



2012 ANNUAL REPORT

DEVELOPMENT
GOVERNANCE GROWTH
COMPETITIVENESS
EMPOWERMENT

Annual Report

ACKNOWLEDGMENTS

The 2012 DTI Annual Report Editorial Team

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Office of Operational Planning (OOP)
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Public Relations Office (PRO)
Trade and Industry Information Center (TIIC)
DTI-Rural Micro-Enterprise Promotion Program
(DTI-RuMEPP)
Bureau of Export Trade Promotion (BETP)
Bureau of Micro, Small, and Medium Enterprise
Development (BMSMED)
Cottage Industry Technology Center (CITC)
Product Development & Design Center
of the Philippines (PDDCP)
Center for International Trade Expositions
and Missions (CITEM)
DTI-Comprehensive Agrarian Reform
Program (CARP)
Board of Investments (BOI)
Philippine Accreditation Office (PAO)
Bureau of Trade Regulation and Consumer
Protection (BTRCP)
Philippine National Construction Corporation
(PNCC)
Regional Operations and Development Group
(RODG) All regional offices
Management Information Service (MIS)
Rico Zuñiga – Competitiveness Photo (Page 14)

Editor-in-Chief Undersecretary Zenaida C. Maglaya
Management Services Group (MSG)

Managing Editor Director Mary Jean T. Pacheco
Office of Operational Planning (OOP)

Contributors Robert Alvin T. Arceo
Irish G. Caldon
Cherryll G. Carbonell
Viva S. Dizon
Milagros C. Manrique
Mary Francis R. Sierra

Special Thanks to Undersecretary Ponciano C. Manalo Jr.
Executive Director Rosvi C. Gaetos (CITEM)

OOP Project Coordinator Alfreid Gaines P. Antonio

TIIC Project Coordinator Renaldo C. Neñeria

Design and Layout Noryden Marie B. Devora

Cover Noryden Marie B. Devora
and Mark Dreseden L. Umayan

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MESSAGE OF THE SECRETARY

2012 DTI ANNUAL REPORT



2012 was a banner year for our country.

- The economy showed remarkable performance as we achieved a high GDP growth (6.8%) coupled by low inflation (3.2%).
- The industry sector grew by 6.8%, more than thrice its growth in 2011 (1.8%), accentuated by the strong performance of the manufacturing (5.4%) and construction (15.7%) sectors.
- Merchandise exports rebounded in 2012 to reach a record USD 52B, the highest recorded export earnings in Philippine history. This, despite the sluggish market in the US, the economic slowdown in China and Japan, and the continuing crisis in the EU.
- Competitiveness ranking of the Philippines rose ten notches from 75 to 65 out of 144 countries, finally occupying the upper half of the World Economic Forum Global Competitiveness Index.
- We also ended the year with a per capita GDP of USD 2,612, surpassing for the first time the critical threshold USD 2,500 which is considered by many economists as the jump off point for exponential growth in consumer spending.

In the DTI, we initiated reforms in 2012 by translating statements of governance and vision to actionable strategies and commitments in order to achieve breakthrough results. We joined the ranks of DSWD, DPWH, DOTC, DepEd, BIR, and the Civil Service Commission (CSC), among others which have adopted the Performance Governance System (PGS). The PGS is hinged on the Balanced Scorecard technology (BSC), a management tool for tracking performance developed at the Harvard University Business School. Using the PGS, we developed a strategic plan, dubbed as "Prosperity Plan 2016", to attain our vision of a More Prosperous Philippine by 2016.

The "Prosperity Plan 2016"—DTI's Roadmap in the medium term, outlines our key outcomes as reflected in the Philippine Development Plan 2011-2016 i.e. (i) an attractive business environment, (ii) employment generation through improved productivity and efficiency, and (iii) empowered consumers.

In *creating an attractive business environment*, and as our contribution to the President's platform of "*tuwid na daan*", the DTI focused on streamlining business registration processes. One of our key milestones this year is the implementation of the Philippine Business Registry (PBR). Through the PBR, business registration has been considerably reduced to 30 minutes, as the public may already register their business name (DTI), obtain their Tax Identification Number (BIR), and Employer Registration Numbers (SSS, PhilHealth, and Pag-Ibig) through this web-based facility through the DTI Tellers. The PBR is complemented by the DTI- DILG Business Permits and Licensing System (BPLS) project, continued this year, resulting in a total of 823 Local Government Units (LGUs) adopting the standards set, representing 50% of total LGUs nationwide.

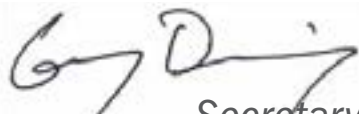
To *generate jobs*, we veered away from "business as usual" strategies to improve productivity, and implemented focused and sustainable development interventions aimed at increasing exports, investments and in developing micro, small and medium enterprises (MSMEs). We used a targeted approach in promoting Philippine products and services, by participating only in selected international trade events where major buyers flock. Over 116 Doing Business in Free Trade Areas (DBFTA) information sessions were held which resulted in an improvement of PHL utilization rate of free trade agreements. Furthermore, in our exercise of fiscal prudence, we prioritized incoming missions over outbound missions and played hosts to 268 investment missions, 125% higher than 2011.

To *empower consumers*, we ramped up our consumer information and education efforts to increase the level of consumer awareness, and pursued an aggressive price monitoring campaign to ensure reasonable prices and stable supply. Also, DTI implemented this year, the Motorcycle Helmet Law in coordination with the DOTC by issuing ICC/PS stickers to ensure safety of motorcycle riders. DTI also ran after unscrupulous freight forwarders which prey over unsuspecting Balikbayans, and through our Bagwis Award, we recognized business establishments that adopt fair business practices and expanded this recognition system to include LPG dealers. In 2012, Bagwis Awards was recognized by the ASEAN Committee on Consumer Protection as a best practice for replication across the region.

We at the DTI strive to be the public's "Agency of Choice". And the year 2012 was equally a banner year. On January 17, 2012, during the 3rd Recognition Ceremony for Government Organizations with ISO 9001:2008 Quality Management System (QMS), almost a third of the sixty agencies recognized by the President consisted of DTI regional offices and units from the Central Office. Towards the end of year, the DTI was ranked third most sincere government agency based on the 2012 SWS Survey of Enterprises on Corruption conducted among business executives.

We have chosen the theme "Daylight" for this year's Annual Report to showcase a DTI that is open and corruption-free: one that operates in Daylight, consistent with the administration's platform. Our daylight theme also connotes everything that is positive as we report the results we have achieved in 2012.

The goal is to attain inclusive growth and poverty reduction. We will strive to exceed what we have accomplished this year so that by 2016 we would have achieved our vision of a More Prosperous Philippines!


Secretary
GREGORY L. DOMINGO

Department of Trade and Industry Prosperity Plan 2016



VISION

**A MORE PROSPEROUS
PHILIPPINES BY 2016**

EXTERNAL STAKE- HOLDERS

Attractive business
and investment
environment for global
competitiveness

Improved
productivity and
efficiency

Empowered
Consumers

CORE PROCESS

Ensure
comprehensive and
sound policies/
regulations
consistent with the
nation's best
interest

Provide
sufficient and
effective
advocacy and
communication

Undertake focused
and sustainable
development
interventions under
trade & industry,
consumer welfare,
and MSME

Build strategic
promotion program
and networks on
trade, investments
and MSME

Ensure clear,
consistent and
fair enforcement
of rules and
regulations

PEOPLE AND ORG

Reinforce DTI image as an "Agency of Choice"

Implement a more
progressive and an
efficient human resource
management and
development system

Intensify team culture
that fosters partnerships
and performance

Implement a meaningful
and substantive
Knowledge Management
System

RESOURCES

Strengthen and leverage
partnerships with
government agencies,
private organizations and
development partners

Exercise fiscal prudence
to optimize use of
resources

Maximize opportunities
from available and new
sources of funds

MISSION

Enabling Business, Empowering Consumers

VALUES

Professionalism
Service-Orientation
Integrity

Continuous Learning & Growth
Creativity
Teammanship

Resourcefulness
Conscientiousness
Loyalty

2012

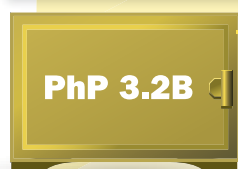
DTI FACTS & FIGURES



INVESTMENTS



DTI BUDGET



DTI OSEC
2.187B

ATTACHED AGENCIES
417M

CORP
429M

OTHERS
180M

BOI
222 M

CIAP
48.114 M

CMDF
21.38 M

PTTC
73.797 M

PDDCP
51.914 M

APECO
332.5 M

CITEM
88.51 M

CITC
8 M

GARMENTS & TEXTILE
80 M

MSMED COUNCIL
16.9 M

OSEC-RLIP
67.8 M

AA-RLIP
15.4 M

TOP INVESTORS

in PhP B

1
104.32



NETHERLANDS

2
65.19



JAPAN

3
39.74



USA

4
14.61



SINGAPORE

5
8.80



SOUTH KOREA

PHILIPPINE MERCHANDISE EXPORTS

TOTAL EXPORTS
USD 52.10 B



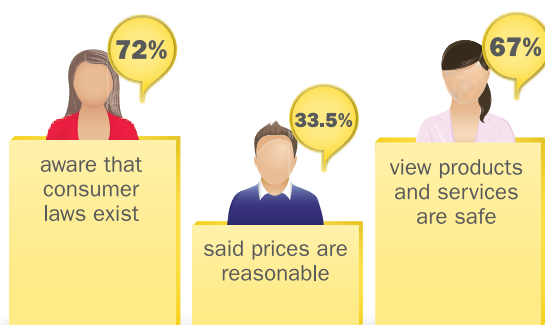
TOP MARKETS



TOP PRODUCT:
Electronic Exports: 43.38%



CONSUMER WELFARE AND PROTECTION



MSME ASSISTED

108,574

over target of 95,289

BUSINESS NAMES
REGISTERED

329,390

150,751

number of firms monitored

PhP 2,035,717

total amount of fines collected





TRANSPARENCY,
ACCOUNTABILITY,
PARTICIPATION: *Pillars of*

GOVERNANCE

As the government agency primarily responsible for “*Enabling Business, Empowering Consumers*,” the DTI aims to pursue the country’s goal of a globally competitive and innovative industry and services sector that will contribute to inclusive growth and job generation. Consistent with the Philippine Development Plan (PDP) 2011-2016, the DTI seeks to:

- (1) put in place an enabling business environment by streamlining business processes to reduce cost of doing business;
- (2) improve productivity by increasing exports and investments and intensifying efforts to develop small and medium enterprise (SME) development in order to generate jobs; and
- (3) empower consumers by protecting their rights, providing value for money, and increasing level of consumer awareness.

To achieve these, DTI subscribed to transparent, accountable, and participatory governance. “*Doing good, being felt, and making a difference*” is our mantra.

BUSINESS REGISTRATION MADE EASY

The Department of Trade and Industry introduced the Philippine Business Registry (PBR) which is a testament to the administration's commitment to make doing business easy. The Department rolled out the PBR to all of its offices nationwide on March 1, 2012. At present, sole proprietorship can already register or validate their existing Business Name (DTI), obtain their Tax Identification Number (BIR), and Employer Registration Numbers (SSS, PhilHealth, and PagIbig) through this web-based facility through the DTI Tellers.

Launched on March 12, 2012, The Securities and Exchange Commission (SEC) module allows SEC registered companies to get SSS, PhilHealth and Pagibig employers' registration numbers (ERN). The DTI is working on expanding interconnectivity with LGUs. In March, Quezon City was the first LGU to be fully linked to the system. This web-based system reduced processing time to 30 minutes from 4-5 days (given processing time/agency). In 2012, a total of 21,571 owners/clients registered through the PBR system.



SPEEDING UP ISSUANCES OF BUSINESS PERMITS AND LICENSES

The streamlining of business registration processes is at the center of government's strategy to reduce the cost of doing business. The DTI and DILG joined forces in establishing standards that set the following: (i) unified form, (ii) reduced steps to 5 or less, and processing time (maximum of 10 days for new applications, 5 days for renewals), and (iii) reduced number of signatories to 5 or less. In 2012, 501 LGUs have re-engineered their business permits and licensing systems (BPLS) thus, providing a business-friendly environment and avoiding incidence of corruption. Furthermore, the effort resulted in increased revenues of some LGUs, i.e., San Fernando, Lapu-Lapu, Butuan, and Cagayan de Oro reporting 12-40% revenue rise. The DTI and the DILG signed a Memorandum of Agreement with the Department of Science and Technology (DOST) to further improve the streamlining process on July 24, 2012. This effort of the two agencies aims to promote automation in the local level. The framework includes the use of Information Technology in social marketing, conduct of an e-readiness survey, capacity building, systems development and deployment, and in promoting private sector participation.



DTI SINCERITY IN FIGHTING CORRUPTION RANKED HIGH

The DTI ranked third most sincere government agency in fighting corruption according to the 2012 SWS Survey of Enterprises on Corruption. From a +38 net score in 2009, DTI's net score increased to +59 with a Very Good rating in 2012, occupying third position. The 2012 Survey of Enterprises on Corruption was conducted from July 16 to September 14, 2012 among executives from 826 companies, 545 of which were small to medium sized and 281, large.



CESB OCCUPANCY RATE HIGHEST IN DTI

DTI sustained its number 1 position among 20 National Government Agencies in terms of rate of occupancy in Career Executive Service (CES) positions by CES officials. The department boasts a total of 239 of CES positions and 136 CESOs and eligibles.



AUTOMATION TO IMPROVE EFFICIENCY

The DTI implemented its Information Systems Strategic Plan (ISSP) in improving its business processes and resulted in a faster, more effective and efficient service to DTI clients. DTI opened up its asset management and human resource, both internal information systems, as well as its online library catalogue which benefits students, researchers, and businessmen. DTI also launched its Customer Relationship Management (CRM) to improve tracking of consumer complaints. On October 15-26, 2012, the Trade and Industry Information Center (TIIC) and the Bureau of Trade Regulation and Consumer Protection (BTRCP) organized the DTI-CRM System Users' Training at the Berjaya Hotel in Makati City. A total of 105 participants attended the said training. The CRM features client information and query/complaint history records, chronology of actions taken for each record, complaint forwarding to the proper office, alert on pending and unresolved cases, and complaint status and ageing. DTI's regional and provincial offices and DTI Direct Call Center and Public Assistance Desk (PAD) agents started using the system last November 5, 2012. On its first week, the CRM already kept 936 records of queries made and 74 complaints nationwide through the DTI Direct and PAD.



DTI CALL CENTER IMPROVED

The DTI Direct Call Center steps up in providing citizens access to DTI services. In 2012, DTI Direct attended to a total of 53,381 calls for the year. Of this, 24,276 (45.48%) were about business name; 17,585 (32.94%) consumer welfare; 61 (0.11%) exports; 19 (0.04%) investments; 186 (0.35%) MSME concerns; and 11,254 (21.08%) other concerns.

DTI Direct

PAD IMPLEMENTS NO WRONG DOOR POLICY

The DTI-Public Assistance Desk is one of the anti-red tape initiatives of the Department. The DTI-PAD attended to a total of 12,707 clients in 2012. Of this, 10,333 (81%) were about business name; 1,282 (10%) consumer welfare; 86 (1%) MSME concerns; 882 (7%) specific DTI agencies; and 124 (1%) non-DTI concerns.



DTI PARTNERS WITH CSC FOR CONTACT CENTER NG BAYAN

The Civil Service Commission together with the Department of Trade and Industry and other agencies such as the Bureau of Internal Revenue, Department of Health, National Computer Center, and the Philippine Health Insurance Corporation launched in September 2012, the "Contact Center ng Bayan (CCB)." This program serves as the Philippine Government's main help desk where citizens, civil society organizations and other entities can voice their complaints and concerns with government agencies and gain access to information.

As one of CCB's pilot agencies, the DTI responded to 44 calls since the launching of CCB. Of this, 9 (20.5%) were about business name; 19 (43.2%) consumer welfare; 2 (4.6%) specific DTI agencies; and 14 (31.8%) non-DTI concerns.





ISO CERTIFIED OFFICES RECOGNIZED BY THE PRESIDENT

The PDP 2011-2016 specified the adoption of ISO 9001:2008 Quality Management System (QMS) and ISO Certification by government agencies. In compliance, DTI adopted public service quality standards for all frontline services, and aggressively promoted QMS in all its operating units, particularly regional offices to improve transparency and encourage continual improvement. By end of 2012, 15 regional offices and 5 units from the Head Office were certified with ISO 9001:2008, namely: 1) Office of the Undersecretary for the Consumer Welfare and Business Regulation Group (CWBRG), 2) Bureau of Product Standards (BPS), 3) Philippine Contractors' Accreditation Board (PCAB), 4) General Administrative Services (GAS), and 5) Construction Manpower Development Foundation (CMDF)

On January 17, 2012, President Benigno S. Aquino III led the recognition ceremony for government organizations with ISO 9001 Certifications in 2010-2011. He acknowledged national line agencies, government owned and controlled corporations, government financial institutions, and local government units for their professionalism, strong commitment and sincere dedication in performing their duties as public servants. The President recognized 60 agencies with almost a third consisting of DTI regional offices and units from the Head Office.



“Lubos tayong nagpapasalamat sa iba’t ibang organisasyon ng gobyerno na nakakamit ng ISO 9001 Certifications; patunay ito sa ipinapamalas ninyong dedikasyon at propesyunalismo. Kaakibat ng iginawad sa inyong pagkilala ngayong araw, magsilbi rin sanang hamon at inspirasyon ito upang patuloy kayong magpamalas ng katangi-tanging pamamahala at epektibong pagtupad sa tungkulin.

Nagpapasalamat din tayo sa Government Quality Management Committee...Department of Trade and Industry, na nandito po ngayon dahil one-third yata ng awards ay sa kanila at deserving naman po talaga — sa pagtataguyod sa adhikain nating itaas ang antas ng serbisyo-publiko sa bansa.”

President Benigno S. Aquino, III

Recognition ceremony for government organizations with ISO 9001 Certifications
January 17, 2012, Malacañan Palace's Rizal Ceremonial Hall





COMPETITIVENESS

to bring more investments, more jobs

By 2050, the Philippines is projected to be the 16th largest economy in the world, according to international bank HSBC in its report released in January 2012. Citing the Philippines as a potential “star performer,” the international bank based its “bold” forecast on the country’s favorable macroeconomic fundamentals; improving governance; and a growing young, educated, and trained population.

Indeed, the country’s growth trajectory appears upward. In 2012, the economy grew by 6.8%. To sustain this growth momentum, the DTI needs to increase investments into the country. The task is to showcase the country’s potential and successfully convince investors that investing in the Philippines is the best choice. After all, the country is among the best money-per-value destination, with a liberalized services industry, and cost-efficient wages over labor standard expectations. The Philippines contains a strategic logistics access point in the ASEAN+3 but more importantly, its greatest asset is its people.

- The country has a vast pool of homegrown talents and highly adaptable resources with adult literacy rate in the Philippines, listed among the highest in the world, at about 95%.
- As a worker, the combination of high value for education and the usage of English as the primary medium of instruction in Philippine schools has resulted in a Filipino labor force equipped with competent technical skills and English proficiency. This puts the Philippines in a prime position for opportunities in industries such as manufacturing, electronics, outsourcing and offshoring. The Filipinos are also multi-culturally sensitive professionals with innately caring and service-oriented characters that are ideal for professions such as medicine, wellness, customer service, and tourism.
- As a partner, Filipinos give high importance to establishing good personal relations with their business contacts. They are trusting and friendly, and value affable but professional business relationships.

The country is in a good spot. In 2012, the World Economic Forum, which measures global competitiveness of economies, cited the Philippines as among the countries that showed the most improvement. The country’s competitiveness ranking rose 10 notches from 75 to 65 out of 144 countries, finally occupying the upper half of the World Economic Forum Global Competitiveness Index.



LEVEL UP, DOUBLE UP. MOVING UP THE VALUE CHAIN.

Undersecretary Adrian S. Cristobal Jr.,
Industry Development and Trade Policy Group

1. *Looking back, what were the major highlights or your contributions in 2012?*

The initiatives of the IDTPG resulted in the following:

- The institutionalization of the Trade and Industry Policy Research Network (TIPRN): a network of research institutions and the academe to help us conduct much needed research and studies, whether in trade strategy or industry development.

- A more enhanced inter-government agency coordination mechanism and process: the Committee on Tariff Related Matters (CTRM) and the Technical Committee on Tariff and Related Matters (TCTRM) have intensified its coordinative work and are planning inter-agency capacity building projects to strengthen coordination and negotiation capabilities of the different government agencies.

- A strengthened stakeholder consultative mechanism: One Country, One Voice (OCOV). The Department conducted sector and industry consultations on the review of the PJEPA and on a PH-EU trade agreement where studies on the possible impact of a free trade agreement with the European Union (EU) were presented by independent research organizations.

The substantive discussions during these stakeholder consultations supported the decision making process of government.

- Capacity Building for Trade Policy Analysis and Trade Negotiations. Training Workshops in 2012 were on International Trade for the Philippines, on FTA Negotiations, on Trade Policy Analysis and on Trade Protocols and Structures

- A flagship program to support the Philippines' capacity to benefit from our Free Trade Agreements (FTA), the Doing Business in Free Trade Area (DBFTA) seminars this year educated more than 5,000 companies who learned how to avail of preferential tariff rates. The DBFTA campaign expanded its reach to include the academe. The DBFTA, which started in 2010, contributed to the country's increase in FTA utilization. The Philippines increased its Asean-Australia-New Zealand Free Trade Agreement (AANZFTA) utilization rate from 64.16% in 2010 to 76.06% in 2011. It was also reported that Philippine utilization of AANZFTA is higher compared to other ASEAN economies.

The Philippines secured a spot in the upper half of the World Economic Forum Global Competitiveness Ranking (WEF-GCR). The country's competitiveness ranking climbed ten notches, from 75 to 65 out of the 144 countries surveyed. However, the International Finance Corporation's Ease of Doing Business (IFC-EODB) remains a challenge.

2. *What was the most significant issue you encountered in the past year? How did you address it?*

Among the important issues we addressed is the need for more interaction with stakeholders in trade policy formulation and charting the path of industry development. In response, we established and institutionalized a consultative mechanism or system that enables meaningful stakeholder participation – One Country, One Voice (OCOV). OCOV is a work in progress and we are building on previous successes to ensure the integrity and efficiency of the system we have set in place. Also, we continue to encourage dialogues among sectors which have been proven to be

very helpful as they have a better appreciation and understanding of one other's interests.

With the right mechanisms and processes, with openness and willingness to reason with one another, we can arrive at sound, rational, balanced and responsive policies that are consistent with our national development objectives and supported by all, or most, stakeholders.

3. *Among all of IDTPG's contribution to the Department, what do you consider the most important?*

One of the major contributions of the Industry Development and Trade Policy Group (IDTPG) is the formulation of industry roadmaps. The Department, for this year, initiated the development of a Comprehensive National Industrial Strategy (CNIS). The CNIS, a collaborative effort among the private sector, the government and the academe, is geared to support and integrate government programs consistent with the nation's best interests as well as guide the government in crafting and implementing sound and relevant policies that target the reduction of poverty and the achievement of inclusive growth.

4. *What are your commitments to your stakeholders? What are your plans in 2013?*

We are looking at finalizing the CNIS by 2013, the blueprint for industrialization and the revival of the manufacturing industry. The group will also continue working on improving its competitiveness and establishing a better business environment to attract more investors, local and foreign.

By 2015, the ASEAN Economic Community (AEC) would have been established and the Philippines should be ready to compete when the AEC comes into force. The AEC is envisioned to make the Association of South East Asian Nations (ASEAN) a single market and production base and a strong regional economic bloc in the global economy. Our country and its economy must succeed and greatly benefit from this economic integration and trade liberalization. We have started assessing the implications of these developments and identifying initiatives to ensure our economy's overall well-being throughout and beyond the process of economic integration.

While the private sector continues what it does best - innovate and create wealth across state borders - government's role is to steer and navigate through this process of economic integration, and ensure that the productive forces of society can flourish and benefit its citizens.

Intense study and preparations, including a consultative process between policy makers and stakeholders - through OCOV- will be sustained and strengthened to determine how our economy can succeed and benefit from trade liberalization and economic integration.

But we must also remind ourselves that regional economic integration is not at an end itself, but a means to an end. For the Philippines, that end goal is inclusive growth, where wealth and prosperity is enjoyed by all Filipinos.



MFO1

MAJOR FINAL OUTPUT

International Trade Policy Negotiation, Facilitation, and Promotion Services

DTI EXPORT PROMOTION ACTIVITIES

Type of Activity	Number of activities	Export Sales (in USD M)	Companies Assisted	Trade Inquiries/ Buyers
Signature Events	2	49.87	570	7,503
Overseas Trade Fair	9	134.09	136	3,912
Outbound Business Matching	17	58.60	61	130
Inbound Business Matching	11	26.73	20	7
International Commitments	9	1.68	37	3,377
TOTAL	48	270.97	824	14,929

NUMBER OF EXPORTERS ASSISTED (2012)



2,420

TARGET

2,500

ACCOMPLISHMENT

103%

ACCOMPLISHED

NUMBER OF EXPORTERS' TRAINING

TRAINING SERVICES FOR EXPORTERS

670 Training
for Potential and
Existing Exporters

Trade Business Management

450 runs | 28,326 participants

Quality and Productivity

220 runs | 8,979 participants

PARTICIPATION IN INTERNATIONAL TRADE FAIRS

"GO WHERE THE BUYERS ARE" CITEM Overseas Projects



EUROPE

- Salone Internazionale del Mobile
- Maison et Objet
- SIAL Paris
- Frankfurt Ambiente



CHINA, HONG KONG AND MACAO

- Food Ingredients Asia
- Asia's Fashion Jewellery & Accessories Fair
- Hong Kong Houseware Fair
- China ASEAN Expo



JAPAN

- Foodex Japan
- ASEAN Food and Beverage Show
- JFW International Fashion Fair



AMERICAS

- FANCY Food
- SIAL Brazil
- SIAL Canada



MIDDLE EAST

- Gulffood
- Seafex



KOREA AND TAIWAN

- Korea Furniture Show
- Seoul Gifts Show
- Food Taipei



743

Companies
Assisted

14,792

No. of buyers/
trade inquiries

USD

184.75M
Export Orders

Php

165.53M
Local Sales

Support to a total of **98,811** jobs declared by our client exporters



DOING BUSINESS IN FREE TRADE AREAS

The DTI conducted a total of 116 DBFTA sessions in 2012. About 11,169 participants from 5,833 companies attended these sessions. Of the 116 sessions, 48 Focus Group Discussions (FGD) were conducted among business associations with export interests in FTA markets to determine their FTA utilization levels and the necessary interventions in getting a Certificate of Origin while 5 were conducted in the FTA markets. These five info sessions brought together Philippine exporters and importers in the FTA markets to explain how they can increase trade by jointly taking advantage of the FTA benefits.

BUSINESS ASSOCIATIONS WITH EXPORT INTERESTS IN FTA MARKETS

1. Confederation of Philippine Jewellery and Industries Association (CPJI)
2. Philippine Appliance Industries
3. Chamber of Cosmetics Industry
4. Samahan sa Pilipinas ng Industriyang Kemikal (SPIK)
5. Philippine Bananas Exporters & Growers Association (PBEGA)
6. Integrated Food Manufacturers' Association of the Philippines for Productivity (Infomapp)
7. Automobile Industry
8. Meycauayan Jewelry Industry Association Inc.
9. Travel & Tourism Related Sectors
10. Chamber of Furniture Industry of the Philippines (CFIP)
11. Recruitment Agencies
12. Coco Coir
13. Sauces Sector
14. Coffee Sector
15. Sweet Preserves Sector
16. Biscuits Sector
17. Calamansi Sector
18. Snack Food and Confectionery
19. Wines and Spirits
20. Philippine Chamber of Handicrafts Industries (PCHI)
21. Christmas Decors Producers and Exporters Association of the Philippines (CDPEAP)
22. Logistics Sector
23. Seaweeds Industry Association of the Philippines (SIAP)
24. ICT and IT related sector

INFORMATION SESSIONS

1. Dagupan City
2. Vigan
3. Calapan, Oriental Mindoro
4. Butuan City, CARAGA
5. Dumaguete City
6. Tanjay and Valencia, Negros Oriental
7. Taytay, Rizal
8. Kalinga
9. Marinduque
10. Romblon
11. Samar
12. Ormoc
13. General Santos
14. Tacloban
15. Iloilo City
16. Legaspi City
17. Davao City
18. Cebu City
19. Baguio City
20. Bohol
21. Occidental Mindoro

The massive DBFTA campaign resulted in the Philippines increasing its ASEAN-Australia-New Zealand Free Trade Agreement utilization rate from 64.16% in 2010 to 76.06% in 2011 and is even relatively higher than that of other ASEAN economies. APEC has recognized the Philippines achievement and thus invited DTI to share best practices last August 7, 2012 in Japan. More importantly, DBFTA became instrumental in preparing Negros Oriental sugar farmers face competition with the eventual reduction of tariff on imported sugar to 5% by 2015.

NATIONAL EXPORTERS WEEK HELD

The Bureau of Export Trade Promotion (BETP), together with the Export Development Council (EDC) and the Philippine Exporters Confederation, Inc. (PHILEXPORT), organized the 2012 National Exporters' Week Celebration on December 3-7, 2012, which featured the following: (1) December 5, 2012 National Export Congress at the Philippine Trade Training Center where a total of 425 participants from export-oriented private sector associations and government agencies graced the event.; (2) 4 Usapang Exports info sessions with a total of 348 attendees from private sector associations and other government agencies; (3) Commodity Agencies' Exhibit with about 11 commodity agencies present, e.g., Philippine Coconut Authority, Bureau of Fisheries and Aquatic Resources, and Bangko Sentral ng Pilipinas; and (4) Exporters' Bazaar with 31 participating exporters.



PHILIPPINES FINALLY OFF THE US LIST OF 'NOTORIOUS MARKETS'

The United States (U.S.) finally removed the Philippines from the list of "Notorious Markets," proving that efforts at improving the country's intellectual property (IP) regime are paying off. This development can be seen in the Out-of-Cycle Review of Notorious Markets report dated December 13, 2012 which cites positive action and significant enforcement initiatives specifically in our Quiapo Shopping District that have reduced the number of counterfeit and pirated goods available for sale. This development put the Philippines closer to being completely removed from the United States Trade Representative (USTR) Office's Special 301 Watch List, which identifies economies that have weak IP regimes and could face trade sanctions from the U.S. The Notorious Markets list focuses on physical areas like malls where the selling of counterfeit products is rampant. The 301 Watch List takes into account the overall IP regime of a country covering enforcement, prosecution, and policies.

THE NEWS

Quiapo Dropped from US list of Notorious Markets

TRADE REMEDY MEASURES IMPOSED

The Department, through the Bureau of Import Services (BIS), has investigated six trade remedy cases covering these products: (1) steel angle bars, (2) testliner boards, (3) clear float glass, (4) tinted float glass, (5) newsprint, and (6) galvanized iron and pre-painted galvanized iron. On three of these cases, DTI ordered the following: (1) Extension of the definitive general safeguard measure against the importation of steel angle bars for another three years with an annual reduction rate of 5%; (2) Reduction of the definitive general safeguard measure against the importation of testliner board for the second and third year of the implementation period; (3) Reduction of the definitive general safeguard measure to PhP 3,043.26/per metric ton (MT) on imported clear float glass and PhP3,687.22/MT on imported tinted float glass. The reduction shall be effective from October 15, 2012 until October 16, 2013.



DTI also assisted Philippine exporters facing trade remedy cases in foreign markets. A total of eight trade defense cases have been monitored by BIS. These are (1) sunset review of the anti-dumping measure imposed by Indonesia on Cavendish bananas, (2) export ban on silica sand by Indonesia, (3) safeguard measure by Russia on activated carbon, (4) anti-dumping measure by Turkey on synthetic textiles from the Philippines, (5) anti-dumping measure by Australia on pineapple, (6) anti-dumping measure by U.S. on stainless steel butt weld pipe fittings, (7) anti-circumvention case on Philippine exports of stainless steel fasteners and parts by EU; and (8) anti-dumping measure on certain tube and pipe fittings of iron or steel by EU.

ACCREDITATION OF CONFORMITY ASSESSMENT BODIES

In 2012, the Philippine Accreditation Office (PAO) accredited 23 testing and calibration laboratories for ISO/IEC 17025. PAO conducted a total of 101 surveillance visits to ensure that corrective actions have been implemented on nonconformities in previous laboratory assessments. They also conducted a total of 63 special assessments based on requests from laboratories for expansion of accredited scopes. For accredited certification bodies, the PAO conducted five office-based assessments and 31 witness audits to ensure confidence in the conformity assessment certificates issued by the certification bodies. To date, accreditation has been awarded to 173 testing and 25 calibration laboratories (ISO/IEC 17025), five medical laboratories (ISO 15189), two inspection bodies (ISO 17020), and six certification bodies for certification of management systems (ISO 17021), such as quality (ISO 9001), environment (ISO 14001) and food safety (ISO/TS 22003).







INCLUSIVE GROWTH

*through increased exports
and investments*

Government's societal goal is inclusive growth and poverty reduction. Inclusive growth has three critical elements, according to the National Economic Development Authority (NEDA): (i) high and sustained economic growth; (ii) growth that generates mass employment that draws the majority of our people into the economic and social mainstream; and (iii) growth that reduces poverty and facilitates the achievement of the millennium development goals. The attainment of the inclusive growth vision requires the continued implementation of strategies to improve competitiveness in the productive sectors to generate massive, high quality, and decent employment.

2012 saw high economic growth. The country's economic performance exceeded expectations as GDP grew by 6.8%. This exceptional growth is attributed to the strong performance of the industry and services sector which grew by 6.8% and 7.6%, respectively, accentuated by the sturdy performance of the manufacturing (5.4%) and construction (15.7%) sectors.

Achieving inclusive growth is a huge challenge. For this reason, DTI role remains critical. Our strategy is to focus on industries that will generate the most productive employment.



YOUR INVESTMENTS. OUR PEOPLE.

Undersecretary Cristino L. Panlilio,
Trade and Investment Promotions Group

1. *Looking back, what were the major highlights or your contributions in 2012?*

First, promotions of exports succeeded through attainment of a historical record high of USD 52B of merchandise exports, topping the previous record of USD 51.4B in 2010. Merchandise and services exports, meanwhile, hit USD 70.59B, close to the 10% growth target.

Second, recorded foreign direct investments (FDI) reported by the Bangko Sentral ng Pilipinas (BSP) reached USD 2.03B in 2012, the highest in five years. Total approved foreign investments grew 12% to a historical record high of PhP289.1B in 2012, from PhP258.2B in 2011 according to the National Statistical Coordination Board (NSCB).

Total BOI-registered investments in 2012 - which is both domestic and foreign investments - reached PhP362B - just a shade below the record high of PhP 369B in 2011.

Inbound missions in 2012 likewise hit a historical high of 144 missions. These missions are composed of a group of foreign companies and business executives who have visited BOI for investments inquiries, briefings and ocular inspection of our export zones. The BOI received and assisted a total of 509 companies, 173 of which were individual company visits while 336 were multi-company/delegation missions with a total of 414 members. Lastly, on December 20, 2012, we inaugurated the "HallONE". These are the old trade pavilions located in the CITEM compound which we successfully renovated into permanent exhibition halls.

HallONE is a design showcase of the best Philippine export products. It is a year-round sourcing venue for local and foreign buyers, and a venue for industry meetings and events. It offers year-round services such as business matching and appointment scheduling, factory visits, export order taking and shipping assistance, retail sales, design clinics, seminars and workshops.

2. *What was the most significant issue you encountered in the past year? How did you address it?*

The restriction of our banana exports in China was one of the major challenges that we faced in 2012. China is our top importer of bananas. Immediately, we convened consultations with the banana exporters to identify stop-gap measures and long term solutions to the problem. We helped the industry find alternative markets through the outbound missions and Doing Business in Free Trade Area (DBFTA) seminars we organized.

3. *Among all of TIPG's contribution to the Department, what do you consider the most important?*

If there is one program that the Trade and Investment Promotions Group (TIPG) implemented which significantly contributed to the Department's accomplishments, it is the Global Marketing and Intelligence System (GMIS) which we launched in January of this year. GMIS is a quantitative system where a menu of activities is lined up and prescribed to pursue and achieve. Each of these activities have corresponding points, the more points garnered, the higher is the performance rating. The goal of the GMIS is to establish a management by objectives (MBO) environment among the operating units encouraging self-starting and performance-driven attitude. For the year 2012, the GMIS went on a trial-run with satisfactory results.

4. *What are your commitments to your stakeholders? What are your plans in 2013?*

While I may no longer be part of the Department in 2013, I trust that the group will continue its unwavering service to exporters and investors. For 2013, the group will continue to conduct targeted export promotion activities. On the investment side, our foreign posts will work hand-in-hand with the Industry Development and Trade Policy Group (IDTPG) in attracting the needed investments to revive manufacturing.

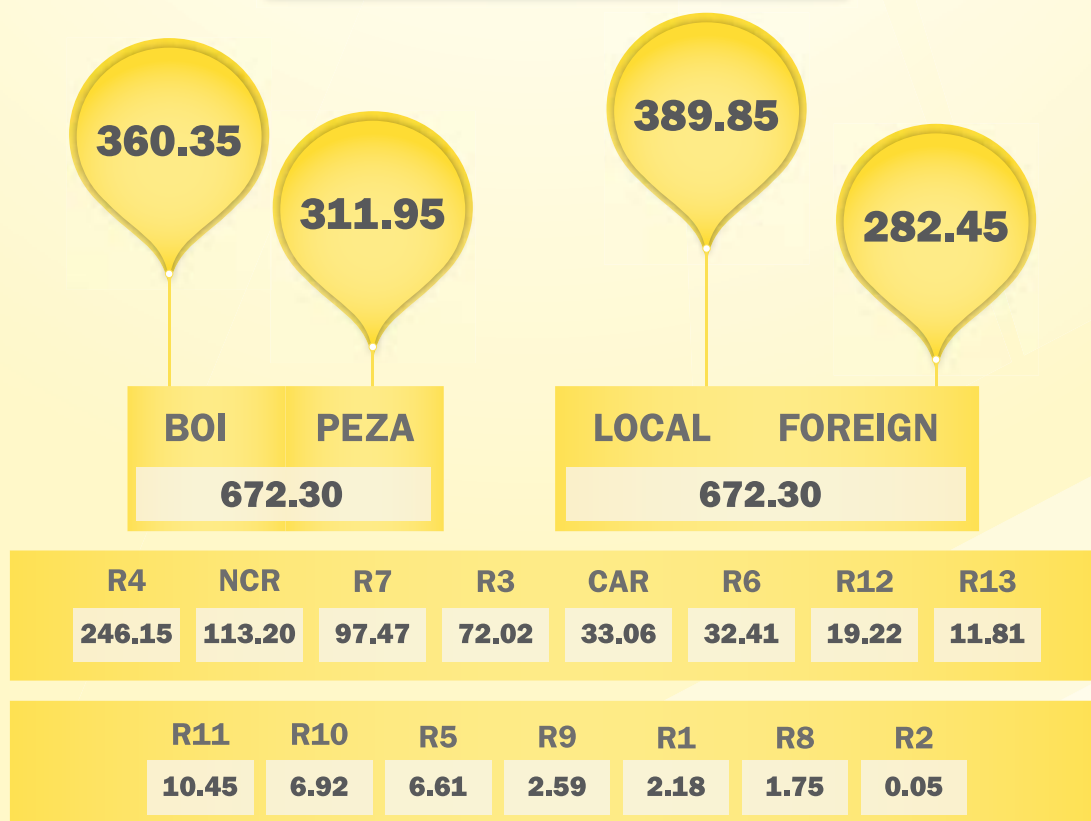


MFO2

MAJOR FINAL OUTPUT

Industry Development
and Investment Promotion,
Generation, and Facilitation
Services

2012 APPROVED INVESTMENTS (IN PHP B)



Note: Components may not add up to total of PhP672.3B due to other investments that are located in several regions.

INVESTMENT MISSIONS

There was a strong inflow of investments wherein we slightly exceeded our very strong investment performance in 2011.

	Business Delegation	Number of Companies or Organizations	Total Number of Companies or Organizations (including other company visits)
2010	14	154	276
2011	16	239	1,373
2012	51	669	1,765
% CHANGE	218.75%	179.92%	28.55%

COMPARATIVE INBOUND INVESTMENT MISSIONS PERFORMANCE (All Investment Promo Institutions)

PHL IMPROVES COMPETITIVENESS RANKING

The competitive ranking of the Philippines has leaped by 10 notches to 65 among 144 economies in the World Economic Forum's (WEF) Global Competitiveness Report 2012-2013.

The ranking was based on the 12 pillars of competitiveness in which the country received a total score of 4.23. The country was considered as one of the few countries that improved drastically and advanced 22 places since 2009. The Philippines has advanced in all pillars of competitiveness except in primary education and health. Also, the Economic Freedom of the World showed that the country jumped to 61st place from 77th in the annual rankings when it comes to economic freedom among 141 nations.

Canada's Fraser Institute released the said report which showed that the Philippines' score jumped to 7.12 from 6.84. Remarkably, the Philippines ranked second to Singapore among ASEAN member-countries, followed by Malaysia (71st), Indonesia (76th), Thailand (87th), and Viet Nam (96th). The Philippines recorded big improvement in sound money, particularly in allowing people to own foreign currency bank accounts. The country also improved its score in size of government, meaning the government got lightly less intrusive in the economy. The rankings were based on 2010 data, the most recent year for which comprehensive figures are available.



2012 IPP SIGNED

Signed by President Aquino in June, the 2012 Investment Priorities Plan (IPP) addresses four critical areas, namely job generation, enhanced delivery of social services, international competitiveness, and climate change mitigation and adaptation. With the theme, "A New Day for Investments: Coherent, Consistent, and Creative" the IPP covers 13 preferred economic activities in agriculture/agribusiness and fishery; creative industries/knowledge-based services; disaster prevention, mitigation and recovery projects; energy; green projects; hospital and medical services; infrastructure and public-private partnership (PPP); iron and steel; mass housing; motor vehicles; research & development (R&D); shipbuilding; and strategic projects.

Investments in any of the IPP preferred activities are entitled to a maximum of eight-year income tax holiday (ITH) and zero duty on capital equipment importation, among other perks. The inclusion of hospital and medical services and iron and steel are the two new additions to the 2012 IPP and these two are expected to generate strong investor interest.



PRESIDENT CONFERS PHILIPPINE QUALITY AWARD

The DOST-Region 9 and Metals Industry Research and Development Center (MIRDC) received the PQA's Recognition for Commitment to Quality while Automotive Airconditioning Technology, Inc. and NYK-TDG eBusiness received the Recognition for Proficiency in Quality Management during the PQA Conferment in Malacañang on January 20, 2012.

The PQA is the highest level of national recognition for exemplary organizational performance. PQA measures a company's (1) leadership, (2) strategic planning, (3) customer and market focus, (4) measurement analysis and knowledge management, (5) human resource focus, (6) process management, and (7) business/organizational results. Established by virtue of RA 9013, PQA aims to promote standards in organizational performance comparable to those of leading businesses abroad, pursuant to the country's effort to be globally competitive.

The DTI, through the Center for Industrial Competitiveness (CIC), conducted the PQA Improvement Day as a continuing program to advocate quality and business excellence. This event was held on February 21, 2012 at the Richmonde Hotel, Pasig City. The session identified the gaps in the PQA assessment process to improve the system.





2012 STRATEGIC INDUSTRY DEVELOPMENT FORUM: PARTNERSHIPS FOR INCLUSIVE GROWTH

The DTI, through the Board of Investments (BOI), spearheaded efforts at formulating industry roadmaps aimed at creating a globally competitive industry and services sector. In 2012, DTI collaborated with the private sector and began the process of developing strategies to achieve the vision, goals, and targets of industries in the short- (until 2017), medium- (until 2021) and long-term (until 2025). The BOI initiated the development of the Comprehensive National Industrial Strategy that will define the policy framework necessary for industry growth. DTI, through the BOI aims to promote industry development by working towards the following:

- 1. Sustaining growth in revenue streams** such as e-Services (IT- BPO), Semiconductors and electronics (SMS/EMS), Shipbuilding
- 2. Pursuing Countrywide Growth** in Agri-based industries such a. bamboo, banana, pineapple, coffee, cocoa, coconut, rubber, processed food), Fishery, Tourism, Infrastructure
- 3. Developing new revenue streams** such as those in the Creative industries (animation, software, gaming, etc.), Medical space (clinical support services), Mineral processing, coconut
- 4. Revisiting the backbone sectors** (Iron and steel, Petrochem, Copper downstream, Chemicals)
- 5. Recovering / Recapturing Sectors** (Motor vehicles/auto parts, Apparel, Footwear, Travel goods, and Consumer electronics)

In 2012, the BOI has completed fifteen (15) sectoral roadmaps including those for chemicals, rubber products, furniture, biodiesel, autoparts, paper, copper and copper products, petrochemicals, cement, ceramic tiles, mass housing, motorcycle, tool and die, motor vehicles, and strategy paper on air cargo logistics.

Relatedly, the DTI-RODG, through its industry clustering program, has developed 22 industry profiles and value chain analysis on the following agri-based industries: Cacao, Coffee, Bamboo, Banana, Rubber, Milkfish, Poultry, Pangasius, Fashion complements, Furniture, GDH, Abaca, Veggie Noodles, Coconut/Coco Coir, Muscovado, Organic Fertilizer, Wood, Mango, Seaweeds, Dairy, Pineapple, and Palm oil.



Inclusive growth through SME + **DEVELOPMENT**

MSMEs play a major role in achieving a rapid, sustainable, and inclusive growth. The MSME sector accounted for about 99.6% of the registered businesses in the country in the last five years which accounts for 63% of the labor force. Around 35.7% of the total sales and value added in the manufacturing come from MSMEs as well.

With SME Development as the core of DTI's job generation efforts, the Department follows a framework: Big Push to SME Development. To maximize government's limited resources, small businesses in selected industry clusters and those located in poor areas with a ready market for their products shall be prioritized. Government assistance will be in the form of specialized services such as the provision of subcontractor network, access to markets, access to specialty materials needed to finish the production of goods, provision of shared services facilities or equipment to help increase production and enhance the quality of products, access to financing with less stringent requirements, infrastructure and logistical support, and expanded training programs.

In the past two decades, the size distribution of firms hardly changed and is characterized by a missing middle, with enterprises comprised mostly of micro (90.61%), and small (8.56%). Through DTI's big push, the goal is to accelerate and promote the graduation of these enterprises from micro to small, small to medium, and medium to large enterprises.



BIG PUSH TO SME DEVELOPMENT

Undersecretary Merly M. Cruz,
Regional Operations and Development Group

1. Looking back, what were the major highlights or your contributions in 2012?

In 2012, our hands were full in launching a number of innovative undertakings. We have launched platform projects such as the National Industry Cluster Capacity Enhancement Project (NICCEP) in cooperation with Japan International Cooperation Agency (JICA). Banking on the success of Davao Industry Cluster Capacity Enhancement Project (ICCEP), we have expanded the concept of clustering to include more industry clusters nationwide.

As we join the bandwagon of the emerging cubs of Asia, we are ready to take on the more challenging task of strengthening our agro-industrial sector to become competitive with their international counterparts. By way of the Philippine Traceability for Agro-Industrial Competitiveness Enhancement (PTRACE) project, we hope to make the Philippines a source of safe food products in Asia.

2. What was the most significant issue you encountered in the past year? How did you address it?

It is not always rosy as we continue to be beseeched with resource constraints in both manpower and financial resources. With the little that we have, we managed to be relevant in crucial and timely projects.

What we lack in resource, we make up through strategic partnership with other institutions, NGAs, our LGU counterparts, and donor agencies. We complement one another's strength and address our limitations, resulting in a formidable team able to overcome the challenges in implementing plans and programs for the SME sector in a highly competitive business environment.

3. Among all of RODG's contributions to the Department, what do you consider the most important?

The Regional Operations and Development Group (RODG) values the importance of our strong micro, small, and medium enterprise (MSME) sector that provides much needed boost to the economy through its contribution to employment, value added and exports. This is why we highlight the Big Push for SME Development program which offers the support framework

for the PhP700M Shared Services Facility (SSF) that will enable MSMEs to improve their productivity as well as product quality operations and expand their market reach.

The timely start of the (NICCEP), a three-year technical cooperation project funded by the JICA, seeks to develop and mobilize pilot industry clusters nationwide. It has initiated the build-up of capacities for SMEs in the targeted industry clusters which will ultimately contribute to the goal of inclusive growth and poverty reduction.

The successful conclusion of SME Development for Sustainable Employment Program (SMEDSEP), is paving the way for the Promotion of Green Economic Development (ProGED), a green initiative that will similarly be pursued in partnership with Gesellschaft für Internationale Zusammenarbeit (GIZ).

Utilizing value chain analysis, we provide MSMEs with a package of assistance in marketing, finance, product development, and institutional strengthening. For as long as this government continues to provide an enabling environment for business through predictable and transparent policies, we will enable our competitive SMEs to graduate to the next level and attract more enterprising individuals to try their hands at entrepreneurship.

4. What are your commitments to your stakeholders?

We in the Regional Operations and Development Group (RODG) will continue to develop and grow MSMEs in the priority industries across the value chain - to be more efficient, competitive and sustainable contributors to jobs creation and, ultimately, to poverty alleviation and inclusive growth goals of this government.

5. What are your plans in 2013?

In the coming years, we will strengthen and institutionalize industry clustering as a platform for major projects like SSF, PTRACE, SME Roving Academy, OTOP Store and other innovative projects. This can be achieved through increased convergence amongst government and private sector partners that will deliver a multiplier effect in our overall efforts to create more sustainable jobs, thriving MSMEs and well-placed industry clusters.



MFO3

MAJOR FINAL OUTPUT

MSME Development and Promotion Services

TOTAL NUMBER OF TRADE FAIRS CONDUCTED IN 2012

9

International

222

Provincial

National

6

Regional

60

ORGANIZATION OF DOMESTIC TRADE EVENTS

Market Week Philippines (Home, Food, Fashion)

- September 19-23, 2012
- A total of 375 booths were used by 420 exhibitors from 17 regions of the country
- 52% of exhibitors participated for the first time in a DTI-organized national fair
- Actual cash and booked sales of PhP65.2M exceeded target of PhP60M. Orders under negotiation amounted to PhP16.5M

3rd Treprenuer Fair

- September 29-30, 2012
- Participated in by twenty-two exhibitors
- Generated PhP699,163 in sales

Eats more fun in the Philippines (National Food Fair)

- July 12-15, 2012
- Participated in by 230 SMEs
- Generated PhP7M in sales

OTOP Goes to Congress

- Assisted select clusters and supported the marketing initiatives of the National Industry Cluster Capacity Enhancement Project

PARTICIPATION IN INTERNATIONAL TRADE FAIRS

OTOP Marketplace@ Manila FAME

- October 17-20, 2012
- Twenty exhibitors representing 11 Regions participated
- Generated orders worth PhP53M

OTOP City Fair in Bangkok

- OTO and SME products exhibited and sold in the OTO Philippine Pavilion at the, Thailand on December 15-23, 2012

BDT PRODUCT SHOWROOM

- An active retail outlet used by industry associations to showcase and sell products on a continuous basis.
- A Facebook account for the Showroom has also been created.

FEATURED PRODUCTS/ ASSOCIATIONS IN 2012

1. Calabarzon (January-June)	PhP 1.24M
2. Association of Negros Producers (July-December)	PhP 1.52M
TOTAL	PhP 2.76M

BUSINESS ENVIRONMENT

LOCAL REGIONAL ECONOMIC DEVELOPMENT (LRED) PROGRAM PROMOTED AMONG LGUs

To assist local government in promoting economic development, the DTI promotes the LRED program – a participatory and action-oriented planning and implementation process wherein public and private stakeholders in a locality work together to improve conditions for economic growth and employment generation. In 2012, 68 LGUs have participated in the process which addressed issues such as those concerning improper disposal of garbage/waste management in Virac, Catanduanes (Region V); slow business permit registration processing time (renewal) in Valencia, Bukidnon (Region 10), enterprise development (organized a Friday night market), among others.



SME CARAVAN: BRINGING GOVERNMENT CLOSER TO THE PEOPLE

The SME Caravan provides SME services to areas where services may be limited. It promotes entrepreneurship by increasing awareness on starting a business through conduct of training sessions on topics such as Developing an Entrepreneurial Mindset, Food Contamination Affecting Food Safety, Building Quality Culture, Finding the Right Market, Cleaner Production, and Wealth Management. This is in addition to training modules on managerial, skills development, branding, and values formation. A total of 19,524 participants attended 82 entrepreneurship training sessions in 79 areas, which include Benguet, Isabela, Tarlac, Batangas, Albay, Occidental Mindoro, Capiz, Zamboanga City, Lanao del Norte, Misamis Oriental, Sultan Kudarat, and Davao del Sur.



INFORMATION, EDUCATION AND COMMUNICATION TO PROMOTE ENTREPRENEURSHIP

In 2012, the DTI distributed 362,948 copies of various MSME-related information materials to SME centers and trade associations nationwide, as well as donor agencies, national and local agencies, national and local government units, universities and colleges, financing institutions, legislative offices, embassies, private organizations and local public libraries. Disseminated were materials on services and financing programs for MSMEs, in addition to the Do You Want To Go Into Business Handbook, Glossary of Business Terms and Concepts, among others.



WEB PORTAL FOR SMEs LAUNCHED

The SME Portal provides a window for SMEs to register their loan requirements which can be viewed and processed by financial institutions (lenders). The portal was jointly developed by the Foundation for Filipino Entrepreneurship, Inc. (FINEX), DTI and Eastern Telecoms and was launched in July 2012 during the 2012 SMED Week celebration.



PRODUCTIVITY & EFFICIENCY

INFO BRIEFING SESSIONS CONDUCTED FOR MICROS

The DTI held a total of 71 free briefing sessions for would-be and existing MSMEs, benefitting 3,253 participants. Conducted every Tuesday at 1:30-4:00 p.m., some of the well-attended sessions were on topics such as the Barangay Micro Business Enterprise (BMBE) Act of 2002, How to be an Entrepreneur, How to Enhance your Business, Managing your Finances, Expanding One's Business Through Online Marketing, How to Prepare a Business Plan, and Product Trends and Design. Other topics included: securing business licenses and government certificates; consumer rights and protection; customer relationship management; selling in foreign or domestic markets; skills trainings on organic fertilizers; special topics such as food cart business, restaurant or franchise; financing programs; and business savings-expense simulations (BEST Game). In addition, the Department organized two E-Marketing Orientation sessions with 47 SMEs benefitting from these marketing clinics.



STRENGTHENING THE EXPORTER'S CAPABILITIES THROUGH REGIONAL INTERACTIVE PLATFORM FOR PHILIPPINE EXPORTERS (RIPPLES)

The RODG, together with the BETP and the PTTC continued implementation of the RIPPLES project aimed at developing MSMEs' capacities to supply globally competitive goods and services in the international market. A total 478 participants representing 305 companies attended 18 RIPPLES activities from August to November 2012. The 18 activities consist of eight market info seminars, four assessment and monitoring activities, and four workshops/mentoring on Food Safety Managements System (FSMS) documentation and two Basic Webpage Development seminars conducted across the Philippines for the Gifts/Decors/Housewares, Food and ICT sectors. The RODG held the capacity building sessions in Bacolod City, Cebu City, Iloilo, Davao City, General Santos City, Bacolod City, Butuan City, Zamboanga City, Tagbilaran City, Bohol, Tuguegarao City, and Cagayan Valley.



PRODUCT DEVELOPMENT AND DESIGN ASSISTANCE FOR MSMEs

The Product Development and Design Center of the Philippines (PDDCP) implemented 94 design awareness activities. Exhibits, such as Green Furniture Design, the 10th Jewelry Design Competition, and Colors & Trends 2012, attracted more than 600 participants from six regions. Participants came from different sectors, including MSMEs, design practitioners and schools, and government. "Design and Traditions" mounted especially for the Manila FAME on March 14-17, 2012 continued to be displayed at the PDDCP exhibition hall. In celebration of Design Week Philippines in March and October, Design Talk activities were conducted for nearly 500 participants in the cities of Manila, Tuguegarao, Davao, and Cebu.



INCUBATION PROGRAMS FOR DESIGNERS LAUNCHED

In 2012, DTI, through the Cottage Industry Technology Center (CITC), provided 147 competency-building courses in handmade paper-making, e-bamboo and novelty item production, basket weaving, soap-making, and dimsum making, among others, to 5,318 participants. The participants consisted of 80% female and include would-be entrepreneurs, unemployed household members, and government employees. Through shared service facilities, CITC has processed an estimated PhP16.8M worth of goods geared for the domestic market.





FROM LIVELIHOOD TO MICRO-ENTREPRISES:

BDS + MICROFINANCE = SUCCESS

The Rural Micro Enterprise Promotion Programme (RuMEPP) aims to reduce rural poverty in the 19 poorest provinces in the country through increased economic development, job creation, and better incomes for poor rural households by promoting profitable and sustainable microenterprises (MEs). Implemented with the Small Business Corporation, RuMEPP adopts a two-pronged approach of providing financial and technical assistance to promote ME development, coupled by the promotion of policies supportive of ME development and growth.

Continued coordination with partner microfinancing institutions (MFIs) in 2012 facilitated significant accomplishment in serving Convergence MEs, or MEs provided with both microfinancing and business development services (BDS) such as skills training, product development, and market facilitation. A total of 5,894 MEs brought the overall number of Convergence MEs to 12,454 or 83% of the target 15,000. Of those, 11,582 or 93% were originally MFI clients who were linked to BDS interventions, while the rest were primarily BDS clients linked to and granted loans by MFIs.

SB Corp received Php3M in grant funds from the International Fund for Agricultural Development (IFAD) for a capacity-building program for partner MFIs that needed strengthening and for MFI applicants who failed to meet accreditation requirements. An initial batch of three MFIs was identified for the program, namely San Quentin Abra Multi-Purpose Cooperative from Abra and Malapatan Multi-Purpose Cooperative, Inc. and Kiamba Employees Multi-Purpose Cooperative from Sarangani.

RuMEPP Accomplishments (2007-2012)

	Microfinance Credit & Support (MCS)	ME Promotion & Development (MEPD)
MEs Served	47,539 (136%)	23,875 (159%)
Convergence MEs	12,454 (83%)	
Total Jobs Generated	58,960	
Time Elapsed	86%	

ACCESS TO FINANCE

EMPOWERING SMEs THROUGH SOUND LENDING OPPORTUNITIES

The ASENSO Program, upgraded from the SME Unified Lending Opportunities for National Growth (SULONG) Program and relaunched in July 2012, released a total of Php30.4B worth of financial assistance to 89,078 SMEs, supporting more than 401,000 jobs in 2012. With the Small Business Corporation (SB Corp.) as lead convener, the program is implemented by seven government financial institutions and designed to give SMEs greater access to short- and long-term funds. Enterprises in all industries with asset sizes not greater than Php100M are eligible to borrow under ASENSO, except those engaged in trading of imported goods, liquor, cigarettes and extractive industries. Since the start of SULONG in 2004 until December 31, 2012, the program has already released a total of Php272.6B worth of financial assistance supporting roughly 3.89M jobs.



ACCESS TO MARKETS

ANG TINDAHANG PINOY (ATP) SHOWCASES FILIPINO INNOVATION

The DTI, through the Bureau of Domestic Trade (BDT), facilitated the release of financial assistance to the Cebu Gifts, Toys and Housewares (GTH), Foundation Inc., Davao Ecocrafts Association, and Philexport Region 3 worth Php 1 million each to open One Town, One Product (OTOP) Stores in Mandaue City, Davao City, and Clark EcoZone. BDT has also published the OTOp Store Order Catalogue, designed by Product Development Design Center Philippines (PDDCP), and opened an OTOp sub-domain under Shopinas.com.ph for online marketing.

To promote Tindahanng Pinoy Stores, DTI sent the OTOp Store Order Catalogue to 284 members of the Philippine House of Representatives. BDT also partnered with Agile Dissoluzione Ventures Corporation, a private firm that produces the TV program “Kabuhayan Swak na Swak” aired every Saturday and Sunday, 7:00 a.m. at ABS-CBN Channel 2 and with replays on the international The Filipino Channel (TFC). Three 2-minute segments of the OTOp Stores aired last October 6 for OTOp Store Clark, October 14 for OTOp Store Cebu and October 21 for OTOp Store Davao.



DTI PROVIDES SUPPORT SERVICES TO AGRARIAN REFORM COMMUNITIES (ARCs)

DTI, through the Comprehensive Agrarian Reform Program (CARP), developed 1,298 MSMEs from 16,398 farmer beneficiaries in 2012. DTI-CARP extended various types of assistance to 799 ARCs and 180 other communities, generating total investments worth Php1.1B, sales of Php2.4B, and 68,498 jobs. By December 2012, the Department assisted 2,311 MSMEs and provided farmer beneficiaries and landowners various trainings and seminars on skills development and capability and competency enhancement. DTI-CARP nearly completed 500 studies for 51,759 farmer beneficiaries and endorsed it to various financing institutions.







Know your rights: key to **CONSUMER** **EMPOWERMENT**

When consumers know their rights, responsibilities, and avenues for redress, they become discriminating customers and demand better quality goods and services, and value for money. When consumers are empowered, they improve economic performance by driving competition and business innovation (OECD, 2010).

To make this happen, DTI shall (i) implement an effective information, education and awareness campaign, (ii) protect consumers from unfair business practices through aggressive monitoring and enforcement, (iii) maintain reasonable prices, (iv) recognize firms that promote fair business practices, and (v) ensure that products available in the market are safe.



GET ORGANIZED. BE HEARD. BE EMPOWERED.

Undersecretary Zenaida Cuison-Maglaya,
Consumer Welfare and Business Regulation Group

1. Looking back, what were the major highlights or your contributions in 2012?

We bring good news and account even the unprecedented events that made 2012 a rollercoaster ride:

- We have conducted the nationwide campaign on the safety standards of motorcycle helmets, prior to LTO's implementation of road side inspection.
- We held the 1st Consumer Welfare Assembly of Consumer Organizations, which was graced by no less than His Excellency, President Aquino. The celebration promoted the significance of consumers as groups to strengthen their awareness and protection.
- Our Department's redress mechanism and consumer complaints handling systems were improved through the CWBRG's: (1) revision of Department Administrative Order (DAO) on Fines; (2) formulation of the harmonized DAO on consumer complaints handling (with 7 days and 20 days resolution period on consumer complaints); and, (3) development and implementation of the CRM as a tool for online filing of complaint and to monitor and track progress/status of a complaint.
- The Department pursued the development of the Disaster Management and Preparedness Plan to ensure a harmonized course and action across DTI regional and provincial officers during and after a calamity.
- We were aggressive in resolving undelivered Balikbayan boxes, which resulted in penalizing 17 freight forwarders for violation of Sec 38 (a) and Sec 38 (n) of Philippine Shipper's Bureau (PSB) Administrative Order No. 6, Series of 2005.
- We farmed out 600 student-interns as additional monitors in two (2) batches to closely check the price and supply of basic goods and to disseminate consumer information materials during the 3rd and 4th quarters of 2012. This resulted in a leap on the total number of establishments (wet markets, supermarkets, hardware stores) monitored from the usual number of 3,500 to at least 7,000 up to 15,600 retailers.
- We have institutionalized the Diskwento Caravan – Balik Eskwela and Noche Buena/ Holiday editions –as a non-wage benefit for minimum wage earners and employees as consumers and to strengthen their purchasing power. DTI conducted 240 caravans for 2012 and assisted an estimate of 169,405 consumers with a generated sales of PhP97.4M.
- We guaranteed safe critical products by renewing 571 Philippine Standard (PS) licenses of manufacturers and issuing 124 new PS licenses and 4,203 Import Commodity Clearance (ICC) certificates that generated a total of P43 million in fees.
- We take pride that after undergoing a series of organizational improvements, the Construction Manpower Development Foundation (CMDf) was certified compliant with ISO 9001:2008 Quality Management System by TUV Rheinland, only a month after it started application process for ISO 9001 Certification.

2. What was the most significant issue you encountered in the past year? How did you address it?

One significant challenge the group embarked on was the enforcement of mandatory standards on motorcycle helmets. The Land Transportation Office's (LTO) impending roadside inspection of properly-marked helmets caused dilemma to motorcycle riders since

they purchased their helmets prior to the implementation of the Motorcycle Helmet Act.

The DTI initiated a nationwide motorcycle helmet inspection and validation drive that was conducted from July to December 2012, at the DTI offices, in LGU grounds and at off-site locations to reach out to as many motorcycle riders as it can. The DTI's Bureau of Product Standards (BPS) provided whole day services on weekends to cater to LGUs and their constituents and to companies with motorcycle fleets. In addition, it made the processes easier for motorcycle riders by waiving the registration fees and streamlining the requirements.

A total of 1.6 million helmets or 61% of the estimated total number of motorcycle riders nationwide, were validated and their ICC sticker affixed. To comply with the standards by having their helmets inspected and validated, the DTI made representation with the Department of Transportation and Communication (DOTC) to extend the deadline to the end of 2012 instead of August 31, 2012.

3. Among all of CWBRG's contributions to the Department, what do you consider the most important?

The Consumer Welfare and Business Regulation Group (CWBRG) serves as the bearer of the Department of Trade and Industry's (DTI) mission of Empowering Consumers through safe and reasonably-priced products and services and a steady supply of basic goods. We intensify our advocacy in consumer awareness and guarantee that our general public will get value for their money. Thus, we contribute to the Department's drive towards success with consumer welfare as our platform.

4. What are your commitments to your stakeholders?

We take charge in empowering consumers. We will continue to address this important role by using the following strategies: (1) Increase the level of consumer awareness, (2) Ensure the stability of supply and reasonable prices of basic goods, and finally, (3) Guarantee safe critical products to our general public by promoting safety standards.

5. What are your plans in 2013?

We maintain a rosy outlook for 2013 that is significantly beneficial to Filipino consumers. For that, we will (1) Intensify our campaign on adherence to standards and prevent the proliferation of substandard products in the local market, and strengthen post-market surveillance as a means for our export products to gain wider market access internationally; (2) Focus on safety parameters to ensure access of the consumers to safe products; (3) Increase consumer welfare index from 58% to 60%; (4) Increase the level of Consumer Awareness on rights to information, safety and choice from 60% to 65%; and, (5) Develop the Information Systems Strategic Plan (ISSP) project of Construction Industry Authority of the Philippines (CIAP). With all these plans and programs lined-up, we will continue to be diligent and efficient in providing quality services so that our Department's commitment and presence will consequently be felt by our general public.

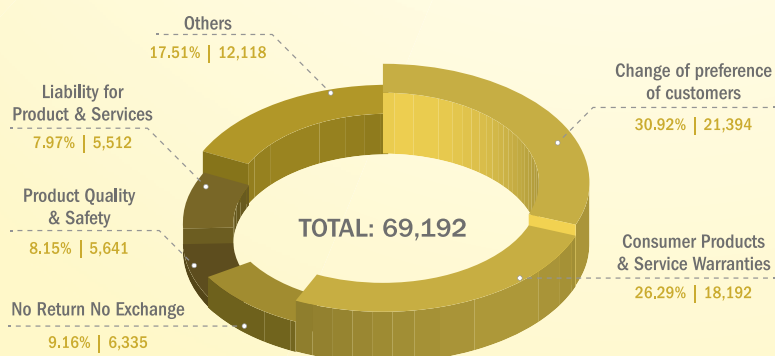


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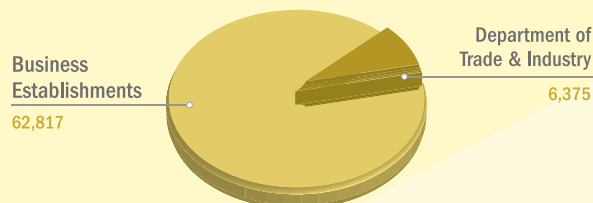
MAJOR FINAL OUTPUT

Consumer Welfare and Protection Services

TYPES OF CONSUMER COMPLAINTS

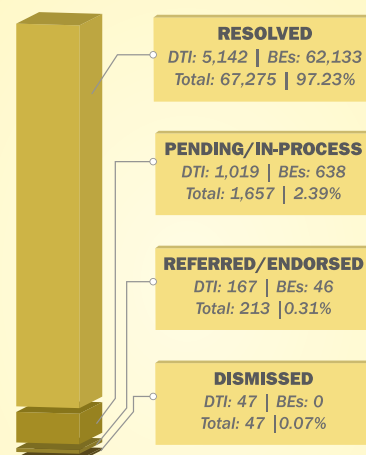


CONSUMER COMPLAINTS



STATUS OF CONSUMER COMPLAINTS

DTI & Business Establishments (BEs)



TOTAL
DTI: 6,375 | BEs: 62,817
OVERALL: 69,192

FIRMS MONITORED

Consolidated Enforcement Summary Report on Prioritized FTLs
As of the month of December 2012

Regional Office	Firms Monitored
NCR	6,841
I	13,313
II	14,644
III	12,191
IV-A	6,702
IV-B	4,127

Regional Office	Firms Monitored
V	9,998
VI	16,080
VII	2,959
VIII	11,612
IX	13,097
X	11,163

Regional Office	Firms Monitored
XI	5,414
XII	11,135
CAR	9,654
CARAGA	1,821
TOTAL	150,751



DTI ENFORCES STANDARDS ON MOTORCYCLE HELMETS

The DTI began the inspection and sticker marking program on motorcycle helmets of motorcycle riders and their passengers in June 2012. The DTI's regional and provincial offices generated almost 1.6M registrations/applications from motorcycle owners, riders, and passengers and from motorcycle helmet manufacturers and importers on their six-month operations of inspection and sticker marking activities.

In August, enforcement teams from the DTI, together with Bureau of Customs' (BOC) representatives and Manila Police District Meisic Police Station PS-11 special agents, issued notices of violation (NOV) to several helmet retailers along Divisoria area for selling substandard helmets. The said helmets were either not part of the DTI-certified motorcycle brands or without the Import Commodity Clearance (ICC) sticker, in violation of Republic Act (R.A) 10054.

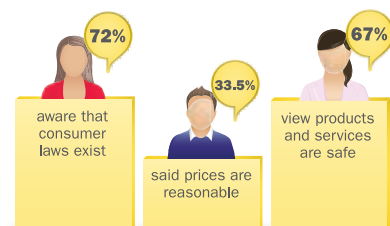
Due to public clamor, Department of Transportation and Communications (DOTC) deferred the implementation of RA 10054 (Motorcycle Helmet Act) from August 1, 2012 to January 2, 2013 to allow the DTI to extend the inspection and sticker marking program.

Under the DTI-Bureau of Product Standards' (BPS) product certification scheme, all manufacturers and importers of motorcycle helmets are required to secure the PS license and the ICC certificate, respectively, prior to the distribution and sale of their products in the market. The DTI-BPS approves or disapproves the applications according to the requirements of inspections and tests set in the Philippine National Standard/United Nations Economic Commission for Europe (PNS/UN ECE) 22:2007. To date, the DTI-BPS has issued the PS license to two manufacturers and the ICC certificate to 45 importers.

DTI DEVICES CWI AS KPI

In 2012, DTI subscribed to Pulse Asia, a 3rd party survey to measure (i) level of public awareness towards their consumer rights, (ii) perception on prices, and (iii) perception towards availability of safe products in the market. The average of this basket of indicators is what the DTI refers to as the Consumer Welfare Index (CWI) in which DTI got 57.4% rating. The CWI is used as key performance indicator (KPI) to monitor success in DTI consumer protection/advocacy efforts.

CONSUMER WELFARE AND PROTECTION



AIR PASSENGER BILL OF RIGHTS ISSUED BY DTI-DOTC

In response to rising complaints about air travel, DTI and DOTC have signed Joint Administrative Order No.1 series of 2012, otherwise known as the “Air Passenger Bill of Rights” to protect passengers of domestic and foreign airlines. The JAO obliges airline companies to provide passengers with compensation and amenities, hotel and accommodations, transportation to and from the airport, and communication in case of flight cancellation or delays. The Air Passenger Bill of Rights provides airline passengers the following rights: (1) right to be processed for check-in; (2) right to sufficient processing time; (3) right to board aircraft for the purpose of flight; (4) right to compensation and amenities in case of cancellation of flight and (5) in case of flight delay and exceptions thereto; (6) right to compensation for delayed, lost, and damaged baggage and (7) in case of death or bodily injury of a passenger; and (8) right to immediate payment of compensation.



DISKWENTO CARAVAN: BIGGER, BETTER IN 2012

Various manufacturers participated in the DTI Diskwento Caravan in 2012. Basic and prime commodities were priced 10%-70% lower than the suggested retail price (SRP). A total of 169,405 consumers benefitted from 240 Diskwento Caravans nationwide, generating Php97.4M in sales. Each caravan was supported by several government agencies as well as some private institutions.



REDRESS MECHANISMS PROMOTED; CONSUMER COMPLAINTS BACKLOG IN MM ADDRESSED

In 2012, 85% of consumer complaints received were resolved within the prescribed time of seven working days if through mediation and 20 working days if through arbitration. The Department conducted a mediation week to speed up the resolution of consumer complaints in Metro Manila. A total of 19 representatives from Regions I, II, V, IX, XII, CARAGA, CAR, NCR, BTRCP, BPS, and Philippine Shippers Bureau (PSB) who have undergone the Alternative Dispute Resolution (ADR) training served as Mediators. The DTI also handled a total of 238 consumer complaints of varying nature. Of the total results of mediation, 121 were resolved, 41 were elevated to arbitration, 54 were non-appearance of party/parties, and 22 were reset.



MONITORING AND ENFORCEMENT OF FAIR TRADE LAWS (FTLs)

In 2012, the DTI monitored a total number of 150,751 establishments for compliance with Consumer Laws. Of the total number, 469 were found non-compliant and 201 were penalized after due process. The imposed fines accumulated to a total of PhP2.04M. Strongest enforcement seen in Region 9 (Zamboanga Peninsula) which recorded the highest number of violating firms penalized, followed by Regions 4B (MIMAROPA) and Region 8 (Eastern Visayas).



HARINANG PINOY LAUNCHED

In December 2012, DTI together with the flour millers, launched Harinang Pinoy, a cheaper flour to be used specifically for the production of Pinoy tasty and Pinoy pan de sal. It would be available for bakers at PhP750 per 25 kg bag, lower than other brands which are priced between PhP800-900.

With Harinang Pinoy, the cost of a 450 gram Pinoy tasty would go down to PhP37.50 from PhP38.50 while the cost of a 250 gram Pinoy pan de sal will be sold at a lower PhP22.50 from PhP23.



NEW ICC STICKERS ISSUED

The DTI, through the BPS, launched the improved ICC mark to ensure the quality and safety seal on imported critical consumer products. DTI imposed stricter guidelines in the printing and issuing of the ICC mark to importers in order to further control the use and ensure security of this quality and safety seals for imported products. The hologram used is registered under the international organization for standardization (ISO) certified association of International Hologram Manufacturers' Association (IHMA) and assures uniqueness of each design.



CONSUMER WELFARE MONTH CELEBRATED: "SPEAK OUT, BE HEARD, BE EMPOWERED"

DTI celebrated Consumer Welfare Month with the theme "Speak Out. Be Heard. Be Empowered." To highlight the event, the DTI conducted a National Assembly of Consumer Organizations as part of the Department's program to revitalize, strengthen, and empower regional and national consumer organizations in the country.



GUIDING CONSUMERS THROUGH SRPs

DTI published suggested retail prices (SRPs) in broadsheets and tabloids and uploaded the same in the DTI website to properly guide consumers on their purchase of basic necessities and prime commodities, school supplies, and noche buena products.

PRODUCT	UNIT	SRP
1. BULGOGGI	1kg	120.00
2. BULGOGGI	500g	60.00
3. BULGOGGI	250g	30.00
4. BULGOGGI	100g	12.00
5. BULGOGGI	50g	6.00
6. BULGOGGI	25g	3.00
7. BULGOGGI	10g	1.20
8. BULGOGGI	5g	0.60
9. BULGOGGI	2.5g	0.30
10. BULGOGGI	1.25g	0.15

DISASTER PREPAREDNESS PLAN LAUNCHED

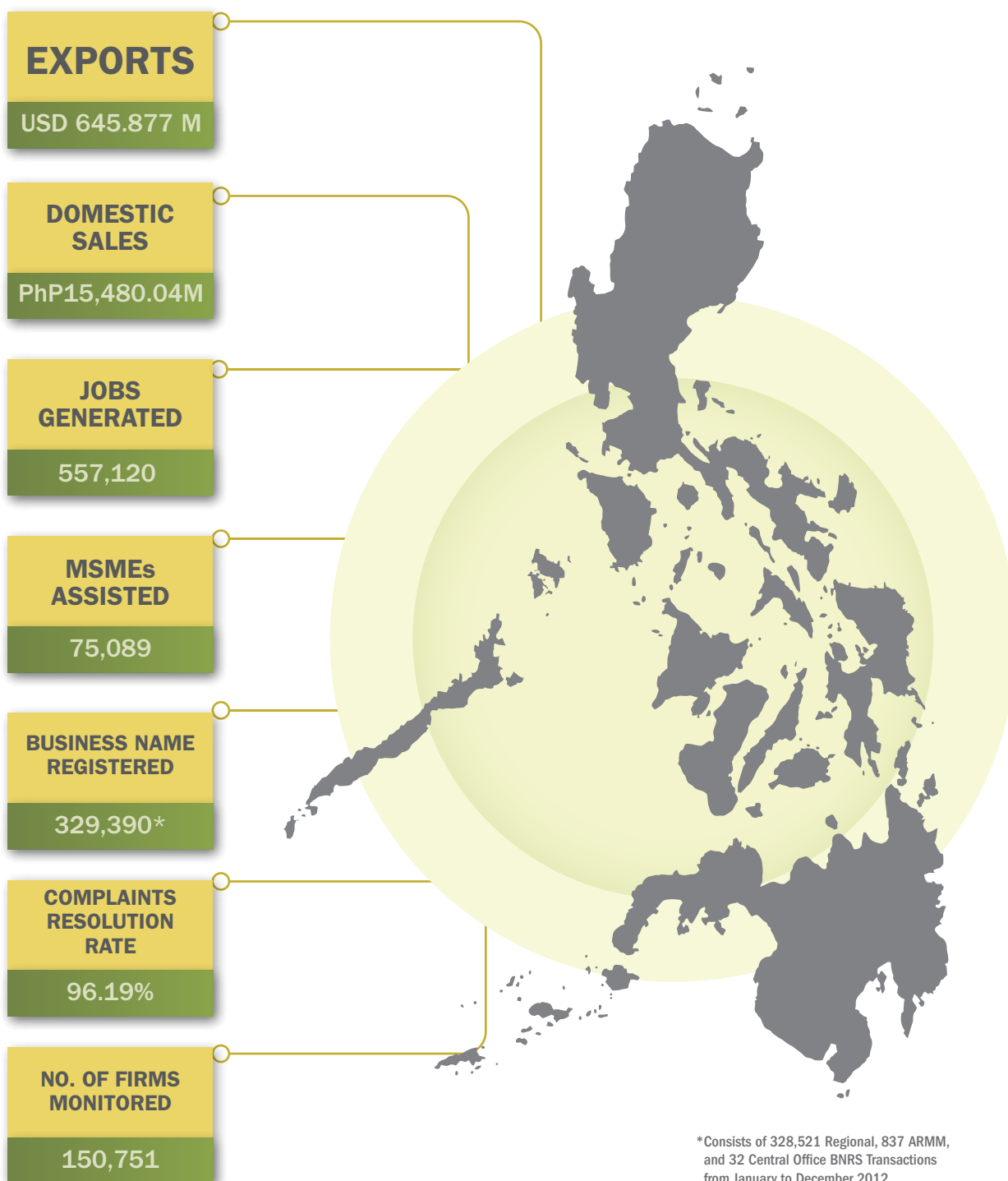
The Bureau of Trade Regulation and Consumer Protection (BTRCP), conducted a writeshop among concerned DTI agencies to develop the DTI Disaster Preparedness and Management Plan. The Department issued the Operating Manual on Disaster Preparedness and Management to guide field offices in implementing provisions of the Price Act, particularly in ensuring the availability of basic and prime commodities.



DTI REGIONAL ACCOMPLISHMENTS

The DTI has 16 regional offices, 81 provincial offices, two city offices, and four area offices in the National Capital Region (NCR), with an estimated 1,500 personnel.

The 2012 Annual Report presents success stories in each region to show the readers a flavor of DTI services.



NCR ACCOMPLISHMENTS

EXPORTS

USD 10.35 M

DOMESTIC SALES

PhP 1,320.16 M

JOBS GENERATED

4,413

MSMEs ASSISTED

2,085

BUSINESS NAME REGISTERED

80,282

COMPLAINTS RESOLUTION RATE

86%

NO. OF FIRMS MONITORED

6,841

From Local to Global: The Case of Karden Global Flavors Export Inc

Karden Global Flavors Export Inc. is the country's first full service premium U-brew on premise wine-making facility. Owned by Mr. Jun Agtarap, it envisions a future of increased availability and affordability of quality and premium-tasting wines. It makes an impressive feat of high productivity with only two people doing the all-around work. The company produces 3,000 bottles of wine a month using local fruits like bignay, duhat, guyabano, mango, marang, pineapple, and recently, dragon fruit.

After DTI-NCR Area 2 included it in its roster of assisted MSMEs, the company has slowly found its place in the local market. Its successful market entry is attributed to the quality of the wine products as well as to the aesthetic value of the products' packaging and labeling, coupled with the wide range of market promotion services availed through the efforts of the DTI-NCR. The exposure of the company in the market has made its products more competitive and at par with the local and imported wines in the industry. With DTI's assistance, it was able to participate in various domestic trade fairs and by 2012 the company made their first international export to Macau.

CAR ACCOMPLISHMENTS

EXPORTS

USD 10.67 M

DOMESTIC SALES

PhP 585.44 M

JOBS GENERATED

24,905

MSMEs ASSISTED

3,839

BUSINESS NAME REGISTERED

7,778

COMPLAINTS RESOLUTION RATE

97%

NO. OF FIRMS MONITORED

9,654

Turning coffee livelihood into profitable microenterprises: The Case of Balawag multipurpose cooperative

Some 47 out of the 265 households in Balawag are involved in coffee production and processing. The DTI provided assistance to the cooperative on Good Manufacturing Practices (GMP) and Product Packaging and Labeling to make sure that their products are of good quality, safe, and presentable. Through this, the cooperative developed and branded three new packaging for Kalinga's Best Pure Ground Coffee, Café Chico, and the Matambong Pure Ground Coffee.

In addition, the partnership linkage established between BIBAK Multi-Purpose Cooperative, an institutional cooperative accredited by Small Business Corp. (SB Corp.), and Balawag Micro Entrepreneurs enabled BMPCI to address its financial needs. The loan assistance also generated an additional investment amounting to P1.25M.

The DTI also helped the cooperative showcase its products during the 2011 & 2012 OTOP National Expo and IMPAKABSAT Trade Fair held at the SM Mega Trade Hall in Mandaluyong City and Festival Supermall in Alabang, respectively.

From humble beginnings, coffee farmers who substantially depend on their income from their farm, they were able to increase their income from production to processing to packaging. Each of the micro processors' income grew by 50% increase, translating to about P420,000 annual sales from an average of P180,000 prior to program intervention.

R1 ILOCOS ACCOMPLISHMENTS

EXPORTS

USD 31.09M

DOMESTIC SALES

Php 761.96 M

JOBS GENERATED

47,516

MSMEs ASSISTED

3,874

BUSINESS NAME REGISTERED

18,798

COMPLAINTS RESOLUTION RATE

100%

NO. OF FIRMS MONITORED

13,313

More Profit in Packaging: The Case of Bella's Calasiao Puto and Pasalubong Center:

From its humble beginnings three-and-a-half decades ago, the sweet, soft, and sparkling white puto of Bella's Calasiao Puto and Pasalubong Center in Pangasinan has now become a "must-buy" for visitors. With the DTI assistance under the Prodev Program, the company managed to develop its own product package and label, making it the one and only properly labeled and packaged puto in Calasiao and even in the whole of Region 1. The company is also a recipient of various production capability enhancement trainings and seminars sponsored by the DTI and loan assistance under the Department of Science and Technology's (DOST) Small Enterprise Technology Upgrading Program (SET-UP) Program.

Currently, Bella's Calasiao Puto and Pasalubong Center maintains five outlets inside and outside Pangasinan with its main branch located at Poblacion, Calasiao, Pangasinan. To give its customers greater satisfaction, the company continuously undertakes in-house product development to create new product lines or variants and to prolong its shelf-life.



R2 CAGAYAN VALLEY ACCOMPLISHMENTS

EXPORTS

USD 26.21 M

DOMESTIC SALES

Php 1,127.12 M

JOBS GENERATED

32,949

MSMEs ASSISTED

4,104

BUSINESS NAME REGISTERED

11,076

COMPLAINTS RESOLUTION RATE

100%

NO. OF FIRMS MONITORED

14,644

Reviving Tradition and Creating Jobs: The Case of Kayapa Loom Weaving Village

The visit of DTI-Region 2 to Kayapa resulted in renewed interest among townswomen to revive the traditional art of loom weaving. DTI-Nueva Vizcaya then prepared a project which involved an existing women's group and the LGU. The project includes three components: 1) Skills Training, 2) Provision of Equipment, and 3) Entrepreneurial and Productivity Training. The DTI, the local government of Kayapa, and the Philippine Textile Research Institute (PTRI) implemented the project on a cost-sharing scheme. The training beneficiaries organized themselves and formed the Kayapa Loom Weavers Association (KLWA), which is now registered with the Department of Labor and Employment (DOLE) and the Securities and Exchange Commission (SEC).

The DTI provided KLWA with new sewing machines enabling them to expand their product lines from their traditional costumes or attire to quality table runners, place mats, vests, and throw pillow cases. DTI-Region 2's in-house designers and staff are presently assisting the group in creating a product brand that is marketable and reflective of the unique Igorot heritage.

R3 CENTRAL LUZON ACCOMPLISHMENTS

EXPORTS

USD 43.65 M

DOMESTIC SALES

PhP 1,093.62 M

JOBS GENERATED

73,826

MSMEs ASSISTED

4,348

BUSINESS NAME REGISTERED

39,273

COMPLAINTS RESOLUTION RATE

96%

NO. OF FIRMS MONITORED

12,191

Finding Value in Brand Development: The Case of the Mariveles Bagmakers MPCI

Starting with 20 former export zone workers and an initial capital of P45,000, the Mariveles Bagmakers MPCI generated sales of P38,000 for its first year of operation. They transformed scrap materials into school, travelling, and backpack bags. The new techniques gained from the PDDCP and assistance by DTI enabled the cooperative to diversify their product lines which now include laptop bags, postman bags, high durability mountaineering bags, cycling bags, shoulder bags, shoe bags, belt bags, among others.

To make visible the group's well-earned reputation and to facilitate promotion, the cooperative came up with a unique brand that is identified with Mariveles, the "MB Bags" trademark. The trademark is registered with the Intellectual Property Office of the Philippines (IPOPHL). The DTI also helped them participate in different DTI-organized domestic trade fairs to provide exposure for their products and thus broaden their market. They also received a bar tack machine and embroidery machine as common service facility from DTI, which was turned over to them during the Galing Bataan Trade Fair in April 2010.

By 2012, the cooperative's sales for raw materials alone amounted to P11.6M while total sales of finished products amounted to P22M. Because of this impressive growth, the cooperative now has a total of 150 members benefitting 110 families. From the different barangays in the municipality, 90% of the members are factory workers and the others are full-time sewers.

R4A CALABARZON ACCOMPLISHMENTS

EXPORTS

USD 82.74M

DOMESTIC SALES

PhP 719.33M

JOBS GENERATED

72,490

MSMEs ASSISTED

8,557

BUSINESS NAME REGISTERED

57,703

COMPLAINTS RESOLUTION RATE

99.85%

NO. OF FIRMS MONITORED

6,702

Finding Marketing Success through the Web: The Case of Oryspa

Oryspa is one of the first and finest of rice bran-based spa products in the country that Sheryll Quinta pioneered. She was searching for alternative oils that can be produced locally, have health benefits, and can be used as effective substitute for candles when she stumbled upon darak or rice bran. Seeing Oryspa's potentials, DTI-Laguna has facilitated Oryspa's participation to the DTI's SME Development program particularly on the marketing assistance activities. Through DTI and Philexport, Oryspa received aid to become a direct exporter and has been a participant exhibitor-seller at the OTOP Webstore since last year.

Since 2009, Oryspa has achieved 400% growth of client base, having an average monthly gross sales per outlet of P200,000. Oryspa has embarked on a strategic global branding training under Mr. Luke Lim, a global branding expert who helps businesses thrive to realize their vision of a global Filipino brand of choice and strengthen their vision of bringing spa experience anywhere, anytime.

R4B MIMAROPA ACCOMPLISHMENTS

EXPORTS

USD .85 M

DOMESTIC SALES

PhP 255.37 M

JOBS GENERATED

26,983

MSMEs ASSISTED

2,018

BUSINESS NAME REGISTERED

9,537

COMPLAINTS RESOLUTION RATE

95.83%

NO. OF FIRMS MONITORED

4,127

Good Product and Good Promotion Spell Success: The Case of Merl's Native Delicacies

It was during the Bolus family's difficult financial times when Merl's Native Delicacies was born. By then, Ms. Merlia Bolus started peddling her suman sa lihiya to her friends and relatives and soon enough, orders started pouring in. With DTI's help, Merl's Native Delicacies was able to join different marketing activities such as market-matching and national market events. Their participation through the trade fairs resulted in increased profits. By 2012, Merl's Native Delicacies has generated some P20M in domestic sales. With 29 workers, the business has more than quadrupled with a significant volume of their products being regularly marketed in metro retail outlets.

R5 BICOL REGION ACCOMPLISHMENTS

EXPORTS

USD 24.91M

DOMESTIC SALES

PhP 911.44 M

JOBS GENERATED

46,504

MSMEs ASSISTED

5,741

BUSINESS NAME REGISTERED

11,816

COMPLAINTS RESOLUTION RATE

93%

NO. OF FIRMS MONITORED

9,998

Innovation through Entrepreneurial and Skills Training: The Case of Nitz Furniture & Piano Center

A three-piece eco-furniture dining set made of scrap plyboard won the judges' nod as the Most Innovative Product Award during the Market Week Philippines held on Sept. 19-23, 2012 at SM Megamall. This made Nitz Furniture & Piano Center a hall of famer for the said award in the annual national trade fair. The company also bagged the Best Dressed Booth award during the same event. A DTI-Camarines Sur-assisted enterprise, Nitz Furniture & Piano Center started in 1995 after Engr. & Mrs. Nestor Flores inherited the business from their respective parents who, at that time, were competitors. The company is a home-grown entrepreneur that is famous for its cosmopolitan, space-saving, and multi-functional furniture pieces fit for modern homes.

The company has been DTI's client for more than a decade now and a recipient of the agency's entrepreneurial and skills training like marketing and product development. It has also been granted loan by SB Corp., DTI's financing arm for MSMEs.

R6 WESTERN VISAYAS ACCOMPLISHMENTS

EXPORTS

USD 25.04 M

DOMESTIC SALES

PhP 1,430.38 M

JOBS GENERATED

22,153

MSMEs ASSISTED

4,116

BUSINESS NAME REGISTERED

16,540

COMPLAINTS RESOLUTION RATE

98%

NO. OF FIRMS MONITORED

16,080

Microenterprise levels up, Becomes a leading exporter: The case of Dela Cruz House of Piña

Dela Cruz House of Piña started in 1986 as a piña-weaving enterprise with 100 weavers and 500 indirect workers such as scrapers, knotters, warpers, and loom fabricators. Owned by Susima Marte-Dela Cruz or “Nay Susing” and managed by her daughter Rhodora “Ding” D. Sulangi, the enterprise focused on the production of placemats and pure piñapili cloths characterized by inlaid design weaving.

For many years, DTI has assisted the business through various trainings on nito production, product development services, and participation in local and international fairs. As such, the business became the first and now a leading nito exporter in Aklan. This helped create job opportunities to over 2,700 community-based nito weavers that spread out in the 16 of the 17 towns of Aklan. Through DTI intervention, the business grew to what it is today and still generates large profits from orders locally and abroad.

R7 CENTRAL VISAYAS ACCOMPLISHMENTS

EXPORTS

USD 37.9 M

DOMESTIC SALES

PhP 1,034 M

JOBS GENERATED

51,409

MSMEs ASSISTED

7,376

BUSINESS NAME REGISTERED

20,835

COMPLAINTS RESOLUTION RATE

97%

NO. OF FIRMS MONITORED

2,959

Access to Finance Leading to More Products, More Market: The Case of Carcar United Footwear Manufacturer's Association

Footwear artisans under Carcar United Footwear Manufacturer's Association, Inc. (CUFMAI) previously had limited product offerings and a very limited market. In response to CUFMAI's perennial problem of lack of capital, the DTI introduced shoemakers to government financing institutions. CUFMAI received a P1-M loan from the national government's Isang Bayan, Isang Produkto, Isang Milyong Piso program which the group used to buy raw materials in bulk and shoe components. DTI also helped the cooperative in setting up a permanent exhibit area in Carcar, Cebu City. The DTI also sponsored a pattern-making seminar for the shoemakers and provided assistance in credit management, delinquency control, and technical assistance.

Since then, CUFMAI's footwear artisans have expanded their range of products as well as their market which now includes exporters and large retailers. Carcar now supplies shoes to areas within the Visayas and Mindanao.

R8 EASTERN VISAYAS ACCOMPLISHMENTS

EXPORTS

USD 26.5 M

DOMESTIC SALES

PhP 449.22M

JOBS GENERATED

21,118

MSMEs ASSISTED

4,998

BUSINESS NAME REGISTERED

9,767

COMPLAINTS RESOLUTION RATE

98%

NO. OF FIRMS MONITORED

11,612

Institutional Building and Entrepreneurship: The Case of the Palompon Women's Dried Danggit and Squid Project

When the Palompon Chamber of Commerce and Industry (PCCI) was organized, so was a women's group named Palompon Women Workers Association (PWWA), with over 90 women engaged in processing/drying of danggit and squid. DTI-Region 8 and Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) or GmbH helped form the group and provided them assistance in proposal drafting for the acquisition of Multiple Commodity Solar Tunnel Drier (MCSTD) either from the DTI-SSF or Department of Labor and Employment's (DOLE) Livelihood Program. Martinez-Arnold Holdings Inc (MAHI) had already invested P1M for its trading capital and now awaits another P1M for the drier and other equipment.

R9 ZAMBOANGA PENINSULA ACCOMPLISHMENTS

EXPORTS

USD 32.45 M

DOMESTIC SALES

PhP 1,484.72M

JOBS GENERATED

19,450

MSMEs ASSISTED

2,709

BUSINESS NAME REGISTERED

5,213

COMPLAINTS RESOLUTION RATE

96%

NO. OF FIRMS MONITORED

13,097

prime
2012



Developing the Rubber industry cluster: the case of PRIME 2012

The DTI, in cooperation with the Department of Agriculture (DA) and the Philippine Rubber Industries Association, Inc. (PRIA), conducted the First Philippine Rubber Investment and Market Encounter (PRIME 2012) on September 18-19, 2012 at Holiday Inn, Clark, Pampanga. Attended by 472 participants, PRIME 2012 was the first industry event that focused primarily on market and investment opportunities. The project was part of the strategic move identified in the Value Chain Upgrading Strategy for Natural Rubber to expand its domestic market-base by providing easier market access to smallholders and rubber farmer-cooperatives in the country.

The event culminated with a Joint Statement of Commitment among market leaders, producer-representatives and the government forging their commitment to implement programs and projects in support of the rubber industry.

R10 NORTHERN MINDANAO ACCOMPLISHMENTS

EXPORTS

USD 83.66 M

DOMESTIC SALES

PhP 1,273.88 M

JOBS GENERATED

30,748

MSMEs ASSISTED

2,459

BUSINESS NAME REGISTERED

9,570

COMPLAINTS RESOLUTION RATE

99%

NO. OF FIRMS MONITORED

11,163

Convergence in Business Registration: The Case of National Economic Research and Business Assistance (NERBAC)

The National Economic Research and Business Assistance Center (NERBAC) Northern Mindanao aims to accelerate the entry of investments and improve business climate by providing the necessary support and assistance to prospective investors and existing business in the region.

Given this mandate, NERBAC Northern Mindanao conducted an event during the business renewal period on January 16-20, 2012 at NERBAC Center, Cagayan de Oro City. All mandatory agencies detailed representatives to accept and process the registration needs of both start-up and existing entrepreneurs. The convergence was able to serve 324 entrepreneurs, generate about P30-M investments, and employed 272 workers.

R11 DAVAO REGION ACCOMPLISHMENTS

EXPORTS

USD 82.66 M

DOMESTIC SALES

PhP 1,202.87M

JOBS GENERATED

38,098

MSMEs ASSISTED

5,217

BUSINESS NAME REGISTERED

14,093

COMPLAINTS RESOLUTION RATE

97%

NO. OF FIRMS MONITORED

5,414

Innovative Products for the High-End Market: The Case of Yvette's Bags and Beads Collection

Crocheting inspired the success story of the Davao-based business of Marie Yvette Celi and husband George. Instead of yarn, they used straw as a raw material in producing bags, purses, accessories, and home decor. Eventually, a representative from the Center for International Trade Expositions and Missions (CITEM) invited the owners to join the Manila FAME (Furnishings and Apparel Manufacturers Exchange) International which provided Celi more exposure for her products. Celi has now become a regular exhibitor of Manila FAME and other equally popular trade exhibits. She has also won awards such as the KATHA of Manila FAME 2011 for her Innovative Bag Design, and the 2012 Most Innovative Product Award during the OTOP Summit by Market Philippines. Currently, her creations are on display at the Shangri-La Mall in Metro Manila and in high-end boutiques in Boracay. With Celi handling the production side and George in charge of marketing, the so-called "happy bags" are expected to invade the shelves of more fashion shops and department stores across the country. At present, she employs six full-time staff and 105 community-based women. With all the positive gains earned by the business, Celi plans to enter into foreign markets as she constantly develops new designs and products.

R12 SOCCSKSARGEN ACCOMPLISHMENTS

EXPORTS

USD 92.94 M

DOMESTIC SALES

PhP 1,330.42 M

JOBS GENERATED

42,091

MSMEs ASSISTED

4,252

BUSINESS NAME REGISTERED

10,020

COMPLAINTS RESOLUTION RATE

88.31%

NO. OF FIRMS MONITORED

11,135

Going Mainstream: The Case of Brown Cup Roasted and Ground Coffee

Rebecca Gacayan, owner of Brown Cup Coffee, received assistance from DTI through packaging and label designs, market promotion, trade fair participation, food safety standards, productivity training, and investment promotion through packaging of proposals. Since then, Brown Cup Coffee has been a regular token to visitors of the region. It has also established linkage with the Philippine Coffee Board, Figaro, and other market outlets in stores in the region and in the country.

CARAGA ACCOMPLISHMENTS

EXPORTS

USD 34.26 M

DOMESTIC SALES

PhP 500.11 M

JOBS GENERATED

22,467

MSMEs ASSISTED

9,396

BUSINESS NAME REGISTERED

6,220

COMPLAINTS RESOLUTION RATE

98%

NO. OF FIRMS MONITORED

1,821

Transforming Livelihood to Micro Enterprise: The Case of Liza's Kalakat

Liza Magnaycot owns Liza's Kalakat, a producer of housewares made of kalakat (woven palm oil frond/strips). She is among the 622 micro-entrepreneurs provided with Business Development Services (BDS) under the DTI Rural Micro Enterprise Promotion Program (RuMEPP) in Agusan del Sur. Under the program, Liza and all other beneficiaries received business and skills management trainings as well as product development that helped them start and sustain their businesses. Through RuMEPP, Liza was able to avail herself of a P3,000.00-loan from Greenbank, one of the conduit banks of the program. She has rolled over the amount and now maintains 15 product lines, including the food cover, her best seller.

For 2012, she generated P120,000 in sales. Aside from the 15 weavers who are currently weaving for Liza, seven more are developing their skills and would be turning in more products soon. By then, Liza will be able to realize her dreams of improving the lives of more families in their barangay by bringing out more skilled weavers in their area.

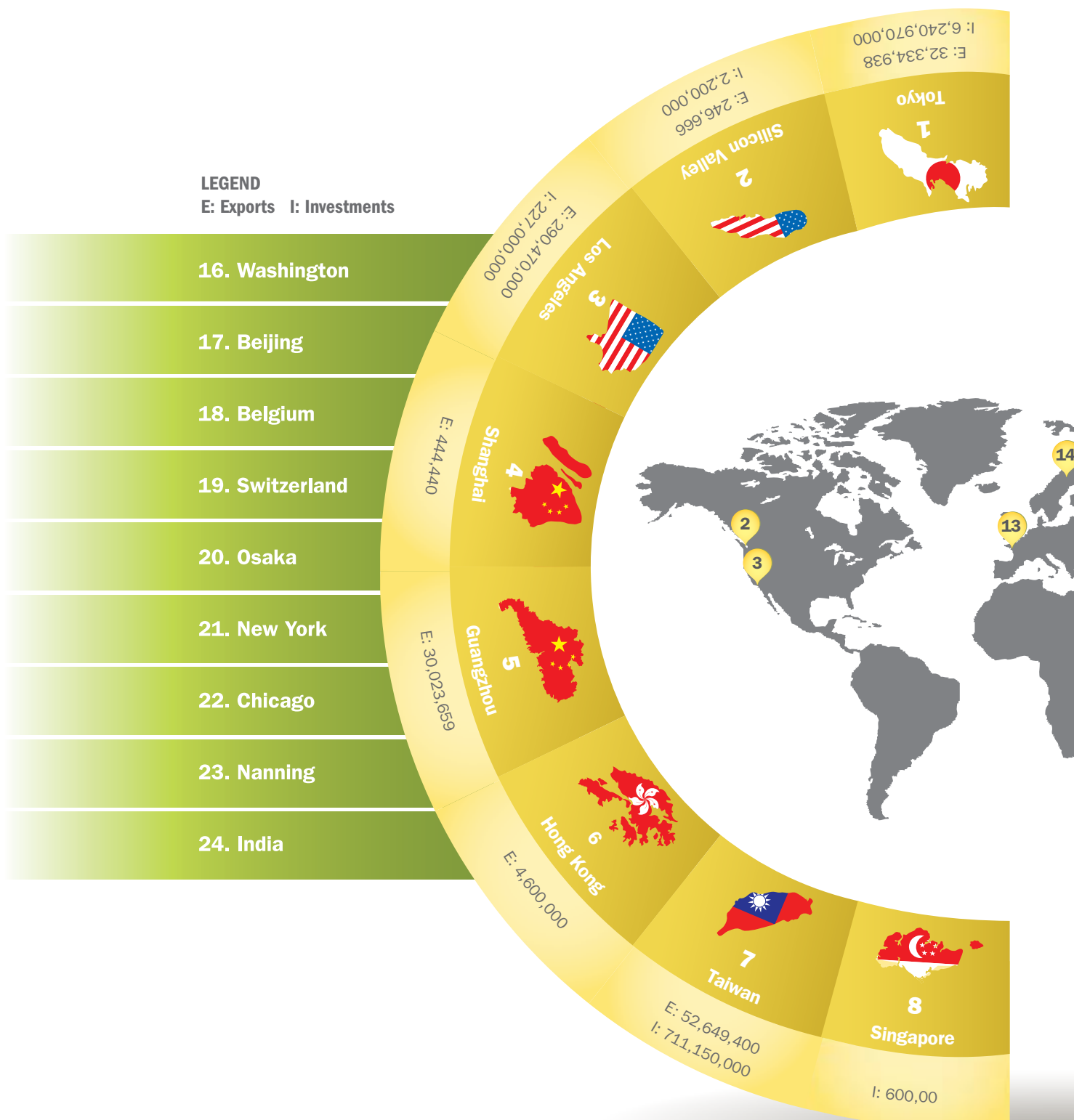
DTI ACROSS THE GLOBE

DTI's overseas offices, through the Foreign Trade Service Corps (FTSC), advance the Philippines' trade and investment interests by promoting the DTI initiatives, specifically on trade and investment promotions, and trade policy. FTSC is present in 25 countries across Europe, the Middle East, North America, and Asia and the Pacific through its 32 Philippine Trade and Investment Centers (PTICs).

FTSC connects businesses of Philippine companies and foreign investors; assists offices and agencies based in Manila bring down the trade borders; manages a wide support network of consulate offices, trade associations, special interest councils, and government collaborators; and participates in bilateral and multilateral trade and economic negotiations.

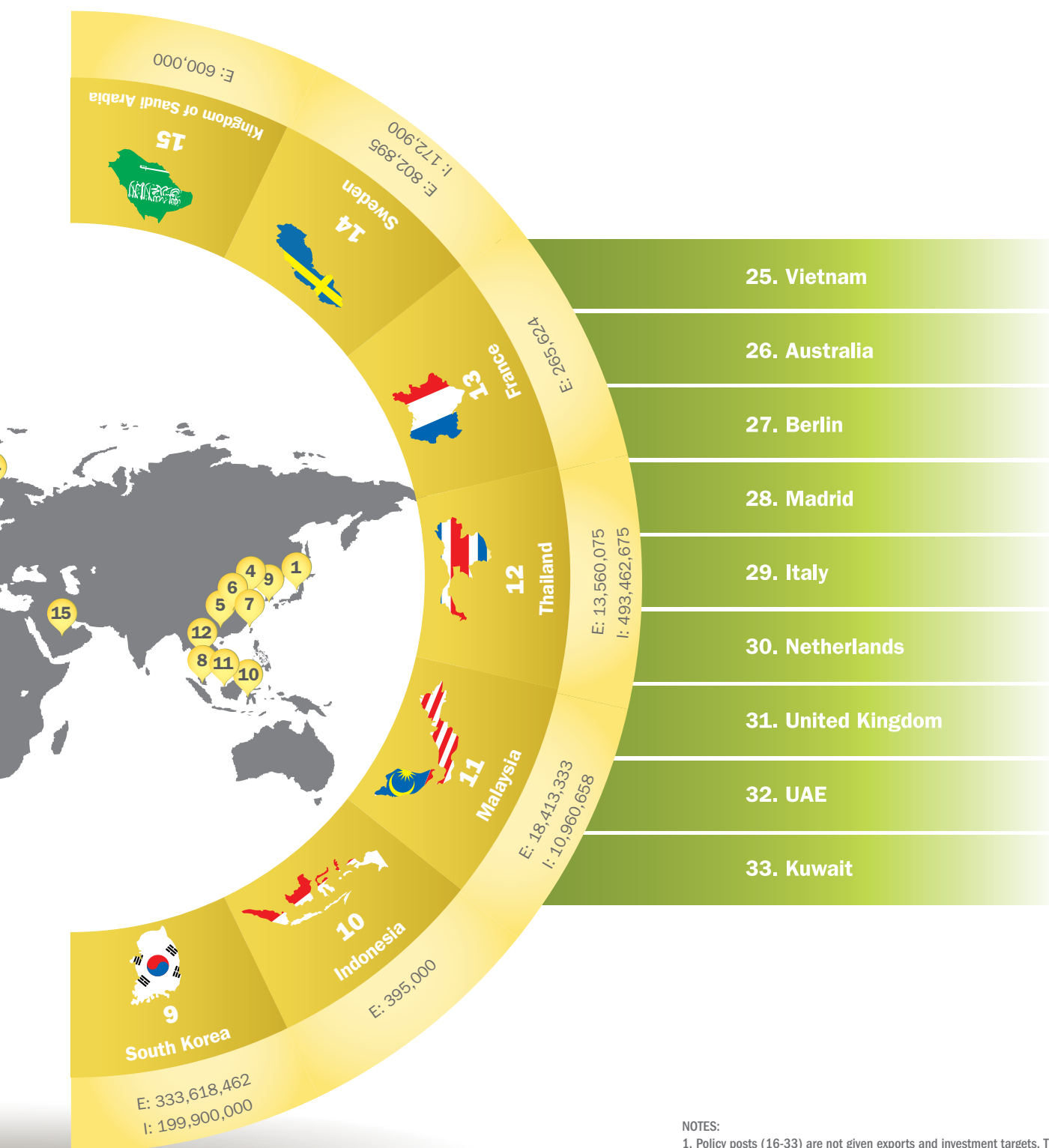
LEGEND

E: Exports I: Investments



For the year, 1,036 new foreign buyers of Philippine products and existing clients looking for new products were successfully matched to Philippine exporters. Opportunities totaling 2,776 on potential buyers of Philippine products and services identified and serviced from the Posts have been forwarded to the BETP Business Matching Center for follow through. Assistance was likewise provided to 10,939 Philippine exporters and companies by way of matching with potential importers or supplying information on foreign markets and other similar data. Foreign buyers, totaling 767, were sent to the country to meet with potential Philippine suppliers, including buyers who participated in DTI and non-DTI organized export promotion events in the Philippines.

The Posts also organized 382 seminars, roundtable discussions, road shows, one-on-one company calls, and other investment promotion activities drawing the participation of 8,968 companies in various parts of the world. A total of 594 foreign companies likewise showed support by joining the investment missions to the Philippines. Posts also identified and serviced 2,995 investment leads and inquiries by potential investors.



NOTES:

1. Policy posts (16-33) are not given exports and investment targets. Their main responsibility is to inform and negotiate, based on instructions of Head office, on policies concerning market access, tariff, and others.

2. All figures are in USD M.



SECRETARY

GREGORY L. DOMINGO

Phone: (+632) 890.9333/899.5518
and 899.7450 loc. 5520
Fax: (+632) 896.1166
E-mail: secretary@dti.gov.ph
(0917) 776.4737

**CRISTINO L.
PANLILIO**

TIPG Trade and Investment
Promotions Group

(+632) 890.9303/890.9332
Fax: (+632) 895.3512
clpanlilio@boi.gov.ph



**ATTY. ADRIAN S.
CRISTOBAL JR.**

IDTPG Industry
Development and Trade
Policy Group

(+632) 890.4898/890.4891
Fax: (+632) 895.3993
ascristobal@dti.gov.ph
(0917) 539.9313



**ZENAIDA
CUISON-MAGLAYA**

CWBRG Consumer
Welfare and Business
Regulation Group /

MSG Management
Services Group

(+632) 751.3336/751.3334
Fax: (+632) 751.3335
useczcm@dti.gov.ph
(0917) 854.0009



**MERLY M.
CRUZ**

RODGD Regional
Operations and
Development Group

(+632) 890.4697
Fax : (+632) 890.4685
merlycruz60@yahoo.com
(0917) 700.1252

UNDERSECRETARIES

OFFICE OF THE SECRETARY

OFFICE OF LEGAL AFFAIRS

Atty. Benjamin T. Subido

Director

- (+632) 986.8976/751.4775
- Fax: (+632) 751.4778
- benjaminsubido@dti.gov.ph
- (0917) 808.1932



OFFICE OF POLICY RESEARCH / E-COMMERCE OFFICE

Maria Lourdes A. Yaptinchay

Director

- (+632) 897.1243/976.5701
- Fax: (+632) 896.7889/976.7504
- layaptinchay@gmail.com
- lourdesyaptinchay@dti.gov.ph
- (0917) 805.6971



PUBLIC RELATIONS OFFICE

Thelma Dumpit-Murillo
Director

- (+632) 895.3994/895.3995
- Fax: (+632) 890.4517/976.5722
- thelmadumpit@gmail.com
- thelmadm@yahoo.com
- (0917) 564.8486



OFFICE OF SPECIAL CONCERNS

Lydia R. Guevarra
Director

- (+632) 976.5710/897.1713 loc. 5310
- Fax: (+632) 976.5712 loc. 5312
- lydiaguevarra@dti.gov.ph
- osc@dti.gov.ph
- (0917) 513.6905



LIAISON OFFICE FOR LEGISLATIVE AFFAIRS

Abigail R. Zurita
Officer-in-Charge

- (+632) 751.5986/751.3437
- Fax: (+632) 751.5986
- dti.liaison@gmail.com
- abigailzurita@yahoo.com
- (0917) 584.0624



INTELLECTUAL PROPERTY OFFICE OF THE PHILIPPINES

Atty. Ricardo R. Blancaflor

Director General

- (+632) 238.6300
- locs. 600, 618, 605
- Fax: (+632) 890.4862
- ricblancaflor@ipophil.gov.ph
- (0917) 519.9438



NATIONAL DEVELOPMENT COMPANY

Ma. Lourdes F. Rebueno
General Manager

- 840.4858; 840.1139
- Fax: (+632) 840.4937
- mlfr@ndc.gov.ph
- (0920) 908.1976



OPTICAL MEDIA BOARD

Ronald N. Ricketts
Chairman & Chief Executive Officer

- (+632) 374-0217
- chair.ricketts@omb.gov.ph



PHILIPPINE ECONOMIC ZONE AUTHORITY

Lilia B. De Lima
Director General

- (+632) 551.3432/551.3455
- Fax: (+632) 891.6380/551.3449
- dglbl@peza.gov.ph



PHILIPPINE NATIONAL CONSTRUCTION CORPORATION

Jose Vicente C. Bengzon III
Acting Chairman

- (+632) 822.5725/846.3045
- loc. 103
- chairman@pncc.ph
- (0917) 814.8368



ATTACHED AGENCIES

INDUSTRY DEVELOPMENT AND TRADE POLICY GROUP

BUREAU OF IMPORT SERVICES

Luis M. Catibayan
Director

- (+632) 896.4430
- Fax: (+632) 896.4431
- LuisCatibayan@dti.gov.ph
- thebisdirector@yahoo.com.ph
- (0917) 862.1756



BUREAU OF INTERNATIONAL TRADE RELATIONS

**Angelo Salvador M.
Benedictos**

*OIC and Assistant
Director*

- (+632) 897.1719/465.3355
- Fax: (+632) 890.5149/659.5740
- angelo_benedictos@yahoo.com
- (0917) 846.1996



CENTER FOR INDUSTRIAL COMPETITIVENESS

Virgilio P. Fulgencio
Executive Director

- (+632) 751.3404
- Fax: (+632) 890.4861
- kbfulgencio@yahoo.com
- (0918) 911.0350



INVESTMENTS PROMOTION GROUP

**Felicitas R.
Agoncillo-Reyes**
Executive Director

- (+632) 896.9212
- 897.6682 Locs. 327/328
- Fax: (+632) 897.2181
- FagoncilloReyes@boi.gov.ph



INVESTMENTS SERVICING GROUP

Raul V. Angeles
Executive Director

- (+632) 890.3056/
897.6682 locs. 323/324
- Fax: (+632) 897.3079
- RVAngeles@boi.gov.ph



MANAGEMENT SERVICES GROUP

Efren V. Leano
Executive Director

- (+632) 896.5167
- Fax: (+632) 897.5334
- EVLeano@boi.gov.ph



INDUSTRY DEVELOPMENT GROUP

Lucita P. Reyes
Executive Director

- (+632) 895.3983/
897.6682 locs. 326/325
- Fax: (+632) 895.3978
- LPReyes@boi.gov.ph

BOARD OF INVESTMENTS

TRADE AND INVESTMENT PROMOTIONS GROUP

BUREAU OF EXPORT TRADE PROMOTION

Senen M. Perlada
Director

- (+632) 895.3654/895.4430
- Fax: (+632) 895.3654
- smperlada@dti.gov.ph
- (0917) 543.8894



CENTER FOR INTERNATIONAL TRADE EXPOSITIONS & MISSIONS

Rosvi C. Gaetos
Executive Director

- (+632) 832.3956/831.2382
- Fax: (+632) 832.3965
- rvgaetos@citcm.com.ph/
- rose_vee@yahoo.com
- (0917) 869.4026



FOREIGN TRADE SERVICE CORPS

Josephine C. Romero
*Assistant Secretary/
Chief of Staff*

- (+632) 976.5700/899.7450
- josephineromero@
- philippinetrade.org
- COS@dti.gov.org
- (0917) 516.3850



PHILIPPINE INTERNATIONAL TRADING CORPORATION

Maria Lourdes T. Baua
President & CEO

- (+632) 892.0425 818.9801
- Loc 301, 302
- 818.9801 loc. 301
- Fax: (+632) 892.0782
- PresMLTBaua@pitc.gov.ph/
- pitc@pitc.gov.ph
- (0918) 937.3123



PHILIPPINE TRADE TRAINING CENTER

Nestor P. Palabyab
Officer-in-Charge

- (+632) 468.8970
- Fax: (+632) 834.1341
- nespalabyab@gmail.com
- (0920) 418.8403



EXPORT DEVELOPMENT COUNCIL

Emmarita Z. Mijares
*Deputy Executive
Director*

- (+632) 890.4645/
- 897.7608
- Fax: (+632) 890.4645
- exportdevelopmentcouncil@
- edc.net.ph
- (0917) 599.1084



BUREAU OF EXPORT TRADE PROMOTION - PRODUCT RESEARCH & STRATEGY GROUP

Jason T. Lao
Director

- (+632) 465.3300 Extn. 203
- Fax: (+632) 890.4716
- jtlao2000@yahoo.com
- (0917) 587.0575



CONSUMER WELFARE AND BUSINESS REGULATION GROUP

BUREAU OF PRODUCT STANDARDS

**Atty. Pedro Vicente
C. Mendoza**
Director-in-Charge

- (+632) 751.3126/751.3127
- Fax: (+632) 751.4735
- PVMendoza@dti.gov.ph



BUREAU OF TRADE REGULATION & CONSUMER PROTECTION / PHILIPPINE SHIPPERS' BUREAU

**Atty. Victorio Mario
A. Dimagiba**
Director

- BTRCP
- (+632) 751.3288/897.7384
 - Fax: (+632) 890.4949
 - vmad@dti.gov.ph
 - (0917) 889.8664

- PSB
- (+632) 751.3306/751.3304
 - Fax: (+632) 751.3305
 - vmad@dti.gov.ph
 - (0917) 889.8664



CONSTRUCTION INDUSTRY AUTHORITY OF THE PHILIPPINES/ CONSTRUCTION MANPOWER DEVELOPMENT FOUNDATION

Jesus L. Motoomull
Director-in-Charge

- CIAP
- (+632) 895.4424/895.6826
 - Fax: (+632) 897.9336
 - ciapdti@yahoo.com
 - (0922) 762.3534

- CMDF
- (+632) 890.1069
 - Fax: (+632) 890.1037
 - cmdf_dti@yahoo.com
 - cmdf@dti.gov.ph



PHILIPPINE ACCREDITATION OFFICE

**Jaime Lasaro L.
Olmos**
*OIC and Assistant
Director*

- (+632) 751.3235
- Fax: (+632) 751.3262
- JaimeOlmos@dti.gov.ph



FINANCIAL MANAGEMENT SERVICES

Ireneo V. Vizmonte
Director

- (+632) 751.3215
- Fax: (+632) 751.3216
- Ireneovizmonte@dti.gov.ph
- (0917) 853.9952



GENERAL ADMINISTRATIVE SERVICES / HUMAN RESOURCE DEVELOPMENT & PERSONNEL SERVICES

Joel R. Cruz
Director

- GAS:
- (+632) 751.3242
 - Fax: (+632) 751.3253
 - joelcruz@dti.gov.ph
 - (0917) 585.4579

- HRDPS:
- (+632) 751.3134
 - Fax: (+632) 751.3133
 - joelcruz@dti.gov.ph



MANAGEMENT INFORMATION SERVICE

Laudemer G. Solidum
Director

- (+632) 751.3139
- Fax: (+632) 751.3138
- Laudemersolidum@dti.gov.ph
- (0917) 568.9209



OFFICE OF OPERATIONAL PLANNING

**Mary Jean T.
Pacheco**
Director

- (+632) 890.4954/
751.4635/751.4633
- Fax: (+632) 890.4954
- oop.dti@gmail.com
- (0917) 543.8909



TRADE AND INDUSTRY INFORMATION CENTER

Anne L. Sevilla
Officer-in-Charge

- (+632) 895.3611/751.3566
- Fax: (+632) 895.6487
- annesevilla@dti.gov.ph
- (0917) 543.9674



MANAGEMENT SERVICES GROUP

REGIONAL OPERATIONS AND DEVELOPMENT GROUP

BUREAU OF DOMESTIC TRADE

Marievic M. Bonoan
Officer-in-Charge

- (+632) 751.3223
- Fax: (+632) 751.3224
- marievicbonoan@yahoo.com
- (0917) 552.3931



BUREAU OF MSME DEVELOPMENT

Rhodora M. Leño
Director

- (+632) 751.5036
- Fax: (+632) 896.7916
- bmsmed@dti.gov.ph
- (0917) 543.8905



COTTAGE INDUSTRY TECHNOLOGY CENTER

Franklin P. Bunoan
Executive Director

- (+632) 941.4561
- Fax: (+632) 942.0880
- citc_dti@yahoo.com



RURAL MICRO- ENTERPRISE PROMOTION PROGRAM

Jerry T. Clavesillas
Program Manager

- (+632) 751.0384 loc. 2368/751.3260
- Fax: (+632) 751.3260
- rumepp@dti.gov.ph
- (0919) 812.5264



DTI-COMPREHENSIVE AGRARIAN REFORM PROGRAMME

Manuel B. Abad
Program Manager

- (+632) 890.4966
- Fax: (+632) 897.1024
- carp@dti.gov.ph
- (0918) 905.9056

SMALL BUSINESS CORPORATION

Dr. Ramon M. Quesada

*Chairman & Chief
Executive Officer*

- (+632) 813.5720/751.1888 loc. 1801
- Fax : (+632) 813.5720
- sbcorporation@sbgfc.org.ph

PRODUCT DEVELOPMENT & DESIGN CENTER OF THE PHILS.

Myrna M. Sunico
Executive Director

- (+632) 832.1112 to 19 loc. 125
- Fax: (+632) 832.3649
- pddcp@info.com.ph
- pddcp@dti.gov.ph
- (0917) 592.1628

REGIONAL/PROVINCIAL OFFICES

REGION 1 ILOCOS REGION

Florante O. Leal

Regional Director

- (+6372) 242.4864/
700.1022 to 25
- Fax: (+6372) 700.1023
- dtireg1@yahoo.com
- dtireg1@hotmail.com
- (0917) 520.0499



REGION 2 CAGAYAN VALLEY REGION

**Ma. Esperanza
C. Bañares**

Regional Director

- (+6378) 846.4637
- Fax: (+6378) 846.4637
- dtitwo@gmail.com
- R02@dti.gov.ph
- (0917) 580.5813



REGION 3 CENTRAL LUZON

**Blesila A.
Lantayona**

Regional Director

- (+6345) 625.9290/
625.9291
- 625.9996/898.4900
- Fax: (+6345) 625.9607
- dtireg3@pltdsl.net
- corridor@mozcom.com
- (0917) 880.7391



REGION 3 CENTRAL LUZON

**Judith P.
Angeles**

*Assistant Regional
Director*

- (+6345) 625.9290/
625.9291/625.9996/
898.4900
- Fax: (+6345) 625.9607
- dtireg3@pltdsl.net
- corridor@mozcom.com
- (0917) 880.7391



REGION 4A CALABARZON

**Marilou Quinco-
Toledo**

Regional Director

- (+6349) 545.6169/
545.7448/545.7570
- Fax: (+6349) 545.7573
- dti4a@yahoo.com
- (0917) 544.5125



REGION 4-B MIMAROPA

PD Joel B. Valera

Regional Caretaker

- (+632) 890.1712
- Fax: (+632) 899.0900
- dti_mimaropa@yahoo.com
- (0920) 913.5572



REGION 5 BICOL REGION

Jocelyn LB. Blanco

Regional Director

- (+6352) 480.5749
- Fax: (+6352) 480.5717
- ro@dti05.org
- (0918) 905.6255



REGION 6 WESTERN VISAYAS

Dominic P. Abad

Regional Director

- (+6333) 335.0548/
335.1980
- Fax: (+6333) 335.0083
- dtiregion6@yahoo.com
- R06@dti.gov.ph
- (0917) 306.0030



REGION 7 CENTRAL VISAYAS

Asteria C. Caberte

Regional Director

- (+6332) 255.0036/
255.0037
- Fax: (+6332) 253.7465
- dti_7@yahoo.com
- dticentralvisayas@gmail.com
- (0917) 3295742



REGION 8 EASTERN VISAYAS

Cynthia R. Nierras

Regional Director

- (053) 323.4163/
323.5680/323.3035
- Fax: (053) 323.4082
- dtiregion8@yahoo.com.ph
- R08@dti.gov.ph
- (0917) 327.8246

REGIONAL/PROVINCIAL OFFICES

REGION 9 ZAMBOANGA PENINSULA

Nazrullah B. Manzur
Regional Director

- (+6362) 955.3237/
991.3238
- Fax: (+6362) 991.3232
- dti9@pltdsl.net
- dti09@yahoo.com
- R09@dti.gov.ph
- (0918) 920.6572



REGION 9 ZAMBOANGA PENINSULA

Sitti Amina M. Jain
Assistant Director

- (+6362) 955.3237/
8993.1621
- Fax: (+6362) 993.3232
- dti9@pltdsl.net
- dti09@yahoo.com
- (0918) 722.3643



REGION 10 NORTHERN MINDANAO

Linda O. Boniao
Officer-in-Charge

- (+638822) 729.291/
722.278
- 625.9996/898.4900
- Fax: (+638822) 726.354
- dti.r10@gmail.com
- l.boniao@gmail.com
- r10@dti.gov.ph
- (0917) 706.5861



REGION 11 SOUTHERN MINDANAO

Marizon S. Loreto
Regional Director

- (+6382) 224.0511/
222.1625/300.9580
- Fax: (+6382) 221.4952
- dti11.ord@gmail.com
- (0920) 961.0925/
(0917) 3082881



REGION 12 SOCCSKSARGEN

Ibrahim K. Guiamadel
Regional Director

- (+6383) 228.9837/
228.7622/228.8556
- Fax: (+6383) 520.0613
- ro@dti12.org
- (0920) 901.2114



REGION 12 SOCCSKSARGEN

Dorecita T. Delima
Assistant Director

- (+6383) 554.2572/
552.8250
- Fax: (+6383) 552.8385
- nerbac@dti12.org
- (0920) 905.0640



CARAGA

Brielgo O. Pagan
Regional Director

- (+6385) 341.2293/
342.5615
- Fax: (+6385) 815.1271
- dti_caraga@yahoo.com
- brix_pinoy@yahoo.com
- (0917) 703.6469



NATIONAL CAPITAL REGION (NCR)

**ARD Ferdinand L.
Manfoste**
Officer-in-Charge

- (+632) 811.8367
- Fax: (+632) 811.8271
- fmanfoste@yahoo.com
- (0918) 926.0447



CORDILLERA ADMINISTRATIVE REGION (CAR)

Myrna P. Pablo
Regional Director

- (+6374) 442.8634,
442.6185/442-7859
- Fax: (+6374) 442.5688/
442.8634
- myrnpablo@yahoo.com
- dti_cordi@yahoo.com
- (0908) 884.0526

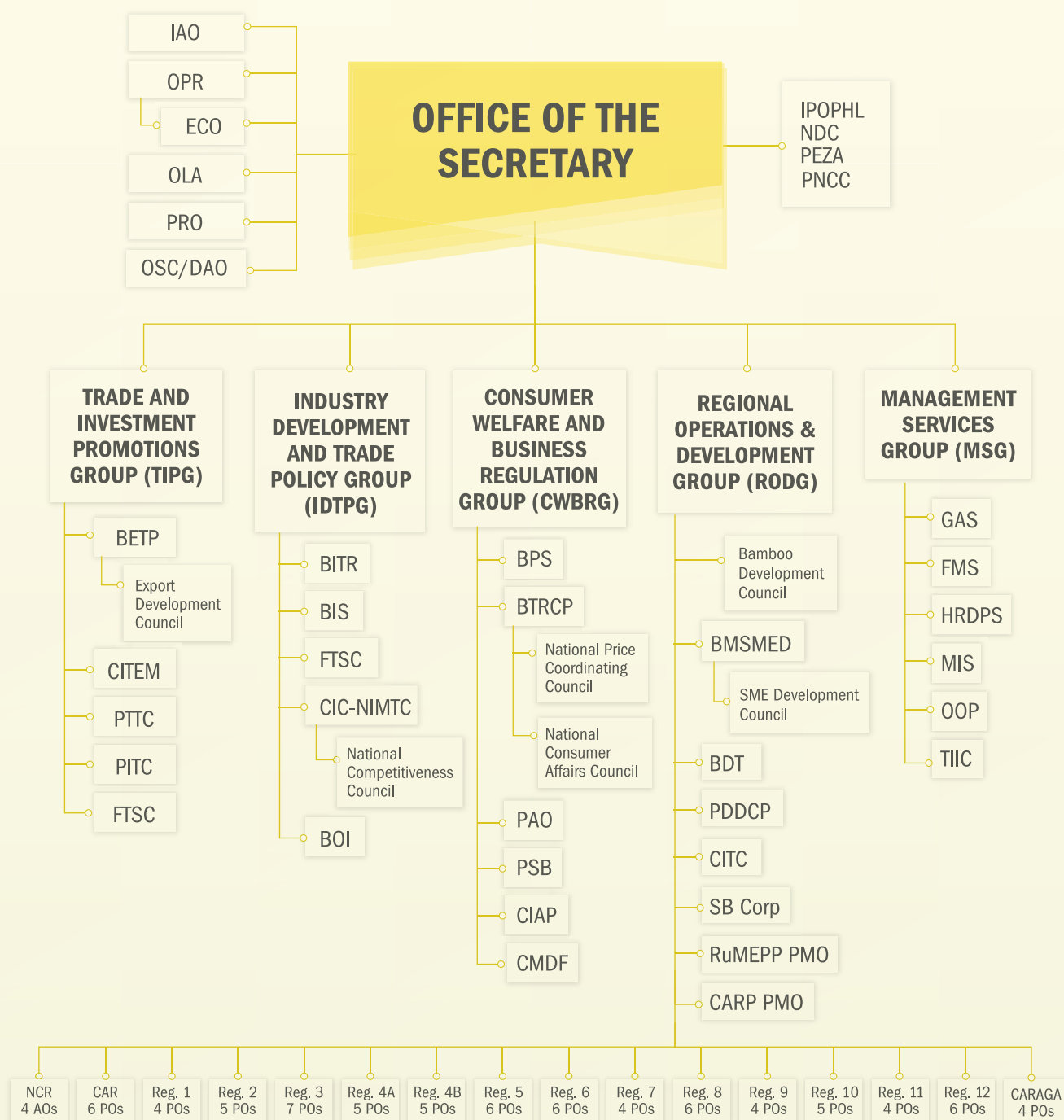


CORDILLERA ADMINISTRATIVE REGION (CAR)

Carmelita C. Usman
Assistant Director

- (+6374) (074) 442.7859
- Fax: (+6374) 442.5688
- E-mail : carmelitausman@
yahoo.com
- dti_cordi@yahoo.com
- (0920) 938.9800

ORGANIZATIONAL STRUCTURE



ATTACHED AGENCIES:

BOI: Board of Investments
CIAP: Construction Industry Authority of the Philippines
CMDF: Construction Manpower Development Foundation
PDDCP: Product Development and Design Center of the Philippines
PITC: Philippine Trade Training Center

BUREAUS

BDT: Bureau of Domestic Trade
BETP: Bureau of Export Trade Promotion
BIS: Bureau of Import Services
BITR: Bureau of International Trade Relations
BMSMED: Bureau of Micro, Small and Medium Enterprise Development
BTRCP: Bureau of Trade Regulation and Consumer Protection

BPS: Bureau of Product Standards
CIC-NIMTC: Center for Industrial Competitiveness - National Industrial Manpower Training Council
FTSC: Foreign Trade Service Corps
PAO: Philippine Accreditation Office
PSB: Philippine Shippers' Bureau

CORPORATIONS

CITC: Cottage Industry Technology Center
CITEM: Center for International Trade Expositions and Missions
IPOPHL: Intellectual Property Office of the Philippines
NDC: National Development Company

PEZA: Philippine Economic Zone Authority
PITC: Philippine International Trading Corporation
PNCC: Philippine National Construction Corporation
SB Corp: Small Business Corporation

SERVICE OFFICES

FMS: Financial Management Service
GAS: General Administrative Services
HRDPS: Human Resource Development and Personnel Service
IAO: Internal Audit Office
MIS: Management Information Service
OLA: Office of Legal Affairs

OOP: Office of Operational Planning
OPR: Office of Policy Research
OSC/DAO: Office of Special Concerns/Development Assistance Office
PRO: Public Relations Office
TIIC: Trade and Industry Information Center