



DEPARTMENT OF
TRADE & INDUSTRY
PHILIPPINES

2009
ANNUAL REPORT



The Cover

Words are powerful. Thus, DTI opted to play with words for this year's annual report cover. Inspired by CNN's word clouds, the editorial team brainstormed a coterie of words and tag lines to summarize not only the business climate in 2009, but also the innovative strategies and action plans the Department undertook in rising to the challenges of the times. Jazzed up using computer graphic applications, different font sizes and placements, and variations of our flag and DTI colors of blue, red and yellow, the graphic design creates a mosaic of words and phrases that propels one to think about our operating environment.

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2009
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A portrait of Peter B. Favila, the Secretary, is positioned on the left side of the page. He is a middle-aged man with dark hair and glasses, wearing a dark suit, a white shirt, and a red tie. He is smiling and looking towards the camera.

The year 2009 will be remembered for two events that tested our mettle as a people: the lingering aftermath of the global financial meltdown and the devastating effects of super typhoons “Ondoy” and “Pepeng.” How we managed to cope with the business difficulties and rise above the challenges of this extraordinary year is indeed a story worth telling. We highlighted our learning curves and put tabs on our orchestrated efforts to innovate, strategize and think out of the box.

Our efforts centered on the implementation of the DTI-Comprehensive Livelihood and Emergency Employment Program (CLEEP), which embarked on programs and projects that turned crises into opportunities, such as Price Monitoring, Philippine Food Caravan, and CLEEP Station, among others. By “Safeguarding Consumers in the Face of Nature’s Wrath,” we initiated the establishment of our DTI Command Center, Price Control and NDC Infra Fund for victims. Lastly, we undertook measures by “Laying Down Safety Nets for Industries” to alleviate the effects of the global financial crisis, particularly on exporters and importers.

As far as our strategic priorities are concerned, the Department focused on nurturing and enhancing our MSMEs to strengthen our mandate of *Growing Businesses in the Countryside*. By *Intensifying Consumer Protection*, we reinforced our vigilance in monitoring prices, used media’s power to promote consumer advocacy, encouraged the growth of businesses with our half-priced registration, and proclaimed our DTI Accreditation Office as National Accreditation Body. We explored emerging markets, boosted native products and sought a niche for the creative industry through our *Recovering Exports* output. We continued to strengthen economic ties with our two major trading partners - the United States (US) and the European Union (EU). Under the auspices of the ASEAN-US Trade and Investment Facilitation Arrangement (TIFA), the ASEAN, of which the Philippines is a member, and the US enjoy robust trade and investment relations. Proudly, our country chairs the Trade Finance Dialogue initiative of the TIFA’s framework of cooperation. Likewise, 2009 also signaled remarkable progress in the negotiations for an RP-EU Partnership and Cooperation Agreement, a forerunner to a Free Trade Agreement between the two parties. As part of our initiative on *Bringing in Investments*, we helped revitalize the garments industry, provided incentives to MSMEs, further reduced processing time for business name registration and licensing and boosted infrastructure involving ICT, green and energy projects. We tried our best to *Institute Best Practices*, thus, we institutionalized activities on Anti-red Tape, pursued our E-commerce as we commit to process innovation and automation, and assisted specific sectors like women and PWD.

Looking back at 2009 fills us with hope and gratitude. Hope, because we emerged from an extremely challenging year with our faith in our ability to prevail over difficulties. Gratitude, because we know we could not have done it without the staunch and constant support of our partners in the private sector as well as our fellow government servants.

Mabuhay!

Peter B. Favila
Secretary

2 times that the Philippines was cited by the UK's National Outsourcing Association as the World's Best BPO Destination

2,798 training sessions conducted under the DTI-CLEEP Massive Training Program

PhP27.12 million in sales generated from the six Exporters' Expos conducted in Manila, Cebu and Davao

16 NERBACs, National Economic Research and Business Assistance Centers, fully operational nationwide

197 concerns related to prices and supply received by the DTI Command Center during the onslaught of Typhoons Ondoy and Pepeng

22,170 establishments monitored by the Bantay Presyo Team

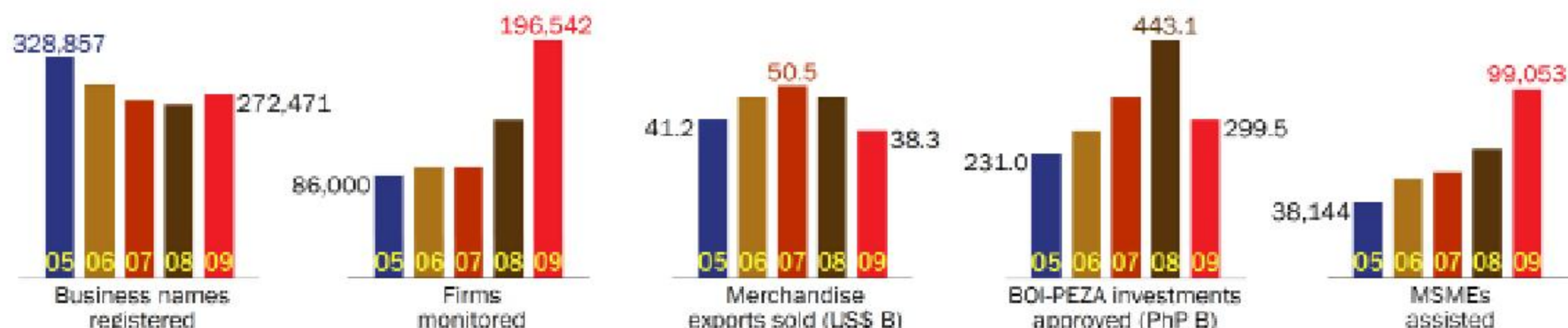
27,053 displaced workers assisted through the PEZA One-Stop Workers Assistance Center (POSWAC) in **12** economic zones nationwide

25 episodes completed on its 18th season in 2009 by Konsumer Atbp, currently on its 4th year

97% positive satisfaction rating given by companies involved in the Strategic Investors Aftercare Program

P1.50 per **20** grams of pandesal provided to the general public under the "Pandesal ng Bayan" project, participated in by **400** bakeries

PhP31.81 billion in MSME loan releases under the SULONG Program



A year of hard work and test of wills, a roller-coaster ride with the lingering impact of the recession, a difficult time in the year of the Earth Ox—these are just some of the phrases pundits used to describe global and local businesses in 2009. The DTI management and staff regarded the tough times, the traumatic calamities and the continuous tightening of belts as obstacles that needed to be faced squarely and challenges that demanded constant innovation and creativity. The Department proudly heralds its top three banner stories for the year:

DTI-CLEEP: Creating Opportunities Amidst the Crisis — Programs and projects on Massive Training, Price Monitoring, CLEEP Station, Philippine Food Caravan and Diskwento promoted entrepreneurship and provided livelihood and employment opportunities especially for the displaced workers.

Safeguarding Consumers in the Face of Nature's Wrath — To mitigate the distress brought by typhoons "Ondoy" and "Pepeng," DTI initiated the following: DTI Command Center, Price Control and NDC Infra fund for victims, among others.

Laying Down Safety Nets for Industries — With exports and investments slowed down, DTI embarked on projects like the Exporter's Expo, and PEZA One-Stop Workers Assistance Center (POSWAC) to assist exporters and investors.

DTI
regarded the tough times
as obstacles that needed to be faced squarely
and challenges that demanded
constant innovation and creativity

Our Strategic Priorities

Growing Businesses in the Countryside

DTI zeroed in on nurturing, enhancing and strengthening MSMEs through financial grants and loans under the SULONG and micro-financing programs. It sought ways to promote indigenous raw materials, design services, Product Depot, NTF, IFEX-Partner in Region Program and recognized talents by awarding outstanding MSMEs. To assist in the government's CARP, the Department also promoted Agribusiness Enterprises in Agrarian Communities. Under its RuMEPP and SMEDSEP, DTI forged linkages with finance and business development services to develop rural micro enterprises.

2009 Highlights:



The Year That Was



Intensifying Consumer Protection

The Department increased its vigilance in monitoring prices and was stricter in implementing Mandatory Certifications to curb the proliferation of substandard products like motorcycles, helmets, visors, LPG, Christmas lights and school supplies. It initiated programs such as the Pandesal ng Bayan and Maximum Retail Drug Prices. The DTI Accreditation Office was also proclaimed as the National Accreditation Body. It maximized the utilization of media in radio programs like "KATBP" and "Ikaw at Ang DTI sa Batas ng Barangay" as part of its consumer advocacy program. Similarly, programs on business registration, complaint handling and resolution, contractors' licensing, and standards and conformity assessment paved the way to further encourage the growth of local firms.

Recovering Exports

DTI sought and grew a niche for the Creative industry while intensifying BPO and KPO through locally-held fairs (e-Services, Manila F.A.M.E.) and overseas fairs (Gulfood, Hong Kong Filmart, Thaifex). It also explored emerging markets for service and commodity exports to the Middle East, Vietnam, Guam, Russia and China. DTI provided traditional products a market in the modern era through events like the Philippine Bag Exhibition and Organic Summit and the continuous presence of One Town, One Product (OTOP) goods in major market centers.

Bringing in Investments

The Department helped revitalize the garments industry with constant dialogue with the US for the approval of House Bill 3039. It also covered provisions in the 2009 Investments Priority Plan to provide more incentives to MSMEs and institutionalize NERBACs in all regions, resulting in reduced processing time for business name registration and licensing. It undertook programs involving information and communications technology (ICT), green and energy projects to boost the development of infrastructure in the country.

Instituting Best Practices

Understanding the basis for "service with integrity," DTI intensified its Anti-Red Tape initiatives like the Citizen's Charter, DTI Direct, DTI Code of Conduct and MRAP. Its E-initiatives like the PBR, Public Key Infrastructure, and PEZA's eIP system continued to help create and foster an environment conducive to businesses. The Department also assisted the women and PWD sectors to instill excellence and values in doing business.

DTI initiated activities in the regions to showcase its world-class products under its OTOP Program, thus, products like the bayong, bamboo, water lily and pangasius became DTI's new "rising stars." On the other hand, DTI's success stories from its 34 posts in 24 countries are testaments to the Department's desire to promote and intervene to attract investors to do business with the Philippines.



DEPARTMENT OF
TRADE AND INDUSTRY

Beginning March 2009, DTI Regional and Provincial Offices carried out activities focused on massive trainings and seminars on business opportunities, starting a business, skills demonstrations, business counseling and Referral Information Service Consultancy (RISC). In response to the President's directive to draw up livelihood and emergency employment opportunities to protect the most vulnerable sectors—the poor—all provincial offices provided seminars on business opportunities, starting a business, and skills demo every Tuesday on the first and third weeks of the month.

Comprehensive Livelihood Emergency Employment Program (CLEEP) Stations were established in all regions nationwide in order to provide the necessary assistance, i.e. business consultancy services, to displaced workers who were interested to put up a business.

HERE TO
SERVE YOU

MGA SERBISYO:

Pagturo kung paano
mag-negosyo

Pagbigay ng mga
ideyang pangkabuhayan
Pagsanay sa iba't-ibang
kaalaman pang negosyo

For inquiries contact
DTI Direct - 751.3330
Secretary Peter B. Favila - 0917.806.3473

NEGOSYO PARA SA
NAMAMAYANG PILIPINO



CLEEP Creating Opportunities amidst the Crisis



Massive Training

A total of 161,810 participants attended the free seminars conducted nationwide. Some 2,798 massive training programs were implemented ranging from skills training to business management courses. The entrepreneurship seminars on BEST Game and How to Start a Business had the most number of runs while the skills trainings on Flower Arrangement, Beadworks and Meat Processing were the top requests in the provinces.

Bantay Presyo Project

This project aims to ensure safe, better quality, reasonably priced products, and provide emergency employment to displaced workers or their dependents. In NCR alone, a total of 500 price monitors were hired and another 500 in CALABARZON to monitor the prices of basic and prime commodities in supermarkets. A total of 1,791 price monitors were hired by DTI nationwide.

CLEEP monitors were also tasked to check if LPG dealers and retailers complied with mandatory Philippine Standards for LPG cylinders. A total of 10 LPG refillers and 1,453 retailers were visited, of which, three refillers and 138 retailers were found violating the mandatory Philippine Standards. As a result, a total of 130 LPG cylinders were confiscated.

Aside from monitoring 22,170 establishments, The DTI Bantay-Presyo Team also effectively kept an eye on health products, delivered relief goods to typhoon victims, disseminated over 3 million flyers and 6,000 posters for DTI information campaign, and supported DTI in the enforcement and compliance of trade and industry laws.

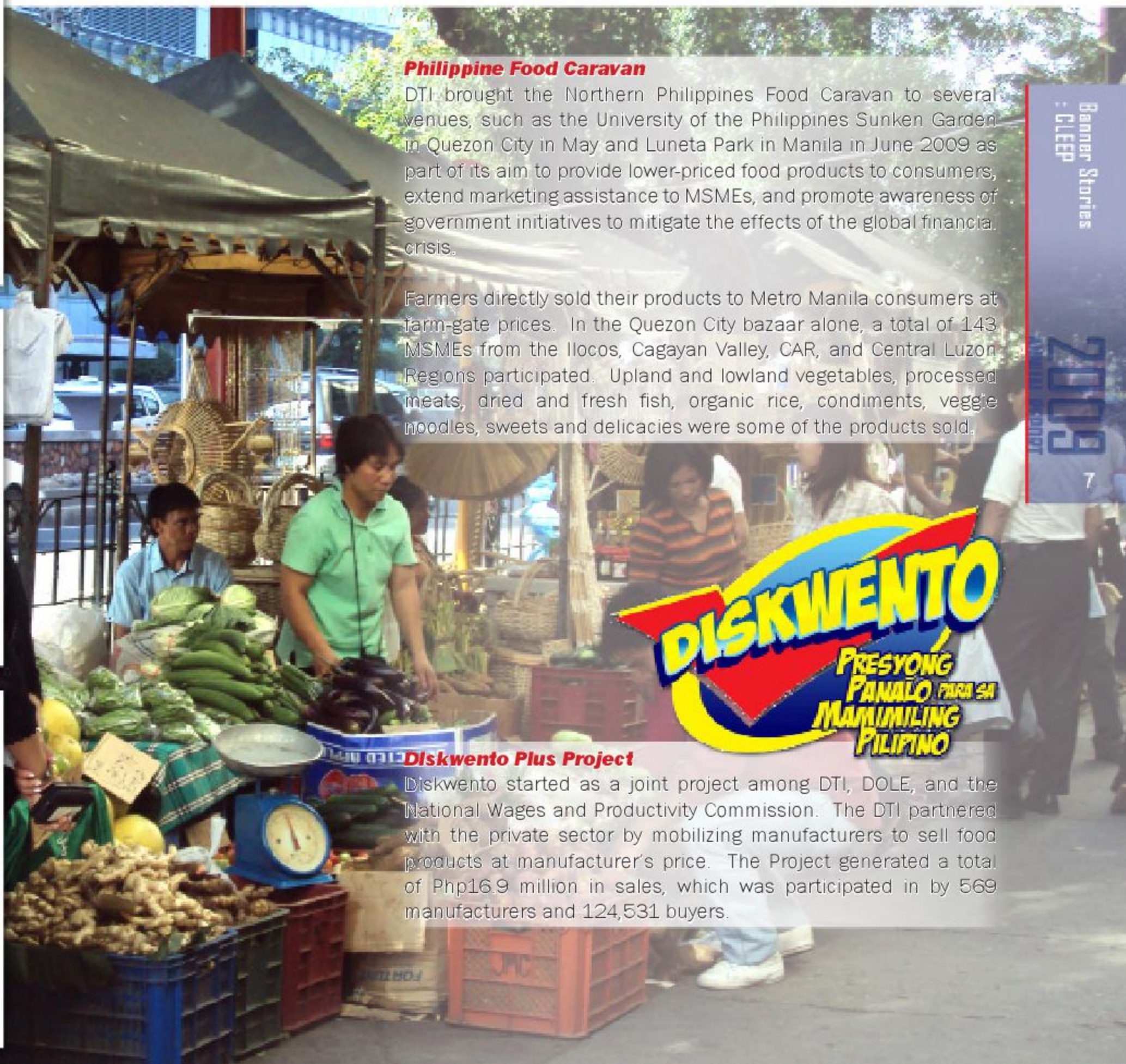




Philippine Food Caravan

DTI brought the Northern Philippines Food Caravan to several venues, such as the University of the Philippines Sunken Garden in Quezon City in May and Luneta Park in Manila in June 2009 as part of its aim to provide lower-priced food products to consumers, extend marketing assistance to MSMEs, and promote awareness of government initiatives to mitigate the effects of the global financial crisis.

Farmers directly sold their products to Metro Manila consumers at farm-gate prices. In the Quezon City bazaar alone, a total of 143 MSMEs from the Ilocos, Cagayan Valley, CAR, and Central Luzon Regions participated. Upland and lowland vegetables, processed meats, dried and fresh fish, organic rice, condiments, veggie noodles, sweets and delicacies were some of the products sold.



Diskwento Plus Project

Diskwento started as a joint project among DTI, DOLE, and the National Wages and Productivity Commission. The DTI partnered with the private sector by mobilizing manufacturers to sell food products at manufacturer's price. The Project generated a total of Php16.9 million in sales, which was participated in by 569 manufacturers and 124,531 buyers.

Safeguarding Consumers in the Face of Nature's Wrath

The year 2009 will be remembered for the devastation of typhoons "Ondoy" and "Pepeng" two of the deadliest tropical storms to have hit the country in recent memory. It claimed lives, destroyed animals, crops and properties of virtually incalculable proportions. DTI made sure that consumers were still safeguarded in spite of the chaos.

DTI Command Center

To mitigate the impact of rising prices of basic and prime commodities, DTI set up a Command Center to serve as a focal point for information on prices and supply of basic necessities, particularly on areas declared under a state of calamity.

Eighteen Action Officers manned the Command Center from 6am-9pm, in coordination with DTI Direct and regional and provincial offices nationwide, from 28 September to 14 October 2009. The Center received calls from consumers with concerns either on price adjustments or on the delayed deliveries of basic goods critically needed in the affected areas. The Center facilitated the smooth distribution and availability of goods by coordinating with the different suppliers and manufacturers of basic and prime necessities. A total of 197 price and supply related concerns were received through 93 calls made directly to the Command Center, 21 calls to DTI Direct, 21 SMS, and 12 e-mail messages.

At the height of the two typhoons, DTI's Command Center facilitated the smooth distribution and availability of goods to consumers.





Price Control

At the height of the two calamities, manufacturers of basic necessities and prime commodities were enjoined to make their products available to the affected areas to avoid shortage of goods as well as prevent unscrupulous businessmen from taking advantage of the situation. With the lifting of the price control on 16 November 2009 under NPCC Memorandum Circular No. 001-2009 signed by Secretary Peter B. Favila, DTI published suggested retail prices (SRP) of basic necessities and prime commodities to continue to guide consumers with prevailing prices of basic goods.

NDC Infrastructure Fund

On 22 October 2009, the President signed Executive Order 824-A, which authorized the National Development Company (NDC) to issue bonds for the rehabilitation and reconstruction of government facilities damaged and destroyed by typhoons "Ondoy" and "Pepeng." Proceeds from the P50 billion worth of bonds issued by NDC were aligned to infrastructure projects carefully selected by the NDC, National Disaster Coordinating Council, Department of Public Works and Highways, and the National Economic and Development Authority.

Government infrastructure facilities for rehabilitation and repair consist of roads, bridges, dams, school buildings and hospitals, among others.



The rhythm of commerce
should remain in times of catastrophes.
The clarion call, therefore, is to create
and foster sustainable opportunities.

Businesses dipped and nosedived in 2009 as a result of the global financial crisis, but the Department made sure it was ready to provide safety nets for our exporters and investors.

Exporters' Expo 2009

As sales slowed and profits squeezed, the private sector called on the government to keep the sector afloat. To help exporters move their excess inventories, the DTI, through the International Trade Group, conceived the Exporters' Expo 2009. The event, partly subsidized by the Department, provided exporters a venue where they can sell to the domestic market.

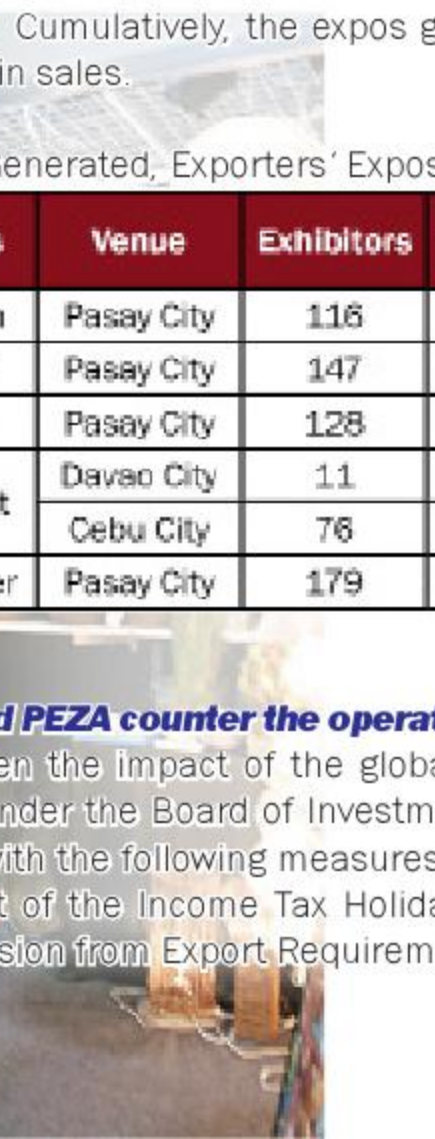
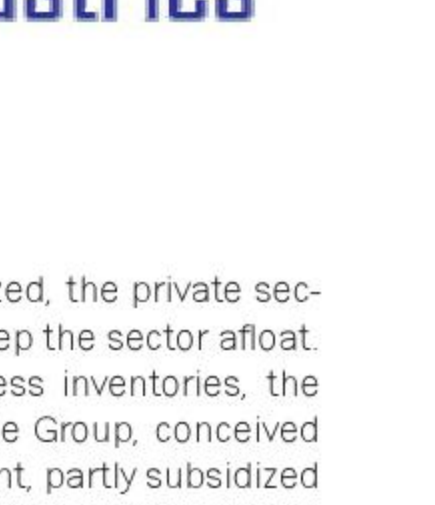
From March 2009, six expos were organized— four held in Metro Manila, one in Cebu, and another in Davao. Cumulatively, the expos generated Php 27.12 million in sales.

Sales Generated, Exporters' Expos

Dates	Venue	Exhibitors	Visitors	Sales (PhP M)
March	Pasay City	116	4,432	6.24
April	Pasay City	147	1,542	2.35
July	Pasay City	128	2,296	3.44
August	Davao City	11	—	8.41
	Cebu City	76	—	3.83
October	Pasay City	179	2,825	2.86

BOI and PEZA counter the operational force majeure

To soften the impact of the global crisis, firms registered under the Board of Investments (BOI) were provided with the following measures: suspension or deferment of the Income Tax Holiday requirement, and suspension from Export Requirement Compliance.





Meanwhile, the Philippine Economic Zone Authority's (PEZA) created the following actions to alleviate the impact of the crisis:

- **VAT-Zero on Fuel Purchase of PEZA enterprises.** Certificates of VAT-zero rating on fuel purchases were issued to companies' shuttle buses/transport vehicles being used to ferry employees in export processing zones. PEZA-registered enterprises were able to purchase fuel with zero VAT in gasoline stations within the immediate vicinity of the zone. As of March 2009, 37 enterprises availed of the scheme in transporting a total of 19,841 zone workers daily.

- **Annual Rental Fees and Lot Lease Rates Retained.** PEZA froze annual rental fees in four government-owned ecozones. A one-year suspension of the 5% annual rent increase was implemented in the Cavite, Baguio City, Bataan, and Mactan Economic Zones. Meanwhile, lot lease rates in these four zones were retained at the 2008 lease rate level, notwithstanding the prescribed intended increase as previously approved by the PEZA Board.

- **Income Tax Holiday suspended.** The PEZA Board approved the suspension of the ITH for enterprises which temporarily suspended their operations as a result of the crisis.

- **POSWAC In Action.** The PEZA, together with the Department of Labor and Employment and Technical Education and Skills Development Authority, launched the PEZA One-Stop Worker's Assistance Center (POSWAC) in March. This was intended to link up displaced ecozone workers with new and expanding locator companies which were open to hiring, as well as with government agencies tasked to provide training programs, livelihood, and credit assistance.



The following services are available at POSWAC:

- Profiling of displaced ecozone workers
- Issuance of Certificate of Eligibility for all assistance schemes
- Provision of information on job vacancies
- Conduct of job matching/placement
- Grant of livelihood assistance
- Referrals for training and scholarship vouchers
- Issuance of pre-employment documents

With practically 80% of the Filipinos living in the **countryside**, the Department took the responsibility of creating a thriving **enterprise environment** to **strengthen commerce** in the **rural areas**.

Financing support provided

Financing releases under the SME Unified Lending Opportunities for National Growth (SULONG) Program amounted to Php31.81 billion. The Program benefited 36,995 SMEs and supported 420,668 jobs.

SULONG Program, Year-on-Year

	2009			2008		
	Loan Releases (Php M)	No. of Accounts	Jobs supported	Loan Releases (Php M)	No. of Accounts	Jobs supported
DBP	7,592	564	94,902	11,630	1,502	145,381
LBP	21,883	10,289	273,542	20,001	11,323	250,018
NLDC	32	217	404	36	260	451
Philexim	276	73	3,448	283	64	3,539
Quedanor	14	1	181	184	125	2,306
SB Corp.	1,825	785	22,815	3,005	1,091	37,560
SSS	186	25,066	25,376	455	56,301	56,301
TOTAL	31,809	36,995	420,668	35,596	70,666	495,556

Meanwhile, the Department, through the Small Business Corporation, released Php141.4M loans to rural microenterprises in 13 of the country's poorest provinces under the Rural Microenterprise Promotion Program (RuMEPP). Loan beneficiaries were enterprises engaged in trading, handicraft, food processing, transportation, and services.

Training courses conducted

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 (CMDF), the Department conducted 951 training programs and seminars which benefited 37,286 MSMEs in 2009.

Business development services (BDS) were extended through CITC to formal and informal enterprises to help them become competitive and sustainable community-based enterprises (CBEs). CITC strengthened 15 new CBEs in 2009.



Number of training programs conducted, Including beneficiaries

Agency	Training Programs	Number of runs	Number of participants
PTTC	Trade business management	110	4,818
	Quality and productivity	91	2,667
	Special programs	171	6,261
CITC	Competency Building Programs covering Wearables, Giftware and Holiday Decor, Food, Home Furnishings, etc.	403	19,436
CMDF	Construction Management & Safety, Skills Training, Supervisory Development & Trainers	176	4,104
TOTAL		951	37,286



ONE TOWN ONE PRODUCT (OTOP) PROGRAM

The **uniqueness** of the country's **top** products needs to be **put** in the **spotlight**. In its unrelenting drive to support the growth of MSMEs, activities were geared towards making locally-advantaged products rise, shine and come into their own.

Project Bayong aims to come up with a "green" solution to poverty through the conduct of sustainable economic activities. The "green" solution rests on 3 pillars: 1. Livelihood Development; 2. Environmental Protection; and 3. Consumer Advocacy. Target beneficiaries are the municipalities of Cavinti and Luisiana in Laguna where 2,639 MSMEs have been producing pandan bayongs; farmers, laborers, OSYs and the unemployed residents of the said municipalities were identified as pandan gatherers, weavers and processors.

Water Lily Project. Long considered as waste, water lilies now provide livelihood as raw materials for handicraft, fertilizers and charcoal. DTI hired water hyacinth gatherers for its emergency employment program and provided livelihood assistance in the form of technology trainings, product design ideas, and marketing assistance. The endeavor resulted in the development of 22 community-based enterprises and fifteen sole proprietorships in Laguna, generating Php2.4M in domestic sales, Php20M in investments, and 2,220 jobs.

Pangasius, otherwise known as Cream Dory, has been building a reputation as basic and alternative ingredient in several culinary and local cuisines. In partnership with the Bureau of Fisheries and Aquatic Resources (BFAR) and LGUs, DTI conducted research work, business opportunity seminars, technology transfer trainings, product development activities, marketing assistance and credit facilitation for investors, farmer-growers and processors in Region 12 with total investments reaching Php144.6M.

Engineered Bamboo. In April 2009, CITC conducted a consultative workshop in Maragondon, Cavite to discuss the creation of a core group for the production of bamboo slats. The project was able to turn-over its first batch of manufactured desks last six months later to the G Paule Elementary School in Sta. Catalina, Lubao, Pampanga with the President witnessing the turn-over ceremonies.

Sub-contracting Partners on Innovation (SPIN). The SPIN Program, a joint initiative of DTI and private organizations, provided employment to rebel returnees and poor in conflict-free areas as sub-contractors to fifteen exporters. Rebel returnees and indigents underwent skills training such as craftsmanship and handicraft weaving. A total of 4,037 jobs were generated from 215 MSMEs created and 65 existing ones assisted. Total investments were pegged at Php10.2M, domestic sales at Php6.8M, and export sales at US\$16.5M.

Promotion of Indigenous Raw Materials

The Bureau of Domestic Trade (BDT), in coordination with the Center for International Trade Exposition and Mission (CITEM) and the Regional Operations and Development Group (RODG), mounted the following exhibits and expositions of indigenous raw materials and new process applications:

- *Semi-Processed Materials Expo*, a fair featuring 44 semi-processed indigenous materials, held within the National Trade Fair 2009 in March 2009 at the SMX Convention Center. A total of Php10.5M in sales was generated.
- *Indigenous Raw Materials Showcase* exhibiting various production processes that are applicable to abaca, capiz, glass, kusot, palma brava, tobacco, vines (labtang), and water hyacinth.
- *Gift Packages and Packaging Materials Exhibit* featuring 48 prototypes of new gift packages and packaging materials using indigenous materials like waterlily, rubberized bamboo, banana bark, rattan, and seagrass.

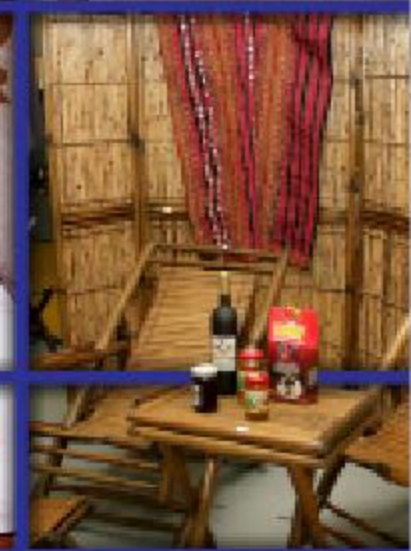
Organization of National Trade Fair

RODG and CITEM organized the 18th National Trade Fair with the theme 'Tour of Filipino Creativity.' Held for the first time at the SMX Convention Center on 12-15 March, NTF 2009 had a total of 209 exhibitors, a 19% increase over last year's 176. The event generated 874 buyers and total negotiated sales of Php62.6M. Home furnishings accounted for 45% of total sales, while fashion accessories was 18%.

Design Services and Promotion

The Department, through the Product Development and Design Center of the Philippines (PDDCP), provided design services and technical assistance to 849 MSMEs. Moreover, PDDCP organized the following exhibitions in 2009:

- *KD/Knockdowns* exhibit was staged on 29-31 January 2009 and was visited by 862 viewers
- *Colors and Trends 2009 and 2010* summarized interpretations of prevailing colors, forecast books, and observations of tradeshow. The exhibit drew 2,654 guests.
- *Bayong* exhibited design updates of the bayong to sustain and vitalize the interest and market potential of the industry.
- *Laruan at Laruan* showcased innovative designs on toys and play areas. A total of 23 products or prototypes were developed and more than 500 viewers witnessed the creative designs made by MSMEs
- *Used/Renewed* showcased furniture, bags, and useful housewares made from biodegradable waste.





Philippine Product Depot

On 11 August 2009, DTI formally opened the Philippine Product Depot at the HK Sun Plaza located on Macapagal Drive, Pasay City. The launching was graced by President Gloria Macapagal-Arroyo. The Product Depot showcases over 1,000 One Town, One Product (OTOP) products made of indigenous materials from all regions nationwide. By December 2009, the Product Depot had generated a total of PhP4.6M in sales.

Negosyo MSME Summit

The Micro, Small and Medium Enterprise Development Council, chaired by the DTI Secretary, partnered with the Philippine Center for Entrepreneurship-Go Negosyo for the Negosyo MSME Summit held on 8 July 2009 at the Megatrade Hall 3 of SM Megamall in Mandaluyong City wherein entrepreneurs, academe, NGOs, government agencies, and private sector institutions gathered to deliberate on issues facing the MSME sector. The event was attended by some 2,600 guests.



Partner Region Program

The Partner Region Program is a developmental program of the International Food Exhibition (IFEX) Philippines. Featured in this year's Partner Region Program was Region 10 (Northern Mindanao). CITEM organized the program in partnership with Packaging Research & Development Center, DTI-RODG and PTTC. A total of 17 MSMEs received interventions in the areas of product development, processing, packaging and market development.



MSME Awardees

Outstanding business entrepreneurs ought to be recognized and emulated. They not only provide inspiration, they serve as templates for winning strategies and cutting-edge management styles. During the Micro, Small and Medium Enterprise Development Week which was held on 06-12 July 2009 at the SM Megamall, nine entrepreneurs from all over the country were conferred Presidential Awards as Outstanding MSMEs. The awardees were as follows:

Micro Enterprise Category

1. Roger and Beth Pilinut Candy, Albay (Luzon)
2. Dood's Enterprises, Negros Occidental (Visayas)
3. Lao Integrated Farms, Davao del Sur (Mindanao)

Small Enterprise Category

1. J. Emmanuel Pastries, Camarines Sur (Luzon)
2. Filbake Food Corporation, Aklan (Visayas)
3. Manollette Bakeshop, Davao del Norte (Mindanao)

Medium Enterprise Category

1. Lighthouse Cooperative, Cagayan (Luzon)
2. Vicmik Enterprise, Negros Occidental (Visayas)
- also Masigasig 2009 Awardee
3. AMS Employees Fresh Fruits Producer Cooperative, Davao del Norte (Mindanao)

In addition, 26 government and private institutions were also given Presidential Citations for Best Practices for their outstanding programs and services that assisted the MSME sector in the following areas: 1) creating a business and investment enabling environment; 2) providing access to finance; 3) providing access to market; and 4) enhancing productivity and efficiency.

FOREIGN-ASSISTED PROJECTS IN MSME DEVELOPMENT

DTI forges strong partnerships with foreign funding agencies which believe in the noble mission of improving the quality of lives of the rural poor through business skills development and self-sustaining activities. Through the years, these partnerships have pushed the improvement of the local business climate and created a growing legion of astute entrepreneurs.



"Shindan" for Philippine SME Counselors

The SME "Shindan" for Philippine SME Counselors Project, a Japan International Cooperation Agency (JICA)-assisted program, aimed to enhance the capacity of SME Counselors towards providing more effective and efficient delivery of business development services to SMEs. In 2009, 35 DTI SME Counselors underwent Level 3 training, or on-the-job counseling (OJC), wherein the counselors were required to assist MSMEs from selected industries in their respective provinces. This on-the-job training improved the skills of DTI counselors by providing exposure and first hand experience on businesses.

Private Sector Promotion - Small and Medium Enterprise Development for Sustainable Employment Program (PSP-SMEDSEP)

Implemented by the German Technical Cooperation (GTZ), SMEDSEP assists provinces in the Visayas in harmonizing and localizing the SMED Development Plans so that SME development is implemented and monitored jointly by the public and private sectors. A total of 10 LGUs have streamlined their Business Permit and Licensing System (BPLS) and showed that business registrants have reduced by 73% their expenses in securing a new business permit while renewals begot a 74% reduction in bureaucratic expenses.

Local Regional Economic Development (LRED)

Similarly introduced by GTZ, LRED is a participative planning and implementation process wherein public and private stakeholders in a locality work together to improve conditions for economic growth and employment generation. First implemented in the Visayas, DTI started to replicate LRED in other areas of the Philippines in 2009.



Rural Microenterprise Promotion Programme (RuMEPP)

This 7-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. As of December 2009, a total of PhP95.51 million had been released under its microfinance credit component, serving a total of 9,248 micro entrepreneurs (MEs) while 8,543 MEs benefited from the various business development services that were extended.



DTI-COMPREHENSIVE AGRARIAN REFORM PROGRAM



DTI-CARP provides assistance to 703 Agrarian Reform Communities (ARCs) and 267 other communities across the country. The assistance comes in the form of establishing MSMEs, training and seminars, feasibility studies, market development activities, and consultancy services. DTI-CARP's extension activities have yielded PhP849.04M in investments, PhP1,436.92M in sales, and 46,025 jobs.

DAVECO Agrarian Reform Beneficiaries (ARB) Cooperative

Calinan, District Davao City

Processed Pineapple Products. The cooperative's enthusiastic response to various assistances extended by government agencies resulted in trainings on productivity improvement, skills upgrading, managerial seminars, and a local study mission which brought the ARBs on a study mission to a pineapple processing plant in Camarines Norte. It was also the year when the cooperative reached a milestone of sorts when it secured from the BFAD LTO after it had invested substantial financial resources on improving the pineapple processing plant. The seven members of the group were also beneficiaries of CLEEP trainings on handmade paper, paper novelties, and candle-making.

Muñoz Science City (MSC) Food Products

Science City of Muñoz, Nueva Ecija

Herbal Concoction/Tea Products. From the fledgling livelihood project it once was in 2001, MSC Food Products is now a "big brother" to budding entrepreneurs. Aling Letty Basubas, the proud owner of MSC food products, acquired a Bureau of Food and Drug the license to operate (BFAD LTO) and is a regular supplier of rice coffee, rice cookies, ginger tea, ginger tea with lemon grass, malunggay tea, garlic tea, carrot tea, pandan tea, turmeric tea, ginger apple tea, and squash tea. Today, these products are being sold in different supermarkets in Nueva Ecija and the National Capital Region.



Consumer Welfare and Protection services

Intensifying Consumer Protection

The Filipino consumers are largely DTI's reason for being. By mandate, it is the Department's pledge to safeguard and protect the consumers from unscrupulous vendors and business malpractices.

Vigilance and heightened consumer education are our battle cry

Price Monitoring

DTI required manufacturers of basic necessities and prime commodities to submit the SRPs of their products and the reasons for impending price changes. Every Wednesday, the prevailing prices are posted in the DTI website and in the Business Mirror. DTI also assisted the Department of Energy in checking the supply and prices of LPG by mobilizing DTI field offices to include the 11kg cylinder in their monitoring.

Monitoring and Enforcement of Fair Trade Laws (FTLs)

In 2009, 196,542 establishments were monitored nationwide, of which 1,535 establishments were found not complying with the FTLs. A total of 319 firms were penalized and imposed a total of PhP 3,404,100 in fines.

Compliance to Fair Trade Laws

Year	DTI-monitored firms	Compliance Rate	Firms penalized	Amount of fines collected
2009	196,542	99.22	319	3,404,100
2008	139,150	99.7	322	2,285,664
2007	91,859	99.6	359	1,415,838
2006	104,721	98.8	1,278	1,460,825
2005	86,000	99.5	388	536,130

Maximum Retail Drug Prices

On 27 July 2009, EO 821 or the Executive Order on the Maximum Drug Retail Prices (MDRP) was signed. EO 821 listed five medicines for compulsory compliance and 16 other essential medicines for voluntary compliance. Prices took effect on 15 August 2009 for retailers with automated systems and one month later for those using manual systems.

Pandesal ng Bayan Project

Through the joint participation of about 400 bakeries, the general public was able to avail of the affordable price of pandesal at P1.50 per 20g.



Enforcement Activities

Manufacturers of fireworks as well as importers of helmets and visors were required to secure a Philippine Standard (PS) License or Import Commodity Clearance (ICC) certificate before the sale and distribution of said products starting 01 April 2009 and 01 July 2009 (for fireworks). Likewise, posters of consumer products under mandatory certification were printed and disseminated to the hardware stores, appliance centers, and LPG retailers through the DTI Regional and Provincial Offices, municipality and city offices nationwide.

Meanwhile, to assure the public of safe and quality snap switches, Christmas lights, home appliances and pneumatic tires, the Department monitored and enforced activities in the Regional as well as Provincial Offices to ensure that products being sold conform to the requirements of the standard.

School supply manufacturers, distributors and traders were ensured reasonable prices. They submitted the suggested retail prices (SRPs) of their products before the opening of classes which DTI published in the newspapers.



DTI Accreditation Office now a National Accreditation Body

With the issuance of Executive Order 802, the Philippine Accreditation Office (PAO) was strengthened and recognized as the national accrediting body. PAO is now a centralized accrediting office authorized to issue attestations related to conformity assessment bodies.

Accreditation boosts Conformity Assessment Bodies' (CABs) service reputation through gained credibility, added value and recognition, and provides the general public assurance of quality, health, safety, and protection in obtaining products and services of certified organizations. In 2009, a total of 21 testing and calibration laboratories were accredited.

Consumer Advocacy

"Konsyumer Atbp" (KATBP), the Department's flagship radio program, which is simultaneously aired over DZMM 630 KhZ and SkyCable 26 every Saturday from 10:00-11:30am, celebrated its 4th anniversary on February 19, 2009. This year, it won the Best Radio Public Service Program in the KBP's 18th Golden Dove Awards. Through KATBP, the DTI, DZMM, and the Philippine Product Safety and Quality Foundation (PPSQF) continued to reach out to the consuming public to raise awareness and understanding on consumer rights, product quality and safety, and other consumer issues.

Another weekly radio program, "Ikaw at ang DTI sa Batas ng Barangay" (Thursdays, 6:30-7:30pm over DZRH) was launched on May 07, 2009. Co-produced by DTI through the Bureau of Trade Regulation and Consumer Protection (BTRCP), the radio program aims to ensure that the widest possible audience are reached and properly informed.

In coordination with the PPSQF, DTI intensified its campaign against the proliferation of substandard construction materials by launching posters for the construction sector. With DepEd, it integrated consumer education in the high school curriculum where a Trainer's Training and Orientation for Pilot Implementers were conducted in five clusters between February and August. 276 Demonstration Teachers and 280 School Administrators nationwide attended and successfully completed the training workshop.

The BTRCP developed and disseminated a total of 168,000 pieces of posters on Price Tag, Warranty, No Return No Exchange, text scam on Filipino and English versions to 16 DTI Regional offices and 80 provincial offices. The National Consumers Affairs Council also continues to implement a total of 3,590 copies of information materials on such topics as the Consumer Act, consumer rights, etc.

DTI Certified Establishment

For the past three years, the Department has been implementing the DTI-Certified Establishment (DTI-CE) program with a total of 1,076 establishments already awarded with the seal of approval. Compliance with fair trade laws and maintaining good customer relations through Consumer Welfare Desks are minimum requirements that mete the Bronze Seal. 593 establishments have received the bronze seal, 383 with Silver and 100 with the prestigious Gold Seal.

The Seal for "Consumer Approved Business Establishment," which recognizes retailers selling products and services with great value, durability and safety, institutionalizes and accelerates a self-policing mechanism among business establishments.

DTI raised the bar
on its slew of
consumer advocacy
activities





**RENEW your BUSINESS NAME
ONLINE at**
www.bnrs.dti.gov.ph

or visit select SM Business Centers and Moll & More branches in NCR.
DTI offices only accept new Business Name applications.
For more information, call **DTI Inland 751-3339**

Philippine Standards and Conformity Assessment (SCAP)

A project between the Bureau of Product Standards and Japan International Cooperation Agency (JICA), SCAP enhanced the competence of the BPS Testing Center by providing 41 pieces of equipment and quality and conformity assessment trainings, as well as developing a product certification scheme on the safety of electric and electronic products, thereby indirectly enabling Philippine firms to comply with internationally accepted standards and conformity assessment practices.

Freight Forwarders Accreditation Simplified

Significant improvement in processing seafreight forwarders accreditation by the Philippine Shippers' Bureau (PSB) was recorded in 2009. With the issuance of Administrative Order (AO) No. 6, the requirements for accreditation were simplified and processing of applications for seafreight forwarders accreditation was reduced from 6 days to 3 days. In 2009, a total of 256 freight forwarders were accredited and 344 monitored. PSB formally charged 50 freight forwarding companies for engaging in the freight forwarding business without the required PSB accreditation.

Business Name Registration

The DTI Secretary signed Administrative Order No. 09-05, series of 2009, citing the extension of Temporary Reduction of Business Name Registration Fees. In this regard, business name registration and automatic renewal fees remained at Php150.

In 2009, a total of 272,471 business names were registered. Of the total, 233,403 are new registrants while 39,068 were renewals.

Complaints Handling

This year, consumer complaints received by the Consumer Welfare Desks both in DTI field offices and in business establishments reached 76,963; 98% or 75,618 of which were resolved.

Year	Complaints Received	Complaints Resolved	Complaints Endorsed to ConsumerNet	In-Process	Case Dismissed
2009	76,963	75,618	203	1,134	8
2008	67,199	65,740	264	1,289	6
2007	58,343	57,003	358	972	10
2006	47,989	46,119	269	1,582	19
2005	40,867	38,507	437	1,917	6
2004	49,231	47,169	201	1,558	3
2003	44,498	42,573	286	1,690	10
2002	27,627	26,235	454	903	35
2001	29,840	28,745	294	793	



The country's export performance for 2009 was greatly influenced by the global economic slowdown. Thus, DTI assiduously doubled its efforts to sell Philippine products to the world.

Trade Policy Negotiation

DTI remained aggressive in pursuing market access for Philippine goods and services in the multilateral, regional and bilateral platforms while protecting the economic interests of the country. The Department, through the Bureau of International Trade Relations (BITR) and the Foreign Trade Service Corps (FTSC), actively participated in the World Trade Organization (WTO), Association of South East Asian Nations (ASEAN), and the Asia-Pacific Economic Cooperation (APEC).

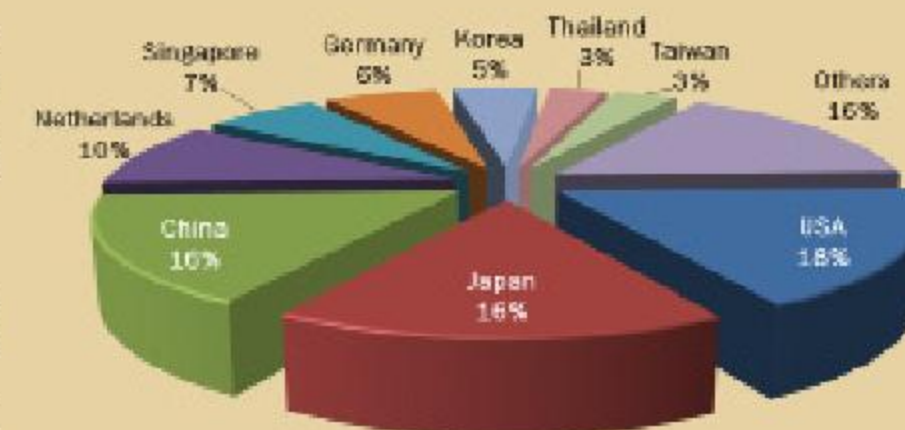
Merchandise Export Performance

Exports dipped by 21.91% from US\$49.08 billion in 2008 to US\$38.33 billion in 2009. Export declines from January to October pulled down aggregate exports for the whole year. Meanwhile, November and December exports increased as the global economy showed signs of recovery.

Revenue streams comprised 32% of total exports. All sectors posted declines in 2009, however, specific products such as fine jewelry (+7.41%), communication/radar (+34.74%), and medical and

industrial instrumentation (+1.32%) posted gains. Top five contributors to total exports are semiconductors and electronics (58%), machinery and transport (4.9%), garments and textiles, including wearables (4.7%), food (4%), and mineral products (3.8%).

USA was the top export destination of Philippine products at 18%, followed by Japan and China (including Hong Kong) at 16% each. The Netherlands, as a gateway to Europe, absorbed 10% while Singapore contributed 7%.



Exports, 2009

Trade fairs are key in helping world-class Philippine products reach the discerning eyes and tastes of the global market.

Overseas Trade Fairs

Philippine exporters participating in the Gulfood in Dubai were able to generate US\$14.84 million in sales. Top selling products were canned goods, juices, noodles, bottled sweet preserves, snacks, soy sauce, and vinegar.

In Thailand, the Philippine participation in the Thaifex World of Food Asia was composed of 30 companies which promoted food and fashion products. The event produced 300 trade inquiries and negotiated sales of US\$2.27M. Best-sellers were ethnic foods, mixes, sauces and condiments, noodles, butter cookies, biscuits, and processed food such as canned sardines.

Through the collaboration of DTI, the Animation Council of the Philippines, and the Film Development Council of the Philippines, the country was able to participate for the first time in the Hong Kong Film and Television Market (a.k.a. HK Filmart). With two full-length animated features, "Dayo" and "Urduja," the Department made significant inroads in positioning the Philippines as a source of film animation content. A total of 80 trade inquiries and US\$10.24M in negotiated contracts were generated.

Locally-held International Trade Fairs

The e-Services is recognized as a high-profile gathering of the best players in the world of ICT and business process outsourcing (BPO) in the Asia-Pacific. Joined by 99 exhibitors and 1,464 trade visitors, the 9th edition generated a total of US\$101.48M worth of contracts and investments.

The 49th and 50th editions of Manila F.A.M.E. featured 751 exhibitors belonging to the home furnishings, holiday décor, and fashion accessories sectors. No less than 3,867 buyers registered, 42% of whom represented 53 foreign markets. Total sales reached US\$41.49 million.

Year	Activities	Export Sales Generated
2005	53	US\$ 278.49 M
2006	44	291.49
2007	30	284.83
2008	46	264.91
2009	45	348.36



Simultaneous with Manila F.A.M.E., DTI also introduced three new shows that showcased Filipino creativity: (1) Art MNL, featuring artworks from Joya, Alcuaz, Arturo Luz, Ramon Orlina, Lydia Velasco, Nunelucio Alvarado, Elmer Borlongan, among others; (2) FashionNation, daily fashion shows that featured garments and textile exhibitors, local branded/retail stores, and fashion designers; and (3) Health and Wellness Zone, which presented herbal and organic personal care and eco-lifestyle products, spa services, centers for specialized healthcare and retirement destinations.



"We can actually do more than provide products and jobs—we can leave a strong and lasting heritage—of healthy business enterprises, creative innovation, and economic stability and growth."

- Sec. Peter B. Favila, 11 February 2009

Outbound Business Matching

Middle East | Food and Fresh Fruit. On 20-28 April 2009, five exporters and the Chairman of the Philippines' National Halal Accreditation Board participated in business matching in various countries in the Middle East, which generated booked sales of US\$ 558,500.

Vietnam | Personal Care Products. In addition to US\$2.0 million in sales to Vietnamese buyers, US\$200 thousand was generated when the Department showcased the products at Little Manila Restaurant in Ho Chi Minh City to target Filipino expatriates and professionals.

Guam | Construction Services. Seventeen firms showcased the capabilities of Philippine contractors in the first mission to Guam, conducted jointly with the Department of Labor and Employment which promoted manpower placement agencies.

Japan | Food. Fourteen companies promoted ready-to-eat and ready-to-cook food such as jams, jellies, nata de coco, frozen/pickled mango and mango halves, dried fruits such as banana chips, dried mangoes, pineapples and papayas, and marine products such as canned tuna. The delegation was able to generate US\$9.8 million in export sales.

Taiwan | Food. Business matching and participation in the Taipei International Food Show generated export sales of US\$10.1 million. Sixteen Philippine food exporters were matched with 50 international buyers. Top-selling products were dried fruits and juices, fresh or chilled tuna loins, and pili nut candies.



Inbound Business Matching

Russia | Construction Materials. PR International Development Enterprise met with 20 Philippine exporters of construction materials in June. Initial purchase orders estimated at US\$100,000 were generated after visiting the plants of Teresa Marble Corporation, Herdex International Corporation, and two other companies.

China | Coconut Oil. Two Chinese enterprises that visited the Philippines in December were matched to 20 local exporting companies. A total of 80,000

metric tons of coconut oil were purchased, equivalent to US\$62.4 million in export revenue.

Trade Referral System. CITEM Trade Opportunities Program is a trade referral system for foreign buyers and Philippine exporters. In 2009, a total of 51 trade inquiries were recorded of which 38 came from 14 foreign countries. Gifts, toys, and houseware generated the most number of inquiries. 366 referrals to local exporters resulted in sales of US\$150,000.

Halal Export Development Program

Twenty-seven companies showcased their Halal-certified products at the Halal Pavilion of Philippine International Food Exhibition (IFEX) 2009. Products on display included cooking oil, cookies,



biscuits and other bakeshop products, crab paste, dried noodles, canned processed meat, processed dried anchovies/fish, bottled shrimp paste, and herbal beauty soaps.

Broadening the country's Halal program, the Department embarked on several developmental missions— a Halal Benchmarking Mission to Melbourne, Australia that enabled Philippine stakeholders to witness the best practices in Australia's halal meat processing through actual plant visits in four animal slaughtering facilities (i.e., cattle, sheep, goat, and chicken) and two business matching events that were organized to promote Halal-certified products to the Middle East.

Export Pathways Program (EPP)-

Regional Interactive Platform for Philippine Exporters (RIPPLES)

The EPP is an innovative strategy to assist existing and new exporters by offering client-focused interventions to fit their requirements at any stage of their business from start-up to exporting. EPP aims to hasten the movement of export activities in the Mindanao regions.

RIPPLES, on the other hand, complements EPP as the capacity-building component. It was designed to increase the awareness in the regions on the business of exporting, relevant and up-to-date information on product and market situations and opportunities, and the export facilitation and promotion services of the Department. In 2009, EPP-RIPPLES developed 127 new exporters.

"We must keep the pipeline full of new ideas because they are the bases of innovation."

Sec. Peter B. Favila, 19 March 2009

Innovation: the International Trade Resource Center

The International Trade Resource Center, formerly the Documentation Center of the Bureau of Export Trade Promotion (BETP), was transformed from being a simple repository of information into a one-stop electronic resource center.

Originally, the ITRC merely stored product/market profiles of BETP, the International Trade Center, Center for the Promotion of Imports from Developing Countries, and other local and foreign trade organizations. It kept a collection of newspapers, some periodicals and magazines, government publications, and the occasional purchased books.

Today, the ITRC is a modern electronic library that is abreast with the times and the changes in information management, serving the whole spectrum of DTI clients, worldwide. The ITRC may be accessed through www.itrc.dti.gov.ph.

BUSINESS DEVELOPMENT PROGRAM

The economic crunch compelled the Department to explore out-of-the-box initiatives in order to rise above the daunting challenges.



Motor Vehicles

Development of the Philippine Automotive Industry Portal.

Completed in December 2009, the portal was established to serve as an information gateway to the Philippine Automotive Industry, linking local manufacturers with regional production and distribution networks and providing an Online Database Section which contains various lists and statistics of the automotive industry. The portal can be accessed through <http://philautomotive.com>.

Electronics

Study on Supply Chain of the Electronics Industry in the Philippines.

In June 2009, the Government of Japan approved the technical cooperation project proposal on the "Study on Supply Chain of the Electronics Industry in the Philippines." The project aims to assist the country in: (1) identifying investment gaps within the supply chain of the electronics industry; (2) providing an analysis of the strengths and weaknesses of the supply chain; and (3) providing recommendations on reinforcing the Philippines' supply chain.



Fashion

Philippine Bag Exhibition.

The Philippine Bag Exhibition, which showcased more than 300 Philippine-made and Philippine-designed bags, was held at the Tassenmuseum (The Bag Museum) in Amsterdam, Netherlands from 5 March to 3 May 2009. Among the product displays were ecologically chic handbags designed by internationally-acclaimed bag designer Cora Jacob.

Food

4th Integrated Program for Micro, Small, and Medium Food Processors (IPMS)

Export Promotion through the IFEX 2009.

Since the program's inception in 2006, the IPMS project has helped food exporters/processors in production, processing, packaging, capability building, networking, marketing and promotions. During the IFEX 2009, the IPMS booth featured products contributed US\$1.01M to the total export sales in IFEX. Pili nut candies stood out among the best sellers.

Organic, Herbal, and Natural Products

Summit Conference of the Natural Health Products Industry.

Held on 23 and 28 April 2009, the Summit formulated a set of recommendations to the Government on the policy environment and support to the export potentials of the National Health Products Industry (NHPI). The components of the agenda were: (1) National Marketing, (2) National Research, (3) National Production, (4) Financing and Investments, and the (5) Legislative Agenda.

Healthy commerce relies on good investments. They are the seeds which spring forth a bumper harvest of business opportunities. DTI guarantees that the proper seeds are sown in order to reap bountiful and enterprising rewards in the future.

Investment Priorities Plan

On 05 May 2009, the President approved the 2009 Investment Priorities Plan (IPP) through Memorandum Order No. 299. With the theme "Transcending Global Economic Challenges," the IPP was especially formulated to support the government's thrusts to save and create jobs and to sustain investments. To cushion the adverse impact of the global economic crisis and encourage investments, the Board of Investments (BOI) relaxed certain provisions of the IPP General Policies pertaining to Income Tax Holidays and included a contingency list under the preferred activities.

Investment Approvals

The BOI and PEZA approved a total of Php299.5B worth of investments in 2009. These investments cover 751 projects and are expected to generate 174,807 employment opportunities when fully operational.

BOI and PEZA Approved Investments (in PhP M)

	2009	2008	Growth Rate
Approved investments	299.5	443.1	(32.4 %)
BOI	124.1	288.3	(56.9 %)
PEZA	175.4	154.8	13.3 %
Total no. of projects	751	894	(16.0 %)
Projected Employment	174,807	177,428	(1.48 %)

Boosting Infrastructure

The National Development Company (NDC) successfully issued five-year Agri-Agra Bonds, generating Php3.5 Billion for agricultural infrastructure and support services. The bonds fetched a coupon rate of 5.125%. The issuance represents NDC's 4th tranche of bond issuances. The bonds' proceeds were loaned to the National Irrigation Authority (NIA) to fund the agency's nationwide irrigation program. The program's repair and rehabilitation of irrigation systems component would restore productivity of some 33,000 hectares of rice lands.



proper seeds are sown
in order to reap
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in the future



Strategic Investors Aftercare Program (SIAP)

The key contribution of the SIAP to investment promotion is the retention, expansion and diversification of existing investments in the country. In 2009, SIAP handled a total of 131 issues and concerns, wherein 94, or 72%, of which were resolved. A Client Satisfaction Feedback Form was utilized to determine the satisfaction rating of companies involved in the Program. SIAP received a 97% positive feedback in terms of relevance and usefulness of the Program.

Productivity Improvement

Organizations are continuously encouraged to implement productivity improvement programs through a series of training conducted by the DTI, through the Center for Industrial Competitiveness (CIC) Proactive Program for Competitiveness. A total of 120 companies/organizations participated in these training programs in 2009, 83 of which were SMEs. Three organizations were recognized, namely, PA Alvarez, Bio Essence, and Ryonan.



Davao Industry Cluster Capacity Enhancement Project (DICCEP)

In the three-year capacity-building project for industry clusters in the Davao Region, which includes lead agencies and private sector leaders as well as DTI frontline staff doing SME development, training sessions and workshops were conducted on the industry cluster development approach, business planning and management, team management, SME promotion, and Strategic Management and Operation of Clusters, upon which resulted in the formulation of Clusters' Action Plan.

A total of 32 projects were implemented in 2009, pursued through the clustering approach acquired during the trainings and workshops conducted in 2008. Industry clusters included banana, mango, coconut, seaweeds, wood, tourism, mining and ICT.

**Investment Philippines provides
timely and crucial
information to potential investors**

World's Best BPO Center in 2009

The Philippines was recognized anew by the UK's National Outsourcing Association when it bagged the 2009 Offshoring Destination of the Year, the same award it received in 2007. The country's market share for global offshoring and outsourcing (O&O) grew to 15%, making the country the third largest O&O destination in the world behind India and Canada.



Invest Philippines Website

The Invest Philippines website serves as an on-line access window to all Investments Promotion Agencies (IPAs) in the Philippines. It created a unifying investment promotional image for the Philippines in the international business community as it lays down investment opportunities in the country by featuring industry value propositions, priority sectors and the available fiscal and non-fiscal incentives being administered by each IPA. The website leads and links web visitors to each of IPA's individual website.

NATIONAL ECONOMIC RESEARCH AND BUSINESS ASSISTANCE CENTER REGION 12

The **challenge today** is not to complain about **our situation**,
but to **get involved** in making it **better**. - **Sec. Peter B. Favila**, 12 March 2009

Renewable Energy

The use of renewable energy (RE) resources is significant to reduce dependence on fossil fuels and to effectively prevent or reduce harmful emissions to protect health and the environment. The utilization of RE contributes to the government's strategy to attain a 60% self-sufficiency level for total primary energy by 2010. At present, geothermal, hydro and biomass resources provide a combined 42% share. On the other hand, wind, solar and micro-hydro resources are getting wide-scale use,

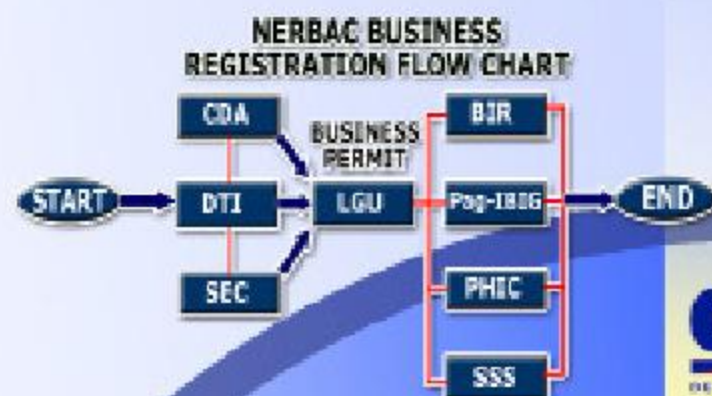
particularly for rural electrification in remote areas. Of the top 25 investments in 2009, six in the list are projects involving renewable energy (i.e. power plants); three of which are 100% Filipino owned.

Revitalizing the Garments & Textiles Industry

The Department, through the Garments and Textile Industry Development Office (GTIDO), pushed for the "Save Our Industries Act of 2009" at the US Congress. House Bill 3039 was the result of a series of both government-to-government and industry-to-industry consultations between the Philippines and the US—a process that led to the development of the 809 Apparel/Pilot Program. Specifically, the Program will allow for duty-free entry of Philippine garments made of US fabrics of US yarns, duty reduction for Philippine garments made of US yarns, and a cut-and-sew rule allowing for duty free entry to the US of Philippine garments regardless of the source of fabric.

National Economic Research and Business Assistance Centers (NERBAC)

NERBACs or One Stop Express Business Centers in the regions reduced the time for Business Name registration from 9 days to 5 days. 16 regional NERBACs were operationalized, and a total of 33 NERBAC satellites in the provinces were established, contributing to the simplification and reduction in the turn-around time for business registration and licensing. Investments generated through NERBAC reached PhP52.25 billion, created 391,178 jobs, and registered 298,978 business names.



1-STOP SHOP

for express
business licensing
and registration
and accessing of
business
information

SCHEDULES:

DTI and BOI - Mondays and Fridays
Other Agencies - Tuesdays and Thursdays

OFFICE ADDRESS:

**6/F FRA Building, South Osmeña Street,
General Santos City**

Email Address: nerbac12@yahoo.com



GOVERNANCE

Instituting Best Practices Transparency and Accountability

DTI believes that good practices, side by side transparency and accountability, ought to be emulated and continuously improved on. It is in this light that the maxim and tenets of good governance are put on the spotlight for the entire world to see.

Anti-Red Tape: Citizens Charter Formulated

One of the key provisions of the Anti-Red Tape Law, the Citizen's Charter is a document that describes the step-by-step procedure for availing a particular government service, and the guaranteed performance level that the public may expect for that service. It is posted in conspicuous places within an agency in order to increase efficiency in the delivery of services and prevent graft and corruption. In 2009, DTI formulated its Citizen's Charter on priority frontline services, particularly those by the BPS, BOI, RODG, and PCAB. Five Citizen's Charter training programs were conducted nationwide.

Integrity Development Action Plan (IDAP) Rating Conferred

The Presidential Anti-Graft Commission recognized the DTI with the Fifth Category Award for its high ranking in terms of compliance to the requirements of the Integrity Development Action Plan (IDAP) for 2009. The 5th Category Award is given to agencies with an IDAP Progress Rating between the scores of 3.12 to 3.34. As of the first semester of 2009, DTI's IDAP progress rating is 3.13.

Moral Renewal Action Plan (MRAP) Implemented

As part of the IDAP of the Government, the DTI Moral Renewal Action Plan (MRAP) was prepared and implemented. This was the Department's response to the Administration Order No. 255 issued on 30 January 2009 prompting all agency heads to adopt and implement a Moral Renewal Program. Moral renewal refers to values formation and ethical behavior for government officers and employees, as well as strengthening of people's values to achieve zero tolerance to corruption.

Competitiveness boosted

Co-chaired by the DTI Secretary, the National Competitive Council (NCC) leads the country in boosting competitiveness. Having identified the synchronicity between education and substantial nourishment, the Council entered into an MOA in April 2009 with DTI and Kabisig ng Kalahi, a non-profit organization whose mission secures the investment in the health and education of children in the poorest communities in the Philippines, with the program "Pasiglahin ang Estudyanteng Pinoy (PEP)"—a project aimed to improve the nutritional status of children and increase retention rate in Grades 1 and 2. A total of 54 schools with 1,620 students benefited from the PEP Project in 2009.





Assistance to Persons with Disabilities (PWD)

DTI served as Chair of the National Working Committee for the 31st National Disability Prevention and Rehabilitation (NDPR) Week celebration which was held on July 17-23, 2009. Activities spearheaded by the DTI were: (1) Likhang PWD, a trade fair of PWD products and featuring prototypes of PWD assistive devices; and (2) Employers' Forum, a forum that advocated the desirable attributes of PWDs and the benefits of employing PWDs, as well as discussions on workplace health and safety standards. Among the participating companies were Lamoian Corporation (Hapee Toothpaste), Suyen Corporation (Bench), and the SM Group.

Philippine Business Registry (PBR)

The PBR is a web-based system which facilitates a seamless transactional environment across the application systems of all agencies engaged in business registration-related transactions (i.e., SEC, DTI, BIR, SSS, PhilHealth, PAG-IBIG, and the Local Government Units (LGUs). A total of 30 agencies are now connected with PBR either electronically (10 agencies) or through a manual interface (20 agencies). Ten agencies have set-up File Transfer Protocol (FTP) servers while 20 other non-e-ready agencies have submitted requirements to integrate their application forms.



E-Commerce Office

Pursuant to Republic Act 8792 or the Electronic Commerce Act, the Department created the E-Commerce Office (ECO). The ECO prepared Executive Order No. 810 on "Institutionalizing the Certification Scheme for Digital Signatures and Application of Digital Signatures in e-Government Services" which was signed by President Gloria Macapagal-Arroyo on 15 June 2009. EO 810 is expected to address growing concerns over the security and integrity of online transactions in the country, as well as direct all government agencies and instrumentalities to require the use of digital signatures in their online services to ensure the confidentiality, authenticity, integrity, and non-repudiation of e-government transactions.



PEZA's Electronic Import Permit (eIP) System

In May 2009, PEZA required the use of the Electronic Import Permit System (eIPS), an online system aimed at simplifying import permit (IP) processing for import shipments covered by PEZA's tax and duty exemption incentive of PEZA-registered Economic Zone Export Enterprises and Information Technology Enterprises. The eIPS addresses the 24x7 requirement of the ecozone enterprises to file, pay for and have IPs approved anytime, without having to wait in line at the ecozone offices. The PEZA eIPS is accessed through three PEZA-accredited Value-Added Solution Providers (VASPs).



From Batanes to Sarangani,
DTI's untiring efforts to promote
a vibrant commerce
are living testaments to
the Department's commitment
to highlight **each** region's
uniqueness and diversity.

Natomo Manufacturing

La Union, Region 1

Natomo Manufacturing is a small enterprise producing bio-gas stoves (known as Super Kalan), threshers and other farm implements in Bangar, La Union and distributes nationwide. With sales amounting to Php 8.898 million, the company is able to employ 15 workers and has received numerous citations such as the 2008 Globe Masi-gasig Award and one of the Ten Most Outstanding Inventions of 1982, among others. A distinguishing characteristic of this MSME is that Natomo's invention tries to address environmental and societal concerns in energy conversation.

Carlo's Bamboocraft and Furnishing

Abra, Cordillera Administrative Region

Carlo Balneg started out by helping his father cut and scrape off bamboo poles for sample products. He then joined an NGO and quickly absorbed the science and art of making bamboo handicraft before deciding to start a business of his own. With DTI's assistance, Balneg found himself participating in the OTOP Luzon Island Fair, and his exposure to local and international markets began. Now, he is already exporting his bamboo products and is earning millions. Carlo Balneg's business has been hailed as the Most Outstanding SME in CAR and the National Productivity Champion in the DOLE Productivity Olympics.



Sabutan Handicrafts

Isabela, Region 2

The abundance of sabutan plants growing in the wild, and the sight of skillful weavers in Palanan, Isabela inspired Ms. Angela Alamo-Bernardo to set up a handicraft Center. Basic training on weaving and dyeing further enhanced the talents of the local weavers. In 2003, the Sabutan Handicrafts which includes fans, bayong, fashionista bags, etc. were already showcased in the Gawagawayan Festival, a local feat and trade fair. In 2009, it was the only MSME from Region 2 which qualified to participate in the 5th Eco-Products International Fair.



Porac Federation of Multipurpose Cooperative

Pampanga, Region 3

The Porac Federation of MPCs manages the cassava production and processing in Porac, Pampanga, which is considered as one of the most successful CARP-OTOP projects in Region 3. In 2009, a new one-hectare nursery farm for improved cassava varieties was established and the Farmers Information and Technology Services (FITS) System Database for Cassava, otherwise known as the Porac Technology Services Pinoy Center, and the Cassava Farmer's Call Center were set up. The cooperative made almost a million in sales particularly after having gained a contract with a top local food corporation.



Tipas Hopia

Taguig, NCR

"Process improvement, Taking care of employees, Determination and Faith", these are Belen Flores' (aka "Inang") secrets in pursuing and managing D' Original Tipas Bakery. Initially a humble kitchen that catered to bread products, the company introduced a flaky, thin-crust, bean-filled snack or "Hopia" that she later developed in flavored varieties. Soon, Inang's Hopia spread popularity all over the country. A recipient of the 2009 DTI-NCR OTOP Awards, D' Original Tipas Bakery is testing the foreign market by participating in DTI-administered trade events (i.e. IFEX).



Niña Foods Product

Oriental Mindoro, Region 4B

Motivated by a mission to add value to “saba” (i.e. local banana variety) as well as help the jobless in Oriental Mindoro, Nimfa L. Punzalan or “Mommy Nimfa” engaged into the Banana Processing business in May 2008 with a starting capital of Php30,000. Through perseverance, Niña Foods Product grew and its flagship brand, Niña Banana Chips, became a top selling snack food in pasalubong centers nationwide. With over Php1M in revenue and producing three (3) metric tons of banana chips each month, Niña Foods Product was recognized by DTI Regional 4B as the “Outstanding OTOP MSME” for 2009.



Café Amadeo Development Cooperative

Cavite, Region 4A

Starting with a capital of Php15,000, 15 farmers/millers and one employee, Café Amadeo Development Cooperative began its operations in 2002. It has saved the dying coffee industry in Cavite and is now engaged in the processing, promotion, distribution, repacking and marketing of their special PAHIMIS blend of brewed coffee. Since then, it now boasts of 10 employees and membership increased to 82. The co-operative has managed to generate sales worth more than Php8 M in 2008 and was named Outstanding OTOP Manufacturer of Cavite in 2009.

Gamitin Ang Bayong

Sorsogon, Region 5

In 2002, Ana Gotladera started producing organic soap with only five workers. Since then, she has steered her microenterprise to another level producing bayong bags, hampers, packaging bags and boxes made from indigenous materials like buri, anahaw, abaca, bari, nito, shell and jute. Today, Analobel Enterprises has 550 workers in Sorsogon, producing products both for the local and international market.

Iloilo Kawayan Marketing

Iloilo, Region 6

Iloilo Kawayan Marketing is owned by Mr. Mariano Malones who is engaged in the processing of bamboo poles into chopsticks, toothpicks and barbecue sticks. It has received several recognitions such as the 2009 Most Outstanding OTOP MSME for the Visayas Islands and the Outstanding Entrepreneur Award given by the Provincial Governor for its contribution to the OTOP. The enterprise provides employment to 41 permanent, 5 contractual and 1,640 subcontractors from 10 barangays.

Terry's Leyte Deli

Leyte, Region 8

Leodegario "Terry" Ortega and Theresa Marjorie Maminta are the proud owners of Terry's Leyte Deli in Dagami, Leyte, and is the OTOP lead SME of the place. Their famous delicacy, Binagol is made of taro, malagkit, coconut milk and other ingredients while the coconut shell is used as packaging material. In addition, they also have other local delicacies like moron and sagmani. From their initial capital of PhP50,000, their sales have grown to more than PhP1.8 M.



Eco-Tourism

Central Visayas

Central Visayas banks on eco-tourism as one of the OTOPs of its major Islands. Growing tourist favorites are: Siquijor, a province with beautiful beaches and mystic caves; Bohol, an eco-paradise blessed with endemic natural wonders, offers agricultural and indigenous products; Negros Oriental, it has successfully balanced the use of high technology with native products; and, Cebu, with its fast-growing economy has always been known for its historic sites and vibrant creative and animation sectors.

Montaño Foods Corporation

Dipolog, Region 9

Thirty years ago, Mr. Nicasio Montaño's mother would cook Spanish-style sardines and give it as gifts to friends and relatives. Seeing an opportunity, Mr. Montaño started to commercialize this endeavor by using used glass bottles as packaging since tin cans were not accessible in the area. Today, this entrepreneurial dream has marked Dipolog and the whole province of Zamboanga del Norte as the country's "bottled sardines capital." Montaño Foods Corporation produces export quality and Halal certified bottled Spanish sardines, gourmet tuyo and other seafood varieties.



Apo Ni Lola Durian Delicacies

Davao, Region 11

Jojo Raakin, a third generation descendant of Abondia del Puerto Raakin or "Lola Abon"—who made durian sweets a must-have pasalubong in Davao City—spinned off from the family business and established his Lola Abon-inspired company, "Apo ni Lola Durian Delicacies." With an initial capital of Php500 in 1993, Raakin improved the taste of his sweets and jazzed up its packaging through the various DTI OTOP assistance programs. Today, there are already 11 delectable variants of Raakin's growing enterprise.



Vjandep Bakeshoppe

Camiguin, Region 10

Vjandep Bakeshoppe, located in Mabajao, Camiguin, is owned by Ret. Col. Virgilio Jose. It is engaged in the production of pastel, a flavor-filled dough, and other bakery products. It employs 183 people and has sales totaling to Php130 M. The enterprise has received several awards through the years, including National Champion in the Productivity Olympics (People Development Category).



Sweet Success for SKMFMC

Sultan Kudarat, Region 12

With growing demands for sweeter but healthier options, Sultan Kudarat Muscovado Farmers and Millers Corporation (SKMFMC) engages further in the production and marketing of "muscovado", a brown, moist sugar with strong molasses flavor, through their flagship brand PQ Muscovado. The same brand is also used as ingredient in muscovado-based products (e.g. Muskafe, a coffee-based ready to drink product using PQ Muscovado as sweetener). Providing a total of 1,935 jobs, SKMFMC is the 2009 recipient for the region's Outstanding OTOP entrepreneur.



OTOP Pasalubong Center

Butuan, Caraga Region

The establishment of an OTO Pasalubong Center inside Gaisano Mall in Butuan City significantly increased the consumer base of the OTOP products in the region. The center alone generates Php25,000 worth of average daily sales. Another milestone for Caraga is the organization of the Micro Entrepreneurs Club (MEC) of Butuan City and Agusan del Norte and the convention of members.



From a trade fair in Germany to a conference in India; from outsourcing business ventures in North America to negotiating entry of Philippine products in supermarkets in the Middle East, DTI made its presence felt to help **Filipino entrepreneurs shine and SOAR** around the globe.

Silicon Valley, USA

On 12 March 2009, the Philippine Trade & Investment Center (PTIC) in Silicon Valley met with Cisco representatives to finalize outsourcing opportunities. Four days later, Cisco started their "Go-Live" call center operation in the Philippines, where Cisco plans to encourage more of their business units to outsource.



Los Angeles, USA

The DTI post in Los Angeles was able to develop two new importers of ICT and Animation services: (1) NobleHouse Investment, which imported services involving game development; and (2) B3 Services LLC, which required call center services. The post also serviced the investment inquiry of HTH Food Oil Group Corporation which expressed interest to invest an initial amount of US\$2.6B in the Philippines.



London, UK

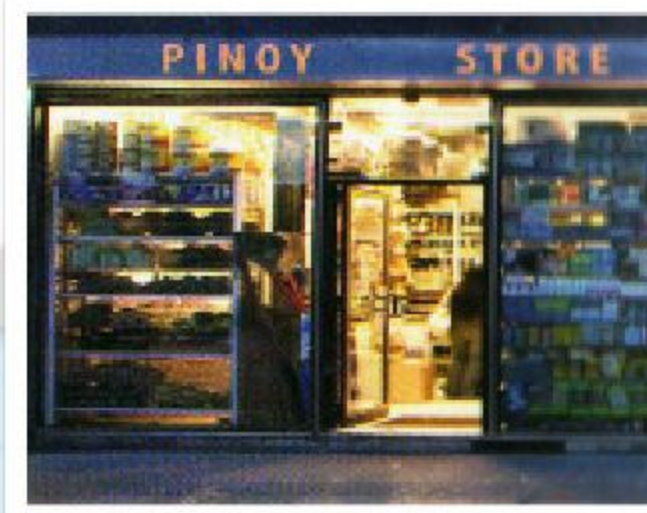
A delegation of the Philippine Franchise Association, with the full support of PTIC-London, the Philippine Embassy and a Philippine newspaper, held a seminar on "How to Obtain a Franchise and Operate a Business in the Philippines." Close to 200 Filipinos and Britons from various professions filled the conference suite of the Grosvenor Hotel in London.

Madrid, Spain

The Philippines participated in the 2009 Southeast Asian in-store promotion at El Corte Ingles, Spain's No. 1 department store chain, with the help of PTIC-Madrid. The retail value of various Philippine merchandise reached US\$2.5M. Moreover, the post sent 31 Spanish buyers to the Manila F.A.M.E. April edition, and 33 buyers to the October edition. Total sales reached US\$584,462 (April) and US\$1M (October), putting Spain among the Top 3 European countries with the greatest US\$ orders placed per show.

Paris, France

One of PITC-Paris' key support is encouraging Filipino migrants to trade Philippine products abroad. As of 2009, the Pinoy Store in France has purchased assorted food products from Philippine exporters amounting to US\$121,450 and has expanded its distribution by supplying biscuit products from the Philippines to Chinese stores.



Rotterdam, Netherlands

A handbag exhibition of Philippine designer Cora Jacobs was held at the Museum of Bags and Purses in Amsterdam on 5 March-3 May 2009. The preparation and coordination for this event was administered by PTIC-Rotterdam in the form of press releases. Furthermore, appointments were set with possible retailers/distributors for purposes of negotiating distributorship. The exhibition was attended by some 5,000 guests each month.

Berlin, Germany

DTI's post in Berlin invited 222 German buyers of gifts, festive articles, jewelry, furniture and furnishings to visit the Philippine booth during the 2009 Ambiente International Frankfurt Fair. An estimated amount of US\$8M in negotiated sales was reached. Pursuing further investments from Germany, a retirement village intended for about 100 German-speaking retirees was established in Butuan City.

Stockholm, Sweden

The Department's post in Sweden strengthened trade of Philippine products when it encouraged importers such as the Asian Market, one of Sweden's largest oriental food importers, to visit Manila for a business trip in April 2009. PHILMACRO AB, another food importer of bangus, bottled products, sauces, and condiments from the Philippines was assisted by PTIC-STO as it plans to expand import operations by increasing its product assortments from the Philippines.

**Dubai, UAE**

DTI aggressively worked on lifting the ban of the entry of chicken and related products from the Philippines. In addition, it assisted firms such as RFM Corporation regarding shipment and Dubai Customs concerns which resulted in export sales of US\$1.3M, and the entry of Philippine brands Swift and Selecta in not just Carrefour Hypermarket, but also a Middle East regional chain of supermarkets held by the UAE-based Choithram Group of Companies.

**Sydney, Australia**

In 2009, the PTIC in Australia developed 14 new importers; serviced 27 trade enquiries; and aggressively promoted CITEM-organized trade fairs. Furthermore, it campaigned to prospective investors such as MessageForce and Nobanx Global, Ltd through client servicing and investments missions in Manila to encourage possibilities of establishing their respective branches in the Philippines.



New Delhi, India

PTIC-New Delhi secured the nomination of Philippine firms such as Blastasia to the IndiaSoft 2009—an International IT Exhibition and Conference held in Kolkata, India in February 2009. The Electronics and Computer Software Export Promotion Council in India approved and sponsored the nomination.



Bangkok, Thailand

PTIC Bangkok's series of business matching generated exports worth US\$19M. At the same time, its assistance to investments mission yielded an investment opportunity worth US\$45M through Charoan Pokphand Foods, which will set up piggeries in Luzon and Visayas as well as invest in feed mills. PTIC Bangkok also supported the country's participation at the Thaifex World of Food Asia on 13-15 May 2009 which generated US\$1.23M in sales.



Ho Chi Minh, Vietnam

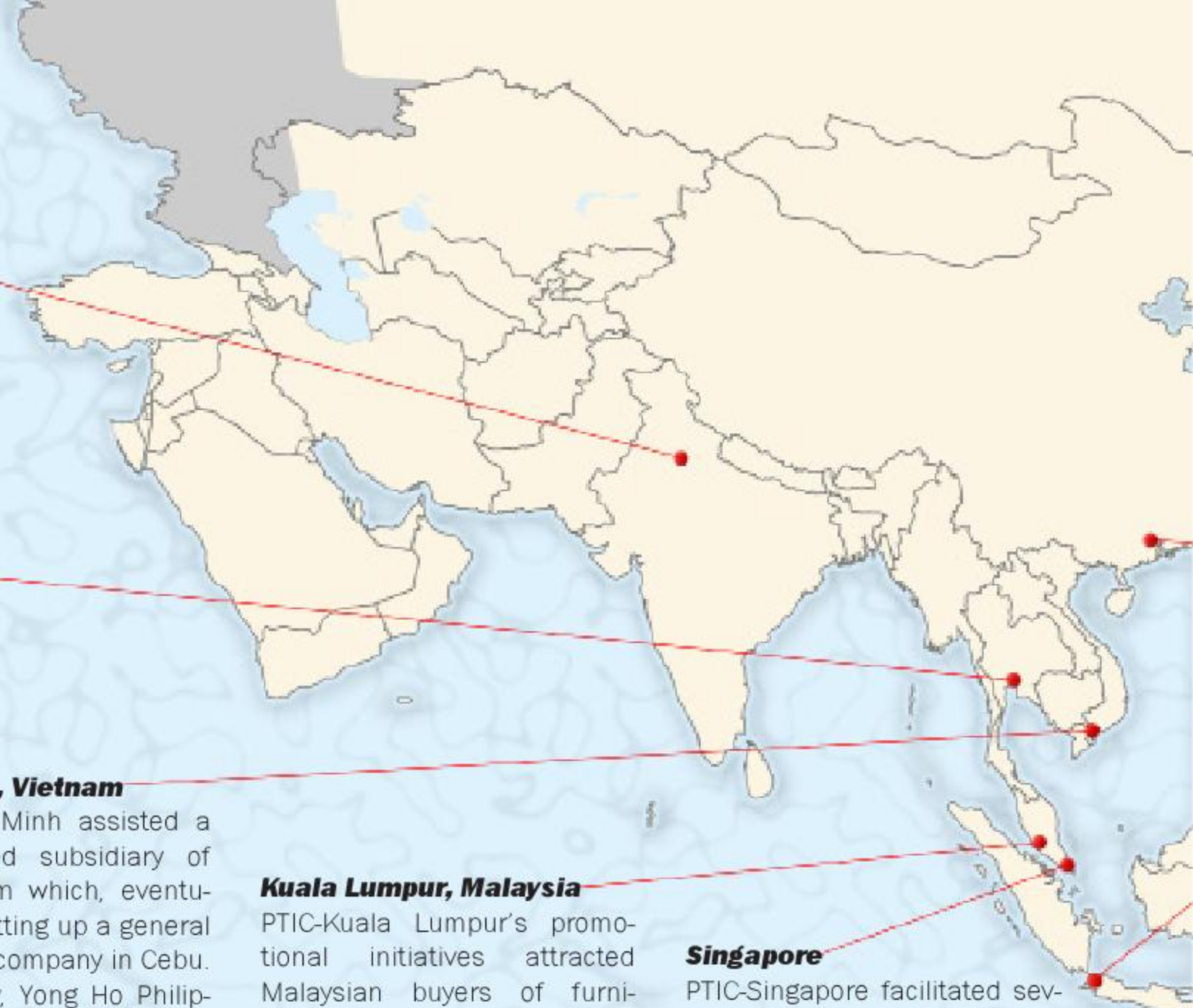
PTIC-Ho Chi Minh assisted a Vietnam-based subsidiary of a Korean firm which, eventually, led to setting up a general construction company in Cebu. The company, Yong Ho Philippine Construction Co., Ltd., has already been granted a license to operate.

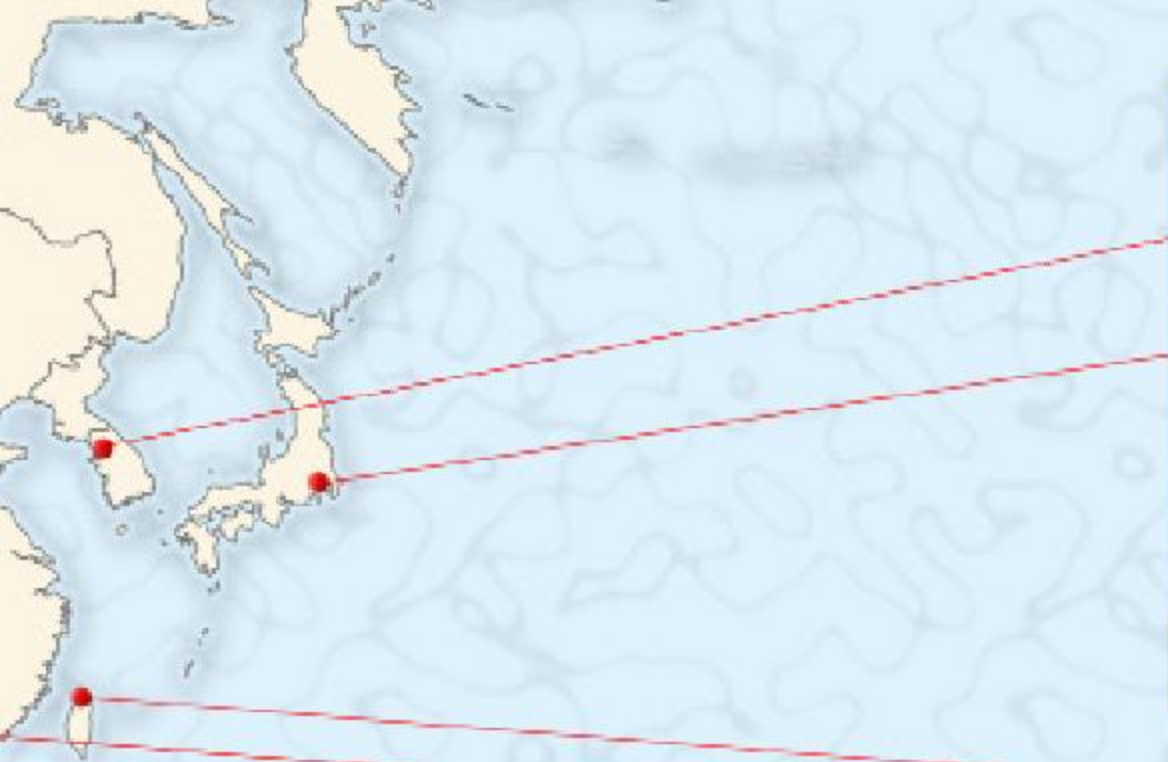
Kuala Lumpur, Malaysia

PTIC-Kuala Lumpur's promotional initiatives attracted Malaysian buyers of furniture products, beer, food and canned juices, yielding almost US\$2M in export sales. PTIC-KL also attracted investors involved in water and waste technology and IT services, one of which established a satellite company in the country, Weida Philippines, Inc., generating US\$250,000 in export sales.

Singapore

PTIC-Singapore facilitated several investment missions to the Philippines. Investors tapped included: (1) NxGen Communications, a technical service BPO that will open a bank operations support either in Manila or Cebu; (2) Touch and Tech, which will set up a call center in Cebu; and (3) Natgas Systems, which will fund and set up compressed natural gas (CNG) filling stations in the country.





Seoul, South Korea

PTIC-Seoul's promotional activities brought in an investment outlay worth US\$425M for five wind power plants from the Korea East West Power Co., Ltd. Aside from renewable energy, shipbuilding investment opportunities expanded with the likes of Hanjin Heavy Industrial & Construction Co., Ltd. that poured in US\$1B on a project in Subic.

Tokyo, Japan

DTI's PTIC in Tokyo successfully dispatched three Inbound Buying Missions (IBM) to the country: (1) Japan Food Corporation, which signed an agreement for a three-month trial importation of San Miguel Foods Corporation's wing chicken; (2) Tonichi Trading Co., Ltd., who met with Philippine suppliers of coffee, tea, confectionaries and seafoods; and (3) Representatives from Ryuho Co., who sought Philippine suppliers of yakitori, a Japanese type of skewered chicken.



Guangzhou, China

The Department's post in Guangzhou, together with CITEM and other government agencies, organized the 6th Philippine participation to the China-Asean Expo (CAEXPO) on 20-24 October 2009. Thirty Philippine companies joined the event, generating US\$2.2M in sales. In addition, a delegation of buyers from South China was also sent for the first time to Manila FAME.

Taipei, Taiwan

PTIC-Taipei sent a total of 19 companies to the Philippines through several investment missions in 2009. Selling missions were likewise sent to the trade fairs in the country, such as the Manila Furniture Show. Exports generated through trade promotion of products such as live crab and lobster, handicraft, furniture, and coconut powder amounted to US\$916,500.



Jakarta, Indonesia

Through PTIC-Jakarta, P.T. Diamond Cold Storage was matched with RP's KLT Fruits and Profood Corp to supply mango and guava puree for the ice cream industry. This venture generated US\$192,000 worth of trade. In addition, it assisted companies like PCA Skin Corporation of the Belo Medical Group in establishing an Indonesian market for their products; while supporting investments such as P.T. Global Trans Energy of Baramulti Group, Indonesia who set up a shipping company worth US\$1M in the country.

"The ultimate SUCCESS of our collective efforts shall be measured by the impact they will have on our economies."
- Sec. Peter B. Favila, 12 February 2009

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Office of Legal Affairs [OLA]

[IPO] Intellectual Property Philippines
[NDC] National Development Company
[SEC] Security and Exchange Commission
[SBCorp] Small Business Corporation

[PEZA] Philippine Economic Zone Authority
[PITC] Philippine International Trading Corporation
[PNCC] Philippine National Construction Corporation

POLICY, PLANNING & COMMUNICATIONS GROUP

Communications and Media Office [CMO]
Office of Operational Planning [OOP]
Office of Policy Research [OPR]

MANAGEMENT SERVICES & SUPPORT GROUP

[GAS] General Administrative Services
[FMS] Financial Management Services
[HRDPS] Human Resources Development & Personnel Services
[LOLA] Liaison Office for Legislative Affairs
[MIS] Management Information Service
[OSC] Office of Special Concerns
[PBR-PMU] Philippine Business Registry Project Management Unit

INDUSTRY & INVESTMENTS GROUP

Board of Investments [BOI]
Build-Operate-Transfer Center [BOT]
Center for Industrial Competitiveness-
National Industrial Manpower Training Council
[CIC-NIMTC]
Garments and Textile
Industry Development Office [GTIDO]

INTERNATIONAL TRADE GROUP

Bureau of Export Trade Promotion [BETP]
Bureau of Import Services [BIS]
Bureau of International Trade Relations [BITR]
E-Commerce Office [ECO]
International Coffee Organization-
Certifying Agency [ICOCA]
Foreign Trade Service Corps [FTSC]
34 Overseas Posts
Center for International Trade
Expositions and Missions [CITEM]
Philippine Trade Training Center [PTTC]
Product Development & Design Center
of the Philippines [PDDCP]

REGIONAL OPERATIONS & DEVELOPMENT GROUP

Bureau of Domestic Trade [BDT]
Bureau of Micro, Small and Medium
Enterprise Development [BMSMED]
Cottage Industry Technology Center [CITC]

16 Regional Offices
74 Provincial Offices
3 City and 4 Area Offices

DTI-CARP National Program Office [CARP]
Rural Micro-enterprise Promotion Program
Project Management Office [RuMEPP]

CONSUMER WELFARE & TRADE REGULATION GROUP

Bureau of Product Standards [BPS]
Bureau of Trade Regulation and
Consumer Protection [BTRCP]
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