

GEARED FOR
GLOBAL
OPPORTUNITIES



© 2016 by the Department of Trade and Industry
www.dti.gov.ph



2015
ANNUAL
REPORT

DTI ANNUAL REPORT
2015

..... EDITORIAL BOARD

EDITOR-IN-CHIEF Undersecretary Nora K. Terrado
Management Services Group (MSG)

ASSOCIATE EDITOR Assistant Secretary Ireneo V. Vizmonte
Management Services Group (MSG)

MANAGING EDITOR Director Patricia May M. Abejo
Knowledge Management and Information Service (KMIS)

TECHNICAL REPORT Corporate Planning Service (CorPlan)

PHOTO CREDITS **DTI Offices**
COVER DESIGN AND LAYOUT **Alan Po**

ABOUT THE COVER



The year 2015 has further primed the country's trade, industry, and consumer sectors for the global challenge. The cover page depicts a rattan ball morphing into a globe, representing homegrown industries spreading across the world as Filipino entrepreneurs and consumers seize the opportunities of a liberalized environment offering better goods and services.

© 2016 by the Department of Trade and Industry
All rights reserved.

Any part of the publication may be used and reproduced, provided proper acknowledgement is made.
Unless otherwise stated, all images in the Annual Report are the property of DTI.

TABLE OF CONTENTS

03	Message of the Secretary
06	Executive Summary
10	Industry Policy Development
15	Industry Promotion
20	MSME Development and Promotion
24	Consumer Welfare and Protection
28	Special Concerns
31	Good Governance
35	Special Feature: Frontloading Inclusive Growth Through MSMEs
41	Institutional Partnerships
45	Budget
46	Summary of Utilization
47	Officials
52	Organizational Structure
53	Directory of Key Officials
57	Overseas Locations

MESSAGE OF THE SECRETARY

HON. GREGORY L. DOMINGO



We are happy to report that in 2015 the economy continued to grow. Our gross domestic product (GDP) grew 6.3 percent year-on-year in the 4th quarter and helped us realize an overall GDP growth of 5.8 percent. With this, our economy grew an average of 6.2 percent from 2010-2015. This is the highest 6-year growth recorded by our country in 40 years, an especially remarkable performance against the backdrop of the global economic slowdown during the same period.

What makes this consistent growth under the current administration even more exceptional is that the growth has not been due to unsustainable borrowing as in the 1970s nor by short-lived portfolio capital but by investments in areas that create jobs, increase incomes, and improve people's well-being.

... we have positioned MSMEs in the "front and center" of the global trade agenda last year when we hosted the Asia Pacific Economic Cooperation (APEC).

Industry Development

The structure of growth has changed. From growth driven by remittances from overseas Filipino workers and income from business process outsourcing, the past six years have seen significant

growth contribution from Investments and Manufacturing production.

This is not fortuitous. In 2012 we initiated the Industry Development Program (IDP). Through this, the DTI with the Board of Investments (BOI) in the lead forged partnerships with stakeholders, particularly those in the private sector to develop industry road maps.

The road maps set the vision, goals, and targets for various industry sectors over the short, medium, and long term based on assessments of their present status and economic performance. They also identify constraints to growth and recommend strategies for industry upgrading and development.

An important component of this overall effort at industry development is the Manufacturing Resurgence Program (MRP).

The MRP focuses on strategies to close supply/value chain gaps, expand the domestic market base, develop human

capital, and improve access to technology and innovation, among others.

Thus, the MRP funds research and development, energy source studies, infrastructure support, labor regulations review for workforce development, electrification, and enterprise and rural development.

To date, a total of 40 road maps have been submitted, 32 of which have been completed. These will serve to further fine-tune the Investments Priorities Plan (IPP) that aligns the BOI's Investment Strategy with the country's focus on Industry Development. (Note: 40 roadmaps have been submitted, but only 32 are deemed final and ready for implementation or currently implemented. Eight are still in draft form awaiting finalization).

International Recognition

The IDP has helped develop an investment climate marked by low inflation, stable prices, competitive wages, industrial peace and a young, high caliber workforce. This has attracted global recognition, earning plaudits like "Asia's Bright Spot."

Improvement in the country's sovereign ratings continued unabated. The top three rating agencies — Fitch, Moody's and Standard & Poor's — have accorded the Philippines "investment grade" rating.

On competitiveness, our government and the private sector continue to work together to create an enabling business environment and enhance regional competitiveness. We hope to further improve our ranking in the World Bank – International Finance Corporation's Ease of Doing Business Index where we climbed 53 rungs from 148th in 2011 to 95th in 2015 and in the World Economic Forum's Global

Competitiveness Report where we rose 33 places from 85th in 2010 to 52nd in 2014.

Anti-corruption and governance reforms have been successful and are becoming increasingly institutionalized. We have risen 49 places in Transparency International's Corruption Perception Index and 33 steps in Heritage Foundation's Economic Freedom Index.

We have preserved industrial peace. Last year there were only two strikes, none in 2014, only one in 2013, and just two in 2012 and 2011. This is an excellent record compared to other countries in the region that are plagued by hundreds of strikes or lockouts every year.

This congruence in international ratings are reflective of the Philippines' improving fiscal situation, sound external position, political stability, increasing capital investments, and sustained economic growth.

Championing MSMEs

Sustained economic growth, however, has to be meaningful. It has to be inclusive, contributing to poverty reduction and promoting welfare for all. To this end, the DTI has focused on the development of enterprises that have the most impact on the poor. These are the micro, small, and medium enterprises (MSMEs), which make up more than 98 percent of enterprises in the country and employ 65 percent of the national workforce.

Efforts in this regard have been boosted by DTI's mandate to establish *Negosyo* Centers in all the provinces, cities and municipalities nationwide. These one-stop-shops promote entrepreneurship and the growth of small businesses by expediting business registration procedures. They are

also conduits for business development services including capacity building programs that provide technology transfer, production and management training and marketing assistance. In 2015, the first full year of the rollout, DTI set up 144 *Negosyo* Centers, far exceeding its target of 100.

During the year, targets for other flagship programs to bolster MSME development were also surpassed. Notable among these is the highly successful Shared Service Facilities (SSF) Project that provides machinery, equipment and tools for the common use of small businesses to boost their productivity and income and enhance their competitiveness. DTI turned over 935 SSFs to community-based groups cooperatives and local government units, as of December 2014. 10 percent more than the 862 target. All told, since DTI started the project in 2013, 1,681 SSFs have been set up benefiting almost 17,000 MSMEs and generating more than 48,100 jobs.

MSMEs and Global Trade

DTI has consistently brought this advocacy for MSMEs to international fora. This reached a high point last year during the Philippines' hosting of the Asia-Pacific Economic Cooperation (APEC). In the Meeting of the Ministers Responsible for Trade that we chaired in May, we lobbied for and won approval of the Boracay Action Agenda to Globalize MSMEs. This acknowledged that to attain sustainable, equitable and inclusive growth, MSMEs must be placed front and center in the global trade agenda and specified concrete steps to be taken to foster their participation in regional and global markets.

The Boracay Action Agenda was officially adopted by APEC Leaders during their

summit meeting in November. They also welcomed the Iloilo Initiative on growing global MSMEs for inclusive development and backed the Cebu Action Plan to improve MSMEs' access to financing.

At the ASEAN, DTI also continued its advocacy to ensure MSMEs are prepared for and realize the benefits of FTAs and economic integration. Following representations made by DTI at the ASEAN Economic Ministers (AEM) Meeting, the focus on MSMEs was reflected in the ASEAN Economic Community (AEC) Blueprint 2025, which was adopted by the ASEAN Leaders at the 27th ASEAN Summit held in Kuala Lumpur, Malaysia.

Before the year ended, DTI capped its bid to put MSMEs front and center in the global trade agenda with a presentation during the World Trade Organization's 10th Ministerial Meeting in Nairobi in December.

Indeed, MSMEs must be placed front and center in the global trade agenda; it must be the prism through the facets of which light is shed on policies and actions that affect global trade. Their inclusion must not be just an afterthought, not just a by-the-way, and not just in the sidelines. Anything less and the shared enterprise to promote economic integration and facilitate free trade toward the attainment of equitable and inclusive growth will be hard put to prosper.

Safeguarding Consumers

Enabling consumers is the other dimension of our overall mandate. To do

this, we embarked on a wide range of activities: information development and dissemination to promote awareness, continuous price monitoring to ensure reasonable prices and stable supply, enforcement activities to eliminate substandard products, speedy resolution of consumer complaints, facilitating the passage of consumer protection laws, and even *Diskwento* Caravans to bring relief from spikes in prices of basic needs especially during emergency situations. The one thread that runs through all these is the drive to promote a culture of quality and excellence in both producers and consumers so that everyone can get full value for money spent.

Islands of Good Governance

How better to start than by modeling excellence and quality in our own agency. At the onset of our watch we committed to meet breakthrough goals that would constitute DTI's successful organizational transformation. We have made significant progress in this regard.

In 2015 the Civil Service Commission gave us the go ahead to implement the Strategic Performance Management System (SPMS), that is fully compliant with the Performance Governance System (PGS) required of all government agencies but tailored to DTI's structure and operations. With this results-based approach that links individual and organizational performance, we are confident that DTI can now better accomplish its mission of "Enabling Business, Empowering Consumers" and further the delivery of its trademark "*Serbisyong higit pa sa inaasahan.*"

DTI has also gone a long way in its ISO Alignment Project, which aims to further develop a culture of quality and integrity in governance, characterized by citizen-focused and well-performing government organization. By the end of 2015, 35 of 46 Bureaus/Offices were certified to ISO 9001:2008, with the rest already on their final stages of acquiring certification.

It is gratifying that our efforts at growing our organization has consistently received recognition. Last year, the Institute for Solidarity in Asia accorded us its highest award, the Islands of Good Governance, for our breakthrough achievements that highlight the impact of good governance on institutions, communities, and individuals.

Next Steps

All told, we have set the stage for the sustained growth and development of the Philippine economy. On the back of our steadfast commitment to transparency and good governance, our country has become one of the fastest growing, most resilient and increasingly competitive economies in the world. We are now, quite simply, geared for global opportunities.

Mabuhay!


Gregory L. Domingo
 Secretary

EXECUTIVE SUMMARY

The Department of Trade and Industry (DTI) executed its two-pronged mission of *Enabling Business, Empowering Consumers* through key improvements in its major final output (MFO) deliverables: industry policy development, industry promotion, MSME development, and consumer welfare and protection.

A. Industry Policy Development

Key initiatives consist of policies that generate an enabling environment, strengthen advocacy, intensify consumer activity to improve product and service quality, and consolidate institutional backing. Those policies generated more jobs, enhanced the country's competitiveness, and sustained consumer protection and welfare.

- Domestic and foreign investment approvals by the Board of Investments (BOI) and Philippine Economic Zone Authority (PEZA) in 2015 are expected to generate more jobs in 2016
- The Comprehensive Automotive Resurgence Strategy (CARS) program was signed into law, enabling the country to improve its automotive manufacturing industry to compete with other Association of Southeast Asian Nations (ASEAN) countries
- BOI issued the 2014 Investment Priorities Plan (IPP), which incentivizes qualified business activities to make domestic and foreign investments more stable and predictable
- DTI, with its attached agency BOI, developed industry roadmaps to strengthen partnerships between the public and private sectors towards greater competitiveness
- The Industry Clustering Development Program identified six national

priority industry clusters under the program – rubber, coco coir, coffee, cacao, processed fruits and nuts, and wearable and homestyle industries, all of which have vastly contributed to the national economy

- MSMEs in the country are set to benefit from free trade agreements (FTAs) to the European Union (EU Generalized Scheme of Preferences Plus; EU GSP+) and the United States (US-Generalized Scheme of Preferences; US-GSP), both of which provide tariff reductions and greater access to the markets of both countries
- The Philippine National Trade Repository (PNTR) was launched as part of the country's commitment to contribute to the Asia-Pacific Economic Cooperation (APEC) Trade Repository (APECTR), which aims to provide a one-stop web-based portal containing all kinds of information on conducting trade in the Philippines, reducing transaction time and costs pertaining to trade
- The country's competitiveness gained a significant boost through the expansive and automated implementation of the Philippine Business Registry (PBR) and the Business Permits and Licensing System (BPLS); the Philippine Quality Award (PQA) has recognized performance excellence towards global competitiveness and encouraged

Key initiatives. . . generated more jobs, enhanced the country's competitiveness, and sustained consumer protection and welfare.

public and private organizations to meet world-class quality and productivity standards, in line with Total Quality Management (TQM) principles

In addition to the foregoing policy development initiatives, engagement in international fora and agreements helped influence the country's trade and industry policy development.

- The APEC Boracay Action Agenda to Globalize Micro, Small, and Medium Enterprises (BAA-MSME) provided MSMEs with wider opportunities to participate in the global market through a host of specific, concrete, and practical interventions implementable by APEC economies
- The APEC Iloilo Initiative stressed the need to provide MSMEs with networks, incubators, accelerators, and innovation centers across all APEC member-economies to promote information exchange, business networking opportunities, and capacity-building
- The APEC Women and the Economy (WE) Fora highlighted the importance of women in promoting inclusive growth among APEC member-economies
- The ASEAN Economic Community (AEC) is set to provide the Philippines with a greater variety of products and services, abundant employment opportunities through stronger trade and investment activities, and a more conducive business climate for starting and internationalizing new and existing enterprises
- The Trade Facilitation Agreement (TFA) of the World Trade Organization

(WTO), which the country is on course to ratifying, can benefit MSMEs in the country through more streamlined trade facilitation processes once it is fully enforced after full ratification by two-thirds of WTO member-economies

B. Industry Promotion

The agency increased market access and product offerings to the world by focusing its efforts on product development, market matching, training programs, counseling sessions, and staging of trade fairs. As a result, products and services were elevated to better productivity and quality.

- The Doing Business in Free Trade Areas (DBFTA) campaign was held for more than its target of 175 sessions, empowering more MSMEs to identify and export products to Free Trade Agreement (FTA) markets
- Outbound and inbound missions with markets specified under the Philippine Export Development Plan (PEDP) 2015-2017 equipped MSMEs with crucial marketing strategies and engaged them in a functional feedback mechanism with buyers and clients from other countries
- SlingshotMNL 2015, headlined as "The Official Startup Event of Asia-Pacific Economic Cooperation (APEC) Philippines 2015," featured resource speakers from the international startup scene
- Domestic trade exhibitions were organized: those under the flagship *Sikat Pinoy* brand (National Food Fair, National Handicrafts Fair, and National Art and Fashion Fair), special marketing events for the APEC Second Senior Officials' Meeting (SOM2) and Ministers Responsible for Trade

(MRT) meeting, Manila FAME, and the International Food Exhibition (IFEX)

- The Design Center of the Philippines (DCP) provided support to local small businesses through product design and development services such as product development, merchandise development, graphics and label, exhibition, and packaging
- The EU earmarked PHP 453 million (EUR 8 million) for all trade-related assistance to the country under Trade Related Technical Assistance (TRTA) 3, the European Union's (EU) assistance program to the country on trade and investment promotion

C. MSME Development

The agency elevated its support for current programs for MSME development, relentlessly pushing for funding and equipment provision, ease of doing business, capacity-building, product design and development, and industry prioritization.

- Shared service facilities (SSFs), which provide MSMEs in the country with machinery, equipment and skills and knowledge under a shared system, enhanced MSME development to focus on increasing competitiveness by applying quality and productivity tools, alongside marketing approaches focused on their maturity and target market
- Trainings held by DTI regional offices and training centers such as the Philippine Trade Training Center (PTTC), Construction Manpower Development Foundation (CMDf), and the DCP, as well as through the SME Roving Academy (SMERA), helped promote MSME growth in the country

- Bottom-Up Budgeting (BUB) supports MSMEs through efficient public resource allocation and responsive governance, while actively engaging them in planning and budgeting
- The Promotion of Green Economic Development (ProGED) program seeks to improve the competitiveness of MSMEs by adapting to climate change by way of environment-friendly and climate-smart operations
- The Gender-Responsive Economic Actions for the Transformation of Women (GREAT Women) Project 2 emphasizes the creation of competition and trade policies, provision of training, as well as the crafting of certification procedures and standards that are more sensitive to the needs of women's micro enterprises
- *Negosyo* Centers are DTI's one-stop shops for entrepreneurs to process requirements for new business application and gain access to essential business growth information

D. Consumer Welfare and Protection

Public interest is embedded in consumer welfare and protection – a concept fully espoused in upholding consumer welfare through a proactive client feedback mechanism and a vigorous education program. Consumer welfare and protection guarantees consumer satisfaction while ensuring that MSMEs provide high-quality products and services, henceforth ensuring stability in consumer demand that provides fertile ground for businesses.

- DTI persistently conducted monitoring activities in 2015 to ensure that businesses, especially MSMEs, comply with market regulations;

Consumer welfare and protection guarantees consumer satisfaction while ensuring that MSMEs provide high-quality products and services, henceforth ensuring stability in consumer demand that provides fertile ground for businesses.

compliant businesses received recognition through the *Bagwis* Awards, which highlights the importance of product quality and safety, conduct of fair business, and consumer rights

- Applications for Import Commodity Clearance (ICC) for five products: ceramic tiles, plywood, flat glass, common nails, and GI sheets, were lifted and replaced with a self-declaration policy, hence resulting to greater ease of doing business for manufacturers and importers of delisted products alike
- The country's rising consumer awareness rating further encouraged MSMEs to provide high-quality products and services
- Improvements in DTI's consumer redress mechanism guaranteed the faithful enforcement of the country's consumer laws, providing a healthy balance between business and consumer interests

E. Good Governance

Championing good governance is part and parcel of establishing an enabling environment for businesses and ensuring a consumer-friendly economy.

- Fighting against corruption gained due recognition when DTI ranked within the top ten of the 2014-2015 Survey of Enterprises on Corruption, in which it achieved a "very good" standing
- The Strategic Performance Management System (SPMS) effectively linked individual performance with organizational goals and objectives

- The Institute for Solidarity in Asia (ISA) recognized DTI as one of its first Islands of Good Governance (IGG) and awarded it the Gold Governance Trailblazer Seal for completing all four stages of the Performance Governance System (PGS)

- The implementation of the Government Quality Management Program (GQMP) helped develop a culture of quality and integrity in governance, as attested by the attainment of ISO certifications by 76% of DTI bureaus, offices, and attached agencies

- DTI delisted obsolete Department Administrative Orders (DAOs) to simplify government procedures and hasten action and decision-making

- Knowledge management (KM) has been enhanced to improve real time knowledge sharing and information dissemination within and across DTI offices and bureaus, including those in the regions and overseas offices

F. Special Concerns

The landmark signing of the Philippine Competition Act and the Foreign Ships Co-Loading Act will strengthen the country's participation in the Association of Southeast Asian Nations (ASEAN) Economic Community through healthier market competition and streamlined shipping processes.

- The DTI advocated establishing a mechanism aimed at keeping fair competition in check, making production cost competitive, leading to fair pricing of goods and inputs, and wider options brought about by

the entry of new players. The tools to regulate unfair trade practices covered three major acts: anti-competitive agreements, abuse of dominant position, and mergers.

- The Foreign Ships Co-Loading Act amended old set of laws on Cabotage. Stakeholders were consulted during the advocacy, allowing them to be heard regarding their sentiments. The Department worked closely with an inter-agency team composed of the Presidential Legislative Liaison Office (PLLO), Bureau of Customs (BOC), and the Department of Transportation and Communications (DOTC) in ensuring the details of the measure.

- Both the 2020 e-Commerce Roadmap and its immediate program, the Brunei Darussalam-Indonesia-Malaysia-Philippines East ASEAN Growth Area (BIMP-EAGA) Submarine and Terrestrial (BEST) Cable System seek to improve online interconnectivity in the country, mainly with regard to the utilization of e-Commerce applications.

- Greater competitiveness is highly anticipated for the country's construction industry following the issuance of amendments to the implementing rules and regulations (IRR) of the Contractors' License Law.



INDUSTRY POLICY DEVELOPMENT

Making development felt across all sectors guided the efforts of the Department in crafting and pursuing directions aimed at propelling value-adding activities that would create quality jobs, and therefore income for enjoying better products and services. In view of the opportunities and challenges brought about by regional integration, achieving inclusive growth steered the initiatives in easing the conduct of business, manoeuvring the manufacturing resurgence, laying out investment guidelines and sectoral roadmaps, and in strengthening regional linkage to maximize gains.

Investment Approvals

The Philippines continues to thrive as an attractive investment destination, largely due to the growth of its manufacturing industry through the Manufacturing Resurgence Program (MRP), which seeks for the revival and strengthening of industry capacities, as well as improve their comparative advantage through greater competitiveness. Domestic and foreign investment approvals by the Board of Investments (BOI) and the Philippine Economic Zone Authority (PEZA) in 2015 are expected to contribute greatly to job generation in 2016 – a development that gears the country to greater economic success.

Manufacturing Resurgence Programs

In pursuit of the Philippine government's goal of achieving inclusive growth, the Department of Trade and Industry is implementing the Manufacturing Resurgence Program (MRP). The MRP aims to rebuild the existing capacity of industries, strengthen new ones, and maintain the competitiveness of industries with comparative advantage. It also seeks to build-up agriculture-based manufacturing industries that generate employment, and

support small-holder farmers and agri-cooperatives through product development, value-adding, and integration to big enterprises for marketing and financing purposes.

Implementing Guidelines for the 2014 Investment Priorities Plan (IPP)

The issuance of the Board of Investments (BOI) Memorandum Circular No. 2015-1 provides the 2014 Investment Priorities Plan (IPP) – a scheme that entitles qualified business activities to government incentives, with a comprehensive set of guidelines for its implementation. To guarantee domestic and foreign investments with stability and predictability, the implementing guidelines for the IPP stated that the plan is set to run for three years (2014 to 2016), subject to an annual review.

Additionally, the implementing guidelines for the IPP promote inclusive growth through the Inclusive Business (IB) model. Firms under qualified business activities are encouraged to adopt the IB model, which will require them to provide products, services, and decent work opportunities for the low-income segment of the value chain.

Comprehensive Automotive Resurgence Strategy (CARS)

Executive Order (EO) No. 182, otherwise known as the Comprehensive Automotive Resurgence Strategy (CARS) program, was signed into law on 29 May 2015. The program is designed to support the development of automotive parts to make the Philippines more competitive in automotive manufacturing among Association of Southeast Asian Nations (ASEAN) economies. Non-fiscal measures such as government procurement, public utility vehicle franchising, and vehicle inspection are also covered by the program, as it aims to stimulate domestic demand for vehicles manufactured locally. Moreover, the program allows foreign companies to participate, since it does not have any equity or nationality requirements.

By the Numbers

Industry Clustering Development Program



Php 929.81M Investments



Php 1.42B Domestic sales



USD 425.18M Exports



29,680 Jobs



4,386 MSMEs assisted



7,081 Beneficiaries of 359 training programs facilitated

National Industry Cluster Capacity Enhancement Program (2015)



Php 3.99B Investments



Php 2.39B Domestic sales



USD 16.79M Exports



63,538 Jobs



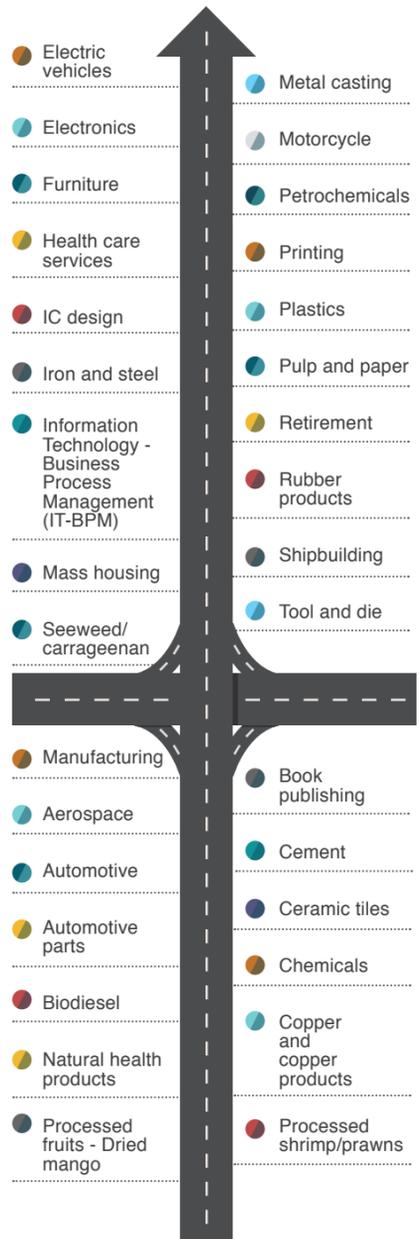
3,479 285 new MSMEs created



4,081 Beneficiaries of 151 training programs facilitated

Industry Roadmaps

Through the BOI, the DTI developed industry roadmaps to help fortify the collaborative relationship of the public sector and the private sector. About 32 Industry roadmaps have been developed as of end - 2015, to make Philippine industries more competitive.



DTI also commenced the formulation of the 2020 e-Commerce Roadmap, which presents e-Commerce as the country's competitive advantage due to its envisioned benefits to economic growth. The roadmap seeks to push for the following: promote e-commerce among MSMEs, increase its usage among Filipinos, and present an effective merchant and consumer protection mechanism to sustain it. Moreover, the roadmap plans to set the proper parameters for a government e-payment implementation that is both efficient and secure, alongside the facilitation of an effective enforcement and prosecution scheme against cybercrime reporting and resolution. The following major programs set for implementation are identified by the roadmap:

- Philippine Internet broadband master plan
- National retail payment system
- E-notarization
- Cybercrime enforcement

The DTI is working with other public sector agencies such as the *Bangko Sentral ng Pilipinas* (BSP), Bureau of Internal Revenue (BIR), and Bureau of Customs (BOC) to develop the programs in the roadmap.

EU-GSP+

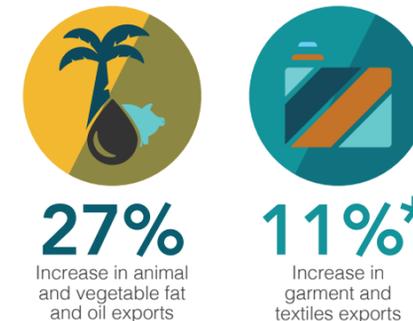
Increased exports to European Union (EU) markets spurred remarkable gains to industries in 2015. The EU-Generalized Scheme of Preferences Plus (EU-GSP+) program, which gave the Philippines greater exposure to EU markets, proved to be instrumental in establishing stronger trading links between the country and the EU. MSMEs in the country have since benefited from the program through zero-tariff exports to EU markets and improved product quality

and standards – a requirement for eligibility to the program itself.

Products that may avail of the duty free access include coconut and marine products, processed fruit, prepared food, animal and vegetable fats and oils, textiles, garments, headwear, footwear, furniture, umbrellas, and chemicals.

The privilege afforded by the program is expected to generate new jobs in the rural areas of the Philippines in the early years of implementation – a trend that encourages MSMEs to develop further.

EU-GSP+: By the Numbers



* from USD 55 million in 2014 up to USD 61 million in March 2015.

US-GSP

Philippine MSMEs are bound to benefit further from trading with the US market with the renewal of the United States-Generalized Scheme of Preferences (US-GSP), made effective through US President Barack Obama's signing of the Trade Preferences Extension Act of 2015 (H.R. 1295) last 29 June 2015. The renewed US-GSP, set to run until December 2017, includes the following additional stipulations:

- Expansion of product coverage to include 20 to 30 specific types of travel products
- Provision of retroactive refunding of all duties paid by US importers from the lapsing of the program on 31 July 2013

The US-GSP is designed to remove duties on 5,000 product types when imported to the US from 122 designated beneficiary-developing and least-developed countries. Such development empowers Philippine MSMEs to expand their exports to the US, which in turn can improve their competitiveness, create jobs in the country, and advance the country's general trade position.

The US-GSP renewal gives more Filipino exporters access to the US market, which is seen to create more jobs for MSMEs, increase competitiveness of Philippine companies and improve the country's overall trade position. The Philippine pushed for the reinstatement of the program to recoup the export share it lost when the program expired in 2013.

Philippine National Trade Repository (PNTR)

Launched by DTI on 30 October 2015, the Philippine National Trade Repository (PNTR) serves as a one-stop web-based portal containing all kinds of information on conducting trade in the Philippines. As a crucial element of the government's trade facilitation strategy, the PNTR seeks to implement a transparent trade environment in the country through the provision of accurate, complete, and updated information on the country's trade-related matters such as import and export, enabling businesses

Increased exports to European Union (EU) markets spurred remarkable gains to industries in 2015.

The PNTR seeks to implement a transparent trade environment in the country through the provision of accurate, complete, and updated information on the country's trade-related matters such as import and export, enabling businesses to become more compliant with prescribed trade regulations.



to become more compliant with prescribed trade regulations. Ultimately, the PNTR aims to reduce time and costs in transactions pertaining to trade. The PNTR stands as part of the Philippines' commitment under the Association of Southeast Asian Nations (ASEAN) Trade in Goods Agreement (ATIGA), which requires all ASEAN member-states to establish their web-based trade repositories for linking to the ASEAN Trade Repository (ATR). Moreover, the PNTR is also part of the country's commitment under the World Trade Organization (WTO) Agreement on Trade Facilitation (WTO-ATF), which mandates all signatories to make their respective trade-related information readily available.

Competitiveness

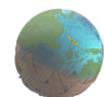
1 Ease of Doing Business

The Philippine Business Registry (PBR) links certain government agencies involved in business registration. PBR's move to go fully online was implemented in 2015, greatly contributing to efforts to ease of doing business in the country, having led to a 9% increase in business name

registrations at 382,932 in 2015 compared to 352,851 in 2014. The Business Permits and Licensing System (BPLS), jointly implemented by DTI and the Department of the Interior and Local Government (DILG), aims to increase the Philippines' competitiveness by streamlining processes for starting up businesses. Close to 100% of LGUs in all regions have adopted the BPLS in 2015 – a significant development for MSMEs as they all look to a better environment for doing business in the country.

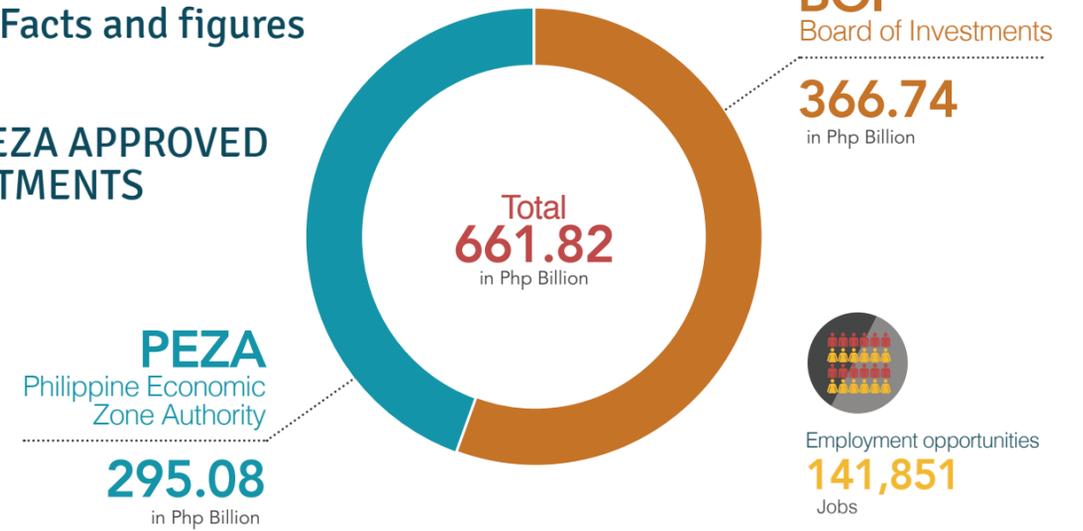
2 Philippine Quality Award (PQA)

Recognizing performance excellence towards global competitiveness, the PQA has encouraged public and private organizations to reach world-class standards for quality and productivity, akin to the principles of Total Quality Management (TQM). In 2015, the PQA has reached its highest number of applicant organizations in a single cycle. Of the 14 applicant organizations in 2015, 10 came from the public sector.



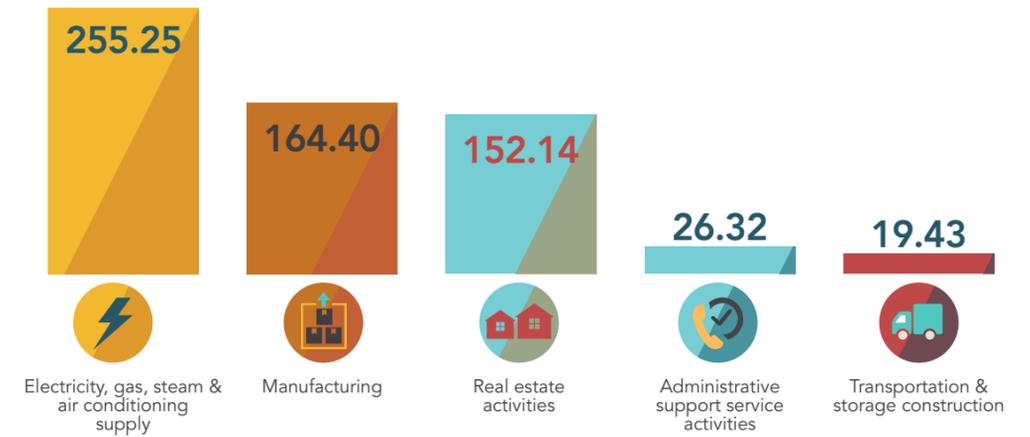
INDUSTRY POLICY DEVELOPMENT
Facts and figures

BOI-PEZA APPROVED INVESTMENTS



Top Investments By Industry Sector

Value in Php Billion



Top Investments by Country

Value in Php Billion



INDUSTRY PROMOTION

The Department extensively capacitated the country's enterprises to effectively position Philippine products and services in the global market through information advocacy, local and foreign trade missions and exhibitions, market linkages, regional cooperations, product design and development, and other trade-related assistance. The year 2015 was marked with pioneering initiatives for startups and increased sales.

Doing Business in Free Trade Areas (DBFTA)

DTI identifies free trade agreement (FTA) utilization as a key area of concern among exporting MSMEs, with lack of information on FTAs being a frequently-cited cause. That, despite the fact that the Philippines is currently engaged in various FTAs, the most frequently used being the ASEAN Trade in Goods Agreement (ATIGA) and the ASEAN-Japan Comprehensive Economic Partnership Agreement (AJCEPA). To tackle that problem, DTI has since empowered exporters nationwide through Doing Business in Free Trade Areas (DBFTA), an information and advocacy campaign launched in 2010 to raise awareness on the country's preferential trade agreements. DBFTA has since been instrumental as a comprehensive guide for exporters to explore the country's various FTA markets, notably the ASEAN region, Australia, China, India, Japan, New Zealand, and South Korea. With DTI having surpassed its target

of 175 DBFTA sessions in 2015, more MSMEs were equipped to identify and export products that they can sell to FTA markets.

Outbound and Inbound Trade Missions

DTI holds a crucial position for promoting Philippine products and services worldwide and drawing foreign investments to the country. Priority markets specified under the Philippine Export Development Plan (PEDP) 2015-2017 have been the target of all international trade exhibits conducted and participated in by DTI. The department's hosting of outbound and inbound missions in 2015, led by the Export Marketing Bureau (EMB), enabled participating MSMEs to have a thorough exposure to international markets. Outbound and inbound trade missions equipped MSMEs with crucial marketing strategies as they engage in a functional feedback mechanism with buyers and clients from other countries.



... the DTI helps MSMEs reach a wider domestic market and prepare them for the world market.

Startup Development

The DTI, through the Foreign Trade Service Corps (FTSC), hosted SlingshotMNL 2015, a pioneering conference on startups. Dubbed as "The Official Startup Event of APEC Philippines 2015," SlingshotMNL 2015 served as an immediate follow-up to the Boracay Action Agenda (BAA)-MSME, which has sought to foster greater participation in global and regional markets. SlingshotMNL 2015 was held at the Philippine International Convention Center (PICC) on 6-7 July 2015, and featured over 30 resource speakers from the international startup scene such as Startup Chile founder Nicolas Shea and Stanford University's Graduate School of Business Professor Richard Dasher, among

many others. Over 1,300 attendees from the country's startup community participated in SlingshotMNL 2015.

Trade Exhibitions

Locally, it is through the Bureau of Domestic Trade Promotion (BDTP) that the DTI helps MSMEs reach a wider domestic market and prepare them for the world market. The Department launched a series of trade fairs under the brand Sikat Pinoy, namely the National Food Fair, National Handicrafts Fair, and National Art and Fashion Fair. In 2015, Sikat Pinoy trade fairs became influential as venues for MSMEs where they fuse innovations and standards in product quality and packaging.

Trade Exhibitions: By the Numbers



Aside from its flagship trade fairs, the Department also held special marketing events for the APEC's Second Senior Officials' Meeting (SOM2) and Ministers Responsible for Trade (MRT) meeting in May 2015.

One of DTI's attached agencies devoted to bolstering the Filipino brand globally is the Center for International Trade Expositions and Missions (CITEM).

Manila FAME is CITEM's bi-annual premier event, showcasing world-class Filipino furniture and furnishings, holiday gifts and décor, and accessories. Also, the International Food Exhibition (IFEX) Philippines, which was billed as the industry's most important food and beverage sourcing hub in Asia, concluded its 10th edition in 2015. As an expansive one-stop source of ethnic and specialty food products in Asia, IFEX Philippines makes the country an attractive destination for foreign buyers, retailers and importers.

CITEM also continued in participating in overseas trade fairs using branding initiatives like Design Philippines (Italy and United States), Food Philippines (US, United Arab Emirates, Japan, Taipei, Germany, and Korea), Fashion Philippines (United Kingdom), and Lifestyle Philippines (US).

Product Design and Development

Dedicated to further advance the quality, competitiveness, and branding of Filipino products in the global market, the DTI, through the DCP, continued to

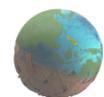
support local small businesses in terms of design services. A total of 2,613 MSMEs received assistance in product development, merchandise development, graphics and label design, exhibition design, and packaging design. This is already 402% of the agency's yearend target of 650, and the services rendered have benefitted not only regional MSMEs but also designers, the academe, government offices, and hobbyists, among others.

Trade Related Technical Assistance (TRTA) 3

DTI is the coordinating agency responsible for the administrative and financial management of the Trade Related Technical Assistance (TRTA) 3. The TRTA 3, preceded by TRTA 2 and TRTA 1, is the continuation and expansion of the European Union's (EU) assistance program to the Philippines on trade and investment promotion. With the goal to enhance economic development, inclusive growth, and poverty reduction, the TRTA 3 provides a consolidated set of policy and legislative reforms, as well as improvements in procedure, technical matters, and capacity development. The EU earmarked PHP 453 million (EUR 8 million) for all trade-related assistance to the Philippines under TRTA 3, from the time of its establishment on 28 June 2013 until 31 December 2016, reaching a total of EUR 18 million in allocations since 2005 with both allocations for TRTA 1 and TRTA 2 taken into account. In return, the country assumes the provision of contributions in kind throughout the program's duration.

Breakdown of Trade-Related Assistance Allocations Per TRTA Program

Category	Amount
TRTA 1 (2005-2008)	EUR 3,500,000
TRTA 2 (2008-2012)	EUR 6,500,000
TRTA 3 (2013-2016)	EUR 8,000,000
Total:	EUR 18,000,000



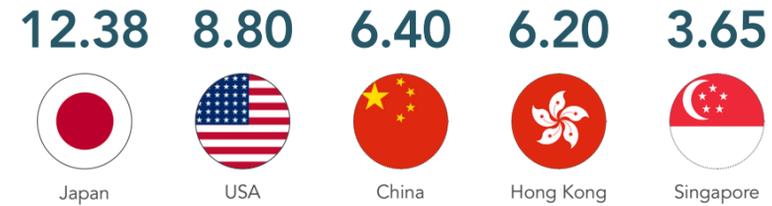
INDUSTRY PROMOTION

Facts and figures

EXPORTS

in Billion USD

Top Markets

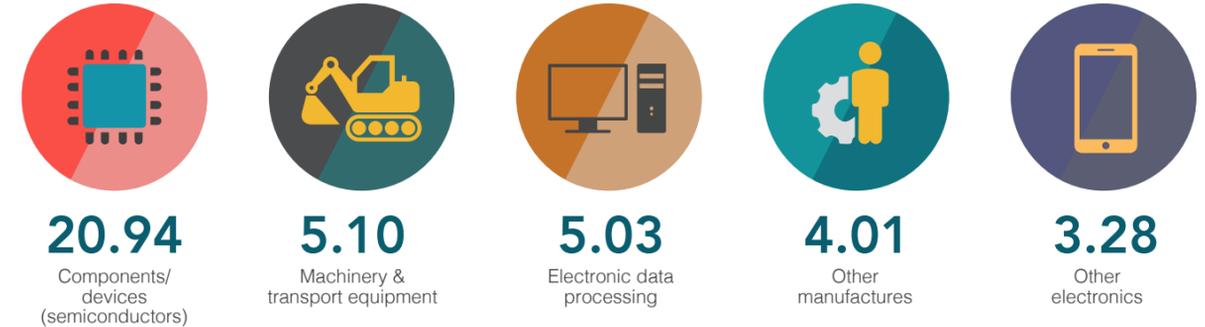


53.99
Merchandise exports



28.17
Service exports

Top Products



EXPORT ASSISTANCE



Doing Business in Free Trade Areas (DBFTA)



Philippine Export Competitiveness Program (PECP)



ACROSS THE GLOBE

ASIA-PACIFIC

 BEIJING ILG 56 IIMO 10 EA 36 ISP 30	 JAKARTA ILG 19 IIMO 2 EA 65
 BANGKOK ILG 44 IIMO 2 EA 74 ISP 9	 NEW DELHI ILG 32 IIMO 3 EA 109 ISP 1
 GUANGZHOU ILG 8 EA 121 ISP 59	 SEOUL ILG 58 IIMO 7 EA 77
 KUALA LUMPUR ILG 43 EA 131	 SINGAPORE ILG 241 IIMO 7 EA 128 ISP 70
 OSAKA ILG 80 IIMO 57 EA 21 ISP 30	 TAIPEI ILG 98 IIMO 36 EA 89 ISP 74
 SHANGHAI ILG 73 IIMO 15 EA 32 ISP 17	 TOKYO ILG 13 IIMO 16 EA 191 ISP 108
 SYDNEY ILG 38 IIMO 1 EA 35 ISP 11	

MIDDLE EAST

 DUBAI ILG 61 IIMO 2 EA 130 ISP 175	 JEDDAH ILG 38 EA 131 ISP 80
---	---

EUROPE

 BERLIN ILG 25 IIMO 1 EA 93 ISP 2	 BRUSSELS ILG 27 IIMO 1 EA 39 ISP 2
 GENEVA EA 3 ISP 5	 LONDON ILG 31 EA 12 ISP 6
 PARIS ILG 17 EA 12 ISP 17	 STOCKHOLM ILG 30 EA 69 ISP 16

AMERICAS

 LOS ANGELES ILG 23 EA 17 ISP 12	 NEW YORK ILG 54 IIMO 1 EA 210 ISP 46
 SAN FRANCISCO ILG 48 IIMO 2 EA 37 ISP 16	 WASHINGTON D.C. ILG 4 EA 13 ISP 5

 **ILG**
INVESTMENT LEADS GENERATED
1,161

 **IIMO**
INBOUND INVESTMENTS MISSIONS ORGANIZED
163

 **EA**
EXPORTERS ASSISTED
1,875

 **ISP**
IMPORTERS SENT TO THE PHILIPPINES
791

MSME DEVELOPMENT AND PROMOTION

The country's micro, small, and medium enterprises (MSMEs) benefitted from the Department's comprehensive assistance to enable them to reach their full potentials. DTI's full cycle of support to equip MSMEs was accentuated by a participatory approach in involving local government units in the formulation of budget for MSME projects. The focus on MSMEs, still in view of inclusive growth, was also highlighted by a notable responsiveness to the important role of women in enterprises. The year was capped by the remarkable over-the-target establishments of one-stop-shop business centers for easy access by MSMEs.

Shared Service Facilities (SSFs)

DTI has also worked to improve the quality and productivity of MSMEs through the establishment of Shared Service Facilities (SSFs) in different parts of the country. SSFs are set up to help address the gaps and bottlenecks in the value chain, enabling MSMEs to manufacture high-quality products at a stable rate.

The DTI, through SSFs, provides MSMEs with machinery, equipment, tools, systems, skills and knowledge under a shared system. The SSF Project is being implemented nationwide with project partners termed as cooperators. Beneficiaries of the project are the users of SSFs which should be predominantly cooperatives, associations or groups of MSMEs including MSMEs or individual entrepreneurs who may not be members of cooperatives, associations, corporations or organizations. SSFs allow MSMEs to increase their competitiveness by applying quality and productivity tools, alongside marketing

approaches focused on their maturity and target market. To help complete the establishment of every SSF, DTI works with cooperators who provide sustainable facilities for housing machines and other equipment. Currently, SSFs nationwide cover a variety of industry sectors, including processed food, coconut/coco coir, handicrafts/gifts, décors and housewares, bamboo, and abaca.

SME Roving Academy (SMERA)

The SME Roving Academy (SMERA), DTI's continuous learning program for MSME development, is anchored on strategies that aim to integrate business development services for MSMEs locally and nationally, establish provincial, regional, and national entrepreneurship development networks, and promote inclusiveness.

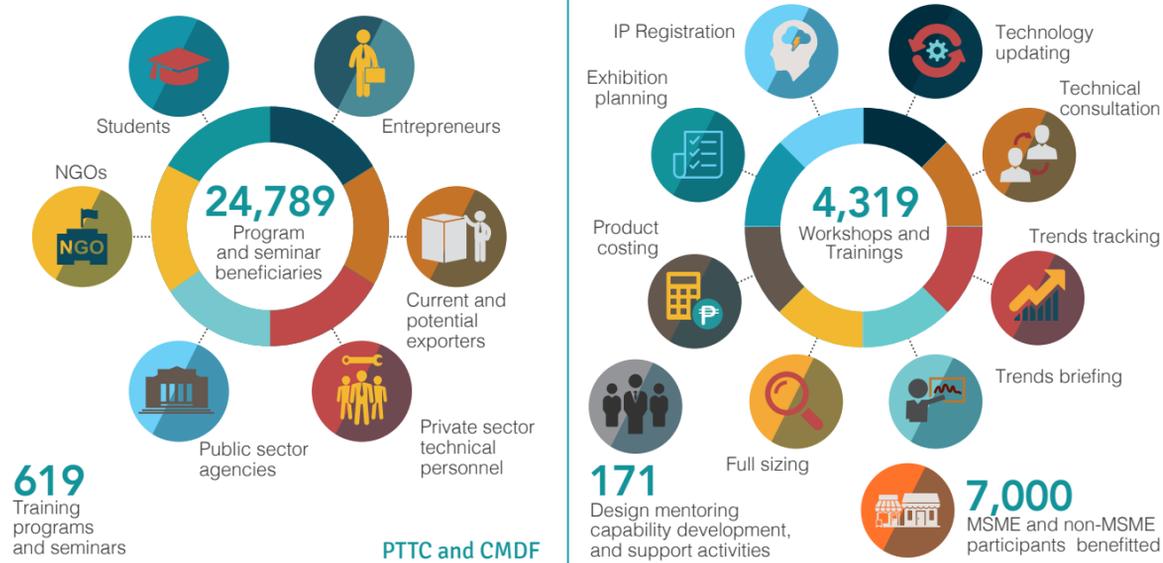
The DTI promoted and hosted intensive capacity building activities targeting MSMEs through its regional offices and training centers such as the Philippine

Shared Service Facilities:
Quick Glance

1,681 SSFs
Established nationwide



Capacity-Building Initiatives



Trade Training Center (PTTC) and the Construction Manpower Development Foundation (CMDF). Training programs and seminars hosted by said offices have become highly instrumental in promoting MSME growth in the Philippines in 2015, especially among a varied range of participants that include entrepreneurs, current and potential exporters, private sector technical personnel, public sector agencies, nongovernment organizations (NGOs), and students.

In addition, the Design Center of the Philippines (DCP) also launched workshops and training programs in 2015. Among the areas covered by DCP's workshops and training programs include technology updating, technical consultation, trends tracking, trends briefing, full sizing, product costing, exhibition planning, and Intellectual Property (IP) registration for all the participants.

Bottom-Up Budgeting

Bottom-Up Budgeting (BUB) is a budget reform initiative that ensures the inclusion of funding requirements for development

programs and initiatives of LGUs in budget proposals of national government agencies such as DTI. BUB supports MSMEs through efficient public resource allocation and responsive governance, as it fosters their active participation in planning and budgeting. At the same time, the direct involvement of civil society organizations in the budgeting process under BUB allows MSMEs to engage in community development, thus creating an inclusive environment within LGUs, where MSME development can thrive. MSMEs face promising developmental prospects within LGUs with DTI's satisfactory handling of BUB projects in 2015.

Promotion of Green Economic Development (ProGED)

DTI, through the Regional Operations Group (ROG) and in partnership with German sustainable development service provider *Deutsche Gesellschaft für Internationale Zusammenarbeit* (GIZ), began implementing the Promotion of Green Economic Development (ProGED) program on 01 January 2013 and is slated to end on 31 December 2016. ProGED seeks to



improve the competitiveness of MSMEs amid climate change adaptation by making their operations more environment-friendly and climate-smart.

With MSMEs becoming increasingly concerned with the effects of climate change, ProGED supported DTI by addressing said problem through pioneering the concept of green economy – the push for economic growth and development without using environmentally-degrading means and by averting the detrimental effects of climate change and unsustainable natural resource use, into the 2011-2016 MSME Development Plan. ProGED plans to improve the competitiveness of MSMEs based on five concepts: mitigation, adaptation, competitiveness, green jobs and preserving or improving nature's capital.

Gender-Responsive Economic Actions for the Transformation of Women (GREAT Women) Project II

DTI has affirmed its support for women's micro enterprises with the launching of the second phase of the Gender-Responsive Economic Actions for the Transformation of Women (GREAT Women) Project in 2015, through a bilateral partnership between the Philippine and Canadian governments. The GREAT Women Project 2 is a six-year program (2015-2021) that seeks to improve the competitiveness and sustainability of

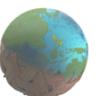
women microenterprises in DTI's priority industry clusters such as coffee, cacao, coco coir, processed rubber, processed fruits and nuts, wearables and homestyle, and processed food. The project offers various assistance that includes capacity building, business matching, and marketing.

Negosyo At Iba Pa

To help alleviate poverty by encouraging the public to engage in business, the DTI, through the Regional Operations Group in partnership with DZRH and its affiliate stations nationwide, launched a business education radio program titled "Negosyo ATBP" on 28 January 2015. "Negosyo ATBP" aims to educate the public about the Department's programs for aspiring and existing entrepreneurs, exporters, sole proprietors, and investors, among others.

ROG Undersecretary Zenaida C. Maglaya and former Agham Partylist Congressman Angelo Palmones co-host the program, which basically tackles the "how-tos" in business from starting to being successful. The weekly program also provides MSMEs with a platform to air their concerns with regards to all the assistance being provided by DTI to the business sector.

In 2015, the DTI launched a business radio program titled "Negosyo ATBP" to educate the public about the Department's programs on entrepreneurship as well as on business and investment opportunities, among others.



MSME DEVELOPMENT AND PROMOTION

Facts and figures



382,932
Business names registered



Php 4.53B
Domestic sales from the priority industry clusters



109,950
MSMEs assisted



98,948
would-be and existing MSMEs benefitted

2,526
SMERA training runs conducted

144
Negosyo Centers launched



96,030
Clients availed the services of Negosyo Centers



11
Proposed



173
Pipelined



406
On-going



39
Completed



629
Bottom-Up Budgeting Projects

70%
Implementation Rate



1,681

Shared Service Facilities (SSFs) established by DTI Regional Offices



Php 765,720M

SSF project costs

ACROSS THE NATION



Domestic Sales
Php 17.07B



Jobs generated
362,134



MSMEs assisted
113,853



Approved business name registrations
382,932



Complaints resolution rate
88%



No. of Firms Monitored (Price Act)
45,012



Number of firms monitored (Product Safety Standard)
17,651

CONSUMER WELFARE AND PROTECTION

Inclusive growth could only be possible with the continued empowerment of consumers. In 2015, the DTI made a strong pitch for promoting consumer wellbeing with a deliberate slant on product and service quality. The Department carried out its advocacy through the quad media to increase consumer awareness. With the benefits and risks associated with the opening up of markets resulting from regional integration, international affairs and cooperation on consumerism were intensified.

Intensified and Efficient Monitoring and Enforcement

While businesses are left to innovate and compete on the basis of quality, the government is primarily tasked to ensure that products in the market are safe for use by consumers and the general public. At the same time, monitoring and enforcement ensures functioning of fair and open competition. Businesses require a level playing field to innovate and flourish in an open and competitive market. This is especially important for free movement of goods within regional associations or free trade agreements.

Increase Consumer Awareness Level

The DTI, through the Consumer Protection Group (CPG), engage in an extensive advocacy using the quad media, resulting in a 79% consumer awareness level as of December 2015, up from 63% in 2011; 70% CPG share in DTI media exposure per month (print, broadcast, online); and P249M monthly return on investment (ROI).

Konsyumer Atbp (KATBP)

Konsyumer Atbp (KATBP), the country's leading broadcast program for consumer education, marked its 10th year in February, providing its audience with information that affects their daily lives. It deals with issues and concerns on consumer rights and

responsibilities, product quality and safety, and frontline government services and projects. It also tackles consumer news for the day and discusses pressing consumer and business issues.

The program, co-produced by ABS-CBN and DTI, has received honors from different award-giving bodies. Last year, it was recognized by the Civil Service Commission (CSC) for its unwavering support to reduce bureaucratic red tape and to create an honest, responsible, transparent and efficient civil service. The KATBP was recognized by the *Kapisanan ng mga Brodkasters ng Pilipinas* (KBP) in 2010 and 2009 as the KBP Golden Dove Awardee for Best Public Service Proram for Radio. In 2008, the program also garnered the Catholic Mass Media Awards' (CMMA) Best Educational Program for Radio.



In 2015, DTI awarded Bagwis Awards to more recipients than in 2014 – a testament that the country’s business climate is improving in terms of consumer protection.

Bagwis Awards

With the effective implementation and strong support from its regional and provincial offices, DTI continues to promote the *Bagwis Awards* to recognize retail establishments for ensuring product quality and safety, practicing fair business and upholding consumer rights and welfare. Every recipient of the *Bagwis Awards* is merited for engendering consumer protection practices, as it is duly recognized by the ASEAN Committee on Consumer Protection as among the Philippines’ best consumer protection practices. In 2015, DTI awarded *Bagwis Awards* to more recipients than in 2014 – a testament that the country’s business climate is improving in terms of consumer protection.

Bagwis Awards (2014-2015)		
Category	2014	2015
Bronze	144	124
Silver	123	176
Gold	174	208

Bronze – Compliance to Fair Trade Laws, presence of Consumer Welfare Desk or recognized customer relations office inside the mall
 Silver – Achievement of Bronze requirements plus Social Responsibility
 Gold – Achievement of Silver requirements plus some elements aligned to ISO 9001

Customer Complaint Resolution

DTI has shown its dedication to consumer welfare through its constant focus on customer complaint resolution in 2015. A large bulk of consumer complaints resolved by DTI in 2015 involved violations of the Consumer Act, specifically on product and service liability, product and service warranties, deceptive, unfair, and unconscionable sales acts and practices, and product quality and safety. Other concerns involved violations of RA No. 7581 (Price Tag Law and Price Act, as amended) and RA No. 3883 (Business Name Law, as amended), as well as issues on non-delivery of *balikbayan* boxes.

The DTI consumer redress mechanism is provided to enable consumers get their money’s worth. This is in line with the policy of the government to enforce consumer laws to maintain order in the market and provide the balance between the interest of business and consumers.

International Affairs and Cooperation

To further strengthen consumer protection, the DTI through the Consumer Protection



and Advocacy Bureau (CPAB), joined the International Consumer Protection and Enforcement Network (ICPEN) to gain access and share information about cross-border commercial activities that may affect consumer welfare.

The CPG contributed in the Rapid Alert System for Product Recall Information Exchange (RAPEX) in ASEAN Membership to Consumer International (CI), a London-based world federation of consumer groups that serves as the only independent and authoritative global voice for consumers, with over 220 member organizations in 115 countries around the world.

System Competence

The systems of the CPG bureaus are certified and accredited by various international organizations as attestation to the competence of its personnel and the

excellent delivery of its services that are mutually recognized in other countries.

The Philippine Accreditation Bureau (PAB), as a signatory to both the International Laboratory Accreditation Cooperation (ILAC) and Asia-Pacific Laboratory Accreditation Cooperation (APLAC), is internationally recognized as the Philippines’ accreditation body.

CPAB and the Bureau of Philippine Standards (BPS) are able to maintain their certification to ISO 9001.

The Fair Trade Enforcement Bureau (FTEB), as a new bureau, is likewise in the process to have its system certified to ISO 9001.

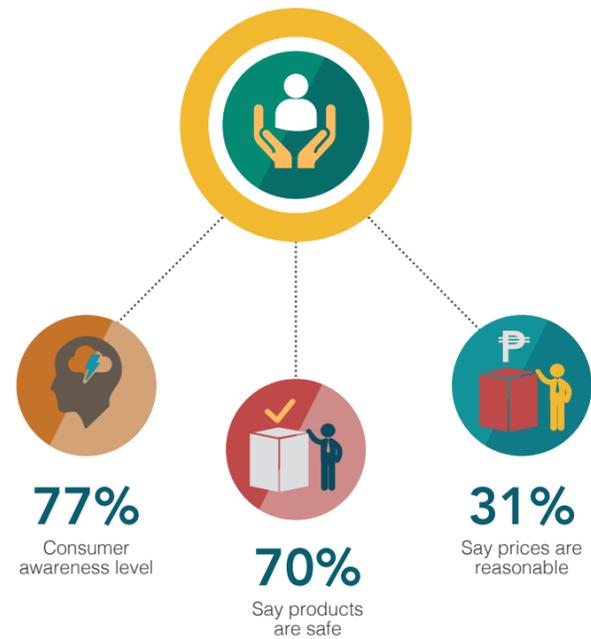
The systems of the CPG bureaus are certified and accredited by various international organizations as attestation to the competence of its personnel and the excellent delivery of its services that are mutually recognized in other countries.



CONSUMER WELFARE AND PROTECTION

Facts and figures

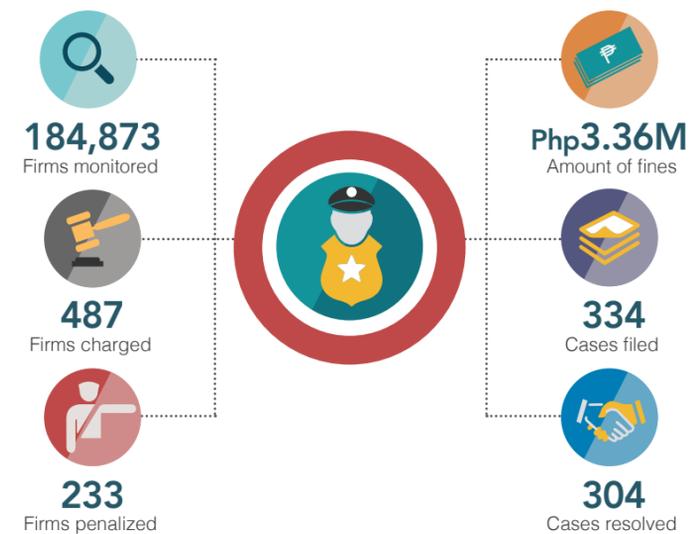
Consumer Welfare & Protection



Consumer Complaint Resolution



Monitoring and Enforcement



Bagwis Awards



SPECIAL CONCERNS

Efforts to improve competitiveness through policymaking resulted in the signing of two landmark bills: Republic Act (RA) No. 10667 or the Philippine Competition Act, and RA No. 10668 or the Foreign Ships Co-Loading Act, which amends the Philippines' 50-year old Cabotage. President Benigno S. Aquino III's signing of those two bills into law on 21 July 2015 has effectively jumpstarted the country to further strengthen its business climate through stronger market competition and a highly-efficient shipping system, in anticipation of its participation in the AEC. Apart from those developments, amendments to the IRR of the Contractors' License Law also gear the country towards greater competitiveness through a more liberalized construction industry.



LEGISLATIVE RESPONSE

A. Philippine Competition Act

Advancing common public interest – The DTI leveraged its advocacies towards Congress in establishing a mechanism that shall keep fair competition always in check, making production cost competitive, leading to fair pricing of goods and inputs, and wider options brought about by entry of new players. The essential policy tools necessary to regulate unfair trade practices were sufficiently laid in the bill, covering three major acts: anti-competitive agreements, abuse of dominant position, and mergers.

While there is a growing recognition from various stakeholders concerning the need to enact a Competition law, its passage then, has been continually confronted by contrasting perspectives, models and paradigms. In response, DTI actively took efforts in reaching and linking with various stakeholders and interest groups

to understand further their stand as well as strengthen the advocacy base. These led to a series of dialogues even before Congress commenced its hearings, making each party aware in advance of their concerns.

Balancing regulation vis-à-vis policy space for ensuring strategic growth of industries

Business sector apprehensions stem from the possibility of undue regulations. While they recognize its importance, they cautioned that the law must not be left too restrictive to the point of unduly hampering the growth of business and the economy. DTI kept an ear for the private sector stakeholders, exploring modern models adopted by industrialized East Asian countries, i.e., Japan, South Korea, and selected Europe countries such as Germany, which the DTI endorsed in Congress and Economic Cluster of the Cabinet. Some of its key features include:

DTI actively took efforts in reaching and linking with various stakeholders and interest groups to understand further their stand as well as strengthen the advocacy base.

- Regulatory mechanism that focuses on achieving economic efficiency and on firms' behaviour and conduct (Rule-of-Reason approach), instead of solely on the basis of size and structure of business entities and the market (Sherman Act model)
- Imposition of fines was made proportional to the size/ capitalization of the firm, thus ensuring that such measures will not become confiscatory along the process, giving safeguards to MSMEs
- Inclusion of forbearance clause, and some non-absolute exceptions/ permissible acts

Towards establishment of an Independent Competition Commission vis-a-vis partnership with the Department of Justice-Office of Fair Competition (DOJ-OFC) –

Since the advocacy for Competition law started, DTI took a strong stance in advocating for an independent body that will enforce and administer implementation of the law, as opposed to the view that it should be housed under the DOJ, the paradigm of which finds roots from the original Sherman Act. DTI finds it critical since the institutional set-up of the Commission would determine the balance and impartiality of decisions that would largely affect business. Despite conflicting perspectives, the two managed to forge alliance on other aspect of the measure towards the Bicameral Conference Committee deliberations which helped for its smooth enactment

B. Foreign Ships Co-Loading Act

Trade liberalization is at the heart of Foreign Ships Co-Loading act which amends old set of laws on Cabotage. Similar to Competition law, this has long been part of DTI's advocacy to lower the cost of shipping. DTI

showed Congress strong support for its passage.

Instrumental to the passage of this law was Congress's ability to finally propose a language within the constitutional limitations previously impairing proposals on Cabotage. Enforcing the provisions of the Constitution, Cabotage liberalization was limited to foreign trade, allowing importers and exporters by: (a) allowing foreign vessels to dock at multiple ports, and (b) allowing the transfer/ transshipment of import and export cargoes, including empty containers, from one foreign vessel to another (co-loading). Such limitation/clarification helped appease the domestic shipping sector. DTI also provided them various avenues allowing them to be heard regarding their sentiments. Such concerns were actually carried in the policy notes and position papers adopted by the Department, i.e. the need to address uneven playing field detrimental to domestic shipping industry competitiveness due to wide range of factors such as taxation and fuel sourcing differentials.

To further strengthen the advocacy, DTI kept the regions involved especially the beneficiaries in Mindanao region through partnership with the Mindanao Development Authority.

Towards the end, DTI worked closely with an inter-agency team composed of the Presidential Legislative Liaison Office (PLLO), Bureau of Customs (BOC), and the Department of Transportation and Communications (DOTC) in ensuring the details of the measure.

C. Contractors' License Law Implementing Rules and Regulations (IRR) Amendment

DTI, through the Construction Industry Authority of the Philippines Board has

adopted amendments to the Implementing Rules & Regulations (IRR) of Republic Act 4566 or the Contractor's License Law to liberalize the Philippine construction industry towards greater competitiveness. The amended IRR was approved by President Benigno Aquino III. Among the salient feature of the amendments is the addition of Quadruple A license category or "AAAA" which allows construction firms with 100% foreign equity to engage in large scale projects in the Philippines subject to a Minimum Contract Value per single project of at least Five Billion Pesos (Php 5 B) for vertical projects, and; at least Three Billion Pesos (Php 3 B) for horizontal projects. There is an assured investment of at least PhP 1 Billion in cash for every firm with Quadruple A category.

SOUTHERN CORRIDOR DEVELOPMENT E-Commerce Roadmap and BIMP-EAGA Submarine and Terrestrial (BEST) Cable System

DTI commenced the creation of the E-Commerce Roadmap for 2015-2020, which presents e-commerce as the country's competitive advantage due to its envisioned benefits to economic growth. The roadmap, seeks to push for the following: make the country's Internet speed faster, promote e-commerce among MSMEs, increase its usage among Filipinos, and present an effective merchant and consumer protection mechanism to sustain it. Moreover, the roadmap plans to set the proper parameters

for a government e-payment implementation that is both efficient and secure, alongside the facilitation of an effective enforcement and prosecution scheme against cybercrime reporting and resolution. The following major programs set for implementation are identified by the roadmap:

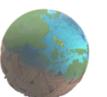
- Philippine Internet broadband master plan
- National retail payment system
- E-notarization
- Cybercrime enforcement

The DTI is working with other public sector agencies such as the *Bangko Sentral ng Pilipinas* (BSP), Bureau of Internal Revenue (BIR), and BOC to develop the programs in the roadmap.

In line with the E-Commerce Roadmap, DTI launched the Brunei Darussalam-Indonesia-Malaysia-Philippines East ASEAN Growth Area (BIMP-EAGA) Submarine and Terrestrial (BEST) Cable System. The BEST Cable System specifically aims to empower MSMEs in Mindanao to use and maximize the benefits of e-commerce as it addresses high Internet cost and slow connectivity within the BIMP-EAGA area. Mindanao is poised to receive an additional bandwidth of one terabyte once the BEST Cable System is completed.



The BEST Cable System specifically aims to empower MSMEs in Mindanao to use and maximize the benefits of e-commerce as it addresses high Internet cost and slow connectivity within the BIMP-EAGA area.



GOOD GOVERNANCE

Rendering “Serbisyonig Higit Pa Sa Inaasahan” requires unrelenting adherence to service excellence through continuous institutional improvement. The Department started to implement a system aimed at linking and aligning individual and organizational goals that reflected increased engagement of employees. It continued to promote a culture of excellence and integrity, with its bureaus and offices adhering to global quality management standards. Efforts to make its services more efficient were recognized by external institutions.

Implementating the Strategic Performance Management System (SPMS)

DTI implemented the Strategic Performance Management System (SPMS) in 2015, upon its approval by the Civil Service Commission (CSC). Although all government agencies are required to implement the SPMS, its implementation is suited within DTI to effectively link individual performance with organizational goals and objectives. The SPMS led DTI to fully adopt and implement the Performance Governance System (PGS).

The SPMS uses the Employee Engagement Rating as among its success measures for people and organization. The Employee Engagement Rating measures the extent to which people within the organization enjoy and believe in what they do and feel valued for doing it. There was a 5.2% increase in engagement from 83% in 2012 to 88%

in 2014. Given that, it is important for DTI to implement programs that would allow continued engagement of its employees.

Human capital development programs such as Learning Experience to Advance Development (LEAD) and Program on Awards and Incentives for Service Excellence (PRAISE) are being implemented under the SPMS.

Institutionalizing good governance

DTI's dedication to make public service delivery more efficient has been recognized by the Institute for Solidarity in Asia (ISA), which recognized the Department as one of the Islands of Good Governance (IGG), alongside 11 other public sector agencies in 2015. The honor was due to DTI's success in implementing constructive changes to its public service delivery, in accordance



By end-December 2015, notably, all bureaus and offices under the Management Services Group (MSG) have earned ISO certification.

with the IGG's criteria of transformation and sustainability. DTI also earned the Gold Governance Trailblazer Seal for completing all four stages of the PGS – a testament to the Department's commitment to exact accountability in public service by aligning its organizational performance with the individual performance of its officials and employees under its SPMS. The ISA conferred both awards to DTI during its awarding ceremony held at the Philippine International Convention Center (PICC) on 21 October 2015.

Having received the PGS institutionalization status Gold Governance Trailblazer Seal, the Department has manifested that it is guided by a strong culture of governance, reinforced by sustainable mechanisms, and serving as an inspiration to other institutions.

Promoting quality at all levels

The DTI has sought to develop a culture of quality and integrity in governance by implementing EO 605 (s.2007), otherwise known as the Government Quality Management Program (GQMP), which seeks to organize the executive branch to become well-performing and citizen-focused. EO 605 directed all executive branch agencies

to adopt ISO 9001 Quality Management System (QMS). As of December 2015, 35 out of 46 DTI bureaus, offices, and attached agencies (76%) have acquired and maintained ISO certifications. In 2015, the following DTI bureaus, offices, and attached agencies were ISO-certified:

- Office of the Secretary (OSEC)
- Industry Development Group (IDG) – Office of the Undersecretary
- Regional Operations Group (ROG) – Head Office
- Management Services Group (MSG) Office of the Undersecretary
- Bureau of Domestic Trade Promotion (BDTP)
- Bureau of Import Services (BIS)
- Bureau of Small and Medium Enterprise Development (BSMED)
- Competitiveness Bureau (CB) Corporate Planning Service (CorPlan)

From a KM index of 2.85 in 2012, this increased to 3.2 in 2015, showing an increase in the readiness for KM adoption.

- Knowledge Management and Information Service (KMIS)
- Philippine Trade Training Center (PTTC)
- Resource Generation and Management Service (RGMS)

The ISO certification ensures that the Department fulfils its mandate in addressing citizen's needs and expectations and enhance citizen's satisfaction in government services.

DTI remains committed to constantly improve quality and service delivery, hence its target to achieve ISO certification for 100% of its bureaus, offices, and attached agencies in 2016.

Compendium of Active DAOs

In its efforts to simplify government procedures and hasten action and decision-making, the Department delisted Department Administrative Orders (DAOs) that are already out of time, obsolete, or no longer used. The aim was to improve efficiency in DTI services, especially in frontline services, and at the same time make matters simple and readily understood by the public. This move reduced the number of active DAOs from 257 to 124, which is envisioned to protect consumers, enable businesses to flourish, and encourage people to start new businesses.

DAOs are rules, regulations or guidelines prescribed by the Department Secretary that cover the implementation of laws, executive orders, and agreements and fall within the

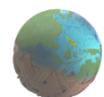
purview of the Department's various offices and attached agencies.

The remaining DAOs were validated with the various DTI functional groups that have jurisdiction over them, and now contained in the document named Compendium of Active DAOs in DTI.

This compendium can be found in the Department's general records section, library, and digital systems. It is also published online and made accessible in the DTI website (www.dti.gov.ph).

Knowledge Management

The use and application of knowledge management (KM) in DTI has been strengthened to improve real time knowledge sharing and information dissemination within and across DTI offices and bureaus, including those in the regions. A KM index self-assessment survey was developed, adapted from the Asian Productivity Organization's (APO) KM Readiness Score, based on the four general pillars of APO's KM Framework, namely: leadership, process, people, and technology. From a KM index of 2.85 in 2012, this increased to 3.2 in 2015, showing an increase in the readiness for KM adoption. An online repository has also been set up through the Knowledge Resource Hub, which serves as a central resource of DTI's knowledge products.



GOOD GOVERNANCE
Facts and figures



DTI is among the **12 Islands of Good Governance (IGG)** along with other public sector agencies



DTI received the **Gold Governance Trailblazer Seal** for completing all 4 stages of the **Performance Governance System (PGS)**

Knowledge Management (KM) Index



3.2 in 2015
2.85 in 2012

Employee engagement



88% in 2015
83% in 2012
↑ 5.2% increase

Department Administrative Orders (DAOs)



Reduced from **257** to **124**



76% (35 out of 46) **ISO-certified** as of end-December 2015



DTI is **Top 5 2014-2015** Survey of Enterprises on Corruption, with a **"very good"** rating

SPECIAL FEATURE: FRONTLOADING INCLUSIVE GROWTH THROUGH MSMEs

The Philippines took the center stage in the Asia-Pacific by hosting a series of regional initiatives and fora that have put MSMEs at the limelight of unparalleled support. Even at the local front, public and private institutions have converged to bring their services to where the MSMEs are to ease their conduct of business.

Boracay Action Agenda Points

- 1 Facilitate the access of MSMEs to foreign trade agreements and regional trade agreements (FTAs/RTAs) by simplifying and streamlining rules of origin (ROO) procedural and documentary requirements and harnessing information technology (IT) to ease documentation and procedures.
- 2 Streamline customs-related rules and regulations and assist in the compliance of MSMEs.
- 3 Provide timely and accurate information on export and import procedures and requirements.
- 4 Support measures to widen options on MSME financing and further develop the infrastructure to facilitate lending.
- 5 Expand internationalization opportunities for MSMEs, providing goods and services through information and communications technology (ICT) and e-commerce.
- 6 Strengthen institutional MSME support.
- 7 Strengthen focus on MSMEs led by women.

BROADENING HORIZONS THROUGH REGIONAL COOPERATION

A. Boracay Action Agenda to Globalize Micro, Small, and Medium Enterprises (BAA-MSME)

In support of the Asia-Pacific Economic Cooperation's (APEC) efforts to address the challenges faced by MSMEs, the Philippines led an initiative called the Boracay Action Agenda to Globalize Micro, Small, and Medium Enterprises (BAA-MSME). The move aims to encourage the participation of MSMEs in global and regional trade, which received full backing from the 21 APEC member economies during the two-day Asia-Pacific Economic Cooperation (APEC) Ministers Responsible for Trade (MRT) meeting. The meeting was chaired by DTI Secretary Gregory L. Domingo in May 2015 in Boracay, Aklan. Meanwhile, the agenda's implementation obtained the endorsement of APEC Senior Officials during the Concluding Senior Officials Meeting (CSOM) held in November 2015. The agenda also obtained the support of APEC Ministers during the 2015 APEC Ministerial Meeting, in which

they welcomed its Implementation Plan and instructed officials to identify areas of convergence across other APEC fora to make the implementation of MSME initiatives more efficient and resourceful.

The BAA-MSME seeks to provide MSMEs with wider opportunities to participate in the global market through a host of specific, concrete, and practical interventions implementable by APEC economies. Guiding governments of APEC economies is the BAA-MSME implementation plan, which identifies specific and concrete interventions, work streams, and progress indicators.

The BAA-MSME implementation plan focuses on ultimately integrating MSMEs in the global value chains by necessitating their involvement in goods and services production from conception to usage. DTI regards the plan as a "living document" that guides officials tasked to implement the BAA-MSME. The plan emphasizes the importance of affording MSMEs with greater access to information to enable them to have access to global market and finance opportunities.



The APEC Iloilo Initiative accentuated the need to provide MSMEs with bigger voices through networks, incubators, accelerators, and innovation centers covering all APEC member-economies in order to promote information exchange, business networking opportunities, and capacity-building.

B. APEC Iloilo Initiative

The APEC Iloilo Initiative: Growing Global MSMEs for Inclusive Development was adopted by trade ministers of all APEC member-economies at the end of the 22nd APEC Small and Medium Enterprises (SMEs) Ministerial Meeting chaired by DTI in Iloilo City in September 2015. The APEC Iloilo Initiative focuses on three key issues supporting MSME development in the region:

- Removing trade barriers to allow entry of MSMEs to markets
- Improving modernization, standards, and conformance of MSMEs
- Promoting inclusive growth by making MSMEs more sustainable and resilient

The APEC Iloilo Initiative accentuated the need to provide MSMEs with bigger voices through networks, incubators, accelerators, and innovation centers covering all APEC member-economies in order to promote information exchange, business networking opportunities, and capacity-building. This resulted in the establishment of the APEC MSME Marketplace, an online portal linking MSMEs and other stakeholders with one

another through an APEC-wide bulletin board based on three pillars:

- Facilitating business-matching among MSMEs
- Enhancing MSME awareness and feedback on trade regulations
- Improving knowledge-sharing mechanisms

APEC Ministers welcomed the APEC Iloilo Initiative during the 2015 APEC Ministerial Meeting, citing it as a guiding framework for MSME integration into global value chains. Specifically, the APEC MSME Marketplace was recognized by APEC Ministers as a tool that fosters linkages and cooperation between and among MSMEs and other stakeholders, in line with the goal to achieve global value chain integration.

The National MSME Summit 2015, which ran under the theme "Mainstreaming Philippine MSMEs in the Global Market," was also held. Highlighting the need of MSMEs to learn more about development initiatives as they prepare to partake in the global supply chain, the Summit engaged all MSME-related concerns with local and international

policymakers with the view of driving competitiveness and innovation.

DTI Undersecretary Zenaida C. Maglaya chaired the Summit that brought together policymakers, the private sector, and development partners to discuss how to further maximize the potential of Philippine MSMEs as engines of economic growth.

The Summit recognized the need to provide MSMEs with economic opportunities overseas. The sessions explored the pathways to global trade, the role of technology and innovation in leveling up MSMEs, navigating challenges and opportunities in global trade, and the government's role in MSME financing.

C. APEC Women and the Economy (WE) Fora

Chaired by DTI, the APEC Women and the Economy (WE) Fora emphasized the crucial role of women in promoting inclusive growth among APEC member-economies. Three components formed the APEC WE:

- Policy Partnership on Women and the Economy (PPWE) – supported

gender equality by offering policy advice for gender issues and served as a mechanism to include gender considerations into APEC activities

- Public-Private Dialogue on Women and the Economy (PPDWE) – supplemented the PPWE through generating participation from key players from the private sector, civil society, and the academe - all for dialogue and learning exchange to elevate issues on gender integration, gender equality, and women's economic empowerment agenda in APEC
- High-Level Policy Dialogue (HLPD) – gathered the Ministers and Heads of Delegation of APEC member-economies, all of whom took part in issuing the Women and the Economy Statement, which communicated new approaches for incorporating women in inclusive business, global value chain integration, and sustainable development practice

Chaired by DTI, the APEC Women and the Economy (WE) Fora emphasized the crucial role of women in promoting inclusive growth among APEC member-economies.



ASEAN Economic Community (AEC)

The establishment of the ASEAN Economic Community (AEC) by end-2015 was expected to benefit Philippine MSMEs through freer flow and exchange of products, services, capital, and people within the ASEAN region. With the changes brought by the AEC set to come in full circle, DTI ensures that the Philippines is in great shape to integrate economically with the rest of the ASEAN region.

The AEC is envisaged to provide the Philippines with a greater variety of products and services, abundant employment opportunities through stronger trade and investment activities, and a more conducive business climate for starting and internationalizing new and existing enterprises. At the same time, professionals in the country can ply their trade anywhere within the ASEAN region, subject to the harmonization of qualification standards.

Through its Chairmanship of the inter-agency Committee on the ASEAN Economic Community (CAEC), DTI leads the efforts to prepare industries and other stakeholders for the AEC and enable them to reap the benefits of integration while

ensuring the Philippines is compliant with its commitments. Towards this end, the AEC Gameplan lays out the various programs under the 4C Strategy:"

- Competitiveness – enhancing the business climate and providing ample support for the private sector
- Collaboration – promoting greater synergy among all stakeholders from both the public and private sectors
- Compliance – ensuring the fulfilment of the country's commitment to the AEC, as it capitalizes on the advantages of economic integration
- Communication – engaging in clear exchanges with stakeholders to spread awareness and understanding of the AEC

In addition, DTI uses its three-fold unified industry development and international trade strategy framework to conduct national and regional consultation sessions on various FTAs in preparation for the Philippines' participation in the AEC:

- *One Country, One Voice* – Stakeholder engagement in trade policymaking

DTI's dedication to provide seamless and efficient assistance to entrepreneurs reached a benchmark in 2015, when it exceeded its target to open 100 Negosyo Centers for the year.

- **One Country, One Network** – Expanding and building capacity of trade policy research institutions
- **One Country, One Team** – Enhanced inter-agency cooperation on trade policy

World Trade Organization (WTO) Trade Facilitation Agreement (TFA)

DTI places trade facilitation on top of the Philippines' trade policy strategy and advocacy, which then advocates more streamlined customs rules and regulations, better transparency, reduced red tape, and primacy of MSMEs. With that, DTI is on course to leading the country to ratify the Trade Facilitation Agreement (TFA) of the World Trade Organization (WTO). Once ratified, the TFA will move one step closer to full enforcement, which in turn can benefit MSMEs in the country by reducing trading costs by more than 15% through the removal of product subsidies. The TFA cites product subsidies for export products as a disadvantage to developing countries that export the same products to the same markets but whose governments could not afford to give the same kind of support. Currently, the government is preparing to submit its Instrument of Acceptance to the WTO, pending the submission of all certificates of concurrence from all concerned government agencies.



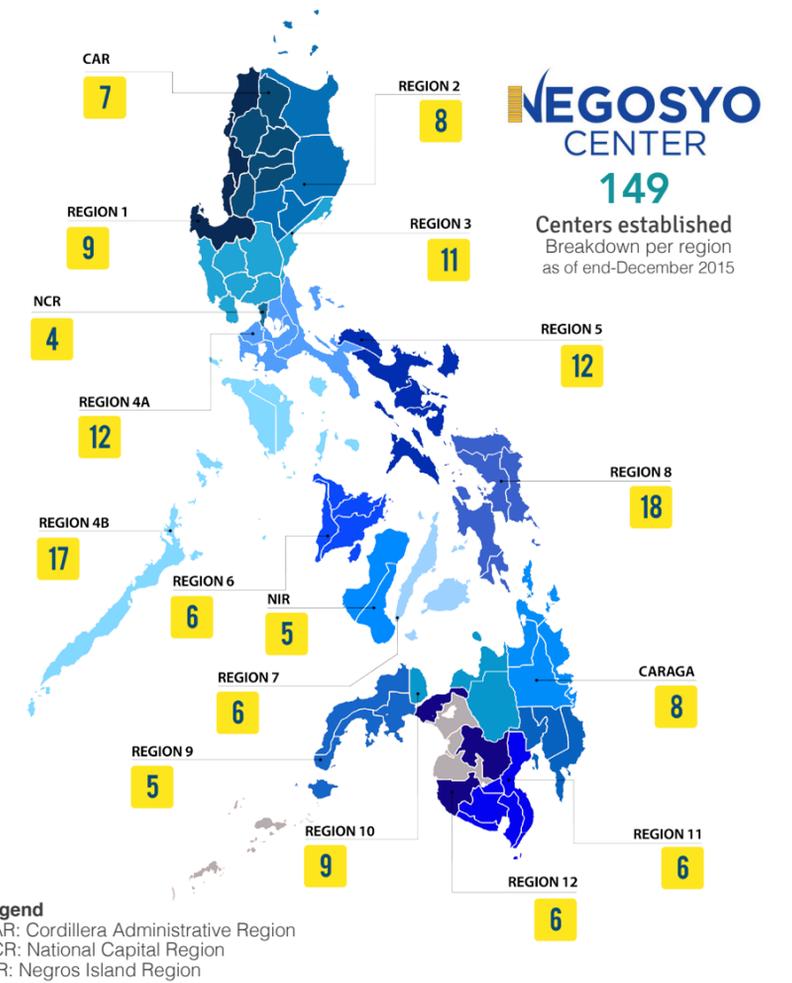
FUSING ENERGIES THROUGH NEGOSYO CENTERS

Intensifying DTI's efforts to assist MSMEs is the establishment of Negosyo Centers throughout various cities and municipalities nationwide. *Negosyo* Centers serve as one-stop shops for entrepreneurs to process requirements for starting new businesses and gain access to essential business growth information. Currently, there are three types of Negosyo Centers (Full Service, Advanced, and Basic) that serve entrepreneurs in varying degrees, depending on the services offered, area and facilities, and manpower capacity. DTI's dedication to provide seamless and efficient assistance to entrepreneurs reached a benchmark in 2015, when it exceeded its target to open 100 Negosyo Centers for the year.

With a total of 149 *Negosyo* Centers established as of end-2015, DTI promoted ease of doing business for MSMEs in different parts of the Philippines. Adding further to that is the opening of Negosyo Centers in places other than DTI offices and LGU-owned facilities. NGO centers, academic institutions, and malls began to emerge as alternative locations for Negosyo Centers – a move that aims to make them more accessible to MSMEs. At present, 52% (76) of the country's 145 cities have their own Negosyo Centers, with a majority of them being in first and third-class cities

(31 and 16, respectively). At the municipal level, Negosyo Centers are currently present in 4% (60) of the country's 1,489 municipalities, mostly in first and second-class municipalities.

In terms of reaching out to MSMEs, Negosyo Centers proved to be highly effective in 2015 in terms of clients assisted and trainings conducted. The number of MSMEs assisted monthly in 2015 has steadily risen, with the highest month being October, when Negosyo Centers have assisted 17,014 business. Negosyo Centers also held a total of 1,318 training programs for 34,552 participants in 2015. Said figures are bound to go higher as more Negosyo Centers open – DTI aims to open 150 Negosyo Centers in 2016.



Establishment of Negosyo Centers

5.8%
of the total number of provinces, cities and municipalities in the country

100
Target
Negosyo Centers

144
Accomplished
Negosyo Centers

Training sessions conducted

1,318
Training sessions conducted

34,522
Participants

Clients Assisted

96,030
Clients assisted

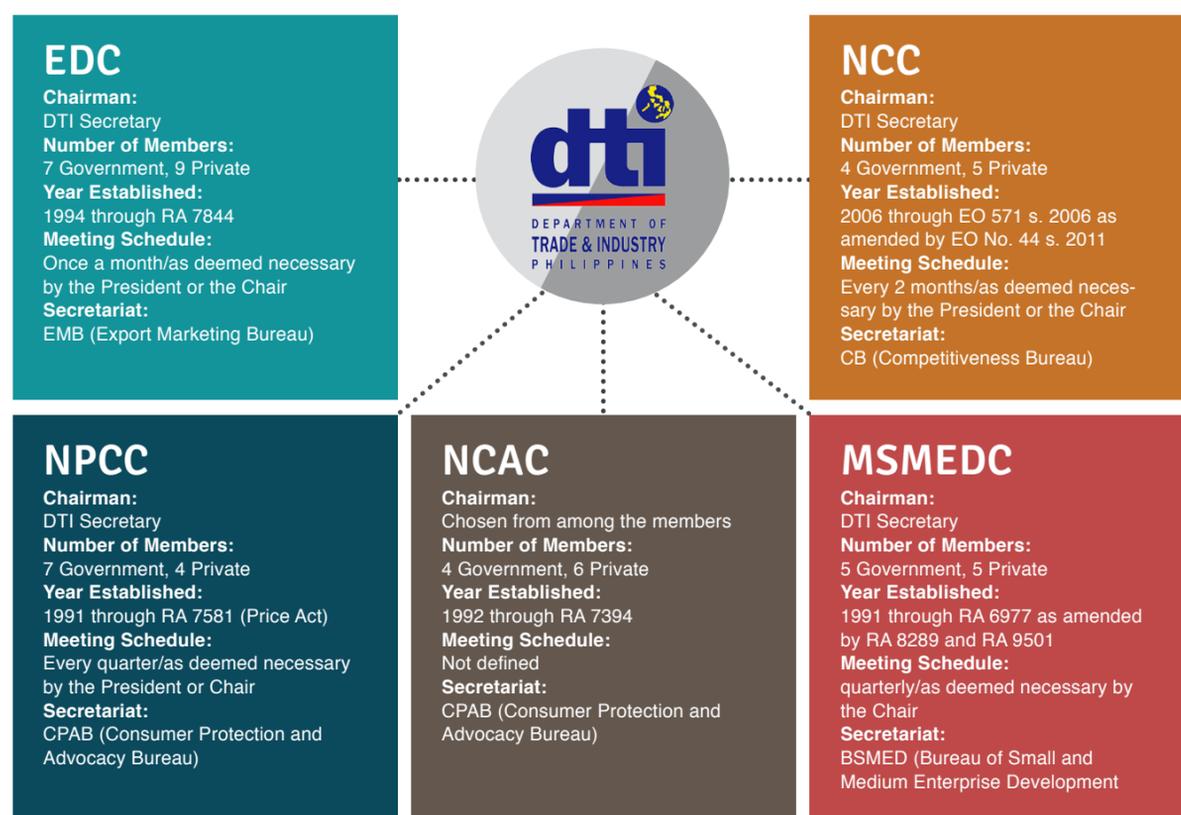
25%
are potential MSMEs

75%
are existing MSMEs

The number of MSMEs assisted every month has steadily risen to **17,000** businesses assisted in a month

INSTITUTIONAL PARTNERSHIPS

DTI also consults with its institutional partners to guarantee that an enabling business environment is in place for MSMEs. In 2015, DTI has reached notable milestones with its institutional partnerships in the Export Development Council (EDC), National Competitiveness Council (NCC), National Price Coordinating Council (NPCC), and Micro, Small and Medium Enterprises Development Council (MSMEDC), National Consumer Affairs Council (NCAC).



Export Development Council (EDC)

The Export Development Act led to the creation of the public-private EDC. With the Export Marketing Bureau (EMB) as the Secretariat, the EDC is tasked to oversee the creation and implementation of the Philippine Export Development Plan (PEDP). The PEDP is a three-year rolling plan containing the Philippines' yearly and

medium-term export targets, strategies, and programs.

EDC's accomplishments for 2015 provided exporting MSMEs a more stable path for their growth prospects. Once approved by President Aquino, the PEDP 2015-2017 will guarantee MSMEs with the continuity of an environment conducive for their further growth and innovation, as they

contribute to the country's global value chain integration. EDC's conduct of the National Export Congress (NEC) 2015 in December, themed "Enabling SMEs for International Markets," during which the PEDP was presented and discussed, emphasized the importance of enabling MSMEs to engage in global markets. The NEC 2015 attracted 719 participants and featured the following programs:

- Trade facilitation
- Innovation and market access
- Top exporters awards
- Commodity agencies exhibits
- Launch of the Philippine Exporters Guide Book

MSMEs also stand to benefit from EDC's policy initiatives in 2015. EDC's move to simplify trade policies and recommendations paved way for the following developments:

- Issuance of Customs Memorandum Order (CMO) 4-2015 – repealed domestic regulations on stuffing export cargo containers
- Issuance of Customs Memorandum Circular (CMC) 96-2015 – exempted

imported lithium ion batteries from the Dangerous Drugs Board (DDB)'s requirement of a Philippine Drug Enforcement Agency (PDEA) Certificate of Exemption

- Temporary suspension on Philippine National Police (PNP) license and permit requirements on regulated chemicals – valid from 9 December 2016 to 30 April 2016
- Support for the BOC's issuance of CMO 18-2015 – enabled greater ease of doing business for exporters through self-certification that satisfies the Rules of Origin (ROO) under the ASEAN Trade in Goods Agreement (ATIGA)

EDC also took part in supporting and monitoring DTI's key legislative advocacies in 2015, specifically the Customs Modernization and Tariff Act (CMTA), as well as the Philippine Competition Act (RA No. 10667), and the Foreign Ships Co-Loading Act.

National Competitiveness Council (NCC)

Initially starting as the Public-Private Sector Task Force on Philippine Competitiveness, the NCC was created by virtue of EO No. 571 in October 2006, as amended by EO No. 44 in June 2011. The NCC

Under NCC's watch in 2015, which is co-chaired by Secretary Domingo, the Philippines' competitiveness rankings achieved unprecedented heights.



The country's rise in the 2015 editions of both the International Finance Corporation's (IFC) Ease of Doing Business Report and Heritage Foundation's Economic Freedom Index attests to the consistency of the country's increasing competitiveness.

instrumentally oversaw the country's rise in global rankings in competitiveness, ease of doing business, and economic freedom, through initiatives it has helped organized.

Under NCC's watch in 2015, which is co-chaired by Secretary Domingo, the Philippines' competitiveness rankings achieved unprecedented heights. The continual efforts of the public and private sectors led the country to succeed in penetrating the top third of the World Economic Forum's Global Competitiveness Report in 2015, which shows the country's rise by 28 places from 2011. The country's rise in the 2015 editions of both the International Finance Corporation's (IFC) Ease of Doing Business Report and Heritage Foundation's Economic Freedom Index attests to the consistency of the country's increasing competitiveness.

NCC recognizes that building long-term national competitiveness necessitates the proper foundations for local competitiveness. To fulfill that need, NCC supported the establishment of Regional Competitiveness Committees (RCCs) throughout the country. Comprised of representatives from the public and private sector as well as the academe, every RCC coordinates closely with NCC to encourage regional-level growth and reforms. The Cities and Municipalities

Competitiveness Index (CMCI), an annual competitiveness ranking of the country's local government units (LGUs), is a key project formed out of NCC's collaboration with RCCs.

Competitiveness is measured through the following pillars: economic dynamism, government efficiency, and infrastructure. Global standards for competitiveness serve as the CMCI's basis for indicating key growth and improvement areas, and crafting reform initiatives for making LGUs more competitive. In 2015, the CMCI expanded its coverage to 1,120 LGUs, compared to 268 LGUs when it was first launched in 2013.

National Price Coordinating Council (NPCC)

Formed in 1991 through the Price Act, the NPCC is led by DTI's Consumer Protection and Advocacy Bureau (CPAB) as Secretariat. In 2015, NPCC's meetings on price and supply monitoring of basic and prime commodities led to substantial recommendations and outcomes that would benefit MSMEs and consumers alike.

The Department continued the monitoring of basic and prime commodities (i.e. canned sardines, processed milk, cement, G.I. sheets and steel bars, etc.) in terms of the proximity of their prices to their Suggested

Retail Price. The NPCC discussed the expansion of DTI's monitoring list to include low-end brands of flour.

Also, in light of the spread of Avian Influenza (AI) in the US, a review was made to ensure chicken prices remain stable in the market. Moreover, NPCC required DTI and DA to check international quarantine programs to prevent the entry of AI in the Philippines.

The NPCC ensured that prices and supply of both basic and prime commodities remain stable in the local market.

Micro, Small and Medium Enterprises Development Council (MSMEDC)

Established in 1991 through RA No. 6977, as amended by RA 8289 and further amended as RA 9501 otherwise known as the Magna Carta for Micro, Small and Medium Enterprises, the MSMEDC is the primary agency responsible for the promotion, growth, and development of micro, small and medium enterprises in the country by way of facilitating and closely coordinating national efforts to promote the viability and growth of MSMEs. The MSMEDC is chaired by the DTI Secretary. DTI's Bureau of Micro, Small and Medium Enterprises Development (BSMED) acts as its Secretariat.

In 2015, the MSMEDC approved the Multi-Phase Plan on the Establishment of the Negosyo Centers, pursuant to the provisions of RA 10644: Go Negosyo Act. The Plan outlines the different modes of establishing the Negosyo Centers nationwide. The MSMEDC further organized the 2015 MSME Week Celebration, which hosted a total of 59 free entrepreneurship briefing sessions attended by 1,622 prospective and existing MSMEs. MSMEDC also organized

the 2015 National MSME Summit which aimed to create awareness on MSME development initiatives and empower MSMEs towards greater competitiveness and innovation as they prepare to integrate in the global supply chain.

National Consumer Affairs Council (NCAC)

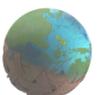
Created by RA 7394, otherwise known as the Consumer Act of the Philippines, the National Consumer Affairs Council (NCAC) undertook initiatives to improve the management, coordination, and effectiveness of the country's consumer programs. In 2015, NCAC provided support to policy review and formulation particularly in preparing position papers on:

- Legislative measure that seeks to regulate plastic use
- Amendments to the Consumer Act of the Philippines
- Bill of rights for air passengers and carrier obligations

The Council also conducted consumer awareness and empowerment seminars in support of its mandate under the Consumer Act to undertake continuing consumer education and information campaign involving multi-sectoral groups. It also reprinted 10,000 copies of consumer-related materials on the following:

- Consumer Act of the Philippines
- 8 Basic Consumer Rights in four dialects (English, Tagalog, Ilokano, Visayan)
- *Saang Tamang Ahensya Tayo Dapat Magreklamo*

MSMEDC has formulated policies and strategies that promote a business-friendly environment.



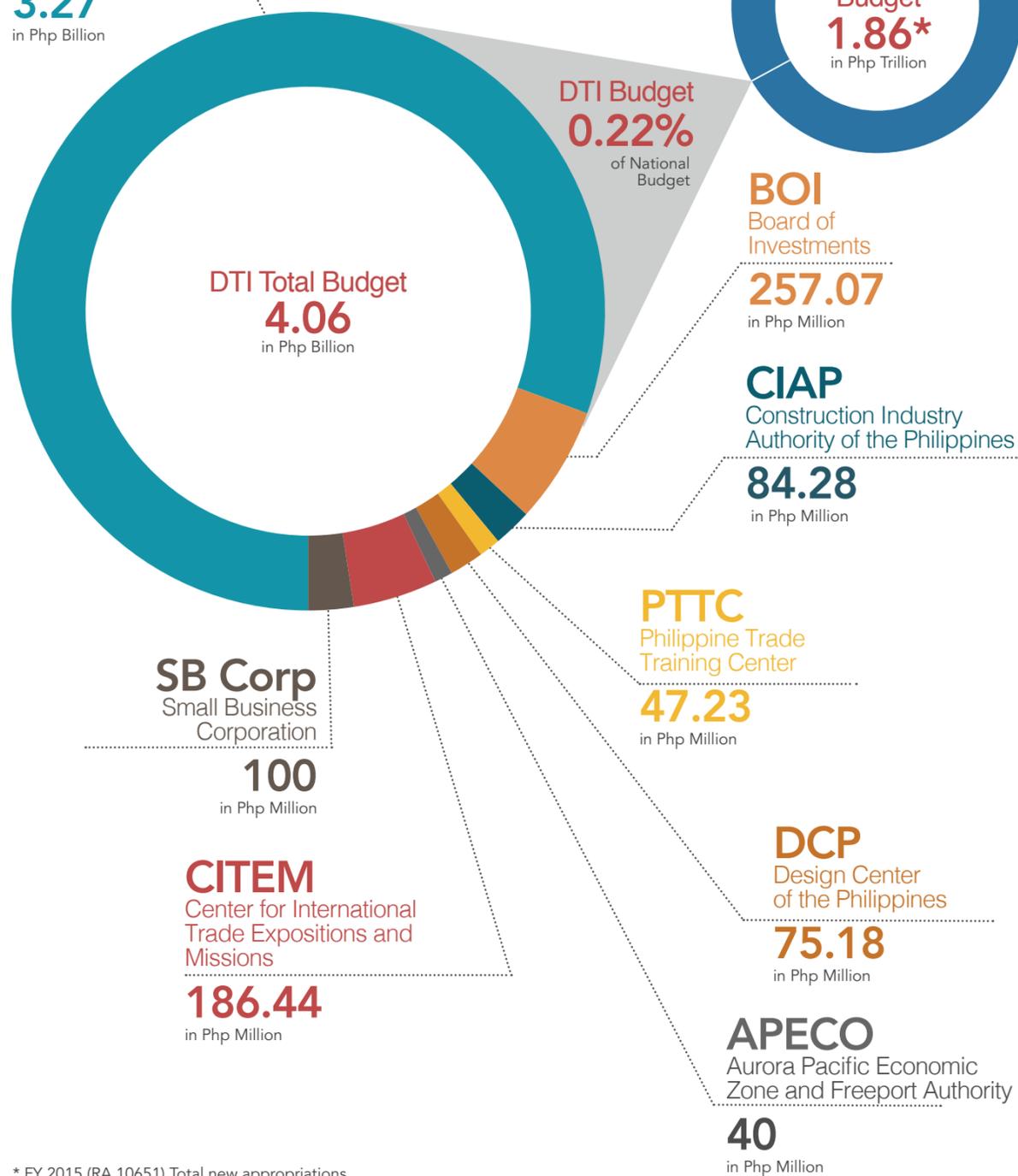
BUDGET

OSEC

Office of the Secretary

3.27

in Php Billion



* FY 2015 (RA 10651) Total new appropriations

SUMMARY OF UTILIZATION

Department of Trade and Industry
Office of the Secretary¹
As of 31 December 2015 (All Funds)
In Thousand Pesos

Programs/Activities	Appropriation ²	Authorized Allotment ³	Obligations Incurred ⁴	Unutilized Allotment	% of Utilization Over Authorized Allotment
	1	3	4	5=3-4	6=4/3
CURRENT APPROPRIATIONS⁵	3,595,439	3,595,439	3,207,915	387,524	89%
a. Regular Programs	3,181,028	3,181,028	2,871,946	309,062	90%
b. Locally Funded Projects	89,500	89,500	20,323	69,177	23%
c. Foreign-Assisted Projects	—	—	—	—	—
d. Automatic Appropriations	92,711	92,711	84,881	7,830	92%
<i>Retirement and Life Insurance</i>					
<i>Premium (RLIP)</i>	71,882	71,882	71,614	268	100%
<i>MSMED Council (F151)</i>	20,829	20,829	13,267	7,562	64%
e. Other Releases	232,200	232,200	230,765	1,435	99%
<i>Pension and Gratuity Fund</i>	11,004	11,004	11,000	4	100%
<i>Productivity Enhancement Incentive</i>	52,534	52,534	62,428	106	100%
<i>Performance Based Bonus</i>	19,436	19,436	19,158	278	99%
<i>Miscellaneous & Personal Benefit Fund-PS Deficiency</i>	139,226	139,226	138,179	1,047	99%
CONTINUING APPROPRIATIONS⁶	1,221,305	1,221,305	1,105,786	1,115,519	91%
a. Regular Programs	229,005	229,005	196,218	32,787	86%
b. Locally Funded Projects ⁷	838,560	838,560	760,393	78,167	91%
c. Foreign-Assisted Projects	—	—	—	—	—
d. Other Releases:	153,740	153,740	149,175	4,565	97%
<i>MSMED Council (F151)</i>	786	786	—	786	0%
<i>International Commitment Funds⁸</i>	152,954	152,954	149,175	3,779	98%
TOTAL	4,816,744	4,816,744	4,313,701	503,043	90%

Certified Correct:

Wilma L. Macalalag
WILMA L. MACALALAG
Chief, Budget Division

Noted:

Lydia R. Guevarra
LYDIA R. GUEVARRA
Director-in-Charge, FMS

Notes:

- ¹ DTI Head Office Bureaus/Offices and Regional Offices
- ² Total Budget of DTI-OSEC to cover the Personnel Services (PS), Maintenance and Other Operating Expenses (MOOE) and Capital Outlay for CY 2015 as approved under R.A. 10651, 2015 General Appropriation Act inclusive of Other Releases
- ³ Amount authorized by the DBM thru NBC No. 556 and Special Allotment Release Order (SARO)
- ⁴ Amount utilized/Incurred by the Agency
- ⁵ This pertains to the budget appropriated for CY2015 as approved under R.A. 10651
- ⁶ This pertains to the 2014 unutilized allotment previously approved under the R.A. 10633, 2014 General Appropriations
- ⁷ Includes receipt of SARO for SSF from FY 2014 appro amounting to Php 770M which was received by DTI on 03/23/2015.
- ⁸ Includes International Commitment Fund of Php 150M with SARO No. BMB-A-140027695 dtd. 12/29/2014 which was received by DTI on 01/12/2015

OFFICIALS

Executive Committee



PRUDENCIO M. REYES JR.
Undersecretary
Special Concerns Group

ADRIAN S. CRISTOBAL JR.
Undersecretary
Industry Development Group

ZENAIDA CUISON-MAGLAYA
Undersecretary
Regional Operations Group

VICTORIO MARIO A. DIMAGIBA
Undersecretary
Consumer Protection Group

GREGORY L. DOMINGO
Secretary

NORA K. TERRADO
Undersecretary
Management Services Group

PONCIANO C. MANALO JR.
Undersecretary
Industry Promotion Group

Office of the Secretary

Provides full support and efficient coordination of information to the DTI Secretary and among the different functional groups.



From left to right: Director Edgar C. Herrera (IAS), General Manager Ma. Lourdes F. Rebueno (NDC), Director General Lilia B. De Lima (PEZA), Director General Josephine R. Santiago (IPOPHL), Director Lydia R. Guevarra (RGMS).

Consumer Protection Group

Empowers consumers by ensuring clear, consistent and fair enforcement of rules and regulations and a strong information and advocacy strategy.



From left to right: Assistant Director Lilian B. Salonga (CPAB), Undersecretary Victorio Mario A. Dimagiba, and Assistant Director Ferdinand L. Manfoste (FTEB).

Industry Development Group

Formulates and implements domestic industry development as well as investment and international trade policies and strategies.



From left to right: Assistant Director Sherwin Prose C. Castañeda (BIS), Assistant Secretary Ceferino S. Rodolfo, Assistant Director Mary Lou A. Gesilva (CB), Executive Director Ma. Corazon H. Dichosa (BOI), Undersecretary Adrian S. Cristobal Jr., Assistant Secretary Rafaelita M. Aldaba, Director Maria Lourdes A. Yaptinchay (SPB), Assistant Director Abigail R. Zurita (SPB), Director Luis M. Catibayan (BIS), and Executive Director Efren V. Leño (BOI).

Industry Promotion Group

Crafts policy formulation, standards development and program monitoring on the development of regulation and service delivery programs of the Department pertinent to international trade and commerce.



Top row, left to right: Executive Director Raul V. Angeles (BOI), Assistant Director Anthony B. Rivera (EMB), Director Senen M. Perlada (EMB), Assistant Director Agnes Perpetua R. Legaspi (EMB), Executive Director Myrna M. Sunico (DCP), and Acting Deputy Executive Director Elizabeth M. Manuel (PTTC).

Top middle row, left to right: Assistant Director Marievic M. Bonoan (BDTP), Director Rhodora M. Leaño (BDTP), Executive Director Nestor P. Palabyab (PTTC).

Top middle row 2, left to right: Assistant Secretary Felicitas Agoncillo-Reyes (BOI) and Assistant Secretary Maria Roseni M. Alvero (FTSC).

Bottom row, left to right: President & CEO Maria Lourdes T. Baua (PITC), Undersecretary Ponciano C. Manalo Jr., and Executive Director Rosvi C. Gaetos (CITEM).

Management Services Group

Provides support services including administrative, financial, management, human resource management, legal, knowledge and information management, and other logistics support.



From left to right: Assistant Secretary Ireneo V. Vizmonte (MSG/FMS), Director Mary Jean T. Pacheco (CorPlan), Director Joel R. Cruz (HRAS), Undersecretary Nora K. Terrado, Director Walfredo C. Bayhon (LS), Director Patricia May M. Abejo (KMIS), and Director Laudemer G. Solidum (ISMS).

Regional Operations Group

Covers regional operations which impact on micro, small, and medium enterprise (MSME)-focused activities.



Top row, left to right: OIC Assistant Regional Director Rodrigo M. Aguilar (R5), OIC Assistant Regional Director Rodolfo J. Mariposque (R4B), Regional Director Jocelyn LB. Blanco (R5), Assistant Regional Director Dorecita T. Delima (R12), Regional Director Cynthia R. Nierras (R8), Director Emma C. Asusano (NCRO), Regional Director Ibrahim K. Guiamadel (R12), OIC Assistant Regional Director Ruben B. Diciano (R2), Regional Director Joel B. Valera (R4B), and Director-In-Charge Jerry T. Clavesillas (BSMED).
 Middle row, left to right: Regional Director Brielgo O. Pagaran (CARAGA), Regional Director Marilou Q. Toledo (R4A), Assistant Regional Director Lolita I. Dorado (CARAGA), OIC Regional Director Rebecca M. Rascon (R6), Regional Director Sitti Amina M. Jain (R9), Regional Director Asteria C. Caberte (R7), Regional Director Ma. Belenda Q. Ambi (R11), Regional Director Linda O. Boniao (R10).
 Bottom row, left to right: OIC Assistant Regional Director Marcelina S. Alcantara (R4A), Regional Director Myrna P. Pablo (CAR), Assistant Secretary Blesila A. Lantayona, Undersecretary Zenaída C. Maglaya, Regional Director Ma. Esperanza C. Bañares (R2), Regional Director Judith P. Angeles (R3), and Regional Director Florante O. Leal (R1).

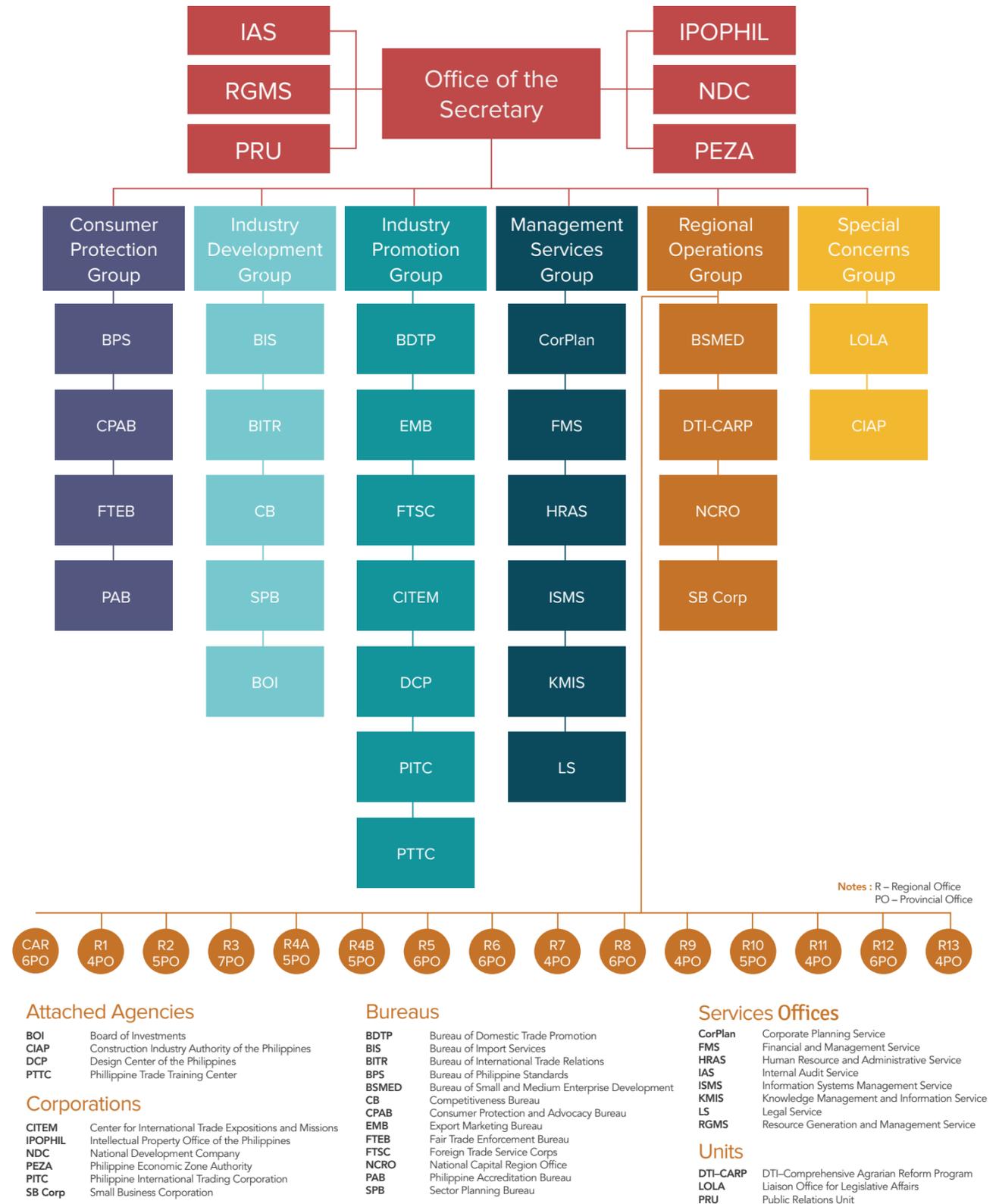
Special Concerns Group

Supports policies and programs relating to legislative agenda, construction industry, e-commerce, and Brunei-Darussalam-Indonesia-Malaysia-Philippines East ASEAN Growth Area (BIMP-EAGA).



From left to right: OIC Alejandria G. Gomez, Philippine Contractors Accreditation Board (PCAB), OIC Leilani d. L. Del Prado, Philippine Overseas Construction Board (POCB) and Philippine Domestic Construction Board (PDCB), Director Kathryn Josephine T. Dela Cruz, Construction Industry Arbitration Commission (CIAC), Undersecretary Prudencio M. Reyes, Assistant Director Abigail R. Zurita, E-Commerce Program Office (ECO), Director Ma. Lourdes A. Yaptinchay (ECO), Deputy Executive Director Florencio S. Sison, Construction Manpower Development Foundation (CMDF), and OIC Sonia Valdevilla (CIAP).

ORGANIZATIONAL STRUCTURE



DIRECTORY OF KEY OFFICIALS

OFFICE OF THE SECRETARY

Gregory L. Domingo Secretary

5F Industry & Investments Building
385 Sen. Gil J. Puyat Ave., Makati City
Phone: (+632) 890.9333/899.0636
Email: Secretary@dti.gov.ph

Nora K. Terrado

Undersecretary and Chief of Staff
Phone: (+632) 976.5700 loc. 5206
Email: COS@dti.gov.ph

INTERNAL AUDIT SERVICE (IAS)

4F Trade & Industry Building
361 Sen. Gil J. Puyat Ave., Makati City
Phone: (+632) 751.3215
Email: IAS@dti.gov.ph

Ireneo V. Vizmonte

Assistant Secretary
Phone: (+632) 751.3215
Email: Ireneovizmonte@dti.gov.ph

RESOURCE GENERATION AND MANAGEMENT SERVICE (RGMS)

4F Industry & Investments Building
385 Sen. Gil J. Puyat Ave., Makati City
Phone: (+632) 976.5700
Email: RGMS@dti.gov.ph

Lydia R. Guevarra

Director
Phone: (+632) 976.5710/897.1713 loc. 5310
Email: LydiaGuevarra@dti.gov.ph

INTELLECTUAL PROPERTY OFFICE OF THE PHILIPPINES (IPOPHL)

28 Upper McKinley Road
McKinley Hill Town Center
Fort Bonifacio, Taguig City, 1634, Philippines
Trunkline: (+632) 238.6300 to 65 locs. 121-122
Website: www.ipophil.gov.ph

Josephine R. Santiago

Director General
Phone: (+632) 553.9459
Email: DGJosephineSantiago@ipophil.gov.ph

NATIONAL DEVELOPMENT COMPANY (NDC)

6-8F NDC Building, 116 Tordesillas St.
Salcedo Village, Makati City
Website: www.ndc.gov.ph

Ma. Lourdes F. Rebuena

General Manager
Phone: (+632) 840.1139/840.4838 loc. 254
Email: MLFR@ndc.gov.ph

PHILIPPINE ECONOMIC ZONE AUTHORITY (PEZA)

Roxas Boulevard cor. San Luis St., Pasay City
Trunkline: (+632) 551.3451
Website: www.peza.gov.ph

Lilia B. De Lima

Director General
Phone: (+632) 551.3451 loc. 612 551.3432
Email: ODG@peza.gov.ph DGLBL@peza.gov.ph

CONSUMER PROTECTION GROUP (CPG)

Victorio Mario A. Dimagiba

Undersecretary
2F Trade & Industry Building
361 Sen. Gil J. Puyat Ave., Makati City
Phones: (+632) 751.3236/751.3288
Email: VictorioMarioDimagiba@dti.gov.ph

BUREAU OF PHILIPPINE STANDARDS (BPS)

3F Trade & Industry Building
361 Sen. Gil J. Puyat Ave., Makati City
Phone: (+632) 751.3123/751.4700
Email: BPS@dti.gov.ph StandardsDataCenterBPS@dti.gov.ph
Website: www.bps.dti.gov.ph

Ann Claire C. Cabochan

Director-in-Charge
Phone: (+632) 751.3126/751.3127
Email: AnnClaireCabochan@dti.gov.ph

CONSUMER PROTECTION AND ADVOCACY BUREAU (CPAB)

2F Trade & Industry Building
361 Sen. Gil J. Puyat Ave., Makati City
Phone: (+632) 751.3233
Email: CPAB@dti.gov.ph

Anselmo B. Adriano

Director
Phone: (+632) 751.3306
Email: AnselmoAdriano@dti.gov.ph

Lilian G. Salonga

Assistant Director
Phone: (+632) 751.3233
Email: LilianSalonga@dti.gov.ph

FAIR TRADE ENFORCEMENT BUREAU (FTEB)

UPRC Bldg., 315 Sen. Gil J. Puyat Ave.
Makati City
Phone: (+632) 811.8231
Email: FTEB@dti.gov.ph

Danilo B. Enriquez

Director
Phone: (+632) 811.8231
Email: DaniloEnriquez@dti.gov.ph

Ferdinand L. Manfoste

Assistant Director
Phone: (+632) 811.8231
Email: FerdinandManfoste@dti.gov.ph

PHILIPPINE ACCREDITATION BUREAU (PAB)

3F Trade & Industry Building
361 Sen. Gil J. Puyat Ave., Makati City
Phone: (+632) 751.3291
Email: PAB@dti.gov.ph

Ernani M. Dionisio

Director-in-Charge
Phone: (+632) 751.3235
Email: ErnaniDionisio@dti.gov.ph

INDUSTRY DEVELOPMENT GROUP (IDG)

Adrian S. Cristobal Jr.

Undersecretary
3F DTI International Building
375 Sen. Gil J. Puyat Ave., Makati City
Phone: (+632) 465.3390/890.4891
Email: AdrianCristobal@dti.gov.ph

Ceferino S. Rodolfo

Assistant Secretary
3F DTI International Building
375 Sen. Gil J. Puyat Ave., Makati City
Phone: (+632) 890.4898
Email: CeferinoRodolfo@dti.gov.ph

Rafaelita M. Aldaba

Assistant Secretary
3F Industry & Investments Building
385 Sen. Gil J. Puyat Ave., Makati City
Phone: (+632) 895.3983
Email: RafaelitaAldaba@dti.gov.ph

BUREAU OF IMPORT SERVICES (BIS)

3F Tara Building
389 Sen. Gil J. Puyat Ave., Makati City

Luis M. Catibayan

Director
Phone: (+632) 896.4430
Email: LuisCatibayan@dti.gov.ph

Sherwin Prose C. Castañeda

Assistant Director
Phone: (+632) 403.1421
Email: SherwinCastaneda@dti.gov.ph

BUREAU OF INTERNATIONAL TRADE RELATIONS (BITR)

4F DTI International Building
375 Sen. Gil J. Puyat Ave., Makati City
Trunkline: (+632) 465.3300

Ceferino S. Rodolfo

Assistant Secretary and Officer-in-Charge
Phone: (+632) 890.4898
Email: CeferinoRodolfo@dti.gov.ph

Angelo Salvador M. Benedictos

Assistant Director
Phone: (+632) 897.1719/465.3355
Email: AngeloSalvadorBenedictos@dti.gov.ph

COMPETITIVENESS BUREAU (CB)

3F Tara Building,
389 Sen. Gil J. Puyat Ave. Makati City
Trunkline: (+632) 890.4861
Email: CB@dti.gov.ph

Virgilio P. Fulgencio

Executive Director
Executive Director
Phone: (+632) 890.4889/895.3198
Email: VirgilioFulgencio@dti.gov.ph

Mary Lou A. Gesilva

Assistant Director
Phone: (+632) 890.4889/895.3198
Email: MaryLouGesilva@dti.gov.ph

SECTOR PLANNING BUREAU (SPB)/ E-COMMERCE OFFICE (ECO)

4F Industry & Investments Building
385 Sen. Gil J. Puyat Ave., Makati City
Phone: (+632) 751.3223/751.3228
Email: SPB@dti.gov.ph ECO@dti.gov.ph

Maria Lourdes A. Yaptinchay

Director
Phone: (+632) 897.1243/976.5701
Email: MariaLourdesYaptinchay@dti.gov.ph

Abigail R. Zurita

Assistant Director
Phone: (+632) 897.1243
Email: AbigailZurita@dti.gov.ph

BOARD OF INVESTMENTS (BOI)

Industry & Investments Building
385 Sen. Gil J. Puyat Ave., Makati City
Website: www.boi.gov.ph

Adrian S. Cristobal Jr.

Undersecretary/ Managing Head
3F DTI International Building
375 Sen. Gil J. Puyat Ave., Makati City
Phone: (+632) 465.3390/890.4891
Email: AdrianCristobal@dti.gov.ph

Raul V. Angeles

Executive Director
Investments Servicing Group
Telefax: (+632) 897.3079/895.3666
Email: RVAngeles@boi.gov.ph

Felicitas Agoncillo-Reyes

Assistant Secretary/Concurrent OIC
Investment Promotions Group and Domestic Investments Promotion Service
Phone: (+632) 897.6682 loc. 327
Email: FAgoncilloReyes@boi.gov.ph

Efren V. Leano

Executive Director
Management Services Group
Phone: (+632) 896.5167/895.3640 loc. 322
Email: EVLeano@boi.gov.ph

Ma. Corazon H. Dichosa

Executive Director
Industry Development Group
Phone: (+632) 896.9239/895.3640 loc. 211
Email: MCHDichosa@boi.gov.ph

INDUSTRY PROMOTION GROUP (IPG)

Ponciano C. Manalo Jr.

Undersecretary
4F Industry & Investments Building
385 Sen. Gil J. Puyat Ave., Makati City
Phone: (+632) 890.9390/890.9332
Email: OUIPG@dti.gov.ph PoncianoManalo@dti.gov.ph

BUREAU OF DOMESTIC TRADE PROMOTION (BDTP)

GF Trade & Industry Building
361 Sen. Gil J. Puyat Ave., Makati City
Phone: (+632) 751.3223/751.3228
Email: BDTP@dti.gov.ph

Rhodora M. Leaño

Director
Phone: (+632) 751.3225
Email: RhodoraLeano@dti.gov.ph

Marievic M. Bonoan

Assistant Director
Phone: (+632) 751.3226
Email: MarievicBonoan@dti.gov.ph

EXPORT MARKETING BUREAU (EMB)

1-2F DTI International Building
375 Sen. Gil J. Puyat Ave., Makati City
Trunkline: (+632) 465.3300
Email: EMBinfo@dti.gov.ph

Senen M. Perlada

Director
Phone: (+632) 895.4430
Email: SenenPerlada@dti.gov.ph

Agnes Perpetua R. Legaspi

Assistant Director
Phone: (+632) 890.5234
Email: AgnesLegaspi@dti.gov.ph

Anthony B. Rivera

Assistant Director
Phone: (+632) 465.3330 loc. 209
Email: AnthonyRivera@dti.gov.ph

FOREIGN TRADE SERVICE CORPS (FTSC)

3F DTI International Building
375 Sen. Gil J. Puyat Avenue, Makati City
Direct Line: (+632) 465.3380
VOIP: +1.408.6347041
Email: FTSC@dti.gov.ph

Maria Roseni M. Alvero

Assistant Secretary
Phone: (+632) 465.3380
Email: MariaRoseniAlvero@dti.gov.ph

DESIGN CENTER OF THE PHILIPPINES (DCP)

DCP Building, CCP Complex
Roxas Blvd., Pasay City
Trunkline: (+632) 832.1112 to 18
Email: dti.pddcp@gmail.com
Website: www.pddcp.gov.ph

Myrna M. Sunico

Executive Director
Phone: (+632) 832.1112 to 18 loc. 125
Email: PDDCP@info.com.ph

PHILIPPINE TRADE TRAINING CENTER (PTTC)

International Trade Center Complex
Roxas Blvd. cor. Sen. Gil J. Puyat Ave.
Pasay City
Direct Lines: (+632) 468.8962 to 70
Website: www.pttc.gov.ph

Nestor P. Palabyab

Executive Director
Phone: (+632) 263.7961
Email: NestorPalabyab@pttc.gov.ph

CENTER FOR INTERNATIONAL TRADE EXPOSITIONS & MISSIONS (CITEM)

Golden Shell Pavilion
Roxas Blvd. cor. Sen. Gil J. Puyat Ave.
Pasay City
Website: www.citem.gov.ph

Rosvi C. Gaetos

Executive Director
Phone: (+632) 832.3956/831.2382
Email: RVGaetos@citem.com.ph

PHILIPPINE INTERNATIONAL TRADING CORPORATION (PITC)

NDC Building
116 Tordesillas St., Salcedo Village
Makati City
Website: www.pitc.gov.ph

Maria Lourdes T. Baua

President & CEO
Phone: (+632) 892.0569/892.0425
Email: PresMLTBaua@pitc.gov.ph pitc@pitc.gov.ph

MANAGEMENT SERVICES GROUP (MSG)

Nora K. Terrado

Undersecretary
5F Trade & Industry Building
361 Sen. Gil J. Puyat Ave., Makati City
Phone: (+632) 751.0384 loc. 4619
Email: OUMSG@dti.gov.ph NoraTerrado@dti.gov.ph

Ireneo V. Vizmonte

Assistant Secretary
Phone: (+632) 751.3215
Email: Ireneovizmonte@dti.gov.ph

CORPORATE PLANNING SERVICE (CorPlan)

3F Trade & Industry Building
361 Sen. Gil J. Puyat Ave., Makati City
Email: CorPlan@dti.gov.ph

Mary Jean T. Pacheco

Director
Phone: (+632) 751.4635/751.4633
Email: MaryJeanPacheco@dti.gov.ph

FINANCIAL AND MANAGEMENT SERVICE (FMS)

4F Trade & Industry Building
361 Sen. Gil J. Puyat Ave., Makati City
Phone: (+632) 751.0384 loc.3216
Email: FMS@dti.gov.ph

Ireneo V. Vizmonte

Assistant Secretary
Phone: (+632) 751.3215
Email: Ireneovizmonte@dti.gov.ph

HUMAN RESOURCE AND ADMINISTRATIVE SERVICE (HRAS)

4F Trade & Industry Building
361 Sen. Gil J. Puyat Ave., Makati City
Phone: (+632) 751.3132/751.0384 loc. 2421
Email: HRAS@dti.gov.ph

Joel R. Cruz

Director
Phone: (+632) 751.3242
Email: JoelCruz@dti.gov.ph

INFORMATION SYSTEMS MANAGEMENT SERVICE (ISMS)

5F Trade & Industry Building
361 Sen. Gil J. Puyat Ave., Makati City
Telefax: (+632) 751.3138
Email: ISMS@dti.gov.ph

Laudemer G. Solidum

Director
Phone: (+632) 751.3139
Email: LaudemerSolidum@dti.gov.ph

KNOWLEDGE MANAGEMENT AND INFORMATION SERVICE (KMIS)

2F Trade & Industry Building
361 Sen. Gil J. Puyat Ave., Makati City
Phone: (+632) 895.6487
Email: KMIS@dti.gov.ph

Patricia May M. Abejo

Director
Phone: (+632) 751.3566/895.3611
Email: PatriciaMayAbejo@dti.gov.ph

LEGAL SERVICE (LS)

2F Trade & Industry Building
361 Sen. Gil J. Puyat Ave., Makati City

Atty. Walfredo C. Bayhon

Director
Phone: (+632) 751.4775
Email: WalfredoBayhon@dti.gov.ph

PROGRAM MANAGEMENT TEAM FOR BUSINESS REGISTRATION (PMT-BR)

2F Trade & Industry Building
361 Sen. Gil J. Puyat Ave., Makati City
Email: PBR-PMU@dti.gov.ph
Phone: (+632) 751.3257/751.3259

Patricia May M. Abejo

Program Director
Telefax: (+632) 751.3258
Email: PatriciaMayAbejo@dti.gov.ph

REGIONAL OPERATIONS GROUP (ROG)

Zenaida Cuison-Maglaya

Undersecretary
6F Trade & Industry Building
361 Sen. Gil Puyat Avenue, Makati City
Phone: (+632) 751.3334
Email: ROG@dti.gov.ph
ZenaidaMaglaya@dti.gov.ph

Blesila A. Lantayona

Assistant Secretary
Phone: (+632) 751.3340
Email: BlesilaLantayona@dti.gov.ph

BUREAU OF SMALL & MEDIUM ENTERPRISE DEVELOPMENT (BSMED)

6F Trade & Industry Building
361 Sen. Gil J. Puyat Ave., Makati City
Phone: (+632) 751.0384 loc. 5036
Email: BSMED@dti.gov.ph

Jerry T. Clavesillas

Director-In-Charge
Phone: (+632) 890.4968/897.7596
Email: JerryClavesillas@dti.gov.ph

SMALL BUSINESS CORPORATION (SB CORP.)

17-18F Corporate Center
139 Valero St., Salcedo Village, Makati City
Trunkline: (+632) 751.1888
Email: sbcorporation@sbgfc.org.ph
Website: www.sbgfc.org.ph

Ma. Luna E. Cacanando

OIC-President and COO
Phone: (+632) 751.1888 loc. 1802

DTI-COMPREHENSIVE AGRARIAN REFORM PROGRAM (CARP)

3F Oppen Bldg.
349 Sen. Gil J. Puyat Ave., Makati City
Email: CARP@dti.gov.ph

Manuel B. Abad

Program Manager
Phone: (+632) 897.1024
Email: ManuelAbad@dti.gov.ph

REGIONAL/PROVINCIAL OFFICES

CORDILLERA ADMINISTRATIVE REGION (CAR)

Myrna P. Pablo
Regional Director
DTI-CAR Regional Office
Jesnor Bldg., 4 Cariño St., Baguio City
Telefax: (+6374) 442.8634
Email: CAR@dti.gov.ph
MyrnaPablo@dti.gov.ph

Freda M. Gawisan

OIC-Assistant Regional Director
Phone: (+6374) 442.7859
Email: FredaGawisan@dti.gov.ph

REGION 1 - ILOCOS REGION

Florante O. Leal

Regional Director
4F Juanita Commercial Bldg., Quezon Ave.
San Fernando City, La Union
Phone: (+6372) 607.7297
Email: R01@dti.gov.ph
FloranteLeal@dti.gov.ph

REGION 2 - CAGAYAN VALLEY REGION

Ma. Esperanza C. Bañares

Regional Director
11 Dalan na Pappabalo
Regional Gov't. Center, Carig Sur
Tuguegarao City, Cagayan
Telefax: (+6378) 396.9865
Email: R02@dti.gov.ph
EsperanzaBanares@dti.gov.ph

Ruben B. Diciano

OIC-Assistant Regional Director
11 Dalan na Pappabalo
Regional Gov't. Center, Carig Sur
Tuguegarao City, Cagayan
Telefax: (+6378) 396.9866
Email: RubenDiciano@dti.gov.ph

REGION 3 - CENTRAL LUZON

Judith P. Angeles

Regional Director
2F Angeles Business Center, Teresa Ave.
Nepo Mart Complex, Angeles City
Phone: (+6345) 625.9290/625.9291
Email: R03@dti.gov.ph
JudithAngeles@dti.gov.ph

REGION 4-A (CALABARZON)

Marilou Quinco-Toledo

Regional Director
3F Marcelita Bldg., Brgy. Real
Calamba City, Laguna
Phone: (+6349) 545.6169
Email: R04A@dti.gov.ph
MarilouToledo@dti.gov.ph

Marcelina S. Alcantara

OIC-Assistant Regional Director
Phone: (+6349) 545.6169
Email: MarcelinaAlcantara@dti.gov.ph

REGION 4-B (MIMAROPA)

Joel B. Valera

Regional Director
5F Oppen Bldg.
349 Sen. Gil J. Puyat Ave., Makati City
Phone: (+632) 890.1712
Email: R04B@dti.gov.ph
JoelValera@dti.gov.ph

Rodolfo J. Mariposque

OIC-Assistant Regional Director
5F Oppen Bldg.
349 Sen. Gil J. Puyat Ave., Makati City
Phone: (+632) 890.1712
Email: RodolfoMariposque@dti.gov.ph

REGION 5 - BICOL REGION

Jocelyn LB. Blanco

Regional Director
3F Capitol Annex Bldg.
Old Albay District, Legaspi City
Phone: (+6352) 480.5721/480.5718-20
Email: R05@dti.gov.ph
JocelynBlanco@dti.gov.ph

Rodrigo M. Aguilar

OIC-Assistant Regional Director
2F DBP Bldg., Quezon Ave.
Legaspi City, Albay
Phone: (+6352) 820.6830
Email: RodrigoAguilar@dti.gov.ph

REGION 6 - WESTERN VISAYAS

Rebecca M. Rascon

OIC-Regional Director
3F DTI Bldg.
J.M. Basa & Peralta Sts., Iloilo City
Phone: (+6333) 335.0548/335.1980
Email: R06@dti.gov.ph
RebeccaRascon@dti.gov.ph

REGION 7 - CENTRAL VISAYAS

Asteria C. Caberte

Regional Director
3F Rm. 311 WDC Bldg., Osmeña Blvd.
Cebu City
Phone: (+6332) 255.0036-37/412.1989
Email: R07@dti.gov.ph
AsteriaCaberte@dti.gov.ph

REGION 8 - EASTERN VISAYAS

Cynthia R. Nierras

Regional Director
2F Leyte Academic Center, Gov't. Center
Pawing, Palo, Leyte
Phone: (+6353) 323.4082/323.7360
Email: R08@dti.gov.ph
CynthiaNierres@dti.gov.ph

REGION 9 - ZAMBOANGA PENINSULA

Sitti Amina M. Jain

Regional Director
4F VHW Bldg., Veterans Ave. Zamboanga City
Phone: (+6362) 955.3237/991.3238
Email: R09@dti.gov.ph
SittiAminaJain@dti.gov.ph

REGION 10 - NORTHERN MINDANAO

Linda O. Boniao

Regional Director
NACIDA Bldg., Corrales Ave.
cor. Antonio Luna St. Cagayan de Oro City
Telefax: (+6388) 880.0911
(+638822) 726.354
Email: R10@dti.gov.ph
LindaBoniao@dti.gov.ph

REGION 11 - SOUTHERN MINDANAO

Ma. Belenda Q. Ambí

Regional Director
3F Mintrade Bldg., Monteverde Ave.
cor. Sales St., Davao City
Phone: (+6382) 224.0511/222.1625
Email: R11@dti.gov.ph
MaBelendaAmbi@dti.gov.ph

REGION 12 - SOCCSKSARGEN

Ibrahim K. Guiamadel

Regional Director
3-4F De Luz Bldg.
Gensan Drive cor. Aquino St. Koronadal City,
South Cotabato
Phone: (+6383) 228.7622
Email: R12@dti.gov.ph
IbrahimGuiamadel@dti.gov.ph

Dorecita T. Delima

Assistant Regional Director/Center Manager
3-4F De Luz Bldg.
Gensan Drive cor. Aquino St. Koronadal City
South Cotabato
Phone: (+6383) 228.9837/520.0071
Email: DorecitaDelima@dti.gov.ph

CARAGA

Brielgo O. Pagaran

Regional Director
West Wing, 3F D&V Plaza Bldg.
J.C. Aquino Ave. Butuan City
Phone: (+6385) 342.5615/225.5955
Email: Caraga@dti.gov.ph
BrielgoPagaran@dti.gov.ph

Lolita I. Dorado

Assistant Regional Director
Fax: (+6385) 815.1271
Email: LolitaDorado@dti.gov.ph

NATIONAL CAPITAL REGION OFFICE (NCRO)

Emma C. Asusano

Officer-in-Charge
Area I (Manila, Pasay, Parañaque)
Mezzanine Floor, Roxas Strip Bldg., Roxas
Blvd. cor. Arnaiz Ave., Pasay City
Phone: (+632) 659.4203
Email: EmmaAsusano@dti.gov.ph

REGION 18 - NEGROS ISLANDS REGION (NIR)

Asteria C. Caberte

Interim/Concurrent Regional Director
3F Rm. 311 WDC Bldg., Osmeña Blvd.
Cebu City
Phone: (+6332) 255.0036-37/412.1989
Email: AsteriaCaberte@dti.gov.ph

SPECIAL CONCERNS GROUP (SCG)

Prudencio M. Reyes Jr.

Undersecretary
3F Trade & Industry Building
361 Sen. Gil J. Puyat Ave., Makati City
Phone: (+632) 751.4761/751.0384 loc. 2370
Email: PrudencioReyes@dti.gov.ph

CONSTRUCTION INDUSTRY AUTHORITY OF THE PHILIPPINES (CIAP)

5F Executive Center Bldg.
369 Sen. Gil J. Puyat Ave., cor. Makati Ave.
Makati City
Email: CIAP@dti.gov.ph
Website: www.ciap.dti.gov.ph

Sonia T. Valdeavilla

Officer-in-Charge
Phone: (+632) 895.4424/895.6826
Email: CIAP@dti.gov.ph

COUNCILS

EXPORT DEVELOPMENT COUNCIL (EDC)

3F DTI International Building
375 Sen. Gil J. Puyat Avenue, Bel-Air
1200 Makati City
Trunkline: (+632) 465.3300 loc. 303
890.4645

Senen M. Perlada

Executive Director
Phone: (+632) 895.4430
Telefax: (+632) 895.3654
Email: SenenPerlada@dti.gov.ph

MICRO, SMALL AND MEDIUM ENTERPRISES DEVELOPMENT (MSMED) COUNCIL

6F Trade & Industry Building
361 Sen. Gil J. Puyat Ave., Makati City
Telephone: (+632) 897.7596
Email: BSMED@dti.gov.ph

Jerry T. Clavesillas

Head, Secretariat
Phone: (+632) 897.7596
Email: JerryClavesillas@dti.gov.ph

NATIONAL COMPETITIVENESS COUNCIL (NCC)

3F Tara Building
389 Sen. Gil J. Puyat Ave., Makati City
Telephone: (+632) 890.4861/890.4889
Email: CB@dti.gov.ph

Virgilio P. Fulgencio

Director for Operations, Public Sector
Phone: (+632) 890.4861
Email: VirgilioFulgencio@dti.gov.ph

NATIONAL CONSUMER AFFAIRS COUNCIL (NCAC)

2F Trade & Industry Building
361 Sen. Gil J. Puyat Ave., Makati City
Telephone: (+632) 751.3309
Email: ncacdti@yahoo.com

Jose B. Pepito

Chairperson
Telephone: (+632) 751.3309

NATIONAL PRICE COORDINATING COUNCIL (NPCC)

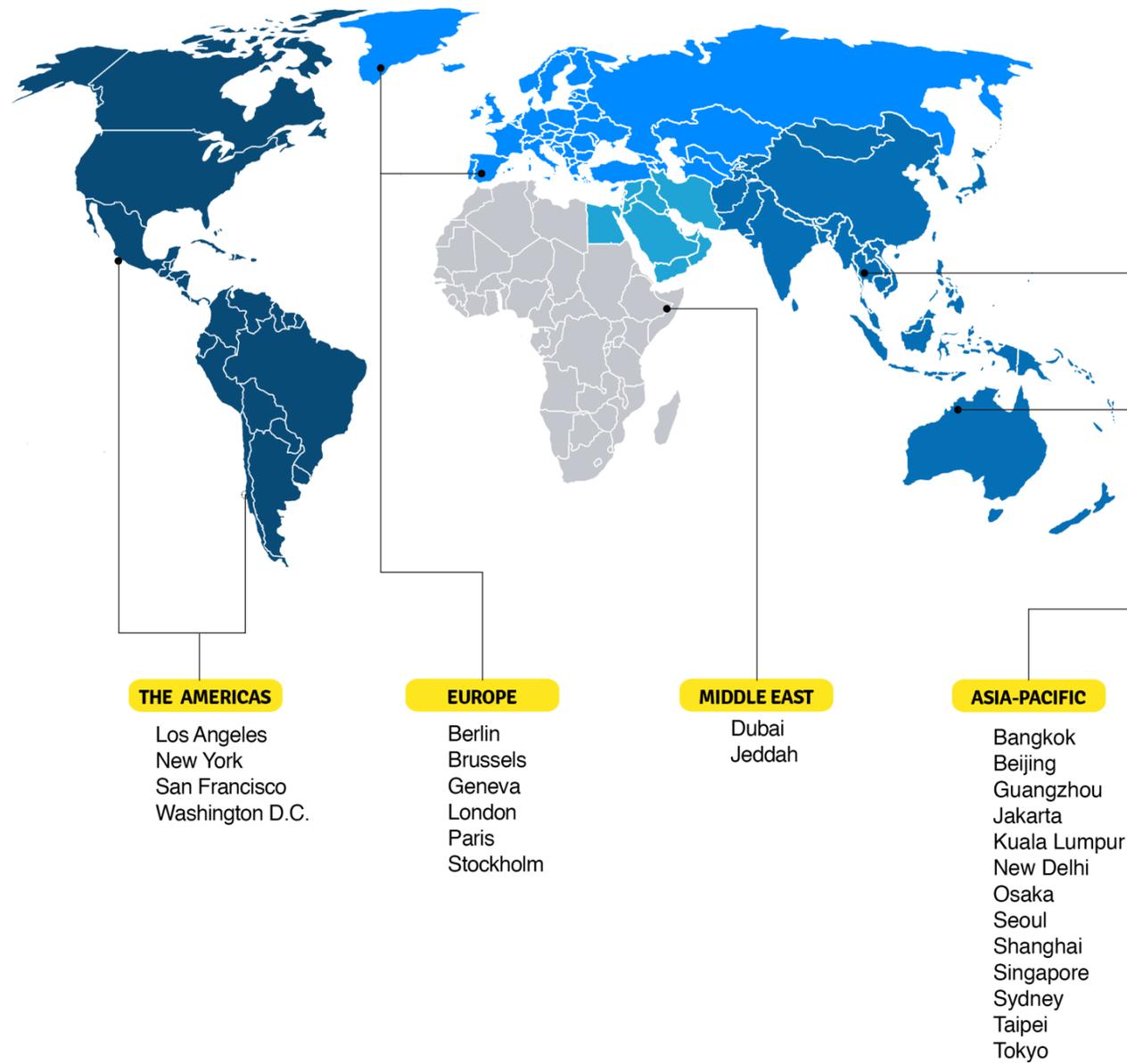
2F Trade & Industry Building
361 Sen. Gil J. Puyat Ave., Makati City
Telephone: (+632) 751.3233/751.3236
Email: cpab_pmu@dti.gov.ph

Consumer Protection Advocacy Bureau (CPAB)

Secretariat
Telephone: (+632) 751.3233/751.3236
Email: cpab_pmu@dti.gov.ph

For the updated DTI Directory of Key Officials, please visit www.dti.gov.ph/contact-us

OVERSEAS LOCATIONS



The DTI is responsible for realizing the country's goal of globally competitive and innovative industry and services sector that contribute to inclusive growth and employment generation.

Pursuant to the Philippine Development Plan (PDP) 2011-2016, we shall endeavor to improve the business environment, increase productivity and efficiency, and enhance consumer welfare. In sharing President Benigno S. Aquino III's aspirations, we commit to effect good governance by delivering public service that is predictable, participatory, accountable, efficient, transparent, and honest.