

# CHOOSE MANDAUE

## e-Newsletter



## #CHOOSEMANDAUE

### A Brand Campaign OF and FOR every Mandauehanons

The Mandaue Investment Promotions Action Center (MIPAC) spearheaded the initiative of the Mandaue City Government to uplift the welfare of the local industry and address the public clamor for digitalization and online accessibility of services and to primarily promote Mandaue's businesses - their products and services.

The Choose Mandaue Brand Campaign is a multi-faceted strategy to converge the collective efforts of the government, private institutions, business community, and every Mandauehanons in recognizing and sustaining the homegrown crafts and products which make Mandaue City great and proud.

In partnership with the business community of Mandaue, led by the Mandaue Chamber of Commerce and Industry, this campaign is in line with the formula of the Mandaue City Government to upscale its performance ensuring the ease of doing business and service with the City amidst and beyond the COVID-19 pandemic.

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## #ChooseMandaue Website

The said campaign was launched along with the unveiling of the Choose Mandaue Website last August 28, 2020 via Facebook live.

The website generally provides the reasons why an investor should choose Mandaue. An important feature of [www.choosemandaue.com](http://www.choosemandaue.com) is the vital information made available for existing and potential investors – why they should invest in Mandaue, what are the requirements, the incentives they can avail and the application forms available online.

Potential investors and interested parties can also easily access in the website pertinent information about Mandaue’s business climate and current endeavors of the City Government and the business community in the City.



Mayor Jonas C. Cortes addressing the participants during the virtual launching of the #ChooseMandaue Website and Brand Campaign.



Homepage of [www.choosemandaue.com](http://www.choosemandaue.com)

## Tatak Mandaue

Acknowledging the importance of MSMEs as the backbone of the City’s economy, popular social media platforms such as Facebook and Instagram are utilized to showcase products and services which deserve the “Tatak Mandaue” seal.



MIPAC Executive Director, Kristian Marc Cabahug, during his interview on the Launching of the Choose Mandaue Website and Brand Campaign.

Kristian Marc H. Cabahug, MIPAC Executive Director, explained, “Under this campaign, we will continue helping the different MSMEs in their sustainable development starting with their promotions in Tatak Mandaue and are presently coordinating with our Barangays for us to further showcase industries from their areas”.

Tatak Mandaue features products and/or services which are traditionally from Mandaue such as the famous delicacies - Bibingka sa Mandaue, Masareal and Tagaktak.

Products and industries which are ingeniously and proudly from Mandaue will also have a chance to be featured since every 27 barangays of the City will have their turn to showcase their very own.

Aside from encouraging the netizens to patronize these prime Mandaue products, this seal is also aimed at giving hope to entrepreneurs and encouraging struggling business owners to continue with their endeavors.

Most importantly, Tatak Mandaue as well as the whole campaign is Mandaue City’s way, through MIPAC, of showing its full support for the growth and sustainability of the City’s MSMEs from a struggling start-ups to its flourishing and stable business status.



These are some of the featured delicacy makers in Mandaue -- Didang’s Delicious Masareal, Mandaue’s Nutricious, Mayol’s Special Bibingka, and Bibingka ni Nanay Narcissa.



## #ChooseMandaue Challenge

Recently, the Choose Mandaue Brand Campaign has been leveled-up and brought closer to the public through the Choose Mandaue Challenge. This is a series of challenges that will be participated by the public.

To capture and renew the interest of the crowd in Mandaue and our products, a photo sharing activity is designed as the first challenges which urge the people to capture their unique Mandaue City experience - whether it involves a food, place, lifestyle, industry or even a person. They will then post their picture/entry in their own Facebook or Instagram account with the caption: #ChooseMandaueChallenge.

These photos will be posted in MIPAC's social media accounts and will then be screened for the selection of the Photo of the week. The Choose Mandaue Challenge is the most apt and opportune way of reminding everyone of their best Mandaue experience and enticing the public to enjoy Mandaue's best like no other.



#ChooseMandaue Challenge, a photo sharing activity



FROM THE MANDAUE CITY TOURISM OFFICE

In Mandaue City, you experience the sweetness of life through our delightful delicacies.

#CHOOSEMANDAUE

Mandaue City delicacies captured by the Mandaue Tourism Office



FROM THE OFFICE OF STRATEGY MANAGEMENT

Mental health is key to coping with the anxieties of the pandemic. Here, purok leaders of Subangdako go through debriefing to improve mental health. They will be trained to help their communities through psychosocial support.

#CHOOSEMANDAUE

Debriefing Session organized by the Office of Strategy Management.

## MSMEs Capacity Needs Assistance

Capacity building assistance will also be catered in this campaign with the help of various development collaborators - the Mandaue Chamber of Commerce and Industries (MCCI), Department Trade and Industries (DTI) and other institutions and groups whose vision is to uplift the plight of our constituents and the business sector.

MIPAC plans to organize and facilitate numerous projects, trainings, seminars/webinars and other needed skills enhancement for budding entrepreneurs and MSMEs.

The Choose Mandaue Brand Campaign goes beyond MIPAC's initiatives; it is a crusade of and for all Mandauehanons, a cause that is greater than ourselves and greater than this pandemic. Because to CHOOSE MANDAUE is continuing the deep sense of community and camaraderie of Mandauehanons which has always been the winning ammunition against every hardship and crisis this great City has encountered. As Mayor Jonas Cortes would put it, "The website and the brand CHOOSE MANDAUE is very timely. This is not just a mere slogan to urge and attract local and foreign investors to invest in our beloved City, but rather it serves as an inspiration to every Mandauehanon - a much needed reminder of how great our products, our place, our community, our people are."

I am Mandaue, We are Mandaue, Choose Mandaue!

# DIDANG'S MASAREAL, TATAK MANDAUE!



The original Didang's Masareal was started by Juliana "Didang" Perez Suico in 1912 in Mandaue City.

Masareal is a sweet concoction made from ground peanuts, sugar, and milk. Back then it was made using primitive tools such as bottles to mash the ingredients and banana leaves to divide and wrap the masareal bars. It was produced in small quantities and was limited to neighboring households.

Didang's Delicious Masareal has become one of the iconic products of Mandaue City. It has become part of the lives and culture of our dear Mandauehanons and definitely one of the staples in anyone's pasalubong list.

In fact, in 2006, Didang's Delicious Masareal was awarded by the Mandaue Chamber of Commerce and Industry (MCCI) as the Local Product of the Year during the MCCI's Chamber Awards for their phenomenal dedication to keep their business going through the years and for being part of Mandaue's culinary legacy.

**Without a doubt, Didang's Delicious Masareal is truly Tatak Mandaue!**



*Juliana "Didang" Perez Suico, the original Masareal maker.*



*Didang's Delicious Masareal are available in different sizes.*



*Didang's Delicious Masareal awarded as the Local Product of the Year in 2016. The award was received by its proprietor, Ms. Prudencia Suico Falcis. Awarding her are the board members of Mandaue Chamber of Commerce and Industry (MCCI)- Mr. Edgar Allan Po, Ms. Girlie Garces, and Mr. Steven Yu. Photo courtesy to MCCI.*

For orders, contact Didang's Delicious Masareal through their numbers: 0933 016 5570 or 417 4688. You may also order through their facebook page: <https://www.facebook.com/Didangs-Delicious-Masareal-639782366395831/>



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