



**ONE
DTI**
Annual Report 2010



About the Cover

ONE DTI.

This year's cover highlights ONE DTI, reflecting unity of purpose and showcasing the Filipino spirit of "*pagkakaisa*" or working together as a team. With our 14 Bureaus, 7 Attached Agencies, 8 Corporations, 10 Service Offices, 6 Councils/Task Forces, 2 Special Units, 16 Regional Offices, 81 Provincial/City/Area Offices, 34 Overseas Posts and 3 Program Offices, the DTI, as a bureaucracy, can be quite extensive, albeit with limited resources. Thus, in 2010, One DTI became our aspiration, a commitment towards improving the way the Department works. A cohesive organization that is focused on a common goal and ensures that limited resources are managed efficiently and effectively, and that levels of service excellence are consistent across all units, wherever the service is needed, and whatever function is being performed.

The cover also pays tribute to our leaders who steered the organization. Being an election year, the year 2010 marked a change in administration. And in DTI, three leadership transitions took place. The transitions were seamless as priorities remained consistent with the DTI's mandate:

- *Expand exports;*
- *Increase investments;*
- *Develop micro, small, and medium enterprises (MSMEs); and*
- *Ensure consumer protection and welfare.*



A Message from the Secretary

When I assumed the stewardship of DTI, I was aware that the Department's perennial challenge was maintaining that delicate balance between business and consumer interests. Considering that these two sectors actually fuel each other, promoting the interests of both is a tricky task that requires a balancing act. To this end, we launched our 2010 official slogan: "Enabling Business, Empowering Consumers". This came with a renewed challenge for the Department to step up its game.

We put in place a massive information campaign to orient exporters on existing and newly-ratified free trade agreements so they can avail of market opportunities and economic benefits these can generate. At the end of 2010, Philippine exports posted an unprecedented 33.7% increase – reaching US\$51.4 billion from US\$38.4 billion in 2009, surpassing the US\$50.3 billion record in 2007.

We approved thru the Board of Investments (BOI) and Philippine Economic Zone Authority (PEZA) a total of Php506.5 billion worth of investments in project cost - 69.1% higher than the Php299.5 billion in 2009. We identified priority investment areas with the objective of promoting a sustainable economic model that allows for growth and job creation, as well as environmental protection. Our strategic investor promotion and after-care programs sought to encourage participation of foreign investors in Public-Private Partnerships (PPP). In line with our competitiveness initiatives, we considerably cut processing time of business name registration down to 15 minutes. We radically simplified the application process by reducing information fields – the application form became one page instead of eight.

Our regional offices and special training centers intensified training programs and business development services for micro, small and medium enterprises (MSMEs). We amplified the implementation of our One Town, One Product (OTOP) program – with 1,444 actively participating cities and municipalities. We pushed for the ratification of Executive Order 879 which created the Philippine Bamboo Industry Development Council and seeks to develop the bamboo industry by promoting investments, domestic sales, jobs, and enterprises in the sector.

We fortified our "*Bantay Presyo*" initiatives and consumer advocacy measures in line with our new mantra: "Consumer is King". We launched the "DTI Bagwis Awards" to recognize firms that uphold consumer rights and sell quality products.

In all these, a key feature of our initiatives was convergence based on an ever evolving and deepening partnership with the private sector, as well as other government agencies in the implementation of our programs for export and investment promotion, SME and countryside development, and consumer welfare.

Looking back, we would like to believe that our collective effort to the year contributed substantially to the achievement of our country's fastest economic expansion since 1986 – a gross domestic product (GDP) growth of 7.6% - which surpassed government's target of 5-6% for the year. It was the 3rd fastest growth rate in the region, following Singapore and Thailand.

As we gear up for the year ahead, let us resolve to better our best in 2010. Our marching order is clear: pursue a sustainable inclusive growth for the country. Aware of our catalytic role in generating jobs and reducing poverty, let us as ONE DTI pull out all the stops to enable business and empower consumers towards a more progressive Philippine economy.

GREGORY L. DOMINGO

VISION

We see the Philippines occupying its rightful place in a community of nations, prosperous and free. Together with business, we are an active and leading partner in propelling the Philippines toward an inclusive, dynamic, and thriving economy. Our success is anchored on global competitiveness, with social responsibility and consumer welfare as our platform. In all of these, we adhere strictly to the tenets of professionalism, integrity, and transparency. We continue to be the public's Agency of Choice, an organization where creativity, innovation, professional and personal growth find full expression.

We are ONE DTI.

MISSION

ENABLING BUSINESS

- Enabling business environment/reduce cost of doing business to facilitate trade and investments
 - Global competitiveness
- Value chain and industry cluster management

EMPOWERING CONSUMERS

- Safe and reasonably-priced products and services
 - Supply chain management

VALUES

Each member of the DTI Organization shall adhere to the Code of Conduct and Ethical Standards for Public Officials and Employees and shall uphold the time-honored principle of public office being a public trust.

PROFESSIONALISM

We are the best in what we do. We discharge our duties with the highest degree of quality, competence, and skill. We always endeavor to encourage a positive perception of government employees who adhere to the standards and ideals of public service.

SERVICE-ORIENTATION

We are responsive to the public. We recognize that as servants of the people, we are expected to extend prompt, courteous, and excellent service to all those who need it. We are committed to enabling business and empowering consumers.

INTEGRITY

We do not tolerate corruption. We uphold the public interest over our own. We are vanguards of the people's trust and stewards of government resources. We are steadfast in being honest, fair, and impartial.

CONTINUOUS LEARNING AND GROWTH

We do not rest on our laurels. We embrace change. We adapt to make ourselves better.

CREATIVITY

We encourage innovation. We introduce new ideas. We find solutions that make a difference.

TEAMMANSHIP

We work in teams and respect diversity because in collaboration there is unified action. We believe working together works better.

RESOURCEFULNESS

We achieve with what we have. We seek what we need. We generate resources from meager to bigger.

CONSCIENTIOUSNESS

Complete staff work is basic. We exercise due diligence and pay attention to details. We are hardworking and reliable.

LOYALTY

We are loyal to the Republic of the Philippines. As we each join public service, we pledge our allegiance.



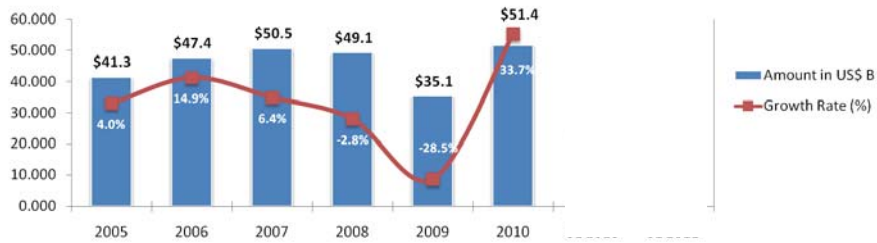
OUR MAJOR FINAL OUTPUTS DTI AT A GLANCE

Looking back, the DTI performed exceedingly well in 2010...

Trade and Industry Facts and Figures

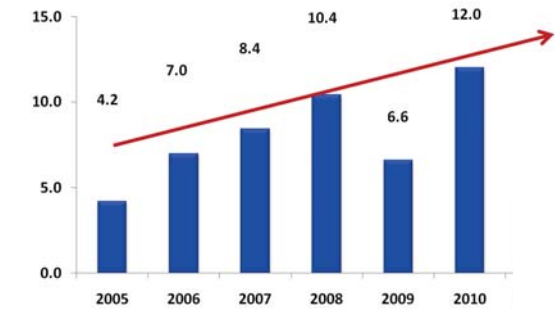
PH Merchandise Exports Performance, 2005-2010

(Value in US\$ Billions, Growth Rate in %)



Total IPA – Approved Investments, 2005 – 2010

(Value in US\$ Billions)



Consumer Welfare and Protection (2010)

Philippine National Standards (PNS) developed	601
Number of firms monitored	161,204
Compliance rate with fair trade laws	99.71%
Amount of fines collected	Php 3.64M

International Trade Policy Negotiation, Facilitation, and Promotion Services

Philippine exports posted unprecedented increase in 2010, growing by 34% reaching US\$51.50 billion in 2010 from US\$38.44 billion in 2009 and surpassing the US\$50.27 billion record set in 2007. Exports to the country's top markets posted improvements. Exports to Singapore improved the most, growing by 195.94%; followed by China, which grew by 63.23%; and Thailand, which grew by 44.54%. China (including Hong Kong) was the Philippines' top export destination, absorbing 19.52% of the total exports, followed by Japan (15.17%) and US (14.70%).

Imports in 2010, on the other hand, amounted to US\$54.70 billion, up by 26.94% from last year's US\$43.09 billion. Economists attribute the growth to increased local demand for major imported goods and the higher international prices of all major commodity groups.

To address the low utilization of preferential trade agreements, the DTI embarked on a massive advocacy campaign dubbed as "Doing Business in Free Trade Areas (DBFTA)" to heighten awareness among exporters, importers, and the business community in general on opportunities available to them arising from these agreements.

The Department, through the Bureau of Export Trade Promotion (BETP) and Center for International Trade Expositions and Missions (CITEM), and in cooperation with the Foreign Trade Service Corps (FTSC) and Regional Operations Development Group (RODG), regularly undertakes trade promotion activities to help our exporters gain access to foreign markets. The table below summarizes the Department's accomplishments in 2010:

	Number of activities	Export Sales (in US\$ Million)	Domestic Sales (in PHP Million)	Companies Assisted	Trade Inquiries/ Buyers
LHTF	5	131.04	50.33	1,142	6,995
OTF	20	76.66		220	4,176
OBM	13	26.20		156	26
OSP	1			115	
IBM	20			134	18
SE	4	7.62		40	308
	63	241.16	50.33	1,707	11,483

Legend: LHTF (Locally-held International Trade Fair), OTF (Overseas Trade Fair), OBM (Outbound Business Matching), OSP (Overseas Sales Promotion), IBM (Inbound Business Matching), SE (Special Exhibit)

TRADE REMEDIES

The DTI protects local industries against import surges and unfair trade practices and enjoins industries to adjust to competition through imposition of safeguard and countervailing measures, which were carefully balanced with the interests of consumers. In 2010, the Department ordered the following:

- Final Extension of the Imposition of the Definitive General Safeguard Measure on Figured Glass;
- Final Extension of the Imposition of the Definitive General Safeguard Measure on Clear and Tinted Float Glass;
- Imposition of a Provisional Duty on Mosquito Coils from Indonesia;
- Reduction of the Definitive General Safeguard Measure Imposed on Imported Steel Angle Bars;
- Imposition of a Provisional Safeguard Measure of Imported Testliner Boards; and
- Dismissal of Anti-Dumping Case of Mosquito Coil from Indonesia.

DTI also continued to promote Philippine interests through international trade negotiations. In 2010, significant accomplishments were achieved in the Association of Southeast Asian Nations (ASEAN), Philippine-European Union (EU), Philippine-Japan, and Philippine-Syria agreements. On the exports of Philippine cigarettes to Thailand, the World Trade Organization (WTO) Panel upheld the Philippines' claims against Thailand. The Philippines also benefited from the WTO Panel ruling on the Treatment of Information Technology (IT) Products in EU. The WTO Panel was against the imposition of duties by the EU. With this final WTO Panel ruling and unless appealed by the EU, the Philippines can expect to export to the EU flat panel displays, multi-function machines, and set top boxes at zero duty.

EXPORT DEVELOPMENT PROGRAMS

Export Pathways Program (EPP) - Regional Interactive Platform for Philippine Exporters (RIPPLES)

“RIPPLES” is aimed at improving the export readiness of Philippine MSMEs. In 2010, BETP conducted seven regional scanning and assessment which benefited 100 Provincial Directors and Export Development Officers who were trained as Trainers on Export Development and Promotion. BETP also conducted nine market info sessions/seminars and six product clinics which benefited 340 and 104 exporters, respectively.

Merchandise Design and Consultancy Program (MDCP)

MDCP is an integral activity of the Manila Furnishing and Apparel Merchandise Exchange (F.A.M.E.) International that serves as an essential platform for product development and innovation for the show's exhibitors. For April and October 2010 editions, Manila F.A.M.E. International featured Mr. Wataru Sakuma and Mr. Milo Naval as consultants for the Home Interiors, while Ms. Dita Sandico Ong was the featured consultant for the material manipulation and product development of abaca, piña, and other indigenous fibers for fashion products. The prototypes developed from this program were geared towards participation in Tokyo International Gift Show 2010 and were also displayed in the Fiber

Special Setting in the FashionNation Hall of the April edition of Manila F.A.M.E. International. The October edition of MDCP featured Ms. Maureen Tomaney as consultant and was a collaborative effort of Garments and Textile Industry Development Office (GTIDO), British Council Philippines, and CITEM. The MDCP for fashion was undertaken through the Fashion Definition Workshop. A total of 15 companies and 13 designers participated in the 2010 MDCP

Strategic Investor Promotion and After-care Programs

With the aim to effectively position the Philippines as a key investment location in the international business arena, the Department, through the Board of Investments (BOI) and in partnership with the FTSC conducted:

- Nine (9) outbound missions to the key cities of the People's Republic of China (3), Taiwan (1), USA (3), South Korea (1), and Japan (1) aimed to strengthen investment relations, increase investment activities, and encourage the participation of foreign investors in PPP;
- Series of investment seminars and promotion missions to China, Japan, Korea, and Taiwan. These resulted in 44 project amounting to Php3.3 billion worth of investments; and
- A total 179 inbound missions from the Americas, Asia, Europe, and Middle East.

Industry Development and Investment Promotion, Generation and Facilitation Services

The BOI and the PEZA approved a total of Php506.49 billion worth of investments, which was 69.09% higher compared with the Php299.54 billion approved investments in 2009. These investments cover 764 projects and are expected to generate employment opportunities of 121,091 when fully operational.

Best BPO Destination

The Business Process Outsourcing (BPO) industry in the Philippines continued to soar and established itself as one of the top global locations for outsourcing & offshoring. In 2010, the industry achieved US\$9.0 billion revenue target while full-time employees (FTEs) reached about 530,000 as expansion of current locators and influx of new companies buoyed industry performance. Further, the country was once again awarded in October 2010 as Offshoring Destination of the Year by the National Outsourcing Association of the UK.

BOI and PEZA Approved Investments

January - December 2010 vs. January - December 2009

	2010	2009
Total Approved Investments (Php M)	506,494.112	299,537.237
BOI	302,099.547	124,171.749
PEZA	204,394.565	175,365.488
Total No. of Projects	764	750
Projected Employment	121,091	174,807

EASE OF DOING BUSINESS

Business Name Registration

In line with the President's State of the Nation Address (SONA) pronouncement, DTI effected measures to reduce business name (BN) registration within 15 minutes. The Department simplified the application process by reducing information fields required from 36 to 15 fields, resulting in reduced number of pages of the application form from 8 to 1. The DTI has issued and published the Department Administrative Order (DAO) amending the Implementing Rules and Regulations (IRR) of Republic Act (RA) No. 3883 or the BN Law. It shifts the current policy by introducing a localized scheme for registering a BN which entails the imposition of four-tiered registration fee/ladderized system based on geographic divisions, namely barangay, city/ municipality, regional, and national.

Streamlining of Business Permits and Licensing Systems (BPLS) Program.

This is a joint undertaking of DTI and the Department of the Interior and Local Government (DILG) in partnership with development partners and the private sector. Officially launched last 06 August 2010, the joint undertaking was able to set the following standards:

- unified business application form
- 5 steps
- <10 days for new; <5 days for renewals
- 2-5 signatories

Of the 108 local government units (LGUs) targeted for 2010, 82 LGUs have conducted workshops or reviewed their BPLS, 43 LGUs are already compliant with the four BPLS reform standards (unified form, number of steps, processing time, and number of signatories) stipulated under the DTI-DILG Joint Memorandum Circular No. 1, Series of 2010.

Meanwhile, 39 LGUs have complied with either two or three of the four standards. The DTI and DILG have also conducted seven Trainers' Training Workshops in August and September 2010 covering all regions participated in by 72 LGUs (51 cities and 21 municipalities). The workshop aimed to capacitate DTI and DILG staff, especially those at the regional and provincial levels, and other participants (BPLOs, local business chambers, and academe) in upscaling the BPLS reforms to priority LGUs.

Full implementation of PEZA's Electronic Import Permit System (eIPS)

Since August 2010, the PEZA Electronic Import Permit System (eIPS) has been sending live eIPS-approved import permits to the Bureau of Customs (BoC) through the National Single Window (NSW). This project is aimed at facilitating trade through efficiencies in the Customs and authorization processes by allowing single submission and accelerated processing of applications handled by 40 agencies for licenses and other authorizations required prior to undertaking a trade transaction.

The eIPS is an online system that processes applications for import permits of PEZA-registered export and IT Enterprises, offering simplified procedures and accelerated approval cycle time. It enables clients to file electronic Import Permit applications, pay processing fees through electronic modes of payments, and print the system-generated barcoded electronic Import Permit anytime, anywhere.

PEZA also started the development of an Electronic Payment System that uses the e-Bayad government payment gateway. This is a cash-less payment solution that allows clients to pay for transactions with PEZA online, thus promoting transparency and efficiency.

MSME Development and Promotion Services

The Department, through its regional offices and special training centers, i.e., Cottage Industry Technology Center (CITC), Philippine Trade Training Center (PTTC), and Construction Manpower Development Foundation (CMDP), conducted 1,006 training programs and seminars which benefited 44,357 MSMEs for the year 2010.

During the same period, business development services (BDS) were provided by the CITC to formal and informal enterprises and help them develop into competitive and sustainable community-based enterprises (CBEs). A total of 18 CBEs were provided skills training courses, consultancy, and machine/ processing equipment.



Number of training programs conducted, including beneficiaries			
AGENCY	TRAINING PROGRAMS	Number of runs	Number of participants
PTTC	Trade business management	181	8,209
	Quality and productivity	160	9,363
	Special programs	283	14,623
CITC	Competency Building Programs covering Wearables (foot wear and fine & costume jewelry), Giftwares and Holiday Decors, Food, Home Furnishings and other resource-based commodities sector	161	6,250
CMDF	Construction Management, Supervisory Development and Trainers, Construction Safety and Skills Training	221	5,912
	TOTAL	1,006	44,357

Financing Support Provided

The SME Unified Lending Opportunities for National Growth (SULONG) Program released Php28.08 billion in loans, benefiting 36,892 SMEs and supporting 374,909 jobs.

SULONG Program						
	January-December 2010			January-December 2009		
GFI	Loan Releases (PhP M)	No. of Accounts	Jobs Supported	Loan Releases (PhP M)	No. of Accounts	Jobs Supported
DBP	3,281.847	516	41,023	7,592.125	564	94,902
LBP	21,936.690	9,383	274,209	21,883.328	10,289	273,542
NLDC	28.130	188	352	32.293	217	404
Philexim	203.749	15	2,547	275.815	73	3,448
Quedancor	0.000	0	0	14.500	1	181
SB Corp.	2,459.267	753	30,741	1,825.231	785	22,815
SSS	170.502	26,037	26,037	185.991	25,066	25,376
TOTAL	28,080.185	36,892	374,909	31,809.283	36,995	420,668

RuMEPP: Developing Rural Micro Enterprises Through Financing and Business Development Assistance

This seven-year Programme assisted by the International Fund for Agricultural Development (IFAD) enables poor households and entrepreneurs to get technical and financial support for micro-enterprises, which can, in turn, benefit other poor families through new job opportunities. In the 4th quarter of 2010, it undertook an outcome study to measure changes at mid-term of RuMEPP implementation in 19 priority provinces by comparing performance indicators vis-à-vis the baseline period (2008-2009) where applicable.

Based on a sample of 570 beneficiaries, the effects of RuMEPP implementation are substantial. Both existing and new MEs were able to improve profit from Php93,668 per year to Php156,379, an increase



of 67% after program interventions. While costs have increased by more than 20%, sales increased by 40% due to increase in both volume (82%) and price (8%) thus increasing profit. The size of business asset has also expanded by 46%. In addition, the number of employees hired increased by about 16% from an average of 2.55 employees to 2.96 employees although hiring of part-time employees increased faster at 32%.

Building Agrarian Communities Through the DTI-Comprehensive Agrarian Reform Program (CARP)



The DTI-Comprehensive Agrarian Reform Program (CARP) carried on the promotion of Agribusiness Enterprises by providing assistance to farmers and rural folks in 748 Agrarian Reform Communities and 183 other communities through the provision of BDS, i.e., training, market development, product development, and consultancy, among others. In 2010, the DTI-CARP accomplished the following:

- 751 MSMEs developed and 1,604 MSMEs assisted
- 51,015 jobs generated
- Php785.17 million in investments
- Php1.69 billion in domestic sales
- 1,990 new entrepreneurs developed
- Conducted the following training programs: 724 entrepreneurial training, 233 productivity improvement training, and 634 skills training

Other MSME Programs Initiated by the DTI:

- Capability building for regional designers conducted by the Product Development and Design Center of the Philippines (PDDCP) to upgrade the skills of local designers;
- Community Based Enterprises (CBE) Program of the CITC caters to formal and informal enterprises to help develop them into competitive and sustainable CBEs;
- Promotion of Indigenous Raw Materials, an initiative of the Bureau of Domestic Trade (BDT); and
- The NEGOSSEM Program, a one-day seminar on the How-To's in Entrepreneurship that aims to help micro and small entrepreneurs become more innovative, more strategic, and smart. NEGOSSEM aims to take Philippine Center for Entrepreneurship (PCE)-Go Negosyo's capacity-building efforts to the next level, through a more intensive and practical lecture-workshop format that will help MSMEs scale-up and become stronger entrepreneurs by finding their competitive edge. The program was organized by the PCE-Go Negosyo in partnership with the DTI, National Livelihood Development Corporation (NLDC), Land Bank of the Philippines (LBP), and Presidential Social Fund (PSF). It was participated in by 12,786 existing and budding entrepreneurs from 20 regions and areas. Participants were given a copy of the book *Go Negosyo 21 Steps on How to Start Your Own Business*.

Consumer Welfare and Protection Services

The DTI is mandated to ensure the availability of basic necessities and prime commodities at reasonable prices without denying legitimate business a fair return on their investment. In the exercise of this mandate, the DTI, in 2010, implemented the following measures in the interest of consumers:

Price Monitoring

Due to cement shortage and overpricing, the DTI warned the cement industry that price control will be imposed. The DTI conducted market visits and issued to retailers 150 Notice of Violations and 50 Notice of No Supply. In addition, DTI sent letters to the cement factories regarding the shortage and warned that those found overpricing will be charged with profiteering which carries a maximum fine of Php2 million. Hoarding, on the other hand, has a penalty of Php2 million together with imprisonment.

DTI also ordered the reduction of flour prices following the drop of international wheat prices and the reduction in flour tariff. Provisional Order was issued on 11 June 2010 restraining flour millers to sell ex-mill flour at a range of Php770-790 per 25 kg. bag

and reduce it to Php630-680. Considering the zero tariff on wheat from 2009 to 2010, there was a huge gap in the 2007 and 2010 ex-mill and monitored prices of flour. The DTI called the attention of flour millers to reflect the decrease in prices of their products to enable bakers and manufacturers using flour to competitively price their products and offer to consumers reduced priced goods.

Enforcement of Fair Trade Laws (FTLs)

To protect the interest of consumers and promote their general welfare, the DTI monitors business establishments and ensures that retailers and manufacturers are compliant with FTLs. In 2010, a total of 161,204 establishments were monitored nationwide. Of the total, 4,744 establishments were found not complying with the FTLs, while 312 firms were penalized and imposed a total of Php3,640,863 in fines.

Addressing the concerns of consumers is one of DTI's priorities. In 2010, consumer complaints received by the Consumer Welfare Desks (CWDs) both in DTI field offices and in business establishments reached 74,913; 98.7% or 73,932 of which were resolved. Majority of the complaints were on consumer products and service warranties, liability for product and services, and product quality and safety.

Through the Construction Industry Arbitration Commission (CIAC), the Department has resolved 26 arbitration cases with a total sum in dispute of Php1.889 billion within the average time lapse of six months from start of proceedings/terms of reference (TOR) signing/approved time extensions. It resolved cases on merits 95% within prescribed time and settled cases within 6.9 months from filing.

Development of PNS

The DTI, through the Bureau of Product Standards (BPS), develops and adopts international standards as national standards for consumer protection and trade facilitation. A total of 78.91% of the 7,310 standards developed/adopted by BPS were harmonized with international standards. As the national standards body of the country, BPS promulgates PNS including those prepared and submitted by recognized standards writing entities.

The BPS, which operates a certification scheme for products covered by mandatory standards, has issued 77 licenses to use the Philippine Standard (PS) Certification Mark in 2010. In the same year, 2,377 Import Commodity Clearance (ICC) certificates were issued for imported products.

The BPS Testing Center, which conducts tests mostly for electrical products, was accredited in 2010 to International Organization for Standardization (ISO)/IEC 17025:2005 by the Singapore Laboratory Accreditation Service (Singlas). Test results issued by accredited laboratories were recognized internationally.

Contractors Licensing

From January to December 2010, a total of 688 licenses and 439 registration certificates were issued to qualified contractors for current fiscal year (CFY) 2009-2010, and 4,743 licenses and 946 registration certificates were issued to qualified contractors for CFY 2010-2011 by the Philippine Contractors Accreditation Board (PCAB), an implementing arm of the Construction Industry Authority of the Philippines (CIAP). An additional 264 special licenses were also issued in CFY 2009-2010 for joint venture arrangements and foreign contractors. There were also 14 registration certificates and 7 authority issued to qualified overseas contractors.

Conformity of Philippine Products and Services to International Standards

The DTI, through the Philippine Accreditation Office (PAO), has granted accreditation to conformity assessment bodies. Accreditation not only enhances acceptability of products and services in the global market but also protects the consumers. Through accreditation, accuracy, and reliability of results generated by laboratories and certification bodies are ensured. In 2010, PAO granted accreditation based on international standards to 21 testing laboratories and three medical laboratories. To date, PAO has accredited 154 testing laboratories, 3 medical laboratories, 2 inspection bodies, and 5 certification bodies. PAO also organized various awareness seminars on ISO 15189 for medical laboratories and ISO 15189 Internal Audit Training Courses to inform medical practitioners of the latest medical testing services in the country, which could lead to expansion of Philippine market for medical tourism.



Strengthening Enforcement of Intellectual Property Rights (IPR)

The combined operations of the National Committee on Intellectual Property Rights (NCIPR) Member Agencies resulted in seizures of 4,626,011 pieces and 148 boxes of counterfeit and pirated goods with an estimated value of Php4.36 billion. The Intellectual Property Office of the Philippines (IPOPHL) also supported the passage of the Anti-Camcording Act of 2010 (Republic Act 10088) which was approved on 13 May 2010. RA 10088 aims to prohibit and penalize the unauthorized use, possession, and/or control of audiovisual recording devices for the unauthorized recording of cinematographic films and other audiovisual works and/or their soundtracks.

To strengthen advocacies against the use of counterfeit and pirated products, IPOPHL launched the Counterfeit-Free IPOPHL Program in June 2010

HIGHLIGHTS OF ACCOMPLISHMENTS TEN IN 2010

The Philippines, in 2010, was one of the few countries which evaded the recession brought about the global financial crisis of the previous year. The Philippines staged a strong recovery, buoyed by investor's confidence in the new administration, and optimism by private investors. Our economy grew by 7.3%, its highest progression in 34 years.

Exports and investments grew. Philippine exports posted an unprecedented increase of 33.7% in 2010 or US\$51.4 billion compared to US\$38.4 billion in 2009. BOI-PEZA approved investments also rose by 69% from Php300 billion, to Php 506.5.

1

Celebrating DTI Leadership

It was a transition year for the DTI as the Department witnessed three leadership changes over the year. Secretary Peter B. Favila ended his five-year stint at the DTI and moved to the Monetary Board in April. He was succeeded by Department of Education (DepEd) Secretary Jesli J. Lapus who then passed on to Secretary Gregory L. Domingo the leadership baton with the assumption of the new Administration.

On 15 March 2010, formal turn-over ceremonies were held at the PTTC. DTI officials and staff convened in a General Assembly to witness the passing of the baton from outgoing Secretary Peter B. Favila, who has served the Department for more than five years to incoming Secretary Jesli A. Lapus, of DepEd. Secretary Lapus served for three months, bringing forth his youth advocacy from the DepEd to the DTI by leading a strong focus towards consumer education and the lowering of the BN registration to encourage the youth to become entrepreneurs.

After the successful conduct of the May 2010 elections, and with the entry of the new Administration, the DTI welcomed to its fold former Undersecretary Gregory L. Domingo on 01 July 2010 to become the 24th secretary of the Department.



2

"One Town, One Product" Program



2010 was the final year of implementation of one of DTI's most widely accepted programs — the OTOP Program. Participated by 1,497 cities and municipalities, the OTOP propelled countryside development by assisting MSMEs in the production, promotion and marketing of locally produced goods and services.

Since its inception in 2004, OTOP generated Php10.59 billion investments; created 447,742 new jobs, earned US\$677.03 million in exports and Php16.56 billion in domestic sales. Within six years, at least 58,381 MSMEs were assisted by the DTI nationwide. The OTOP bolstered its presence in defined distribution channels through the establishment of 468 OTOP *Pasalubong* Centers, and 1,273 market outlets across the country.

3

Business Name Registration Reduced to 15 Minutes

DTI successfully streamlined the business name registration process, reducing it from one day to fifteen minutes. During the launch of the enhanced BNRS on 12 October 2010, DTI demonstrated the simplified application process making it easier for potential entrepreneurs to register by reducing the application form from 8 pages to 1 page.

A Department Administrative Order (DAO) was issued effecting a localized scheme for registering a BN. This entails the imposition of four-tiered registration fee or a ladderized system based on geographic divisions, namely, barangay registration, city/municipal registration, regional registration, and national registration.



4

Intensified Enforcement Activities

The Department intensified its enforcement and regulatory activities to protect consumers.

When warranted, price control measures were issued to prevent shortage and overpricing. DTI conducted market visits and issued to retailers 150 Notice of Violations and 50 Notice of No Supply, as well as sent letters to cement factories regarding the shortage and overprice. The DTI warns violators that those who are proved to be overpricing would be charged with profiteering which carries a maximum fine of Php2 million. Hoarding, on the other hand, can be slapped with Php2 million together with imprisonment. Moreover, the Department enjoins the consumers to report cement overpricing in the market.

In 2010, the Department ordered the reduction of flour prices following the drop of international wheat prices and the reduction in flour tariff. Provisional Order was issued on 11 June 2010 restraining flour millers to sell ex-mill flour at a range of Php770-790 per 25 kg bag and reduce it to Php630-680.

Considering the zero tariff on wheat from 2009 to 2010, the DTI called the attention of flour millers to reflect the decrease in prices of their products to



enable bakers and manufacturers using flour to competitively price their products and offer to consumers reduced priced goods.

Through the IPOPHL and Optical Media Board (OMB), DTI-attached agencies, DTI campaigned heavily against piracy. The OMB, together with the Philippine National Police (PNP), conducted city-wide monitoring and enforcement activities, as well as ceased pirated CD, VCDs, and DVDs in Parañaque, Alabang, Quiapo, Baguio, Pasig, San Juan, and among others. The pursuit against piracy resulted in seizures of 4,626,011 pieces and 148 boxes of counterfeit and pirated goods with an estimated value of Php4.36 billion.

5

Doing Business in Free Trade Areas

The DTI realized the need to advise Philippine business on trade benefits arising from free trade agreements (FTAs) after having noted that very few exporters/importers availed of preferential tariffs offered by these FTAs.

In 2010, the DTI International Trade Group (ITG) embarked on a massive information campaign dubbed DBFTA. The program comprises a full-day seminar composed of government and private sector partners providing a massive information campaign on advantages of FTAs. A total of 11 sessions were conducted in Manila, Iloilo, Zamboanga, Davao, Cebu, Legaspi, Tagaytay, Cagayan de Oro (CDO), Baguio, General Santos, and Clark. These reached 2,184 participants from the business sector, government, academe, Non-Governmental Organizations (NGOs), and business support organizations (BSOs).

Gaining knowledge about FTAs, as well as trade benefits, tariff elimination or reduction, market opportunities, as well as procedures in the filing of applications for a Certificate of Origin (CO), will help widen and change traditional mindsets and help Philippine export products compete in the international market.



6

Nationwide BPLS Streamlining Program

The streamlining of BPLS is a joint undertaking of DTI and DILG in partnership with development partners and the private sector. Officially launched last 06 August 2010, DTI and DILG agreed to set and promote standards to make "starting a business" easy: (a) unified business application form; (b) five steps; (c) less than 10 days for new applications, while less than five days for renewals; and (d) a of two to five signatories.

Out of the 30 pilot LGUs, 18 are already using the unified application form; 23 have reduced the steps, while 24 have cut down the time in securing permits and licenses. These regions are identified to have the most number of establishments, majority of which are SMEs, and have outstanding investment potentials in the 4 priority industries, specifically agribusiness, BPO-IT, Mining, and Tourism. These regions also contribute about 60% of total GDP.

The program (1) recommends minimum service standards for LGUs, i.e., limit processing time to 10 days from date of submission of application to the LGU, adopt a unified and single application form for new applications and renewals, limit number of steps in processing applications – 5 steps maximum for new applications and 4 steps maximum for renewals; (2) develop capacity building programs for BPLS streamlining; (3) organize government agencies at the regional level to work with LGUs in implementing the BPLS reforms; (4) harness private sector support and participation for the reforms; and (5) harmonize different reform initiatives by development partners on BPLS streamlining.

To upscale nationwide implementation for 2010, seven Trainers' Training Workshops were conducted to capacitate DTI and DILG staff and other participants to become coaches to 100 more LGUs which are set to implement the BPLS streamlining activities in the last quarter of the year.

7

"Start 'em Young": Focusing on the Youth

Particular attention was given by the DTI to the youth in 2010, when the age requirement for BN registration was lowered in order to encourage entrepreneurship among the young and when the Department collaborated with the DepEd in institutionalizing consumer education.

Following the issuance of DAO 10-04 s.2010, registering business was allowed for business name applicants who were at least 18 years old. The said DAO also allowed business owners to register their business names six months before the start of the actual business. This relaxed provisions of the law encouraged the enterprising youth to venture into business, thus cultivating an entrepreneurial mindset.

In May 2010, the DTI launched the Integrated Consumer Education Program aimed at increasing public awareness on consumer rights and responsibilities by integrating consumer education in the high school curriculum. DTI formally turned over 107 lesson exemplars and 10 modules on consumer education to DepEd. The lessons exemplar incorporated consumer protection in eight learning areas of the secondary education: English, Mathematics, Araling Panlipunan, Values, Science, Technology and Livelihood Education, and Music, Arts, Physical Education, and Health (MAPEH).

8

Consumer is King!

2010 saw a more aggressive campaign on consumer awareness by the DTI. A new mantra - "Consumer is King" - was launched, and programs that were found to be effective were upscaled. In 2010, consumer complaints received reached 74,817, of which close to 99% were resolved. Nationwide, the DTI monitored over 150,000 establishments. Of these, 474 establishments were non-compliant with FTLs, which was 69.1% improvement compared to the 1,535 non-compliant establishments in 2009.

To provide safety nets to consumers and ensure that basic and prime commodities are made affordable, the DTI, together with the Department of Agriculture (DA), issued the Implementing Rules and Regulations (IRR) of the Grant of Special Discounts to Senior Citizens pursuant to the Expanded Senior Citizen Act of 2010. Likewise, Filipinos were also provided with "Pinoy Tasty" to cope with the price hikes in basic necessities.

The Department launched the "DTI Bagwis Awards" to give due recognition to establishments that uphold the rights of consumers and sell quality products. DTI also introduced an improved set of promo collaterals on consumer welfare.



Trade Remedies

The DTI imposed safeguard measures on selected imported products in order to protect the domestic industry from import surges. The DTI imposed safeguard duty of Php5,133.00 per metric ton (MT) on imported steel angle bars from various countries during the second quarter of 2010. In addition, the Department imposed a provisional safeguard duty of Php1,480.00/MT on imported testliner board from various countries.

The DTI invoked its authority to effect trade remedy measures not only to safeguard local industries from harmful trade but also to protect consumers.

DTI Pursued and Attracted New Investments from the U.S. and Japan



The DTI facilitated the signing of Memorandum of Agreement (MOA) with various US firms which netted fresh investment pledges of US\$2.4 billion that would generate at least 43,650 direct employment for Filipinos over the next three years, including some 4,500 in construction-related jobs. As much as 200,000 more indirect jobs are expected to benefit the country due to multiplier effect. Investments generated were from the sectors of power generation, consumer products, business and knowledge process outsourcing healthcare, and garments and leather goods.



On the other hand, business meetings negotiated during the President's trip in the 18th Asia-Pacific Economic Cooperation (APEC) Economic Leader's Conference held on 13-14 November 2010 in Yokohama, Japan yielded investments amounting to US\$5.45 billion. These investments, which were mostly engaged in electronics, energy/power generation, utilities and transport, would provide employment to 23,100 Filipinos.



DTI IN 2010 DTI CALENDAR

2010 was an eventful year for the DTI. Under the guidance of Secretaries Peter B. Favila, Jesli A. Lapus, and Gregory L. Domingo, the DTI performed well to achieve its key outcomes of expanding exports, increasing investments, developing and strengthening MSMEs, and ensuring consumer welfare and protection for our people.

JANUARY 2010

18-22

Economic Agreements with Syria Pursued

The DTI continues to explore new markets to encourage more investments in the country and promote exports. DTI officials and their counterparts in the Syrian Arab Republic held a meeting in Damascus on 18-22 January 2010 for the first and second RP-Syria Senior Officials Meeting (SOM). During the SOM, an Action Plan and six economic agreements pertaining to the cooperation between the two countries were signed, including an Memorandum of Understanding (MOU) between the DTI and Syria's Ministry of Industry.

Veggie Noodles as a "MyGulay" Alternative

Potter's Hand Processed Food in Tarlac offered a unique and alternative healthy nibbler using vegetables as an ingredient. Using a catchy name "MyGulay", veggie noodle snack or "veggie chichirias" were sold in 10 deliciously flavored variants such as *malunggay*, *kalabasa*, *camote tops*, *camote*, *kangkong*, *saluyot*, *pechay*, *spinach*, *carrot*, and *okra*. This introduction promotes healthy snacking options to the market.

Veggie Noodles is one of the flagship programs of the DTI.



27-30

Participation to International Jewelry Tokyo (IJT)

The DTI, through CITEM, organized nine promotional projects in Japan in 2010, including the International Jewelry Tokyo (IJT), an exhibit showcasing grand costumes and fine jewelry. Held in Tokyo, Japan on 27-30 January 2010, the IJT featured a grand display of fine jewelry, including pendants and necklaces and rings created from different precious metals. The event garnered total revenue of US\$126,630.00 and 45 trade inquiries. Also present in the exhibit, aside from well-known Japanese celebrities, was Japan's First Lady Miyuki Hatoyama.



Porac, Making Waves in "C"s: Cassava and Customer Relations Management (CRM)

DTI's support to the Municipality of Porac, Pampanga boosted the town as a "cassava" production and processing area, which was one of the most successful OTOP projects in the province. Expansion projects included the establishment of a new one-hectare nursery farm on improved cassava varieties in Barangay Planas. In behalf of the cooperative, DTI had become a mediator and negotiator among top companies in the country. This convergence resulted in half a million worth of sales right after the holiday season and a stabilized supply of cassava chips to San Miguel Foods, Inc. in San Miguel, Tarlac City by the cooperative. The town also launched the Porac Techno Pinoy Center and Farmers' Call Center. This was Porac's initiative to establish a CRM system to address queries on various agricultural commodities particularly on cassava.

FEBRUARY 2010

4-5

DTI Stakeholder Assessment

On 04 and 05 of February 2010, the DTI conducted a planning session dubbed as "Looking Back, Moving Forward" aimed at evaluating current plans and programs, and rethinking current strategies to ensure effectiveness. With the event designed as a stakeholder assessment, the DTI invited partners from the private sector to evaluate DTI's key result areas and make recommendations. Providing valuable inputs were Philippine Chamber of Commerce and Industry (PCCI) Ambassador Francis Chua and Mr. Erramon Aboitiz (Aboitiz Equity Ventures) who provided an evaluation of our investment initiatives; Mr. Sergio Ortiz-Luis (Philexport) and Ambassador Donald Dee (Philexport) who tackled DTI's trade and exports; Mr. Francisco Floro (PCCI) who discussed about MSMEs; and Mr. Meneleo Carlos, Jr. (Federation of Philippine Industries) who provided recommendations on how to further improve DTI consumer welfare and protection initiatives.

8-9

10th e-Services Global Sourcing Conference and Exhibition

CITEM organized the 10th e-Services Global Sourcing Conference and Exhibition on 8-9 February 2010 at the SMX Convention Center. The annual conference and exhibition was participated by 101 exhibitors and visited by 1,529 buyers and individuals. In addition to the plenary session, topics featured in this year's conference were Health Information Management (HIM), Start-Ups Take a Pitch, New Global Sourcing Competencies, Creative e-Services (Game Development and Animation), Next Wave Cities, and Procurement and Supply Management. Total visitors that attended these sessions reached 521.



Power of Three: Trade Fairs Conducted in the Ilocos Region

In February, three trade fairs were staged in various parts of Ilocos Region namely: (1) the Rag-rag-o in Ilocos Norte held on 02-06 February 2010; (2) the Kannawidan Ylocos Festival Partuat ken Patanor Trade Fair held on 29 January to 05 February 2010 at the Plaza Encarnacion, Vigan City; and (3) the 12th National Mango Congress TFE which was held on 24-26 February 2010 in NRSCC Lingayen, Pangasinan. The Kannawidan Ylocos Festival Partuat Ken Patanor Trade Fair, the biggest among the fairs, gathered a total of 97 exhibitors from the provinces of Luzon, and generated a total to Php8,108,939.00 in sales. The Rag-rag-o Trade Fair, on the other hand, was participated by 21 SMEs, and produced total sales of Php207,417.00; while the 12th National Mango Congress was enjoined by 12 local SME producers which generated revenues amounting to Php75,366.00.

12-14

Gulfood 2010

Twelve Philippine companies participated in the annual Gulfood which was held on 12-14 February 2010 in Dubai, United Arab Emirates. Among the featured Philippine products and were considered "best-sellers" were desiccated coconut, dried fruits, and tropical fruit juices such as pineapples, pili nuts, and carabao mangoes. A total of US\$16.08 million worth of revenues were generated including tie-ups with 266 trade industries resulted from the event.

16-21

Bamboo: Masangka-Community-Based Forest Management

In Bataan, DTI's provincial office, in collaboration with the DTI-CITC, developed the Masangka-Community-based Forest Management program to promote and explore opportunities in Bamboo. Farmers in the area were equipped with the necessary skills to produce bamboo slats that were supplied to a partner hub. The training courses ran from 16-21 February 2010, involving topics such as Raw Materials Selection and Harvesting, Bamboo Primary Processing, and Bamboo Treatment and Preservation.

Disenyo: An Exhibit of Philippine Furniture and Furnishings

To showcase Philippine craftsmanship and penetrate the vast Indian market, CITEM and DTI trade post in New Delhi, India set up an exhibition, which was held at the Philippine Embassy in New Delhi, featuring world-class furniture and furnishings made in various locations in the country. The event dubbed as "Disenyo: An Exhibit of Philippine Furniture and Furnishings" received ample media coverage and attracted diplomatic corps, VIPs, and trade guests along with new Indian buyers.

Learning from "SHINDAN"

February saw the conclusion of the Bureau of Micro, Small and Medium Enterprise Development (BMSMED) project funded by the Japan International Cooperation Agency (JICA). Dubbed as the SME "Shindan" for Philippine SME Counselors, the project enhanced the capacities of SME Counselors in providing more effective and efficient delivery of business development services to SMEs. The project was implemented in five selected SME Centers (Laguna, Albay, Iloilo, Leyte, and Cagayan de Oro City). For sustainability, the Department plans to replicate and upscale the project by providing the same training acquired by SME Counselor beneficiaries (at least Levels 1 and 2 programs) to other SME Centers across the country.

17

Philippine Quality Improvement Day

The Center for Industrial Competitiveness (CIC) organized a Philippine Quality Improvement Day on 17 February 2010 to identify key learning and opportunities for improvement and formulate necessary action plans to improve the Philippine Quality Award (PQA) system. Over the years, the DTI has bestowed to deserving businesses the PQA Award. This is the highest level of national recognition for exemplary organizational performance. It aims to stimulate local companies and organizations to improve quality and productivity for the pride of recognition while obtaining a competitive edge and providing example to others. The 17 February event was attended by the PQA award administrators and assessors, PQA judges, and PQA Management Committee members. Part of the discussions focused on (1) encouraging more SME participants to enlist in the PQA; and (2) reviewing the PQA IRR.

MARCH 2010

12

National OTOP Congress

On 12 March 2010, the Department held the National OTOP Congress at the PTTC in Pasay City to recognize outstanding MSMEs and OTOP implementers, including citations to environment-friendly OTOP MSMEs.

Each category of the award cited three winners for each Philippine island group. Winners were:

Award	Island	Winners
Most Supportive OTOP Partner Organization	Luzon	Department of Science and Technology (DOST) - 3
	Visayas	San Pablo City Chamber of Commerce and Industry
	Mindanao	Negros Oriental Investment Promotion Center
Best OTOP Implementer	Luzon	Provincial Government of La Union City Government of Balanga, Bataan
	Visayas	Municipal Government of Numancia, Aklan
	Mindanao	Municipal Government of President Quirino, Sultan Kudarat
Outstanding OTOP MSME	Luzon	Bagong Barrio Multi-Purpose Cooperative Ai-She Footwear
	Visayas	Iloilo Kawayan Marketing
	Mindanao	Lao Integrated Farm

Environment Friendly OTOP MSME's	
Project	Awardee
Bamboo Project	Carlo's Bamboocrafts and Furnishings (Tayum, Abra, CAR) Woodinspirations Craft (Sta. Ignacia, Tarlac, Region 3) Iloilo Kawayan Marketing (Maasim, Iloilo, Region 4)
Bayong Project	Integrated San Lorenzo Entrepreneurs (Lal-lo, Cagayan, Region 3) Luisiana Weavers Multi-purpose Cooperative (Luisiana, Laguna, Region 4A) Analobel Enterprises (Matnog, Sorsogon, Region 5)
Waterlily Project	San Miguel Waterlily Producers Association (Calumpit, Bulacan, Region 3) Baby's Waterlily Handicrafts (Calamba City, Laguna, Region 4A) Buhí One Town One Product Key Players Association (Buhí, Camarines Sur, Region 5)



17-21

15th World Building and Construction Exhibition (Worldbex)

The DTI participated in the 15th Worldbex which was held at the World Trade Center on 17-21 March 2010. With the theme, "Constructing the Future Green Communities through Efficient Technologies and Materials", this annual event is considered Asia's biggest and most attended construction exposition that provides an avenue for reliable source of innovative and the latest products and technologies in building construction industry.

Highlights of the event included: (1) discussion on sustainable development which was conducted by four international experts, and (2) display of construction materials that showcased local contractors' and engineering consultants' workmanship.

31

Personal Computers for Public High Schools 4 (PCPS4)

On 31 March 2010, the DTI signed a Php141-million worth of contract for the Mindanao component of the Personal Computers for Public High Schools (PCPS). The PCPS, a Japan-funded project, was initiated to meet the needs of basic education, including the engagement of Filipinos in the field of IT. By enhancing the IT education, it would contribute to the development of the country's total Information and Communications Technology (ICT) industry.

A total of 11 desktop computers and components were each given to 775 public high schools in Mindanao. Part of developing IT in the region was the intention to bring together the curricula of the madrasah (Muslim community school) and the DepEd.

Women's Month

The Department celebrated the month of women by supporting March as Women's Month, including the celebration of the International Women's Day. In the province of Iligan, Women's Month was commemorated through an event that featured a pangasius cooking demonstration at Freedom Park in Iligan City. This event, which was supported by the DTI, promotes healthy cooking alternatives such as the OTOP product pangasius instead of meat-based products.

APRIL 2010

6-9

Flagship Projects

Promotion of Veggie-noodles and waterlily, two of the identified RODG flagship projects went into full swing in Region 3 with the conduct of the "Galing Bataan Trade Fair", on 06-09 April 2010 where two new products were introduced in the market, namely: Camote-Malunggay Noodles from Five Bro's. Bakery and the Squash-Malunggay Chips from Mariveles Veggie Products Association. Promoting veggie noodles as a nourishing food option, the DTI is positive that production centers of this program will be as successful as these two companies. Also in Region 3, DTI spearheaded the Waterlily Festival in Cuyapo, Nueva Ecija on 16-18 April 2010. The event highlighted a grand parade of floats and a bazaar of products created with waterlily such as slippers, bags, waterlily hats and huts, pots, and *bayongs*.

8

PEZA: Pursuing Quality Excellence



PEZA, a DTI-attached agency, was awarded with ISO certification by AJA Registrars, Inc. This recognition was formally given during the PEZA Investors' Recognition Night on 8 April 2010 at the World Trade Center, Pasay City. PEZA is the only government agency that is ISO 9001:2008 certified for all its processes at all zones nationwide.

14-15

Presidential State Visit to Spain

On 14 and 15 April 2010, the Philippine Trade and Investment Consulate in Madrid, Spain organized business activities and meetings for the President, DTI Secretary, and Filipino businessmen. Part of the itinerary was a courtesy call on the Philippines by Grupo Leche Pascual, the Spanish food and beverage giant, to discuss its plans to develop the yoghurt and soy drinks market in the Philippines. Likewise, the meeting encouraged Grupo Leche Pascual to eventually establish a US\$20-million manufacturing facility in the Philippines to serve as its base for non-refrigerated, long shelf-life yoghurt and soy drink exports to Southeast Asia.

Aside from food-based sector, one-on-one meetings between the DTI Secretary and several Spanish investors in the priority sectors of infrastructure, renewable energies and biofuels were arranged by PTIC-Spain. Positive responses resulted from the meetings, including the establishment of the company, Centunion, which opened its Makati office to oversee and manage its Php30.363 million bridges project in the Philippines. The Makati office currently has 15 permanent employees - 11 Filipinos and four foreigners.

19

Inauguration of the Philippine Assay Office

On 19 April 2010, the Philippine Assay and Hallmarking Office was inaugurated in the CITC Compound in Marikina City. A joint project of the Guild of Philippine Jewellers, Inc. (GPJI) - the country's leading association of jewelry manufacturers and the DTI-CITC - the assay office, funded by the Export Development Council's Export Promotion Fund (EDC-EPF), is equipped with complete machines/equipment and tools for testing gold and silver jewelry using both non-destructive and destructive method.

The inauguration was attended by BETP Directors and EDC Executive Director, Mr. Senen Perlada, and GPJI President Ms. Mia S. Faustmann, who both led the ceremonial ribbon cutting. Other attendees included officers and members of the different jewelry associations such as GPJI, Confederation of Philippine Jewellers, Inc. (CPJI), Philippine Association of Pearl Producers and Exporters, Inc. (PAPPE), Meycauayan Jewelry Industry Association (MJIA), and representatives from Philexport. Also present were employees from various DTI bureaus and regional offices, Bangko Sentral ng Pilipinas (BSP), among others.

22-24

1st Philippine Participation in Cosmobeaute Viet Nam

The Philippines participated for the first time in the annual Cosmobeaute in Viet Nam held on 22-24 April 2010. With the assistance of the Philippine trade office in Viet Nam, a total of 10 companies comprised the Philippine delegation which successfully earned US\$781,355 in sales, including 169 trade inquiries. In addition, products of these companies were provided in-store promotions in Viet Nam's Citimart supermarkets. Natural beauty soaps, laundry soaps, and dewart and demole creams were among the top-selling items in the international beauty exhibition.

22-25

Asia's Boutique Show: 51st Manila F.A.M.E. International

The 51st Manila F.A.M.E. International was held at the World Trade Center on 22-25 April 2010 and featured Home Interiors, Fashion Wearables, Health and Wellness, and the Creative Industry sectors. The event generated a total of US\$9.44 million in sales and participated by 259 exhibitors. On the other hand,



total number of trade buyers who attended reached 1,512, of which 560 were foreigners from 54 countries. Top buyers during the event were from the USA (114), followed by buyers from Japan (104), and Australia (31). The event also introduced new components to the Manila F.A.M.E. Among these were: (1) ICONS, a tribute to internationally recognize Filipino designers; (2) Art Market, an exhibit of affordable artworks; (3) Dutch Design, an area displaying products of Manila-based Dutch designer Natalie Buijs Meijer; and (4) Wellness Corner, a cozy place where guests were offered the traditional *hilot* or Filipino massage.

30

Malacañang Approves 2010 Investments Priorities Plan (IPP)

On 30 April 2010, the President signed the 2010 Investments Priorities Plan (IPP) as the Department's means of encouraging investments in the country. With the theme, "Maximizing Opportunities of a Stronger Philippine Economy", the 2010 IPP, which was prepared by the BOI, seeks to: (1) optimize opportunities from the expected global economic rebound by promoting sound activities; (2) maximizing FTA benefits; and (3) advocate a green project.

Likewise, the plan includes a list of tax and fiscal incentives available to investors on preferred activities. On a general note, the 2010 IPP has identified four priority investment areas that can attract investors and generate more jobs: The Regular List, The Export Activities, The Mandatory List, and The ARMM List.

MAY 2010

Philippine Competitiveness Ranking Climbs in 2010

In May, the International Institute for Management Development's (IMD) World Competitiveness Yearbook (WCY) released its report which saw the Philippines' ranking rising three notches from 43rd place in 2009 to 39th in 2010. The renowned WCY report measured the competitiveness of nations around the world in creating and sustaining enterprises. Included in the criteria are the country's commerce and industry development, education and literacy level, and poverty reduction programs.

6-8

8th International Food Exhibition (IFEX) Philippines

The annual International Food Exhibition (IFEX) conducted its eighth edition on 06-08 May 2010 at the World Trade Center in Pasay City with a total of 315 exhibitors, 42% of which were new exhibitors. IFEX Philippines 2010, which provides gainful business opportunities for importers, exporters, retailers, wholesalers, and manufacturers, garnered exports sales amounting to US\$63.06 million, 9% higher compared to 2009 US\$57.86 million sales. Domestic sales, on the other hand, were reported at Php43.04 million. Twelve of the exhibitors were enrolled under the DTI Integrated Program for Micro and Small Food Processors (IPMS) whose export and local sales amounted to US\$118,870, and Php4.67 million, respectively. Trade buyers during the event totaled to 1,274, including 268 from 33 countries. The top foreign buyers were from the United States of America, United Kingdom, Australia, and Japan. Pre-arranged meetings were also offered to 130 foreign buyers under the Very Important Buyer (VIB) program.

13

Anti-Camcording Act of 2010 Signed Into Law

On 13 May 2010, Republic Act No. 10088, or also known as the Anti-Camcording Act of 2010, was enacted to address movie piracy in the country. The law prohibits the possession and use of an audiovisual recording device to document and/or make copies of any performance of cinematographic films and other audiovisual works and/or their soundtracks in an exhibition facility. An amount of Php50,000 to Php750,000 and an imprisonment of at least six months will be imposed to violators; and as a maximum penalty will be entailed to individuals intentionally selling and distributing these pirated materials. The DTI, through IPOPHL, was one of the supporters for the passage of this Act which took effect on 04 July 2010, upon release of its IRR.

14

Bamboo Development Project Launched

On 14 May, Executive Order 879 was signed intended to develop the bamboo industry and creating the Philippine Bamboo Industry Development Council (PBIDC). The EO recognizes the abundance of this natural resource, its sustainability and its potential for employment. The President has directed the use of at least 25% bamboo as raw material for public school desks and other furniture requirements, as well as prioritized the manufacturing of government furniture and fixtures made under the said material. Alongside with other government agencies, the Department promoted bamboo in 2010 and generated Php63.37 million in investments, Php11.97 million in domestic sales, a total of 1,369 jobs, and assisted 836 MSMEs. In addition, DTI supported 11 bamboo nurseries, 900 hectares for its plantation, production of 250 desks, a Bamboo *Negosyo* village, and trainings for farmers and furniture manufacturers.

17-21

"Balik Eskwela" with *Diskwento* Caravan

To provide parents and students access to quality yet affordable school supplies for school year 2010-2011, the Department, through its BDT, staged for the first time a *Diskwento* program. An event which was organized at the DTI Main Building in Makati, the *Diskwento* showroom sold school supplies such as notebooks, pencils, crayons, and paper pads at manufacturers' prices on 17-21 May 2010.



Pasiglahin ang Estudyanteng Pinoy Project

The DTI *Kabisig ng Kalahi* and the DepEd, through the National Competitiveness Council, implemented a supplementary feeding program. Introduced in 2009, beneficiaries of the program were from 68 selected schools in the following regions: NCR, CAR, Region 4 A, Region 4 B, and Region 6; each with 30 undernourished pupils from Grades I and II. At the end of the program, beneficiaries of the program showed an increase of 83% from Below Normal to Normal weight category and 93% jump from Very Low to Below Normal among the beneficiaries. These students were also noted to have improved in their participation in classes.

World Competitiveness Yearbook (WCY) report measured the competitiveness of nations around the world in creating and sustaining enterprises. Included in the criteria are the country's commerce and industry development, education and literacy level, and poverty reduction programs.

19

Negosyo Seminar (NEGOSEM)

The DTI continues to promote entrepreneurship nationwide. On 19 May 2010, a *Negosyo Seminar* (NEGOSEM) event was held at the Grand Caprice, Cagayan de Oro City to encourage Cagayans to become successful entrepreneurs by providing topics such as business counseling on investment opportunities; orientation on business registration and licensing; financing brokerage; and marketing and information campaign on the project. Over 750 participants from Region 10 attended the seminar and benefitted from insights and wisdom of successful entrepreneurs.

JUNE 2010

20-27

2010 Taipei Food Show and Outbound Business Matching Mission (OBM) for Food Products

The Philippines participated in the 2010 Taipei Food Show and organized OBMs for food products on 20-27 June 2010. This generated a total of US\$11.37 million in sales, a 13% increase from the US\$10.10 million sales in the previous year. Fresh bananas, fresh pineapples, and desiccated coconuts were among the top-purchased products during the show. In addition, some 16 trade negotiations were sealed by Philippine exporters during the Taipei OBM.

Back to School *Diskwento* Bonanza-*Handog ng DTI* Held in Zamboanga

With the start of classes, DTI Zamboanga provided parents and students value for money. DTI Zamboanga del Sur organized a "Back to School *Diskwento* Bonanza - *Handog ng DTI*" in Pagadian City with the aim of giving low-income earners discounted prices of basic and prime commodities and school supplies in view of the school opening season.

Expanding Bamboo in Lubao, Pampanga

The DTI supported the establishment of a bamboo processing area in the province of Pampanga. The Lubao Bamboo Node was established to provide sustainable income to residents of Lubao, Pampanga. Together with DTI's CITC, the DTI Region 3 collaborated with the Lubao Municipal Government on the establishment of the bamboo node or "Bamboo Primary Processing Centers" and provided skills training on the usage and manufacturing of bamboo.

21-27

Regional Trade and Investment Mission on Agriculture and Food Processing

On 21-27 June, a Philippine delegation composed of 74 private and public sectors participated in the Regional Trade and Investment Mission on Agriculture and Food Processing in Taiwan. Along with promotion of fresh and processed food exports from the Philippines, the delegation collaborated with Taiwan in providing technological improvements on food processing, raw material production, agriculture, and biotechnology. The delegation, organized by the Philippine Trade and Investment Center in Taipei, RODG, and the DA, generated US\$103.55 million in investments, US\$1.07 million in exports, and US\$3.45 million in technological acquisitions.



23

Philippine Investments Promotion Plan for 2010-2014

On 23 June 2010, the BOI, PEZA, and other investment promotion agencies (IPAs) of the country, together with the JICA, launched the Philippine Investments Promotion Plan (PIPP) for 2010-2014. The PIPP shall serve as the Philippines' investments roadmap.



23

Destruction of Fakes

On 23 June 2010, The DTI's IPOPHL and OMB led the destruction of fake and pirated books, CDs and DVDs, bags, medicines, and other counterfeit goods in Camp Crame in Quezon City. IPOPHL Director General Ricardo R. Blancaflor and OMB Chairman Ronald N. Ricketts were present during the ceremonial destruction of thousands of fake products, which also marked the 13th anniversary of the Intellectual Property Code. A military armored personnel carrier was used to destroy the goods, most of which were CDs and DVDs, a fake router, pirated Louie Vuitton and Coach handbags, photocopied books, and counterfeit medicines, including Viagra.

Veggie Noodles Program

Product Development was a priority for DTI Region 1 with the successful launching of its "hey Miki" noodles. Finding unique alternative especially on healthy options was one of the innovative initiatives of the DTI-Region 1 particularly in Ilocos Sur. In June 2010, a variation to the "miki" noodles was introduced, using *malunggay* and squash canton vegetables as prime ingredients, during the Veggie Noodle Product Diversification Training. Results of the training include "Mikilunggay" canton noodles, squash canton noodles, *malunggay*-squash canton noodles. These products are expected to help generate income in the province of Ilocos Sur and surprise the pallets of noodle eaters in the region.

DICCEP Concluded

June saw the conclusion of the Davao Industry Cluster Capacity Enhancement Project (DICCEP), a three-year capacity building project for the Davao Region's priority industry clusters. The program was intended to strengthen the institutional and technical capacities of the cluster teams (i.e. partnerships between national and local government and private entities). Among DICCEP's significant contributions in Region 10 included the following: (1) Emerged a considerable level of convergence among different industry clusters; (2) Enhanced collaboration among government agencies/renewed trust and confidence of the private sector to work with the government; (3) Organized and registered of clusters as legal entities; (4) Provided opportunity to assist in poverty reduction in the region; (5) Addressed environmental problems/issues; and (6) Provided income opportunities for women.

JULY 2010

7-11

2010 MSMED Week Celebration

In celebration of the MSMED Week, the BMSMED organized a series of activities from 07-11. With the theme "*Negosyo...Tagumpay Mula sa Kahirapan*", the MSMED Week celebration conducted useful sessions to capacitate MSMEs and would-be entrepreneurs. A total of 22 entrepreneurship briefing sessions were conducted at the Megatrade Conference Center, SM Megamall. A total of 4,920 participants attended the briefing sessions.

20/29

SPIN Boosts Vigilance in LPG Monitoring

Subcontracting Partners for Innovation (SPIN), a government-private sector partnership conceptualized in Cebu, conducted trainings in Manaog Pangasinan which was joined by 17 participants. Further to this, SPIN members were assigned on July 20 and 29, 2010 to the areas of Urdaneta, Pozorrubio, Binalonan, and Umingan in Pangasinan to conduct monitoring and inspection of LPG cylinders being displayed and/or offered for sale. During this monitoring event, a total of 26 firms monitored and inspected; four firms were issued notices of violation, while two of this were penalized.

21-25

Sandugo Trade Expo 2010

On 21-25 July 2010, the DTI Central Visayas Office (DTI-7) and the European Chamber of Commerce in the Philippines in Cebu (ECCP-Cebu) launched Sandugo Trade Expo, a culmination of product development initiative geared towards improving the quality and design of the export oriented crafts and food in the region. The trade event featured ethnic food, fashion accessories, gifts, toys, housewares, and tourism products and services. The trade expo has already established name recall and recognition among local and international buyers.



22-25

Philippine Business and Entrepreneurship Expo 2010

On 22-25 July 2010 the Philippine Business and Entrepreneurship Expo was held at the SM Megamall, Ortigas, Pasig City. DTI assisted 771 MSMEs, and conducted briefing session, "How to become an Entrepreneur" participated by 100 attendees.



27

CARP Congress Celebrated

The DTI-CARP conducted its CARP Congress 2010 in the province of Marinduque on 27 July 2010. Held at Boac Covered Court, Boac Marinduque, the event was attended by 252 ARBs participants, representatives from DTI-Regional and Provincial Offices, DA, Department of Agrarian Reform (DAR), and LGUs. A Visual Merchandising Seminar was also conducted during the event.

29

Region 10 ISO Certified

DTI Region 10 was conferred with the prestigious ISO 9001:2008 Certification by AJA Registrars, Inc. on 29 July 2010. The visible marking of ISO presents the quality of service provided by the DTI to the public.

IRR for Expanded Senior Citizen Act Issued

The DTI and DA issued the IRR of the Grant of Special Discounts to Senior Citizens on the Purchase of Basic Necessities and Prime Commodities pursuant to Section 4(j) of R.A. No. 9994, otherwise known as the Expanded Senior Citizens Act of 2010 Repealing DTI DAO No. 3, series of 2005 and DA-issued AO No. 37, series of 2005. Because of this, senior citizens would be granted 5% discount on the regular price of basic necessities and prime commodities, or a total discount each of Php1,300 for these items. To avail of this privilege, senior citizens must personally present their Senior Citizens ID; however, an authorized representative would be accepted in behalf of the buyer. To make lives convenient as well, a purchase booklet and special lane would be provided to better accommodate these purchasers.

AUGUST 2010

6

Nationwide Business Permits and Licensing System (BPLS) Streamlining



The DTI and the DILG, together with development partners and the private sector, launched last 06 August 2010 the BPLS. Under the program, LGUs shall be encouraged to adopt several standards to facilitate business registration, i.e. (i) a unified business application form, (ii) limit to five steps, (iii) processing time that is less than 10 days for new businesses and less than five days for renewals, and (iv) only two to five signatories. A BPLS Oversight Committee was set up to provide the policy direction in the upgrading of the BPLS reforms. The Committee was also tasked to administer the nationwide implementation of the said reforms, specifically the service standards. Several trainings and workshops were conducted in order to update the BPLS of certain LGUs.

11

Private Inspection Bodies Tapped

DTI's BPS issued Memorandum Circular No. 9, series of 2010 on 11 August 2010 which allowed inspection bodies to conduct product sampling and inventory. The BPS is the Philippine National Standards (PNS) body that develops, reviews, promulgates, implements, and monitors the PNS on products and services. From almost 7,000 PNS, the DTI-BPS declared 85 of these under mandatory certification. The Department has reviewed the list of products that have to pass safety tests before they are allowed for retail in a bid to improve consumer protection. Included in the list are the standards specifications of electrical products, mechanical/building and construction materials, chemicals, and other consumer products. There are stringent procedures observed and followed to ensure that the best interests of the consumers and businesses are considered. Manufacturers and importers must obtain safety seals from the DTI-BPS before selling the products. Although private sector will conduct these testings, DTI is tasked to conduct monitoring and stricter enforcement in order to protect consumers from substandard products.

12-16

DTI Hong Kong Post Gains Importers for Philippine Products

The PITC-Hong Kong facilitated the importation of seven new importers of Philippine food products such as dried fruits, canned foods and drinks, and noodles amounting to US\$10.85 million. Overall, a total of 33 new importers of Philippine products were developed in 2010 by the Department's post in Hong Kong, China. Exports generated through the promotion of products such as food, fashion accessories, jewelries, and home décor amounted to US\$16.7 million. Exporters joined the Hong Kong Food Expo on 12-16 August 2010 at the Hong Kong Convention and Exhibition Centre.

24-25

Support to ASEAN Free Trade Area (AFTA)

The Philippines participated in the 42nd Meeting of the ASEAN Economic Ministers held in Viet Nam from 24-25 August 2010. The DTI, through Secretary Gregory L. Domingo, joined the other economic ministers in the discussion and assessment of the progress of ASEAN economic integration initiatives outlined in the ASEAN Economic Community (AEC) Blueprint and compliance by Member States through the AEC Scorecard. The Philippines, in line with the AEC Blueprint, issued E.O. 850 on 23 December 2009 to eliminate tariffs on the last tranche of products in the Inclusion List under the Common Effective Preferential Tariff Scheme for the ASEAN Free Trade Area (CEPT-AFTA)/ASEAN Trade in Goods Agreement (ATIGA) beginning 01 January 2010. Tariffs on selected agricultural products such as maize, grain, sorghum, cassava, sweet potato, live/meat of poultry, and live/meat of swine, have been reduced, but have not fallen to zero, maintaining a level of 5%. The DTI, during the meeting, successfully secured special treatment for rice and sugar as rice tariff is maintained at 40% to be reduced to 35% in 2015. Sugar tariffs, on the other hand, shall be reduced to 5% by 2015.



26-28

Philippine International Eco Show (PINES)

To encourage sustainability in the production of goods, the Department conducted the Philippine International Eco Show (PINES) on 26-28 August 2010 at the SMX Convention Center in Pasay City. Themed as "Towards a Greener Earth," the event was meant to encourage environmental investments through the display of "green" products that were made in the Philippines. Three zones were featured in the exhibition: Eco-Industrial Zone; Eco-Lifestyle Zone; and Eco-Advocates Zone. PINES is an advocacy to raise awareness on environment-friendly products and services in the country, and to start to change the Filipino lifestyle.



SEPTEMBER 2010

6-10

"Panagdadapun" organized in Region 2

During the 39th *Araw ng Quirino* held on 06-10 September 2010 in Cabarroguis, the Panagdadapun 2010 Trade Fair showcased various processed and fresh food products, furniture and furnishings, fruits and vegetables, gifts and holiday decors, and similar products. "Panagdadapun", which means "market encounter" served as a venue to showcase local products. Another highlight of the event included the Search for "Pinaka" agri products, a recognition given to the locally-grown agricultural products like squash, pomelo, and *gabi*, among others.

7-10

Tokyo International Gift Show

The Philippines participated in the 70th Tokyo International Gift Show (TIGS) held on 07-10 September 2010 in Japan. Local products featured in the show were made from abaca (Manila hemp), piña (pineapple), *buntal* (fan palm fiber), and organic cotton. Reported revenue of US\$1.13 million sales was generated in the event. Hats, shifu caps, shawls, scarves, evening bag, handbags, and 100% piña were the bestsellers. Eight of the 10 participants from the country were first-timer exhibitors, and the event proved to be beneficial for their operations as they acquired business leads and opportunities to sell their products.



15

"First to Register" Rule Lifted

In order to further improve business registration, DTI abolished the "first to register" rule for single proprietorship businesses in barangays. This reduced the approval time from 15 minutes to five minutes, and from 15 minutes to two days for city-based and national-based businesses.

This action was formally announced on 15 September 2010, together with the announcement of the completion of the revised guidelines for the Business Name Registration (BNR). However, this rule is not applicable to city-, regional-, and national-based businesses; thus, as long as the barangay-based business would not affect the operation of another business of the same type in a different province, the quick release of registration could be guaranteed.

16-18

OTOP Mindanao Island Fair

With the theme "Showcasing the Best of Mindanao", the OTOP Mindanao Island Fair 2010 was held on 16-18 September 2010 in Cagayan de Oro City. Participated by 100 MSMEs from the different regions of Mindanao, the event showcased the best products from Mindanao, enrolled in the OTOP Program. Finest Mindanao products such as fashion accessories, fresh and processed foods, gifts and housewares, furniture, organic and natural products, more importantly halal-certified products were showcased during the event.

Economic Briefings

To keep the business community informed, the DTI organized in September 2010 Economic Briefings in three key cities: Manila, Cebu, and Davao City. During the sessions, members of the private sectors raised issues such as investor relations; harmonized business environment; power and energy concerns; poverty and hunger reduction; competitiveness and process improvement; promotion and tourism; anti-corruption and integrity management; and labor and employment. The briefings provided the venue to present the Government's plans to address these issues. The sessions were graced by the President himself.

OCTOBER 2010

5

Pinoy Tasty Launched

The DTI, together with the Philippine Baking Industry Group (PhilBaking), Philippine Federation of Bakers Association, Inc. and Filipino-Chinese Bakers Association, Inc. launched "Pinoy Tasty" on 05 October 2010. Compared to branded loaf breads ranging from Php42 to Php54, the *Pinoy Tasty* was reasonably priced at only Php36 for a 450g loaf. Produced with the standard recipe and excluding enriching ingredients such as milk, eggs, margarine, cream, and butter, the *Pinoy Tasty* is also rich in Iron and Vitamin A, as well as free of trans fat, bromate, and cholesterol. The product was made available in 1,950 participating outlets nationwide.



14-18

Sabah International Exposition 2010

Two MSMEs from Zamboanga City, namely Mingate Manufacturing Corporation and Gia Soap Making, participated in the Sabah International Exposition 2010 held on 14-18 October 2010 in Kota Kinabalu, Malaysia. Mingate, producer of bakery products, attracted booth visitors and was able to find a distributor of its products in Sabah, Malaysia. Gia Soap Making, a producer of body soaps, on the other hand, was successful in partnering with a Malaysian investor.

Php1 Million Worth of Uncertified Products Seized

The DTI seized and confiscated uncertified items and products being sold in the Philippine market in October 2010. Products found to be in violation of standards law were pulled out of the market. The Product Certification Scheme of the DTI-BPS provides that critical products have to undergo mandatory safety and quality tests and certification before they are sold. Manufacturers and sellers are mandated to secure a Philippine Standard (PS) License or ICC Certificate and to comply with requirements under PNS. A total of Php1 million worth of uncertified products were seized during the operations. Items collected were destroyed in order that these products will not work their way back to the market. As part of the DTI consumer awareness program, the public was also advised to refrain from purchasing uncertified products in order to avoid safety and health risks.

18-21

Asia's Boutique Show: 52nd Manila F.A.M.E. International



Organized by CITEM as "Asia's Boutique Show," the Manila F.A.M.E. International held its 52nd edition at the PTTC on 18-21 October 2010. The four-day event, in collaboration with ManiART, boasted an international contemporary art fair which exhibited art, furniture, and high fashion products. With over 300 exhibitors, the fair presented a wide array of exhibits to suit people's varying interests. One highlight would be the awareness and exposure of participants to art and fashion. Among featured were: (1) Boutique Hall, which showcased clothes and other fashion wearables and products that were the latest trend in the fashion industry; (2) Furniture Hall, which highlighted furniture and home furnishings from leading manufacturers; (3) Impulses and Inspirations, a section that displayed special merchandise from different collaborators and designers. The exhibit gathered a total of US\$19.34 million revenues, and managed to attract 915 foreign buyers from countries such as Europe, North America, Asia, Australia, and the Middle East.

October is Consumer Welfare Month

DTI organized a nationwide celebration of Consumer Welfare Month to promote consumerism. In Cagayan de Oro city, consumer month was celebrated with the theme, "Consumers: Green Multipliers." Aside from the need to educate and advocate consumerism to the public, the DTI also deemed the importance of advocating eco-awareness through patronage of green and eco-friendly products. One of the activities included Consumer Welfare Regional Quiz Bee among high school students. In Region 6, consumer month was conducted using visual brigades such as a motorcade; press conference; a segment featured in the TV show, "Morning Show"; poster making contest; and the "must see" ceremonial destruction of substandard products. Consumer month celebration in the CAR region, on the other hand, was organized through a 15-booth exhibit assembled in SM City Baguio which showcased several green products and green services of various government and private institutions.

20-24

12th Likha ng Central Luzon Regional Trade Fair

On 20-24 October 2010, the DTI-Central Luzon launched the 12th Likha ng Central Luzon Regional Trade Fair at the Mega Trade Hall 2, SM Megamall, Mandaluyong City. Gracing the opening ceremony was Presidential sister Ballys-Aquino Cruz, together with DTI Regional Director Blesila Lantayona and DTI Secretary Gregory L. Domingo. Dubbed as "Likha ng Central Luzon, Alay sa Kalikasan at Kinabukasan," the event took a pro-environment initiative by promoting crafts and industries helpful to the environment. Joined by 140 exhibitors from provinces of Aurora, Bataan, Bulacan, Nueva Ecija, Pampanga, Tarlac, and Zambales the fair offered wide array of products like regionally-produced processed foods, home furnishing, ceramics, holiday decors, jewelries and fashion accessories, footwear, bags, and specialized garments like *barongs* and gowns.

NOVEMBER 2010

15-19

Asian Credit Conference

On 15-19 November 2010, the SB Corporation (SB Corp), hosted the 23rd Conference of the Asian Credit Supplementation Institutions Confederation or ACSIC, an association founded in 1987. The conference, which was held at the Shangri-La Hotel Mactan in Cebu, became a venue for propagation of skills, insights, and technologies in the business of credit supplementation among the member organizations. Some 16 institutions from 11 countries participated in the conference; together with 75 delegates, majority of which were heads of the various ACSIC member institutions. One key insight shared by the country is its need to enlarge and strengthen credit guarantee and credit supplementation institutions. Through this forum, it was realized that the national government has to increase its stake and additional funding for existing credit supplementation institutions.



17-18

PPP Conference

On 17 and 18 November 2010, the Government hosted a major conference, attended by no less than the President. The first PPP conference was held at the Marriott Hotel and organized by the Economic Team, including the DTI. Dubbed as Infracon 2010, the PPP Conference was conducted to launch the country's initiative to boost infrastructure through PPP, and attract more investments in the country. Attended by more than 500 local and foreign businessmen, the conference examined investment opportunities, profiles of PPP projects in the Philippines, as well as policy, regulatory, and legal concerns in developing the infrastructure sector in the Philippines. The forum was attended by top-level government officials, investors, regulators, international, and local industry players.

18-21

DTI Korean Post Supported Philippine Firms in Food Expo

The PTIC in Seoul, South Korea was able to coordinate the participation of three Philippine companies, namely: Fruit Gems, Bote Central, and Brown Sugar Milling in the ASEAN Food & Beverage Exhibition held on 18-21 November 2010. Expected sales of dried fruits, Alamid coffee, and brown sugar over the next three years are said to reach US\$9 million.

18-22

OTOP Luzon Island Fair

The OTOP Luzon Island Fair (OLIF), organized by the DTI regional offices in Luzon and the BDT, was the 5th edition of the OLIF fairs. With the 2010 theme, "*Pamaskong Handog ng Luzon*", the fair was conducted on 18-22 November 2010 at the Megatrade Hall, SM Megamall, Mandaluyong City, and promoted MSMEs to local and foreign buyers in the country. The OLIF 2010 generated a remarkable Php25.466 million in sales, and was participated by 257 MSMEs. Among the products featured were the Sun Visor Hat, nito and vayasuvay vine, made of Irene's Handicraft from the Island Province of Batanes which won the Most Innovative Product in the non-food category; Nitz Furniture of Naga City won the Most Innovative Product for Furniture award. Another product highlighted was a "double deck bed" of ER Pascua Furniture Shop. Aside from pre-booked orders, an institutional buyer with a retail store at Market! Market! in Taguig City will be supplied with these double-deck beds. The exhibit was graced by DTI Secretary Gregory L. Domingo and Batangas Governor Vilma Santos-Recto, who also delivered a keynote address.

Konsyumer Atbp Wins KBP Golden Dove Award



For the second year in a row, DTI's consumer advocacy radio program, *Konsyumer Atbp*. (KATBP), won the 2010 *Kapisan ng mga Brodkaster ng Pilipinas* (KBP) Golden Dove Award for Best Public Service Radio Program. Popularly known to listeners as *Ang Kakampi ng Mamimili*, "Kuya" Alvin Elchico of DZMM, and DTI Undersecretary Zenaida C. Maglaya or "Tita Zeny" are the hosts of the radio program. With segments such as *Batas Konsyumer*, *Strictly Pinoy*, *Bantay Bilihin*, and *Ugnayang Konsyumer*, the program aims to inform listeners on consumer-related concerns, in an effort to educate consumers and raise their understanding and awareness on the Philippines' trade and industry sector. KATBP is spearheaded by DTI's BPS in partnership with ABS-CBN's DZMM. It airs every Saturday from 10:30am to 12nn on DZMM 630 kHz, SkyCable channel 26, or through livestream on www.dzmm.com.ph.

DECEMBER 2010

2-3

DTI Convergence 2010

DTI's senior members met in Tagaytay for the 2010 Strategic Planning Session, with the new DTI Secretary outlining his directions and expectations. Held on 02-03 December at the Lake Hotel in Tagaytay City, the planning session was participated in by the newly installed DTI leadership and joined by senior officials from the various DTI bureaus, offices, attached agencies, and corporations. The participants to the planning session reviewed the vision, mission of the Department; set goals/objectives; and agreed on the DTI's economic and governance plans.

Affordable Noche Buena for Filipinos

DTI conducted special monitoring of food items during the holiday season to ensure reasonable prices and stable supply. The DTI released a price guide for the season's most important Noche Buena food items and their accompanying suggested retail prices. Noche Buena staples on the list include ham, spaghetti, salad macaroni, elbow macaroni, cheese, tomato sauce, spaghetti sauce, mayonnaise, fruit cocktail, all purpose cream, *queso de bola*, and fruits.

3

Capiz Quality

The DTI supported the Provincial Government of Capiz during the launch of the Provincial Quality Seal, distinguishing products of excellence in the province. The seal was launched during the opening of the Capiz Product Expo 2010 held on 03 December 2010 at the Gaisano City Mall, Roxas City. The seal would be imprinted on products and services that have passed strict quality standards set under the program. Among those recognized with this seal was the Capiz MPC, which was the first firm to affix the quality seal in their cartoons for export to Japan beginning in December 2010.

6

DTI-Central Visayas ISO Certification



On 06 December 2010, DTI-Central Visayas was formally issued certification of Quality Management System (QMS) ISO 9001:2008. The ISO certification is valid until 05 December 2013.

No to Substandard Christmas Lights on Holidays

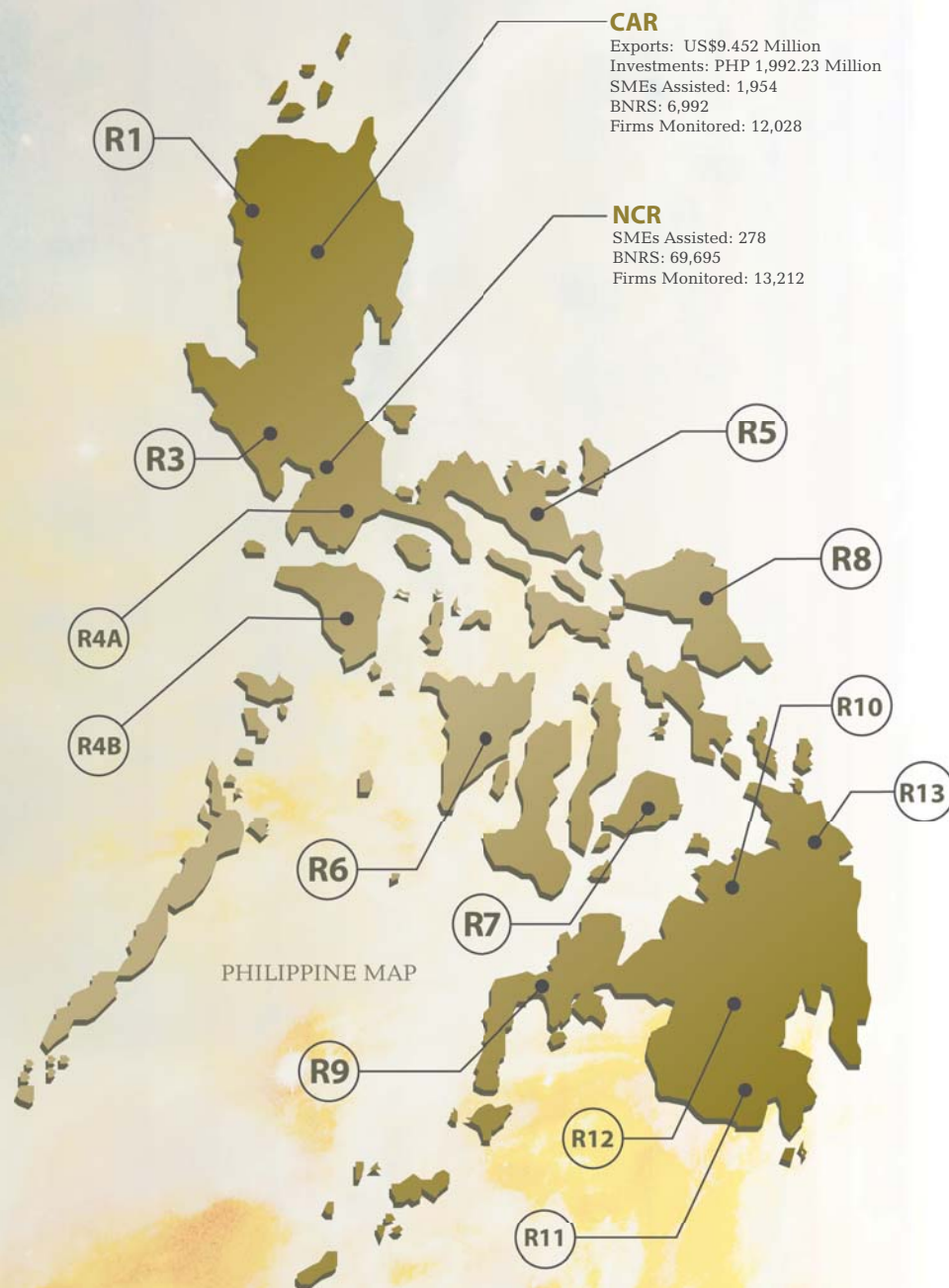
DTI heightened its standards enforcement initiatives nationwide during the yuletide season. DTI, in connection with the Bureau of Fire Protection, warned the public on the risk of purchasing substandard Christmas lights in the market. Following regular product monitoring for safety standards, the DTI alerted the public to be cautious of the quality of the Christmas lights being sold nationwide, particularly during the height of the Christmas season. The DTI released promo collaterals such as posters - "Dekalidad at ligtas ba ang Christmas lights sa bahay mo?" The collateral presented samples of the ICC mark sticker and a list of DTI-certified brands of Christmas lights to guide the public in purchasing safe Christmas lights.



DTI Year-End Activity

The Human Resource Development and Personnel Services (HRDPS) and the Office of Operational Planning (OOP) organized the Department's annual year-end celebration with the theme "One Service. One Smile. One DTI". Among the highlights of the year-end activity were the conduct of the chorale competition, lantern contest, and slogan-making competition. Director Thelma Dumpit-Murillo's slogan entry - "Enabling Business, Empowering Consumers" - was adjudged the best as it captured the essence of DTI's mission and was therefore adopted as the DTI's official slogan.





DTI IN THE COUNTRYSIDE

REGION 1

Exports: US\$1.973 Million
Investments: PHP 4,357.64 Million
MSMEs Assisted: 797
BNRS: 17,691
Firms Monitored: 11,424

REGION 2

Exports: US\$0.2042 Million
Investments: PHP 9,094.293 Million
MSMEs Assisted: 3,232
BNRS: 8,011
Firms Monitored: 12,419

REGION 3

Exports: US\$62.382 Million
Investments: PHP 12,708.51 Million
MSMEs Assisted: 3,116
BNRS: 38,018
Firms Monitored: 15,089

REGION 4A

Exports: US\$40.107 Million
Investments: PHP 7,743.57 Million
MSMEs Assisted: 8,824
BNRS: 52,698
Firms Monitored: 4,557

REGION 4B

Investments: PHP 3,497 Million
MSMEs Assisted: 1,126
BNRS: 8,211
Firms Monitored: 3,102

REGION 5

Exports: US\$13.347 Million
Investments: PHP 553.50 Million
MSMEs Assisted: 8,027
BNRS: 10,189
Firms Monitored: 10,811

REGION 6

Exports: US\$5.861 Million
Investments: PHP 950.92 Million
MSMEs Assisted: 1,516
BNRS: 12,562
Firms Monitored: 13,103

REGION 7

Exports: US\$286.150 Million
Investments: PHP 3,513.27 Million
MSMEs Assisted: 1,044
BNRS: 14,321
Firms Monitored: 6,555

REGION 8

Exports: US\$55.602 Million
Investments: PHP 212.052 Million
SMEs Assisted: 6,532
BNRS: 5,499
Firms Monitored: 14,223

REGION 9

Exports: US\$54.54 Million
Investments: PHP 3,667.30 Million
SMEs Assisted: 1,254
BNRS: 5,051
Firms Monitored: 18,387

REGION 10

Exports: US\$ 519.635 Million
Investments: PHP 6,976.31
SMEs Assisted: 1,135
BNRS: 8,205
Firms Monitored: 10,212

REGION 11

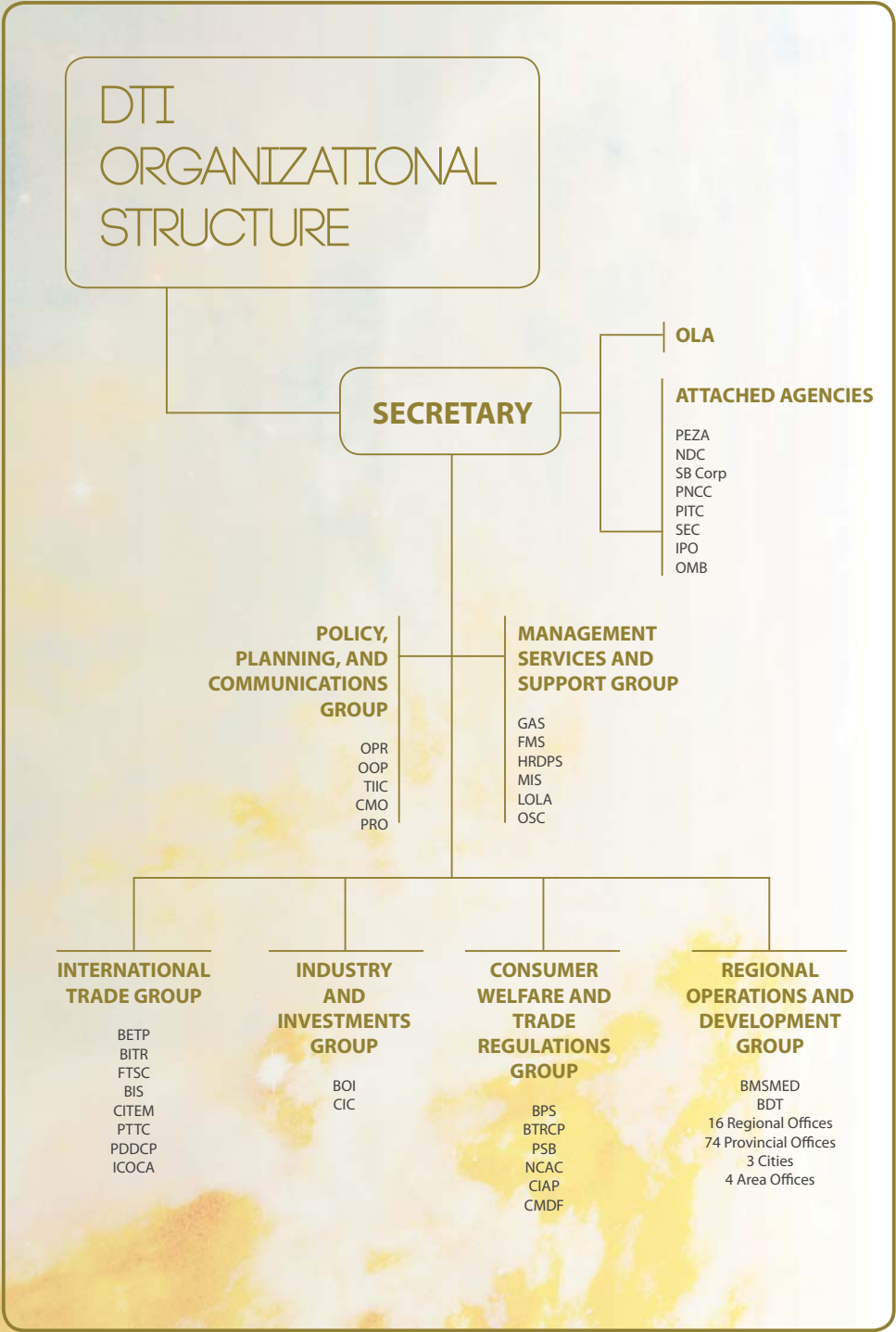
Exports: US\$32.91 Million
Investments: PHP 9,950.94 Million
SMEs Assisted: 1,517
BNRS: 10,941
Firms Monitored: 5,372

REGION 12

Exports: US\$31.67 Million
Investments: PHP 2,148.72 Million
SMEs Assisted: 1,645
BNRS: 8,100
Firms Monitored: 6,619

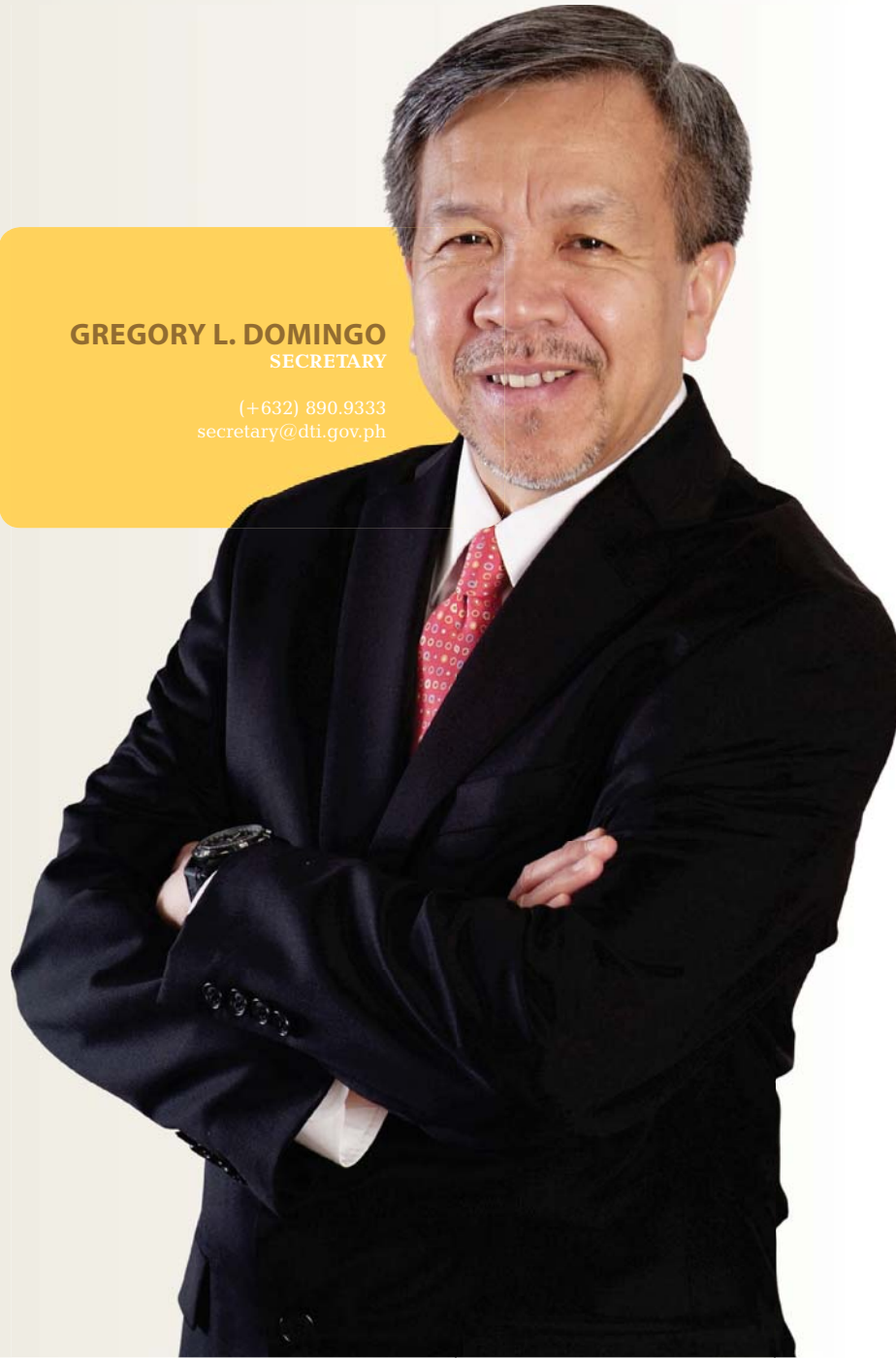
REGION 13

Exports: US\$5.01 Million
Investments: PHP 2,481.88 Million
SMEs Assisted: 8,774
BNRS: 4,618
Firms Monitored: 4,091



GREGORY L. DOMINGO
SECRETARY

(+632) 890.9333
secretary@dti.gov.ph



MERLY M. CRUZ
Undersecretary

(+632) 890.4697
merlycruz60@yahoo.com



ATTY. ADRIAN S. CRISTOBAL, JR.
Undersecretary

(+632) 890.4898/890.4891
ascristobal@dti.gov.ph



CRISTINO L. PANLILIO
Undersecretary

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



ZENAIDA CUISON-MAGLAYA
Undersecretary

(+632) 976.5729/899.7450
useczcm@dti.gov.ph



ATTACHED AGENCIES/ CORPORATIONS

ATTY. RICARDO R. BLANCAFLOR

Director General
Intellectual Property Philippines
(IP Philippines)
(+632) 238.6300 locs. 600, 618,
605 / 890.4942
ricblancaflor@ipophil.gov.ph

MA. LOURDES F. REBUENO

General Manager
National Development
Company (NDC)
(+632) 840.1139
(+632) 840.4838 to 52 loc. 254
mlfr@ndc.gov.ph

LILIA B. DE LIMA

Director General
Philippine Economic Zone
Authority (PEZA)
(+632) 551.3432 / 551.3455
dglbl@peza.gov.ph

MARIA LOURDES T. BAUA

President & CEO
Philippine International Trading
Corporation (PITC)
(+632) 892.0425/818.9801 loc. 301
PresMLTBaua@pitc.gov.ph
pitc@pitc.gov.ph

MARIA THERESA DEFENSOR

President & CEO
Philippine National Construction
Corporation (PNCC)
(+632) 638.7386
pnccnet@globelines.com.ph

DR. RAMON M. QUESADA

Chairman & CEO
Small Business Corporation
(SB Corp.)
(+632) 813.5720 / 751.1888
loc. 1801

BENEL P. LAGUA

President & COO
Small Business Corporation
(SB Corp.)
(+632) 813.5711/751.1888
loc. 1810
blagua@sbgfc.org.ph

FE B. BARIN

Chairman
Securities & Exchange
Commission (SEC)
(+632) 584.0923 locs. 286, 205
mis@sec.gov.ph

RONALD N. RICKETTS

Chairman & CEO
Optical Media Board (OMB)
(632) 374.0217
chair.ricketts@omb.gov.ph

CWTRG
Consumer Welfare and
Trade Regulation Group

CIRILA S. BOTOR

Assistant Director/OIC
Bureau of Product
Standards (BPS)
(+632) 751.3127
CirilaBotor@dti.gov.ph

JAIME LASARO L. OLMOS

Assistant Director, OIC
Philippine Accreditation
Office (PAO)
(+632) 751.3235
JaimeOlmos@dti.gov.ph

ATTY. VICTORIO MARIO A. DIMAGIBA

Director
Bureau of Trade Regulation
& Consumer Protection (BTRCP)
(+632) 751.3288
vmad@dti.gov.ph

JESUS L. MOTOOMULL

Executive Director
Construction Industry Authority
of the Philippines (CIAP)
(+632) 895.4424/895.6826
ciapdti@yahoo.com

PEDRO VICENTE C. MENDOZA

Director
Philippine Shippers' Bureau (PSB)
(+632) 751.3306/751.3304

IIG

Industry and Investments Group

**FE AGONCILLO-REYES**

Assistant Secretary, OIC
Investments Promotions Group
(+632) 896.9212
FagoncilloReyes@boi.gov.ph

EFREN V. LEAÑO

Executive Director
Management Services Group
(+632) 896.5167
EVLeano@boi.gov.ph

LUCITA P. REYES

Executive Director
Project Assessment Group
(+632) 895.3983
LPReyes@boi.gov.ph

VIRGILIO P. FULGENCIO

Executive Director
Center for Industrial
Competitiveness-National
Industrial Manpower Training
Council (CIC-NIMTC)
(+632) 751.3404/890.4889
kbfulgencio@yahoo.com

ELEAZAR E. RICOTE

Director
Garments & Textile Industry
Development Office (GTIDO)
(+632) 976.5723/976.5700
loc. 5523
gtido@dti.gov.ph

RAUL V. ANGELES

Executive Director
Investments Servicing Group
(+632) 890.3056/
RVAngeles@boi.gov.ph



ITG

International
Trade Group**RAMON T. KABIGTING**

Assistant Secretary
(+632) 897.8290
rvtkabigting@yahoo.com

SENEN M. PERLADA

Director
Bureau of Export Trade Promotion
(BETP)
(+632) 895.3654/895.4430
smperlada@dti.gov.ph

MA. TERESA D. REGINIO

Assistant Director
(+632) 896.3250
betpmtldr@dti.gov.ph

LUIS M. CATIBAYAN

Director
Bureau of Import Services (BIS)
(+632) 896.4430
LuisCatibayan@dti.gov.ph
thebisdirector@yahoo.com.ph

MA. LOURDES D. MEDIRAN

Executive Director
Center for International Trade
Expositions & Missions (CITEM)
(+632) 831.1945/831.2201 loc. 241
mldmediran@citem.com.ph

MARIA LOURDES A. YAPTINCHAY

Director
E-Commerce Office (ECO)
(+632) 976.5701/
976.5702/897.1243
lourdesyapinchay@dti.gov.ph

JASON T. LAO

Executive Director
Foreign Trade
Service Corps (FTSC)
jtlao2000@yahoo.com

MAUINO T. HARESCO

Assistant Secretary (concurrent)
Foreign Trade
Service Corps (FTSC)
ftscmnl@yahoo.com

ADELAIDA L. INTON

Executive Director
Philippine Trade
Training Center (PTTC)
(+632) 468.8970 / (+632) 834.1341
info@pttc.gov.ph
adelaidainton@pttc.gov.ph

MYRNA M. SUNICO

Executive Director
Product Development & Design
Center of the Philippines (PDDCP)
(+632) 832.1112 to 198 loc. 125
(+632) 832.3649
pddcp@info.com.ph
pddcp@dti.gov.ph



PPCG

Policy, Planning, and
Communications Group



MSSG

Management Services
and Support Group

ALFONSO M. VALENZUELA

Alternate OIC
Communications & Media
Office (CMO)
(+632) 895.3994/
895.3995
dtipro@dti.gov.ph

ANNE L. SEVILLA

Alternate OIC
Communications & Media
Office (CMO)
(+632) 895.3611/
890.1332 loc. 265
annesevilla@dti.gov.ph

ABIGAIL R. ZURITA

OIC
Office of Policy Research (OPR)
(+632) 976.5700 loc.107/
897.1243
abigailzurita@dti.gov.ph

MARY JEAN T. PACHECO

Director
Office of Operational Planning
(OOP)
(+632)890.4954/
976.5700 loc. 5310
oop_dti@yahoo.com

IRENEO V. VIZMONTE

Director
Financial Management
Services (FMS)
(+632) 751.3215
IreneoVizmonte@dti.gov.ph

ATTY. BENJAMIN T. SUBIDO

Director-in-Charge
Human Resource Development
& Personnel Services (HRDPS)
(+632) 751.3134/986.8976
BenjaminSubido@dti.gov.ph
hrds@dti.gov.ph

LYDIA R. GUEVARRA

Caretaker
Office of Special Concerns
(OSC)
(+632) 751.5927/897.1713
lydiaguevarra@dti.gov.ph/
osc@dti.gov.ph

JAIME A. SARGENTO

OIC
General Administrative
Services (GAS)
(+632) 751.3273
jaimesargento@dti.gov.ph

RODG

Regional Operations
Development Group



MEYNARDO R. ORBETA

Director
Bureau of Domestic Trade (BDT)
(+632) 751.3223
MOrbета@gmail.com

FRANKLIN P. BONOAN

Executive Director
Cottage Industry Technology
Center (CITC)
(+632) 941.4561
citc_dti@yahoo.com

MARIEVIC M. BONOAN

Assistant Director
Bureau of Domestic Trade (BDT)
(+632) 751.3226
marievicbonoan@yahoo.com

RHODORA M. LEAÑO

Director
Bureau of Micro, Small
& Medium Enterprise
Development (BMSMED)
(+632) 751.5036
bmsmed@dti.gov.ph

MANUEL B. ABAD

Executive Director
DTI-CARP National Program
Office
(+632) 976.5750 / 890.4966
976.5730 loc. 3250
carp@dti.gov.ph

JERRY T. CLAVESILLAS

Program Manager
DTI-Rural Micro-Enterprise
Promotion Program
(DTI-RuMEPP)
(+632) 751.0384 loc. 2368/
751.3260/ (+632) 751.3260
rumepp@dti.gov.ph



REGIONAL
OFFICES

MA. THERESA PELAYO-TY
Assistant Secretary
Regional Director
National Capital Region (NCR)
(+632) 811.8231 loc. 216/811.8367
asecpelayo@dtincr.ph

FERDINAND L. MANFOSTE
Assistant Regional Director
National Capital Region (NCR)
(+632) 811.8231 loc. 208
fmanfoste@yahoo.com

MYRNA P. PABLO
Regional Director
Cordillera Administrative
Region (CAR)
(+6374) 442.1326/442.8634
myrnpablo@yahoo.com

FLORANTE O. LEAL
Regional Director
Region 1 - Ilocos Region
(+6372) 242.4864/700.1022 to 25
FloranteLeal@dti.gov.ph
R01@dti.gov.ph

MA. ESPERANZA C. BAÑARES
Regional Director
Region 2 - Cagayan Valley Region
(+6378) 846.2370/ 846.4635/
846.4637
R02@dti.gov.ph

MARILOU QUINCO-TOLEDO
Regional Director
Region 4-A (CALABARZON)
(+6349) 545.6169/ 545.7448/
545.7570
NERBAC-CALABARZON:
(+6349) 525.5607
dti4a@yahoo.com

BLESILA A. LANTAYONA
Regional Director
Region 3 - Central Luzon
(+6345) 625.9290/625.9291
dtireg3@pldtdsl.net

JOEL B. VALERA
Regional Caretaker
Region 4-B (MIMAROPA)
(+632) 890.1712
dti_mimaropa@yahoo.com



JOCELYN LB. BLANCO
Regional Director
Region 5 - Bicol Region
(+6352) 480.5749/480.5717 to 21
JocelynBlanco@dti.gov.ph
r05@dti.gov.ph

DOMINIC P. ABAD
Regional Director
Region 6 - Western Visayas
(+6333) 335.0548/ 335.0060
R06@dti.gov.ph

ASTERIA C. CABERTE
Regional Director
Region 7 - Central Visayas
(+6332) 255.0036
dti_7@yahoo.com
dticentralvisayas@gmail.com

CYNTHIA R. NIERRAS
Regional Director
Region 8 - Eastern Visayas
(053) 323.4163/323.5680/323.3035
R08@dti.gov.ph

NAZRULLAH B. MANZUR
Regional Director
Region 9 - Zamboanga Peninsula
(+6362) 991.3237/991.3238
R09@dti.gov.ph

ALICIA V. EUSEÑA
Regional Director
Region 10 - Northern Mindanao
(+638822) 729.291/722.278
r10@dti.gov.ph

MARIZON S. LORETO
Regional Director
Region 11 - Southern Mindanao
(+6382) 224.0511/
222.1625/300.9580
dti11.ord@gmail.com

IBRAHIM K. GUIAMADEL
Regional Director
Region 12 - Soccsksargen
(+6383) 228.9837
ro@dti12.org
dti12@pldtdsl.net

BRIELGO O. PAGARAN
Regional Director
Caraga
(+6385) 341.2293/342.5615
dti_caraga@yahoo.com
brix_pinoy@yahoo.com

