



DEPARTMENT OF  
TRADE & INDUSTRY  
PHILIPPINES

2014  
ANNUAL  
REPORT



DRIVING GROWTH.  
DRIVING TRANSFORMATION.

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## ABOUT THE COVER

The Department of Trade and Industry is determined to help drive the country's economic growth by taking an active role in transforming the Philippine industry sector toward global competitiveness. Its successful efforts in the previous year have fueled new achievements in 2014, particularly in enabling an attractive business and investment environment, revving exports, empowering consumers, and steering regional development with innovative projects.

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# MESSAGE OF THE SECRETARY



  
**Gregory L. Domingo**

## We have turned the corner and are moving full speed ahead!

Under the Aquino Administration, we charted an economic policy that saw the Philippines achieve remarkable growth for five straight years. Underpinned by a steadfast commitment to transparency and good governance, the government succeeded in its thrust to establish a progressively enabling and competitive business environment.

The economy grew despite the global economic slowdown. Gross Domestic Product (GDP) reached USD 284.6B, up 6.1% from USD 250.2B in 2013. Services expanded by 5.9% and remained the largest contributor with 57% of the total GDP. Industry, which grew a hefty 7.9%, followed with 31%, led by the continuing resurgence of Manufacturing and a double-digit spurt in construction.

With this solid performance, the Philippines posted the highest growth in the region, next only to China and number one in Association of Southeast Asian Nations (ASEAN), and continues to be touted as "Asia's bright spot," attracting an increasing number of investors.

The DTI takes justifiable pride in its contribution to the milestones that were set during the year in driving growth and accelerating transformation.

### Driving Industry

Industry has been the fastest growing sector of the economy, highlighted by a resurgence of Manufacturing that grew

8.1% in 2014 after growing 10.3% in 2013. This is a welcome result as we need a large and competitive Manufacturing sector in our pursuit of sustainable and inclusive growth.

With this in mind, the administration has made the Manufacturing Resurgence Program (MRP) a priority. The goal is to develop an investment strategy, optimize supply chain integration, improve regulation, make education more industry appropriate, and encourage industrial clustering and reduce transaction costs.

The MRP is a key component of the comprehensive Industry Development Plan (IDP) that the DTI is putting together. The goal of the IDP is to eventually increase GDP and employment contribution of Manufacturing and bring it at par with neighboring countries. At present, Manufacturing accounts for just 23% of the Philippines' GDP and only 10% of employment.

In line with the IDP, the Industry Roadmapping Project was launched in 2012 with the Board of Investments (BOI) as overseer. This further gained ground in 2014 as six more sectoral roadmaps were submitted to the BOI bringing the total number to 31.

### Fueling Services

Services remained the mainstay of the economy. Merchandise exports grew for the third straight year to an all-time high of USD 62.1B in 2014, up by 9.5% from USD 56.7B in 2013. Electronics continued to lead at more than 40% but the desired diversification is developing, indicated by the marked growth in woodcraft products and furniture and fixtures.

In December 2014, the European Union (EU) approved the Philippines' application for Generalized System of Preference Plus (GSP+) status, paving the way for our export at zero percent of two-thirds of tariff lines or more than 6,200 products to EU member countries. Our country is the only such beneficiary in ASEAN and this is expected to result in an additional EU 400M of exports in the first year of effectivity as well as generate more than 200,000 jobs in both the Agriculture and Manufacturing sectors, mostly in the rural areas.

Apart from trade, Services was driven by the steadily rising inflow of cash remittances from overseas Filipinos and continued expansion of the Information Technology-Business Process Management (IT-BPM) industry. Some 10M overseas Filipinos around the world sent an all-time high of USD 26.9B back to the Philippines in 2014, up 6.2% from USD 25.4B the previous year. The IT-BPM industry, on the other hand, generated record revenues of USD 18.1B in 2014, up 17% from USD 15.5B in 2013 and breached the million mark in number of workers.

### Gearing up For Competitiveness

Our stellar performance continued to gain global recognition. The Philippines improved upon the "investment grade" status that was conferred upon it by the world's top three rating agencies the previous year. In 2014, while Fitch maintained its assessment, both Moody's and Standard & Poor's raised the country's credit rating a notch higher.

The Philippines also continued to advance in other global rankings. Overall, since 2011 we have risen 53 places in

the World Bank - International Finance Corporation's Ease of Doing Business rankings; 33 notches in the World Economic Forum's Global Competitiveness Report; 49 rungs in Transparency International's Corruption Perception Index; and 39 steps in Heritage Foundation's Economic Freedom Index.

Our competitiveness was further enhanced when after 20 years the United States Trade Representative finally removed the Philippines from the Special 301 Watch List. This was hard-won recognition of the headway we made in our sustained campaign against all forms of intellectual piracy to protect intellectual property rights and promote fair trade.

### Boosting investments

Investments fuel economic growth and transformation. Net foreign direct investments (FDIs) reached an all-time high of USD 6.2B, a 65.9% increase from the USD 3.7B in 2013. This indicates the success of our trade and investment missions and augurs well for meeting our target of maintaining a high growth rate with its positive effect on job generation.

Meanwhile, total investments approved by BOI and the Philippine Economic Zone Authority (PEZA) declined by 14.5% to Php 634.2B in 2014 from Php 742.2B the previous year. I am glad to note, however, that the quality of investments is better. When fully operational, total projects approved in 2014 are projected to generate 181,286 jobs, 22.5% more than 148,014 jobs from projects approved the year before. In addition, most of the investments registered with PEZA are for Manufacturing in direct support of our IDP.

### Championing MSMEs

Micro, small, and medium enterprises (MSMEs) represent more than 90% of all businesses in the country and account for two of every three jobs. Thus, the Administration is committed to strengthening them as the logical means to achieve inclusive growth.

In July, the DTI received an important boost to deliver on this commitment with the enactment of the *Go Negosyo* Act. The new law tasks the DTI to set up *Negosyo* Centers in all the provinces, cities, and municipalities. These one-stop shops are meant to promote entrepreneurship and the growth of small businesses by expediting business registration procedures. They will also serve as conduits for business development services including access to shared service facilities and equipment, capacity building programs, technology transfer, production and management training and marketing assistance. By yearend, five *Negosyo* Centers had been launched and at least 100 more will be operational in 2015.

During the year we also delivered on our existing flagship programs to bolster the development of MSMEs beyond what we had planned for the year.

On the Shared Service Facility (SSF) Project that provides tools and machines for the common use of small businesses to boost their productivity and income, we turned over 935 SSFs to community-based groups, cooperatives and local government units.

As for the SME Roving Academy (SMERA), our capacity building program for potential entrepreneurs who

wish to learn the basics of setting up a business as well as established entrepreneurs who may avail of a variety of technical workshops to further develop their competencies, we conducted a total of 1,856 runs, well above the target of 1,000 sessions, and reached 81,872 clients throughout the country.

### Fueling Consumer Empowerment

Championing the interest of consumers is the other facet of our overall mandate. Our method of choice is empowerment, which is raising their awareness with appropriate information. This included the development and dissemination of information materials through mass media: infomercials on radio, television, and movie houses, publication of announcements such as suggested retail prices in newspapers, posters, and social media especially during sensitive seasons like school openings and the Yuletide season.

During the year we also pursued an aggressive price monitoring campaign to ensure reasonable prices and stable supply as well as strengthened our enforcement activities against substandard products. We dispatched 221 Diskwento Caravans with the cooperation of reputable suppliers to bring relief to consumers from the rising prices of goods all over the country, especially in response to emergency situations.

Attending to consumer complaints was also a priority. Of some 5,899 complaints received during the year, two-thirds were resolved within the prescribed time of 10 working days for mediation and 20 working days for arbitration. Another highlight of our service delivery was the promulgation of the Implementing Rules and Regulations of the Philippine Lemon Law in December to ensure that anyone who buys a new car will be guaranteed satisfaction through timely and free repair of defects or replacement of the entire unit.

### Strengthening the Institution

We did not neglect to take care of building up our organization. I am proud to report that DTI passed the third stage of the Performance Governance System (PGS) and has been conferred PGS-Proficient status, one of the few agencies to do so. This recognizes that we have made significant progress toward meeting our breakthrough goals and achieving organizational transformation.

With this we are gunning next year for Institutionalization status, the fourth and final stage of the PGS which signifies that the desired transformation has become ingrained in our organizational culture. The purpose of this effort is, of course, to enhance our capacity to serve and continue to deliver our trademark service excellence that we call **"Serbisyonig higit pa sa inaasahan!"**

So, even as we approach more critical stages in our bid for sustainable and inclusive growth in the last year and a half of our turn at the wheel, I am confident that the growth trajectory achieved by our economy is irreversible. With what we have accomplished thus far during our stewardship, we have indeed turned the corner and are moving full speed ahead!

**Mabuhay!**

# FACTS AND FIGURES



## BOI-PEZA APPROVED INVESTMENTS

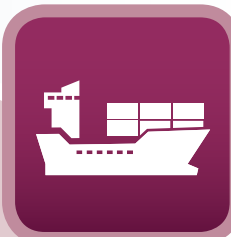
IN PHP BILLION

<b>BOI</b> BOARD OF INVESTMENTS	354.76
<b>PEZA</b> PHILIPPINE ECONOMIC ZONE AUTHORITY	279.48
<b>TOTAL</b>	634.24

INBOUND MISSIONS:

**328**

## PHILIPPINES' COMPETITIVENESS RANKING



## EXPORTS

PHILIPPINE  
MERCHANDISE EXPORTS:

**USD 62.1B**

EXPORT SALES GENERATED:

**USD 182.17M**



## MICRO, SMALL, AND MEDIUM ENTERPRISES

BUSINESS NAMES  
REGISTERED:

**360,315**

DOMESTIC SALES FROM  
DTI-INITIATED EVENTS:

**Php 14.74B**

MICRO, SMALL, AND MEDIUM  
ENTERPRISES (MSMEs) ASSISTED:

**106,887**

FIRMS MONITORED:

PRICE ACT  
**41,020**

PRODUCT SAFETY STANDARD  
**14,975**



## CONSUMER COMPLAINTS RESOLUTION

CONSUMER COMPLAINTS FOR  
MEDIATION AND ARBITRATION:

**4,994**

RESOLVED WITHIN 10 WORKING DAYS  
FOR MEDIATION & 20 WORKING DAYS  
FOR ARBITRATION:

**4,898**



## CONSUMER WELFARE

CONSUMER  
AWARENESS LEVEL:

**73%**

SAY PRODUCTS  
ARE SAFE

**64%**

SAY PRICES ARE  
REASONABLE:

**27%**



# INDUSTRY RESURGENCE THROUGH INCLUSIVE GROWTH AND TRANSFORMATION



At the heart of industry resurgence is the commitment to translate “inclusive growth” from concept to reality by strengthening the industrial sector. Doing so means increasing engagement in viable business, creating quality jobs, earning higher income, and alleviating poverty. Along with the Board of Investments (BOI), the DTI continues to initiate activities to support its inclusive growth agenda, such as the development of industry roadmaps, facilitation of trade, the purposeful courting of new investments, and implementation of programs that enable ease of doing business and enhance industry policies.

## Manufacturing Resurgence Program (MRP)

The MRP aims to create more stable and decent jobs consistent with the goals of inclusive growth. It targets to increase manufacturing’s contribution to the economy to 30% of total value-added from the current 22.8% and to generate 15% of total employment by 2025 from the present 9%.

## FREE TRADE AGREEMENT (FTA)

**A step closer to free trade**

In November a scoping meeting was held between the Philippines and the European Union (EU).

The previous year, both parties began drafting a scoping paper covering topics for inclusion in future negotiations for an FTA.

As a first step toward free trade negotiations, the Philippines and European FTA (Iceland, Liechtenstein, Norway, and Switzerland) signed in June a Joint Declaration on Cooperation.

## THINK TANK

**Committed to trade and industry development**

Responsible for crafting the Philippines’ industrial policy, the Industry Development Group (IDG) identified the need to establish a Think Tank. Its task is to perform research and advocacy on matters of trade and industry development and such outputs are to serve as bases for decision-making by top management.

Based on a demographic survey, existing technical staff for the IDG was already prepared. IDG has likewise secured the cooperation of the United States Agency for International Development (USAID) in conducting an initial training needs analysis.



## Industry Roadmapping Project (IRP)

Initiated in 2012 under the Industry Development Program (IDP), the IRP established a strategic partnership with the private sector to develop industry and sectoral roadmaps that would define the industry’s vision, goals, and targets. As of yearend, 31 roadmaps have been submitted to the BOI while 26 have been completed.

## SHIFTING TO HIGH GEAR COMPLETED INDUSTRY ROADMAPS





# ACCELERATING INVESTMENTS AND EXPORTS



In pursuit of inclusive growth, the DTI reved up its efforts to enable business that would create more rewarding jobs not just in the industrial sector, but in the services sector as well. Toward this end, it utilized novel strategies and implemented more focused and sustainable development interventions designed to increase exports and investments, as well as to bolster micro, small, and medium enterprises (MSMEs). The Department actively promoted local products and services through a targeted approach and employed new programs to help MSMEs become more competitive. The DTI assisted 106,887 MSMEs, surpassing the targeted 90,000 MSMEs for 2014.

Although project approvals by the Board of Investments (BOI) and the Philippine Economic Zone Authority (PEZA) investment proposals decreased by 14.5% from 2013, continuous efforts in investment promotion resulted in new BOI-PEZA-approved projects that are expected to bring about a 22.5-% increase in employment opportunities, as well as the generation of domestic projects and leads. The BOI-PEZA approved projects are valued at Php 634.24B.

## INCREASED EXPORTS Merchandise exports up by 10%

The country's aggregate merchandise exports increased by 10% from USD 56.7B in 2013 to USD 62.1B in 2014. According to data from the Philippine Statistics Authority (PSA), electronics emerged as the top product export, accounting for 42% of the total exports revenue. Also cited as gainers were other manufactures (8.5%), machinery and transport equipment (6.3%), woodcrafts and furniture (5.4%), other mineral products (4.5%), chemicals (4.3%), ignition wiring set and other wiring sets used in vehicles, aircrafts and ships (3.3%), articles of apparel and clothing accessories (3.0%), metal components (5.6%), and coconut oil (2.2%).

For the month of December, the Philippines' export earnings amounted to USD 4.80B, a 3.2% decrease from USD 4.96B recorded in December 2013. The decrease in export sales resulted from the negative growth performances of four major commodities out of the top 10 commodities for the month: Other manufactures; electronic equipment and parts; woodcrafts and furniture; and other mineral products.

## DOMESTIC SALES AND INTERNATIONAL TRADE FAIRS Increased sales, employment, and access for buyers

### Domestic Trade Sales

The DTI opened more opportunities at the home front, paving the way for increased employment and better access for buyers, as well as allowing for a record-high level of sales. It mounted five domestic trade fairs under the *Sikat Pinoy* format, namely National Food Fair, National Fashion Fair, National Art Fair, Furniture and Furnishing Fair, and National Trade Fair. The Department also held *Ang Tindahan Pinoy* (ATP). Domestic sales by MSMEs from DTI-initiated events reached Php 14.74B, or 103% of its 2014 target (Php 14.3B).

### International Trade Sales

Committed to promote Philippine products overseas and assist exporters in marketing them, the DTI continuously participates in international trade fairs and mission. This is made possible through the Export Marketing Bureau (EMB) and the Center for International Trade Expositions and Missions (CITEM), in collaboration with the Foreign Trade Service Corps (FTSC) and the Regional Operations Group (ROG). The DTI organized and facilitated a total of 57 international trade promotion activities, which generated USD 182.17M worth of export sales. Counted among the DTI's long list of signature events, the 59<sup>th</sup> Manila FAME, which was co-located with the Philippine International Furniture Show, accounted for 8% of total sales.

The number of international buyers increased by 14% from previous year, indicating stronger interest in Philippine products.

## INBOUND AND OUTBOUND INVESTMENT MISSIONS Strengthening investor ties

A barometer of growing positive investor sentiment toward the Philippines is the increase in inbound investment missions. Through the joint efforts of the BOI and the FTSC, the DTI serviced 328 inbound missions, bringing in 808 companies from all over the world to delve deeper into investment opportunities in the Philippines.

They also organized and assisted 10 outbound missions to Singapore, Indonesia, Malaysia, Taiwan, South Korea, Germany, Sweden, Norway, France, and the United States.

## DOING BUSINESS IN FREE TRADE AREAS Strengthening investor ties

Doing Business in Free Trade Areas (DBFTA) is a program targeted to deliver 870 information sessions within a seven-year span (2010 to 2016). EMB held 195 DBFTA information sessions or a 130% completion rate vis-à-vis the 150 sessions targeted for the entire 2014. As a cooperation initiative under the Association of Southeast Asian Nations (ASEAN), Brunei Darussalam-Indonesia-Malaysia-Philippines East ASEAN Growth Area (BIMP-EAGA) continues to forge collaborations and partnerships among its focus areas: agriculture, telecommunications, transportation, and tourism. An estimated total of 24,000 participants, including representatives of companies, members of the academe and government officials, attended these sessions. The DTI anticipates delivering beyond target of close to 1,000 sessions by the end of 2016.





## GEARING UP FOR COMPETITIVENESS



A combination of efforts was directed at the goal to strengthen the country's global competitiveness, including the overt recognition of best practices among private and public institutions toward achieving firm-level productivity. A business-friendly environment was also consistently brought forward at the local level by Regional Competitiveness Committees (RCCs), thereby enthusing LGUs and MSMEs to live out the same standards of competitiveness. Conducted were 17 RCC road shows, briefing sessions and pre-testing on the Cities and Municipalities Competitiveness Index 2014, and the Business Permit and Licensing System (BPLS) Customer Experience Survey.

In support of driving competitiveness, a draft bill on the National Quality Infrastructure (NQI) was also presented in a public forum. The bill will allow the Philippines to have a unified institutional framework for standards to make local products and services competitive.

### BUSINESS PERMIT AND LICENSING SYSTEM (BPLS) Less time, more business-friendly

Between August 2010 and December 2014, a total of 1,242 LGUs, which represent 76% of the 1,634 total LGUs nationwide, were reported to have completed streamlining their business permit processes. A total of 1,395 LGUs, consisting of 138 cities and 1,257 municipalities, have undergone training on how to streamline their BPLS.

To ensure a business-friendly environment, particularly at the local level, the Competitiveness Bureau (CB), through the DTI Regional and Provincial Offices, conducted the third run of the BPLS Customer Experience Survey, which aims

to assess the performance of LGUs in terms of renewal of business permits. The survey covered a total of 141 LGUs with 1,865 survey respondents nationwide.

### PHILIPPINE BUSINESS REGISTRY (PBR) Advancing technology, speeding up the process

One way of fulfilling the promise of doing business easily is by speeding up the process. The Philippine Business Registry (PBR) is a living testimony to this. A total of 64,470 business owners registered through the PBR system, which allows entrepreneurs to validate existing Business Names (BNs) and register new ones with the DTI, acquire or validate their current Tax Identification Numbers (TINs) with the Bureau of Internal Revenue (BIR), and secure Employer's Registration Numbers (ERNs) from the Social Security System (SSS), Philippine Health Insurance Corporation (PhilHealth), and Home Development Mutual Fund (Pag-IBIG) – all within 40 minutes.

In January, the DTI launched the electronic payment (ePayment) facility for BN registration. In partnership with BancNet, Globe Xchange, Inc. (GXII), Development Bank of the Philippines (DBP), and Landbank of the Philippines (LANDBANK), the online business service for sole proprietorship is now end-to-end with the addition of the ePayment facility.

By yearend, a total of 318,198 BNs were registered of which 81% or 258,490 were new and 19% or 59,708 were renewals. Majority registered with the help of a teller and the rest was through the Internet.

The Philippines is the most improved economy in the Association of Southeast Asian Nations (ASEAN) region and the third worldwide in the last three years. According to the World Economic Forum (WEF) Global Competitiveness Report, the country sprung up from No. 59 in 2013 to No. 52 in 2014. The WEF ranking was selected by the DTI as its primary measure because the WEF Global Competitiveness Index (GCI) considers employment as a key component of global competitiveness. The WEF GCI further recognizes unemployment, or the threat thereof, as a main challenge to social sustainability, which is fundamental to long-term economic growth and competitiveness.

Determined to optimize such momentum, the DTI sought to further enhance the perception of International Finance Corporation (IFC) survey respondents on the ease of doing business in the Philippines by pursuing specific and deliberate interventions through collaborative reform work.

### GAMEPLAN FOR COMPETITIVENESS Combined efforts, one goal

DTI initiatives that ensued were the drawing up of the Gameplan for Competitiveness 2.0, meeting with the IFC Washington Team during their regional visit, and conducting the Ease of Doing Business Summit, among others.





# FUELING CONSUMER EMPOWERMENT



## REVIEW OF PHILIPPINE STANDARDS

The power of quality and product safety

The DTI braced enforcement activities against substandard products in support of its consumer empowerment program. Through the Bureau of Philippine Standards (BPS), a total of 8,865 Philippine National Standards (PNS) on products, services, and systems were developed from January to October. Of this number, 7,062 or 79.66% were harmonized with or aligned to International Organization for Standardization/International Electrotechnical Commission (ISO/IEC).

## OTHER MEASURES TO EMPOWER CONSUMERS

### Price freeze on basic necessities (in calamity areas)

After the declaration of a state of calamity following typhoons *Glenda*, *Mario*, and *Ruby*, the DTI uploaded price freeze lists of basic necessities on its website. It also collaborated with LGUs in communicating these lists and in the monitoring of prices.

### Product Monitoring and Enforcement

DTI also pursued an aggressive price monitoring campaign to ensure reasonable prices and stable supply, significantly strengthening our enforcement activities against substandard products.

The DTI monitored 156,057 establishments all over the country, 159 of which were found non-compliant with the Fair Trade Laws. Of these, 145



firms were penalized and imposed a total of Php 1,687,500 in fines.

### Timbangan ng Bayan

The DTI partnered with various LGUs to ensure that the buying public gets its money's worth. The *Timbangan ng Bayan* initiative was launched to deter unscrupulous business establishments from tampering with weighing scales and to minimize or eradicate short-selling or short-weighting. A total of 300 units were installed or issued to public and private markets.



Driving an economy toward sustainable progress is a two-way street; policies and practices must be designed to protect both the business and consumer sectors. To empower consumers and increase their awareness on their rights and protection under the law, the DTI intensified its advocacy campaign by developing and disseminating Information, Education, and Communication (IEC) materials for the public.

The Department partnered with ABS-CBN Channel 2, GMA Channel 7, and ABC Channel 5 to air its infomercials on *Balikbayan Boxes* and *Q&A on Consumer Rights*. In addition, the DTI hosted the 9<sup>th</sup> meeting of the ASEAN Committee on

Consumer Protection (ACCP) in April. Suggested retail prices (SRPs) were also regularly published in the DTI website, backed by the nationwide dissemination of 4,000 SRP posters (school supplies and *noche buena* products).

## RESOLUTION OF CONSUMER COMPLAINTS

The power to get answers

Of the 5,899 complaints received, a total of 4,898 consumer complaints were resolved within the prescribed time of 10 working days through mediation, while 132 were resolved within 20 working days through adjudication.



# REVING UP TRANSFORMATION IN GOVERNANCE



the provisions of the ARTA or Republic Act No. 9485 otherwise known as "An Act To Improve Efficiency To the Public By Reducing Bureaucratic Red Tape, Preventing Graft and Corruption, and Providing Penalties Therefor."

## IMPLEMENTATION OF RATIONALIZATION PLAN

Pursuant to Executive Order No. 366 series of 2004, which ordered all departments under the Executive Branch of the government to conduct strategic review of its operations and organization, the DTI implemented the Rationalization Plan (RatPlan). Now dedicated to focusing its efforts on further performance improvement by choosing to be a results-oriented agency, the Department had all its offices follow and adopt the Organizational Structure and Staffing Pattern as approved by the Department of Budget and Management (DBM) starting in June.

The Department hired/appointed 316 personnel in plantilla positions after the RatPlan implementation, energizing the organization with youth, new blood, and a more stable team structure.

## DTI WEBSITE NOW A.O. 39-COMPLIANT

The new DTI website, which was launched in July, has complied with Administrative Order (AO) 39, which mandates all government agencies to strictly follow the Uniform Website Content Policy that gives their websites a common look and feel. Design-wise, the website has put institutional information in the backburner to give way for the needs of the DTI clients, which are primarily Resources (statistics, publications, listings, FAQs) and Services (for Startups, Existing Entrepreneurs, Consumers, Investors, Exporters, Corporations, Cooperatives, and DTI employees).

## 28 DTI OFFICES NOW ISO-CERTIFIED

Attesting to the continuous improvement of its quality services, five offices were awarded ISO 9001:2008 Quality Management System (QMS) certifications, which brought the total number of ISO-certified offices to 28. These offices were the Human Resource and Administrative Service (HRAS); Financial Management Service (FMS); Information Systems Management Service (ISMS); Legal Service (LS); and the Consumer Protection and Advocacy Bureau (CPAB).



## DTI GAINED PROFICIENT STATUS IN PERFORMANCE GOVERNANCE SYSTEM (PGS)

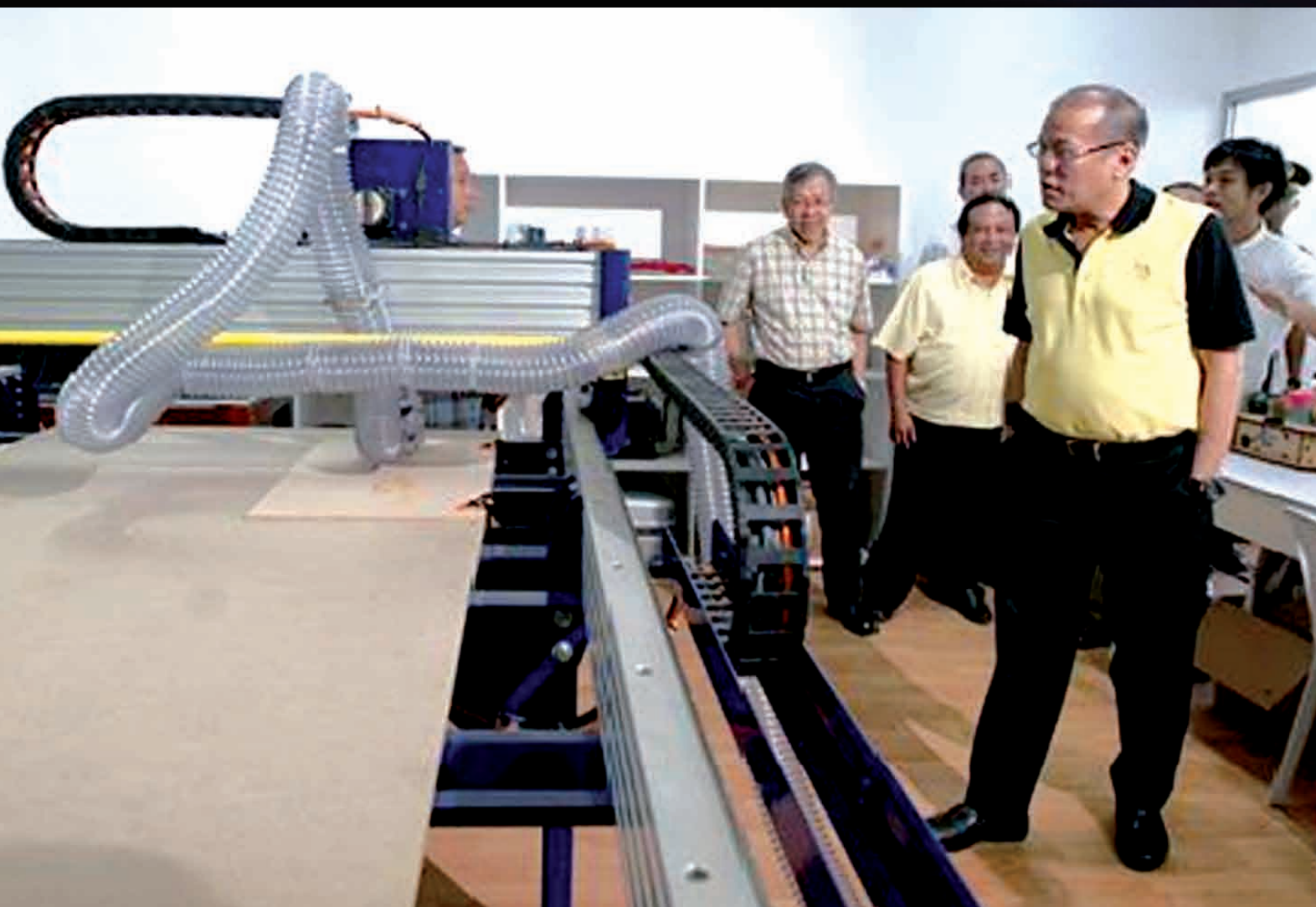
The Department has passed the third stage of the PGS (with an overall rating of 8.18), thereby being conferred the Proficient status by the Institute for Solidarity in Asia (ISA) during the Public Governance Forum last October. This showed that the DTI is making good progress with its targets and showing steadfast commitment for transformation. The Department is gearing up for its PGS Institutionalization in 2015 and the Islands of Good Governance Showcase, an initiative that calls to raise the standards of government practice and to ensure real, substantive performances and breakthroughs.

## DTI BAGGED ARTA BREAKTHROUGH AGENCY AWARD

Out of the 37 agencies screened and ranked by the Civil Service Commission (CSC), the DTI was one of the five conferred with the 2014 Anti-Red Tape Act (ARTA) Breakthrough Agency Award. CSC recognized these organizations for putting customer service in the forefront as exemplified in their commendable performance in the Report Card Survey (RCB) and public feedback in the Contact Center ng Bayan (CCB); for leading the implementation of breakthroughs in their frontline offices; and for their leadership in the bureaucracy to reduce red tape in its processes, all of which were to be done in compliance with



# REGIONAL DEVELOPMENT IN FULL THROTTLE



manufacturers have participated by selling their products at factory price – 10% to 70% below the SRP. Consumers are attracted not only because of the low prices, but also because of the broad range of merchandise to choose from. In calamity areas, the value of *Diskwento* Caravan is in offering non-relief items at discounted prices.

In 2014, a total of 221 *Diskwento* Caravans were conducted nationwide, generating more than Php 141 million in sales.

## OTHER MEASURES TO STRENGTHEN SSFs Strengthening investor ties

### Negosyo Centers

Republic Act No. 10644: An Act Promoting Job Generation and Inclusive Growth through the Development of Micro, Small and Medium Enterprises, otherwise known as the Go *Negosyo* Act, was enacted into law on July 15. It aims to enhance the development of MSMEs, create jobs and livelihood in the community, and ease doing business for MSMEs.

On November 13, the first *Negosyo* Center was successfully launched at the DTI-Misamis Oriental provincial office at the ground floor of Antolin Building in Cagayan de Oro City.

### Industry Clusters (NICCEP)

The National Industry Cluster Capacity Enhancement Project (NICEPP) is a three-year technical cooperation project funded by the Japan International Cooperation Agency



(JICA), in coordination with DTI, which officially started its implementation in the 1<sup>st</sup> quarter of 2012. Through the NICCEP, the government is able to provide capacity-building training and related activities that help boost industry stakeholders' participation in the value chain. This enables the stakeholders to maximize available entrepreneurial opportunities beyond farming for those in the agri-based clusters.

As of December, a total of Php 9.30B in investments has been monitored, along with USD 10.54B in export receipts and Php 22.43B in domestic sales generated from the identified pilot industry clusters nationwide. The NICEPP has supported the creation of 187,694 jobs and 3,922 new enterprises, as well as assisted 14,924 MSMEs.



The Regional Operations Group (ROG) is the implementing arm of the DTI. Its mission is to build the nation by helping in business development and protecting consumer welfare. As frontliner of the Department, it provides assistance to exporters, investors, MSMEs, other business entities, and consumers. Operating across 16 regions and 81 provinces, the ROG went full throttle in 2014 toward achieving new wins.

## SME ROVING ACADEMY Running beyond target at 105%

The SME Roving Academy (SMERA) is a continuous learning program for MSMEs that focuses on building their competencies in

opportunities searching, product development, marketing, finance, and increasing productivity and efficiency. The ultimate objective of the SMERA is to help MSMEs gain competitiveness in both the domestic and international markets.

A total of 1,868 seminars were conducted nationwide in 2014.

## DISKWENTO CARAVAN Affordability when it counts most

The *Diskwento* Caravan Project was created in 2008. Each caravan is supported by several government agencies, as well as by private institutions. Since its inception, various



## SHARED SERVICE FACILITIES (SSF) Exceeding expectations at 108%

A key strategy in achieving inclusive growth and jobs generation in the country is by developing micro, small, and medium enterprises (MSMEs). In executing this strategy, the DTI came up with the Big Push program, a major component of which is the Shared Service Facilities (SSFs) Program, a public-private partnership initiative that aims to improve the quality and productivity of MSMEs. It addresses the gaps and bottlenecks in the value chain of priority industry clusters by providing processing equipment for the common use of MSMEs.

Implementing the SSFs are private sector partners equipped with sustainable facilities to house the machinery and equipment furnished through the project. Examples of SSFs are coco sugar processing equipment, seaweeds stilt dryer, food processing and packaging, coffee processing equipment, organic fertilizer equipment, sewing machines, loom weaving, to name a few. Also launched in 2014 is the country's first Fabrication Laboratory (FabLab) located in Bohol. This Php 9.15-million project was established to help local manufacturers produce competitive products and services as well as to develop technology-based solutions that are more attuned to the demands of the present world, such as enhanced designs and packaging. The FabLab was a joint collaboration between the DTI, the Department of Science and Technology (DOST), Japan International Cooperation Agency (JICA), and the Bohol Island State University (BISU).

As of December, the DTI had surpassed its goal with a total of 935 SSFs established.

In measurable terms, the regional accomplishments of the DTI are translated into the following figures:



DOMESTIC SALES  
**Php 14.7B**



JOB'S GENERATED  
**318,049**



MSMEs ASSISTED  
**106,887**



BUSINESS NAMES REGISTERED  
**360,315**



COMPLAINTS RESOLUTION RATE  
**87%**



NUMBER OF FIRMS MONITORED  
**55,995**



NUMBER OF SSFs ESTABLISHED  
**935**

## SHARING TOOLS, CREATING LIVELIHOOD, CRAFTING SUCCESS



### MEAT PROCESSING

Bansud, Oriental Mindoro is a town where hog farming is the main source of income. Due to the increasing volume of hogs raised, the local cooperative decided to supply fresh meats in the public market. They eventually sought help from the DTI as the price of feeds and medicines nearly brought their business to bankruptcy. The SSF Project on Meat Processing provided funding to upgrade their equipment, as well as consultancy in product development, marketing, and training which helped improve production capability and conformity to standards.



### SSF FAST FACTS

**Cluster:**  
Processed Food

**Cooperator:**  
Bansud Livestock Multi-Purpose Cooperative (BLMC)

**Location:**  
Bansud, Poblacion,  
Oriental Mindoro

**Date Established:**  
August 09, 2014

**Members:**  
630

**Total Project Cost:**  
Php 1,209,000

**Equipment Provided:**  
24 stages water purification system,  
upright freezers,  
portable coolers,  
digital weighing scale,  
manual tie linker,  
hydraulic sausage filter,  
table top meat grinder,  
meat tumbler,  
cooking vat and  
food cutter

**Products & Services:**  
Processed Meats –  
Tocino, Longganisa, Footlong, and  
Hotdog

**Raw Materials:**  
Fresh Pork Meat

**Prices:**  
Php 45 – 50/one-fourth,  
Php 180 – 185/kilo

**Production Volume:**  
Before: 60 kilos/day  
After: 130 – 150 kilos/day

**Market:**  
Before: Bansud Public Market  
After: Calapan Pasalubong Center,  
Selected public markets in  
Manila, Cavite, Laguna,  
Marinduque, and Boracay

**Sales Generated:**  
Before: Php 2,909,617 in 2013  
After: Php 6,874,081.75 in 2014

**Jobs Generated:**  
630 hog raisers and 7 meat processors

**MSME Assisted:**  
1  
No. of other individual user – 25





## COCO TWINE AND GEONETS PRODUCTION

Lanao del Norte has been true to its reputation of being the Land of Bounty and Beauty, steadfastly supplying its constituents with coconut produce. With the abundant supply of coconut husks in the area, the SSF Project on Coco Twine and Geonets Production was established. A group of farmers and unemployed women in the municipality of Malingao converged to achieve their common goals. Transforming the coconut husk from mere farm waste to good use has now made it a source of hefty income.



### SSF FAST FACTS

**Cluster:**  
Coco coir

**Cooperator:**  
Malingao Community Services Cooperative

**Location:**  
Brgy. Malingao, Tubod, Lanao del Norte

**Date Established:**  
December 27, 2013

**Members:**  
1,948

**Total Project Cost:**  
Php 3,858,000  
SSF: Php 1,900,000  
Cooperator: Php 1,958,000

**Production Volume:**  
Before: Less than 50 rolls per month  
After: More than 1,500 rolls

**Market:**  
Before: local buyers (for the coconut husk)  
After: 3 institutional buyers

**Sales Generated:**  
Before: Less than Php 100,000/month  
After: Php 2.625M/quarter

**Jobs Generated:**  
Direct: 500  
Indirect: 50

**MSMEs Assisted:**  
3 Malingao Community Services Cooperative and 2 Associations



## CHICHACORN PROCESSING AND PACKAGING

This SSF Project aims to upgrade chichacorn processing and packaging, enhance production capacity, and increase sales. It is designed to develop the chichacorn industry in Pidigan, Abra toward becoming a sustainable source of income for its women entrepreneurs. The facility is operated by the Gabriela Women's Association, which was organized after the provision of entrepreneurship and skills trainings through inter-agency collaboration with the Agrarian Reform Beneficiary corn growers.



### SSF FAST FACTS

**Cluster:**  
Processed Food

**Cooperator:**  
Gabriela Women's Association

**Location:**  
Pidigan Abra, CAR

**Date Established:**  
September 11, 2013

**Members:**  
Direct – 25

**Total Project Cost:**  
Php 520,000  
SSF: Php 300,000  
Cooperator: Php 220,000

**Equipment Provided:**  
1 Mechanical Corn Dryer  
1 Deep Fryer  
1 Heavy-Duty Pressure Cooker  
1 Foot Stamping Sealing Machine

**Products & Services:**  
Chichacorn

**Raw Materials:**  
corn, garlic, salt, black pepper

**Prices:**  
Php 10 (50g), Php 20 (100g),  
Php 30 (150g), Php 50 (200g)

**Production Volume:**  
Before: 25 to 35 kgs. of raw materials of corn weekly  
After: 100 – 200 kgs. of raw materials of corn weekly

**Market:**  
Before: Walk-in buyers, DTI OTOP Corner (CAR and Abra), Chioks Trading  
After: ADTEMPCO, walk-in buyers, Baguio, Tarlac, Ilocos Sur, OFWs

**Sales Generated:**  
Before: Php 15,000 monthly  
After: Php 95,000 monthly

**Jobs Generated:**  
Direct: 25  
Indirect: 50 corn growers and farmers

**MSMEs Assisted:**  
35 women members



## PROPELLING PROGRESS THROUGH ENHANCED POLICIES AND PROGRAMS



The Special Concerns Group (SCG) gives strategic focus to some key areas of concerns and augment existing policy and program needs.

### LEGISLATIVE ADVOCACIES

The DTI pursued more aggressive legislative advocacies on SME Development and Consumer Protection which led to the passage of the following measures: The **Go Negosyo Act (RA 10644)**, which mandates the establishment of "Negosyo Centers" nationwide that precipitates to more countryside micro enterprises accessing incentives and startup funds granted under the *Barangay* Micro Business Enterprises (BMBE) Act; the **Graphic Health Warnings on Tobacco Products (RA 10643)**, wherein manufacturers, importers, and distributors are mandated to develop consumer awareness on the dangers of tobacco by printing "Smoking Kills" on master cases with higher penalties for non-compliance by Php 500,000 to Php 2M; and the **Lemon Law (RA 10642)**, which strengthened consumer protection in purchasing brand new vehicles, enabling consumers to invoke their rights if non-conformity issues remain unresolved after at least four (4) separate repair attempts.

### BIMP-EAGA CONNECTIVITY AND COOPERATION

The DTI implemented advocacy initiatives to enhance connectivity and cooperation within the Brunei, Indonesia, Malaysia, and Philippines (BIMP)-East ASEAN Growth Area (EAGA) toward boosting economic activity in the Mindanao Region. This includes lowered transport cost from Mindanao and Palawan bound for EAGA countries

and vice-versa by (1) reinstating the travel tax exemption on the above routes; (2) reducing air/ sea port charges by 50% for BIMP-EAGA air service and shipping operators; and (3) enabling 24/7 operations of Customs, Immigration and Quarantine by hiring additional staff as authorized by the Department of Finance, thus encouraging increased travel and economic activity.

### PHILIPPINE CONSTRUCTION INDUSTRY

The DTI promoted the competitiveness of the Philippine construction industry by lowering the cost of doing business by upholding a culture of good governance. This was done through: (1) revision of the fee structure on filing all types of applications, petitions, and submission to PCAB; and (2) continued enhancement of the regulatory system to ensure quality standards by expanding the outreach of the Constructors' Performance Evaluators System (CPES) and convening the 2nd National Convention of Accredited CPES Evaluators of the Philippines through the Philippine Domestic Construction Board (PDCB).

The country's construction industry was also promoted abroad by holding the Outbound Construction Mission to Myanmar and Cambodia through the Philippine Overseas Construction Board (POCB); turning over the USD 30M road project in Timor Leste through R.D. Interior Jr. Construction; and conducting continuing learning and education programs to further develop the competitiveness of the Philippine construction industry manpower.

## ACROSS THE GLOBE

The Foreign Trade Service Corps (FTSC) is tasked to advance trade and investment interests in the Philippines. It serves as a link between local companies and foreign investors; assists capital offices in breaking trade borders; manages a wide support network of consulate offices, trade associations, special interest councils, and government collaborators; and participates in bilateral and multilateral trade and economic negotiations. There are 26 Philippine Trade and Investment Centers (PTICs) strategically located in 18 countries across Asia and the Pacific, Europe, North America, and the Middle East.

FTSC, through its PTICs, are mandated to promote Philippine franchising, export products, and other business opportunities; bring new investments into the country or expand existing ones; protect Philippines' interests on trade issues including market access measures; and in general, foster stronger economic cooperation with various countries.

Investment leads generated leapt to a total of 1,216 from 663 in the previous year, and the number of importers sent to the Philippines from 503 to 1,046. Inbound investment missions organized increased to 383 from 278, while exporters assisted totaled to 1,496.



INVESTMENT LEADS GENERATED  
**663**



INBOUND INVESTMENTS MISSIONS ORGANIZED  
**383**



EXPORTERS ASSISTED  
**1,496**









IMPORTERS SENT TO PHIL  
**1,046**











# SUMMARY OF UTILIZATION



## ASIA-PACIFIC

 <b>BANGKOK</b> ILG 10 IIMO 4 EA 50 ISP 11	 <b>BEIJING</b> ILG 110 IIMO 2 EA 51	 <b>GUANGZHOU</b> ILG 42 IIMO 20 EA 56 ISP 65	 <b>JAKARTA</b> ILG 28 IIMO 3 EA 84 ISP 10
 <b>KUALA LUMPUR</b> ILG 148 IIMO 3 EA 111 ISP 6	 <b>NEW DELHI</b> IIMO 3 EA 4+ ISP 12	 <b>OSAKA</b> ILG 46 IIMO 14 EA 256 ISP 54	 <b>SEOUL</b> ILG 96 IIMO 7 EA 11 ISP 13
 <b>SHANGHAI</b> ILG 17 IIMO 17 EA 29 ISP 3	 <b>SINGAPORE</b> ILG 267 IIMO 116 EA 98 ISP 62	 <b>SYDNEY</b> ILG 33 IIMO 6 EA 31 ISP 55	 <b>TAIPEI</b> ILG 52 IIMO 31 EA 65 ISP 44
 <b>TOKYO</b> ILG 81 IIMO 34 EA 240 ISP 130			





## EUROPE

 <b>BERLIN</b> ILG 33 IIMO 3 EA 18	 <b>BRUSSELS</b> ILG 6	 <b>GENEVA</b> EA 5 ISP 4
 <b>LONDON</b> ILG 26 IIMO 14 EA 29 ISP 3	 <b>PARIS</b> ILG 44 IIMO 22 EA 17 ISP 119	 <b>STOCKHOLM</b> ILG 31 IIMO 6 EA 78 ISP 40

## MIDDLE EAST

 <b>DUBAI</b> ILG 10 IIMO 4 EA 50 ISP 11	 <b>JEDDAH</b> ILG 110 IIMO 2 EA 51
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## NORTH AMERICA

 <b>LOS ANGELES</b> ILG 27 IIMO 2 EA 20 ISP 6	 <b>NEW YORK</b> ILG 44 IIMO 32 EA 149 ISP 3
 <b>SILICON VALLEY</b> ILG 33 IIMO 1 EA 46 ISP 366	 <b>WASHINGTON DC</b> ILG 18 IIMO 3 EA 4 ISP 3

### NOTES:

- ILG - INVESTMENT LEADS GENERATED
- IIMO - INBOUND INVESTMENTS MISSIONS ORGANIZED
- EA - EXPORTERS ASSISTED
- ISP - IMPORTERS SENT TO PHL

### Programs/Activities

	Appropriation <sup>2</sup>	For Later Release	Authorized Allotment <sup>3</sup>	Obligations Incurred <sup>4</sup>	Unutilized Allotment	% of Utilization over authorized allotment
	1	2	3	4	5=3-4	6=4/3
<b>CURRENT APPROPRIATIONS <sup>5</sup></b>	<b>4,255,275</b>	<b>770,000</b>	<b>3,485,275</b>	<b>3,067,898</b>	<b>417,377</b>	<b>88%</b>
a. Regular Programs	3,075,679		3,075,679	2,742,386	333,293	89%
b. Locally Funded Projects	852,371	770,000	82,371	13,812	68,559	17%
c. Foreign-Assisted Projects	-		-	-	-	
d. Automatic Appropriations	98,461		98,461	89,271	9,244	91%
Retirement and Life Insurance Premiums (RLIP)	81,530	-	81,530	73,072	8,458	90%
MSMED Council (F151)	16,931		16,931	16,145	786	95%
e. Other Releases: <sup>7</sup>	228,764	-	228,764	222,483	6,281	97%
Pension and Gratuity Fund	166,016		166,016	185,264	752	100%
International Commitment Fund	5,134		5,134	2,180	2,954	42%
RuMEEP (F171)	661		661	660	1	100%
Calamity Fund	10,800		10,800	8,494	2,306	79%
Performanc-Based Bonus (PBB)	17,163		17,163	17,110	53	100%
Incentives (PEI)	8,990		8,990	8,775	215	98%
<b>CONTINUING APPROPRIATIONS <sup>6</sup></b>	<b>631,799</b>	<b>-</b>	<b>631,799</b>	<b>356,437</b>	<b>275,362</b>	<b>56%</b>
a. Regular Programs	224,719		224,719	104,968	119,751	47%
b. Locally Funded Projects	383,053		383,053	248,318	134,735	65%
c. Foreign-Assisted Projects	-		-	-	-	
d. Other Releases:	24,027	-	24,027	3,151	20,876	13%
Priority Development Assistance Fund	3,700		3,700		3,700	0%
MSMED Council (F151)	2,159		2,159	1,702	457	79%
Comprehensive Agrarian Reform Program (CARP)	17,064		17,064	1,041	16,023	6%
Customs duties & taxes- Automatic Appro	1,104		1,104	408	696	37%
<b>TOTAL</b>	<b>4,887,074</b>	<b>770,000</b>	<b>4,117,074</b>	<b>3,424,335</b>	<b>692,739</b>	<b>83%</b>

Certified Correct:

  
**Wilma L. Macalalag**  
Chief, Budget Division

Noted by:

  
**Ireneo V. Vizmonte**  
Director, FMS

All sub-allotments are included in the obligations incurred column

Notes:

<sup>1</sup> DTI Head Office Bureaus/Offices and Regional Offices

<sup>2</sup> Total Budget of DTI-OSEC to cover the Personal Services (PS), Maintenance and Other Operating Expenses (MOOE) and Capital Outlay for CY 2014 as approved under R.A. 10633, 2014 General Appropriation Act inclusive of Other Releases

<sup>3</sup> Amount authorized by the DBM thru NNC No.551 and Special Allotment Release Order (SARO)

<sup>4</sup> Amount utilized/incurred by the agency

<sup>5</sup> This pertains to the budget appropriated for CY 2014 as approved under R.A.10633

<sup>6</sup> This pertains to the 2013 unutilized allotment previously approved under the R.A.10352, 2013 General Appropriations

<sup>7</sup> Does not include International Commitment Fund of P150M with SARO No. BMB-A-14-0027695 dtd. 12/29/14 which was received by DTI on 01/12/15.



# EXECUTIVE COMMITTEE



**ZENaida CUISON-MAGLAYA**  
*Undersecretary*  
Regional Operations Group



**NORA K. TERRADO**  
*Undersecretary*  
Management Services Group



**GREGORY L. DOMINGO**  
*Secretary*



**ADRIAN S. CRISTOBAL, JR.**  
*Undersecretary*  
Industry Development Group



**PONCIANO C. MANALO, JR.**  
*Undersecretary*  
Industry Promotion Group



**VICTORIO MARIO A. DIMAGIBA**  
*Undersecretary*  
Consumer Protection Group



**PRUDENCIO M. REYES, JR.**  
*Undersecretary*  
Special Concerns Group

# OFFICIALS AS OF DECEMBER 31, 2014

## OFFICE OF THE SECRETARY



**LYDIA R. GUEVARRA**  
*Director*  
Resource Generation and  
Management Service (RGMS)



**ALLAN B. GEPTY**  
*Officer-in-Charge and  
Deputy Director General*  
Intellectual Property  
Philippines (IPOPHL)



**MA. LOURDES F. REBUENO**  
*General Manager*  
National Development  
Company (NDC)



**LILIA B. DE LIMA**  
*Director General*  
Philippine Economic  
Zone Authority (PEZA)

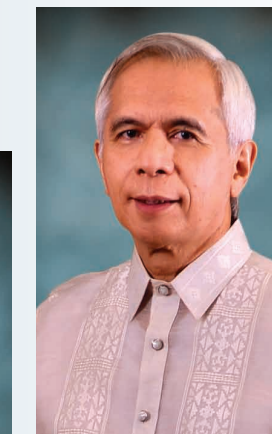
## BOARD OF INVESTMENTS



**RAUL V. ANGELES**  
*Executive Director*  
Investment Assistance  
Center (IAC)



**FELICITAS AGONCILLO-  
REYES**  
*Assistant Secretary*  
Domestic Investments  
Promotion Service (DIPS)



**EFREN V. LEAÑO**  
*Executive Director*  
Management  
Services Group (MSG)

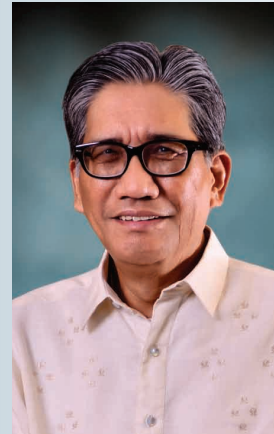


**MA. CORAZON H. DICHOSA**  
*OIC-Executive Director,  
Concurrent Director*  
Investment Policy and  
Planning Service (IPPS)



## CONSUMER PROTECTION GROUP

Protects the rights of consumers through an effective system of enforcement and redress



**VICTORIO MARIO A. DIMAGIBA**  
*Supervising Undersecretary*  
Consumer Protection and Advocacy Bureau (CPAB)  
Fair Trade and Enforcement Bureau (FTEB)



**ANN CLAIRE C. CABOCHAN**  
*Director-in-Charge*  
Bureau of Philippine Standards (BPS)



**ERNANI M. DIONISIO**  
*Director-in-Charge*  
Philippine Accreditation Bureau (PAB)

## SPECIAL CONCERNS GROUP

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



**PRUDENCIO M. REYES JR.**  
*Supervising Undersecretary*  
Liaison Office for Lagislative Affairs (LOLA)  
E-Commerce Program Office (ECO)  
Construction Industry Authority of the Philippines (CIAP)



**SONIA T. VALDEAVILLA**  
*Officer-in-Charge*  
Construction Industry Authority of the Philippines (CIAP)

## INDUSTRY DEVELOPMENT GROUP

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



**CEFERINO S. RODOLFO**  
*Assistant Secretary*



**RAFAELITA M. ALDABA**  
*Assistant Secretary*



**LUIS M. CATIBAYAN**  
*Director*  
Bureau of Import Services (BIS)



**SHERWIN PROSE CASTAÑEDA**  
*Assistant Director*  
Bureau of Import Services (BIS)



**VIRGILIO P. FULGENCIO**  
*Executive Director*  
Competitiveness Bureau (CB)



**ANGELO SALVADOR M. BENEDICTOS**  
*OIC-Concurrent Assistant Director*  
Bureau of International Trade Relations (BITR)



**MARIA LOURDES A. YAPTINCHAY**  
*Director*  
Sector Planning Bureau (SPB)

## INDUSTRY PROMOTION GROUP

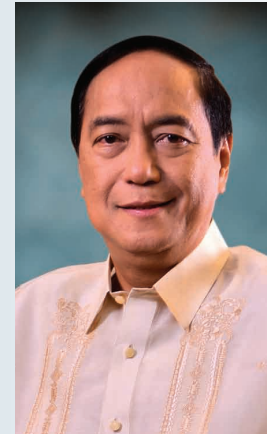
Crafts policy formulation, standards development, and program monitoring on the development regulation and service delivery programs of the Department pertinent to international trade and commerce



**RHODORA M. LEÑO**  
*Director*  
Bureau of Domestic Trade Promotion (BDTP)



**MARIEVIC M. BONOAN**  
*Assistant Director*  
Bureau of Domestic Trade Promotion (BDTP)



**SENEN M. PERLADA**  
*Director*  
Export Marketing Bureau (EMB)



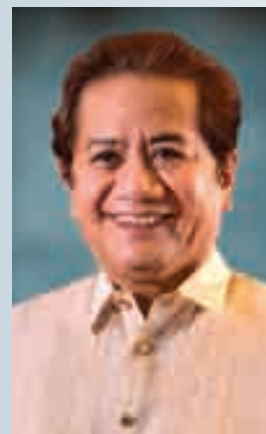
**AGNES PERPETUA R. LEGASPI**  
*Assistant Director*  
Export Marketing Bureau (EMB)



**RAYMOND ALBERT H. BATAC**  
*Executive Director*  
Foreign Trade Service Corps (FTSC)



**MYRNA M. SUNICO**  
*Executive Director*  
Design Center of the Philippines (DCP)



**NESTOR P. PALABYAB**  
*Acting Executive Director*  
Philippine Trade Training Center (PTTC)



**ROSVI C. GAETOS**  
*Executive Director*  
Center for International Trade Expositions & Missions (CITEM)



**MARIA LOURDES T. BAUA**  
*President and Chief Executive Officer*  
Philippine International Trading Corporation (PITC)

## MANAGEMENT SERVICES GROUP

Provides support services including administrative, financial, management, human resource management, legal, information management, and other logistic support services



**MARY JEAN T. PACHECO**  
*Director*  
Corporate Planning Service (CorPlan)



**IRENEO V. VIZMONTE**  
*Director*  
Financial and Management Service (FMS)



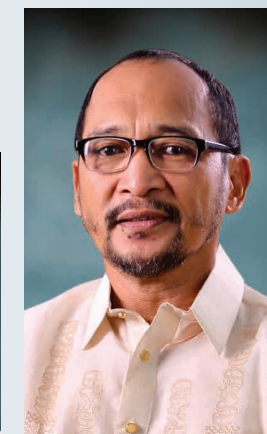
**LAUDEMER G. SOLIDUM**  
*Director*  
Information Systems Management Service (ISMS)



**PATRICIA MAY M. ABEJO**  
*Director*  
Knowledge Management and Information Service (KMIS)  
*Program Director*  
Program Management Team for Business Registration (PMT-BR)



**JOEL R. CRUZ**  
*Director*  
Human Resource and Administrative Service (HRAS)



**ATTY. WALFREDO C. BAYHON**  
*Director*  
Legal Service (LS)



## REGIONAL OPERATIONS GROUP

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



**BLESILA A. LANTAYONA**  
*Assistant Secretary*



**FRANKLIN P. BUNOAN**  
*Executive Director*  
**Cottage Industry Technology Center (CITC)**



**RAMON M. QUESADA**  
*Chairman*  
**Small Business Corporation (SB Corp.)**



**JERRY T. CLAVESILLAS**  
*Officer-in-Charge and Assistant Director*  
**Bureau of Small and Medium Enterprise Development (BSMED)**



**MANUEL B. ABAD**  
*Program Manager*  
**DTI-Comprehensive Agrarian Reform Program (CARP)**

## REGIONAL OFFICES



**MYRNA P. PABLO**  
*Regional Director*  
**CAR**



**CARMELITA C. USMAN**  
*Assistant Regional Director*  
**CAR**



**FLORANTE O. LEAL**  
*Regional Director*  
**Region 1 ILOCOS**



**MA. ESPERANZA C. BANARES**  
*Regional Director*  
**Region 2 CAGAYAN VALLEY**



**JUDITH P. ANGELES**  
*Regional Director*  
**Region 3 CENTRAL LUZON**



**MARILOU QUINCO-TOLEDO**  
*Regional Director*  
**Region 4A CALABARZON**



**JOEL B. VALERA**  
*Caretaker*  
**Region 4B MIMAROPA**



**JOCELYN L.B. BLANCO**  
*Regional Director*  
**Region 5 BICOL**



**WILHELM M. MALONES**  
*Officer-in-Charge*  
**Region 6 WESTERN VISAYAS**



**ASTERIA C. CABERTE**  
*Regional Director*  
**Region 7 CENTRAL VISAYAS**



**IBRAHIM K. GUIMADEL**  
*Regional Director*  
**Region 12 SOCCSKSARGEN**



**CYNTHIA R. NIERRAS**  
*Regional Director*  
**Region 8 EASTERN VISAYAS**



**DORECITA T. DELIMA**  
*Assistant Regional Director*  
**Region 12 SOCCSKSARGEN**



**SITTI AMINA M. JAIN**  
*Officer-in-Charge / Assistant Regional Director*  
**Region 9 ZAMBOANGA PENINSULA**



**BRIELGO O. PAGARAN**  
*Regional Director*  
**CARAGA**



**LINDA O. BONIAO**  
*Officer-in-Charge / Assistant Regional Director*  
**Region 10 NORTHERN MINDANAO**



**MA. BELENDA Q. AMBI**  
*Officer-in-Charge*  
**Region 11 DAVAO**



**FERDINAND L. MANFOSTE**  
*Assistant Regional Director*  
**NCR**



# DIRECTORY OF KEY OFFICIALS

## OFFICE OF THE SECRETARY

### Gregory L. Domingo *Secretary*

5F Industry and Investments Building  
385 Sen. Gil J. Puyat Ave., Makati City

Phone: (+632) 890.9333/899.0636/  
899.7450/976.5700 loc. 5520  
Fax: (+632) 896.1166  
Email: Secretary@dti.gov.ph

### Nora K. Terrado *Undersecretary and Concurrent Chief of Staff*

5F Industry and Investments Building  
385 Sen. Gil J. Puyat Ave., Makati City

Phone: (+632) 976.5700 loc. 5206  
Fax: (+632) 896.1166  
Email: COS@dti.gov.ph

## INTERNAL AUDIT SERVICE (IAS)

### Ireneo V. Vizmonte *Director-in-Charge*

4F Trade and Industry Building  
361 Sen. Gil J. Puyat Ave., Makati City

Phone: (+632) 751.3215  
Email: ireneoVizmonte@dti.gov.ph

## RESOURCE GENERATION AND MANAGEMENT SERVICE (RGMS)

### Lydia R. Guevarra *Director*

4F Industry and Investments Building  
385 Sen. Gil J. Puyat Ave., Makati City

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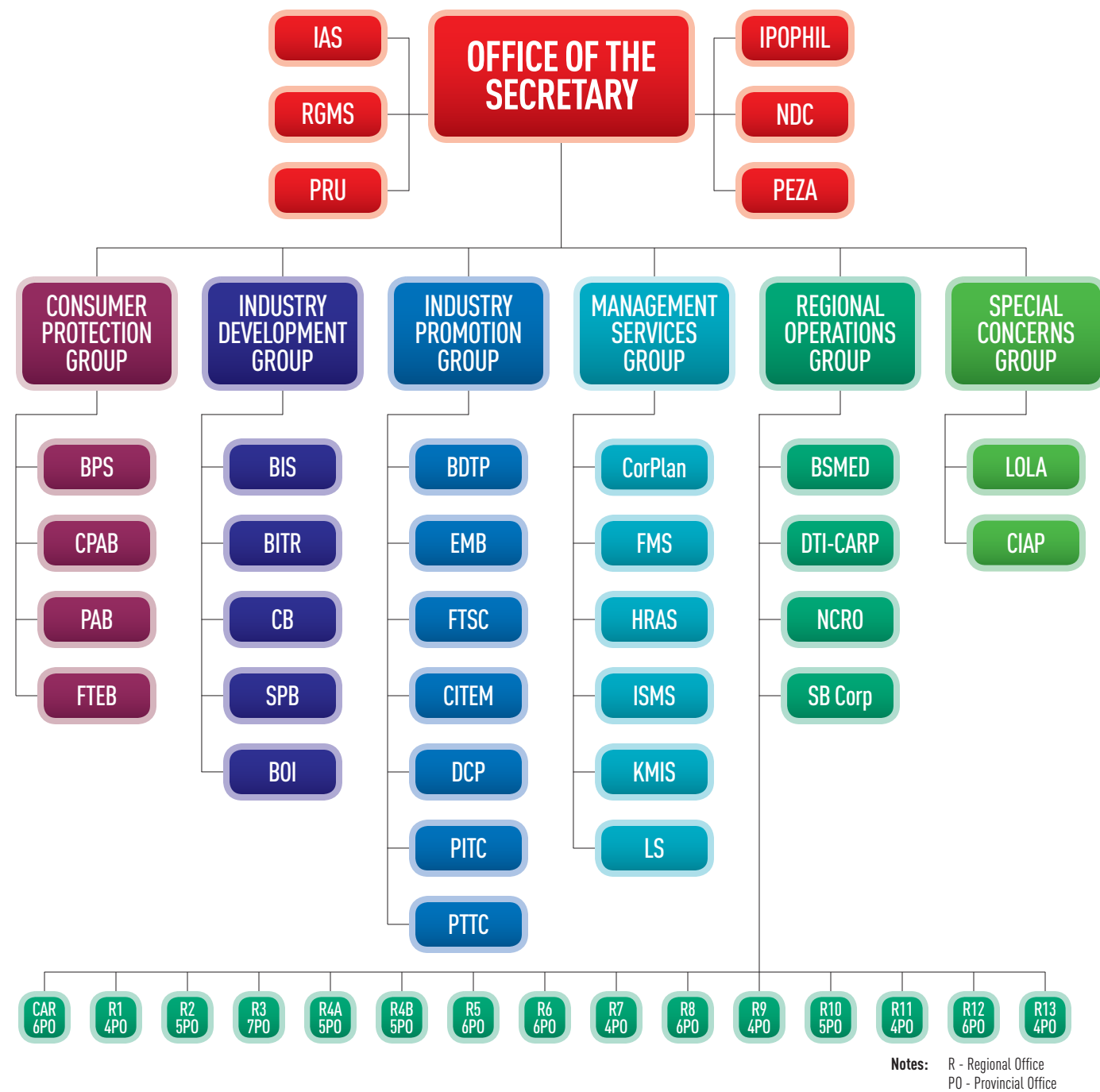
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# ORGANIZATIONAL STRUCTURE



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<b>CIAP</b>	Construction Industry Authority of the Philippines
<b>DCP</b>	Design Center of the Philippines
<b>PTTC</b>	Philippine Trade Training Center

## CORPORATIONS

<b>CITEM</b>	Center for International Trade Expositions and Missions
<b>IPOPHIL</b>	Intellectual Property Office of the Philippines
<b>NDC</b>	National Development Company
<b>PEZA</b>	Philippine Economic Zone Authority
<b>PITC</b>	Philippine International Trading Corporation
<b>SB Corp</b>	Small Business Corporation

## BUREAUS

<b>BDTP</b>	Bureau of Domestic Trade Promotion
<b>BIS</b>	Bureau of Import Services
<b>BITR</b>	Bureau of International Trade Relations
<b>BPS</b>	Bureau of Philippine Standards
<b>BSMED</b>	Bureau of Small and Medium Enterprise Development
<b>CB</b>	Competitiveness Bureau
<b>CPAB</b>	Consumer Protection and Advocacy Bureau
<b>EMB</b>	Export Marketing Bureau
<b>FTSC</b>	Foreign Trade Service Corps
<b>NCRO</b>	National Capital Region Office
<b>PAB</b>	Philippine Accreditation Bureau
<b>SPB</b>	Sector Planning Bureau
<b>FTEB</b>	Fair Trade Enforcement Bureau

## SERVICE OFFICES

<b>CorPlan</b>	Corporate Planning Service
<b>FMS</b>	Financial and Management Service
<b>HRAS</b>	Human Resource and Administrative Service
<b>IAS</b>	Internal Audit Service
<b>ISMS</b>	Information Systems Management Service
<b>KMIS</b>	Knowledge Management and Information Service
<b>LS</b>	Legal Service
<b>RGMS</b>	Resource Generation and Management Service

## UNITS

<b>DTI-CARP</b>	DTI-Comprehensive Agrarian Reform Program
<b>LOLA</b>	Liaison Office for Legislative Affairs
<b>PRU</b>	Public Relations Unit

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

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

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