

# WHAT'S UP@DTI

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## DTI and ARISE Plus Philippines push for competitiveness; visit MSME beneficiaries



*[In photo] Representatives from the Department of Trade and Industry (DTI), the European Union Delegation to the Philippines, and the European Commission - DG Trade visit three Arise Plus Philippines beneficiaries in Laguna on 5 June 2024.*

On 5 June 2024, the European Union delegation from Brussels headed by its most senior official **DG Trade Director Dora Correia** accompanied by delegates from the European Union (EU) in the Philippines **EU Trade and Economic Section Head Philipp Dupuis**, **Arise Plus Philippines National Project Coordinator Atty. Rami Amer Hourani** and the Department of Trade and Industry headed by **Communications Undersecretary Ed G. Sunico** conducted a visit to three of the most successful beneficiaries of the Arise Plus program in Laguna.

During the site visit, Usec. Sunico expressed appreciation to the three MSME beneficiaries namely, Tropicana Food Products and Cocoplus Aquarian Development in San Pablo, and Auro Chocolate in Calamba who proudly showcased their products and shared how Arise Plus helped them in achieving entrepreneurial success.

Arise Plus Philippine is a four-year project funded by the EU that aims to boost the country's economic growth through heightened trade performance and competitiveness. Founded in 2021, the project aligns with the Philippine Development Plan (PDP) 2024-2028 and the Philippine Export Development Plan (PEDP) its various initiatives for export and the micro, small, and medium enterprises (MSMEs).



Department of Trade and Industry (DTI) officials with Arise Plus Philippines representatives during the coordination meeting held 21 May 2024 at Communications Office Small Conference Room, ITG Building, Makati City.

In photo [L-R] Arise Plus Philippines Secretariat Gabrielle Dominique Sajo, Knowledge Management and Information Service (KMIS) OIC-Director Annalyn J. Flores, Undersecretary for Communications Ed G. Sunico, International Trade Center Geneva Project Manager Camille Roy, Arise Plus National Project Coordinator Rami Amer Hourani, KMIS-Information and Creative Service Division (ICSD) Senior Trade-Industry Development Specialist (STIDS) Amalia Airiz A. Casta, and Arise Plus Philippines Secretariat Christine Gaylican

**Arise Plus Project Manager Camille Roy** in his courtesy visit to DTI Communications Office, shed light on significant collaborative efforts between DTI and Arise Plus in the previous years. These include the Business Guide on Exporting to the European Union (EU) in 2023, Trade Facilitation with the Bureau of Customs (BOC), and EU-PH conferences addressing thematic issues such as standards regulations and digital transformation.

One of the key discussions during the visit is the focus on export-centric industries, in particular the game development and coconut sector which is identified by the DTI-Export Marketing Bureau (EMB) as industries with high potential in the international market. This is further emphasized during the Konsyumer at Iba Pa (KATBP) episode aired last 19 May 2024.

Corollary to the May 19 episode of KATBP, Arise Plus NPC Rami Amer Hourani shared the project benefits to local micro, small, and medium enterprises (MSMEs), emphasizing its role in facilitating market expansion, capacity-building activities, and providing connections to the Bureau of Customs (BOC) for compliance requirements.

*“This project is for all entrepreneurs who want to export their products and introduce it to the international market – particularly in the European market. We aid through capacity-building activities, market linkages, and we can assist in connecting entrepreneurs to Bureau of Customs (BOC) for requirements,” said Mr. Hourani.*

With this opportunity to utilize KATBP as a platform to broadcast initiatives and success stories, Usec. Sunico stressed the importance of collaborating with the Regional Coordinating Office (RCO) to identify more MSMEs to be featured in KATBP. This is pivotal in promoting both Arise Plus initiatives and the beneficiaries.

**EMB Director Bianca Pearl Sykimte** added that the Generalized System of Preferences Plus (GSP+) offered by the European Union (EU) to select developing countries will eliminate tariffs on exported products, allowing competitiveness in the international markets.

For more information about Arise Plus Philippines, you may visit their website at: <https://intracen.org/our-work/regions-and-countries/asia-and-the-pacific/philippines>  
Tropicana Food Products: <https://www.coconutking.ph/about-us/>  
Cocoplus Aquarian Development: <https://www.kokosorganic.com.ph/>  
Auro Chocolate: <https://aurochocolate.com/>