

## DTI FORUM ON SALES PROMOTIONS

Tuesday, 14 March 2017

Last Updated Thursday, 16 March 2017

In the early morning of 14 March 2017, DTI organized a Forum to discuss with stakeholders (bricks-and-mortar as well as on-line retailers) the definition and regulations surrounding Sales Promotions of various kinds and creations. The Office of the Solicitor General made a recent observation that many retailers seem to have "skipped" the time requirement (at least 30 days) stated in Article 116 of the Consumer Act for DTI to approve or deny any sales promotion. Many questions were brought to the floor from department stores to telecommunications companies to television stations and online vendors. PAGASA's STC was honored to have been invited to sit on the panel with Usec. Ted Pascua and Directors Lilia Salonga and Nestor Manfoste. Of course, STC asked questions in behalf of supermarket operators and retailers. The function room at Berjaya Hotel was expecting 100 guests but was filled to the rim with 250!

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