2000@ya
hoo.com
Nature of Business | 2001
Legal Status | Manufacturer
Products offered | Single Proprietorship
Handmade Paper & Paper Crafts, Cogon &
Bamboo Products

106

NIPA HUT PROCESSED FRUITS ENTERPRISES

Gil Villaroman, Owner
Maharlika Highway, San Leonardo, Nueva Ecija
Phone | 0917.884.0346
Year Established | 1997
Nature of Business | Processor
Legal Status | Single Proprietorship
Products offered | Dried Mangoes, Mango Puree, Mango Juice,
Nipa Hut Mineral Water

110

NUEVA-CABANATUAN MEAT PRODUCTS

Dennis Hernandez, President
Beside Central Terminal, D.S. Garcia, Cabanatuan City
Phone | (044) 940.0403
Email | cabanatuanmeatproducts@yahoo.com
Year Established | 2001
Nature of Business | Processor
Legal Status | Partnership
Products offered | Longganisa, Tapa, Barbeque, Binabad, Siomai,
Relleno, Inantala

Booth No.

55 ORIGINAL MAGBABASKET OF NUEVA ECIIJA (OMNE)

Guillerma Beltran, President
Brgy. Calaanan, Bongabon, Nueva Ecija
Phone | 0919.684.4172
Year Established | 2003
Nature of Business | Manufacturer / Trader
Legal Status | Association
Products offered | Bayong, Basket, Fruit Trays

105 PARISTA BARANGAY DEFENSE SYSTEM MULRI-PURPOSE COOPERATIVE

Roberto P. Gaid, Chairperson
Brgy. Parista, Lupao, Nueva Ecija
Phone | 0915.886.6064
Year Established | 2006
Nature of Business | Manufacturer / Trader
Legal Status | Cooperative
Products offered | Fresh & Processed Mushroom / Mushroom Fruiting Bags

108 PHILIPPINE RICE RESEARCH INSTITUTE (PHILRICE)

Chona Suner-Narvadez, Marketing Manager
Maligaya, Science City of Munoz, Nueva Ecija
Phone | (044) 456.0645 / 456.0113 / 456.0258
Year Established | 1985
Nature of Business | Manufacturer
Legal Status | Corporation
Products offered | Rice Wine

112 PHILNERY PANCIT CANTON

Cezar L. Cruz II, Owner
#105 Rizal St., Poblacion Aliaga, Nueva Ecija
Phone | 0917.278.0167
Year Established | 2006
Nature of Business | Processor
Legal Status | Single Proprietorship
Products offered | Squash/Carrot/Saluyot Pancit Canton

108 PHILNOR AQUA PRODUCTS

Felicisima Longalong, Farm Manager
#37 San Miguel, Quezon, Nueva Ecija
Phone | 0917.883.5621
Email | felylongalong@yahoo.com
Year Established | 2003
Nature of Business | Processor
Legal Status | Corporation
Products offered | Smoked Tilapia

Booth No.

61

REY-VEN'S FASHION FOOTWEAR

Leodegario Reyes, Owner

P. Cruz, Mangino, Gapan City, Nueva Ecija

Phone | 0928.273.5466

Email | reyvenreyes@yahoo.com

Year Established | 1989

Nature of Business | Manufacturer / Retailer

Legal Status | Single proprietor

Products offered | Footwear

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SAMAHANG KABABAIHANG MAGWAWALIS

Daisy B. Santos, Chairperson

San Antonio, Nueva Ecija

Phone | (044) 486.8990 / 0920.852.3219

Year Established | 2004

Nature of Business | Manufacturer

Legal Status | Association

Products offered | Brooms

50

WOMEN'S MULTI-PURPOSE COOP OF ABAR 2ND (WMCA)

Felicidad T. Cabico, Chairperson

Zone 6, Abar 2nd, San Jose City, Nueva Ecija

Phone | 0917.566-9721 / (044) 511.7950

Email | jdglmanzano@yahoo.com

Year Established | 2008

Nature of Business | Manufacturer

Legal Status | Cooperative

Products offered | Slippers, Bags, Bayong