ANGAT NEGOSYO, ASENSO TRABAHO, ALAGAng KONSYUMER PARA SA BAGONG PILIPINAS

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# WHAT'S UP@DTI

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# DTI welcomes Acting Secretary Ma. Cristina Aldeguer-Roque




*Outgoing DTI Secretary Alfredo E. Pascual entrusts the DTI Flag to incoming DTI Acting Secretary Ma. Cristina Aldeguer-Roque as a symbol of transition of leadership during a turnover ceremony on 2 August 2024 in Makati City.*

The Department of Trade and Industry (DTI) welcomed **Acting Secretary Ma. Cristina Aldeguer-Roque** during a turnover ceremony on 2 August 2024 at the new DTI Building in Makati City as former **Secretary Alfredo E. Pascual** bid farewell after his two years of leadership in the Department.

During her acceptance speech, Acting Secretary Roque outlined her visions for the Department with emphasis on enhancing support to the country's micro, small, and medium enterprises as the backbone of the Philippine economy.

*"I am very much thankful to Secretary Fred for his support as I take [on] my new role as Acting Secretary of the DTI. We will continue to build programs that will support MSMEs which compose 99.59% of our businesses and also employ around 60% of our country's workforce,"* Acting Secretary Roque said.

Meanwhile, in his farewell message, outgoing Secretary Pascual thanked the DTI family for their hard work and dedication throughout his tenure. He expressed his confidence in Acting Sec. Roque's ability to lead the Department in fulfilling its mandate to drive the economy.

"I extend my deepest gratitude to the entire Department as we worked on programs that complement President Ferdinand R. Marcos Jr.'s vision of a Bagong Pilipinas. I am confident that under the leadership of Acting Secretary Roque, the DTI will continue to push forward programs that will empower businesses and consumers," said outgoing Secretary Pascual.




*Department of Trade and Industry (DTI) Acting Secretary Ma. Cristina A. Roque outlines her plans for DTI moving forward during the special virtual session via Zoom.*

Moreover, in a special virtual session held 5 august 2024, Acting Secretary Roque officially introduced herself to the DTI family and outlined her vision. In her address, she emphasized the importance of teamwork and shared key priorities for the Department. She highlighted several initiatives, including collaboration with the Office of Special Assistance to the President for Investment and Economic Affairs (OSAPIEA) to enhance international trade and investment efforts.

She also stressed the need for intensified consumer protection programs and advancing the country's competitiveness and innovation.

Further, she underscored that the development of micro, small, and medium enterprises (MSMEs) will be the top priority under her leadership. She pledged to work closely with regional DTI offices to empower local enterprises.

*"Although the transition has been quick, I will do my best to get to know all of you, work with you, and discuss valuable ideas. We will put great emphasis on digitalization and AI adoption, empowering MSMEs through diversification of products, funding opportunities and capacity-building to level-up businesses. We will also empower creative industries and of course, we will foster a culture of respect within the DTI,"* she said.

DTI Acting Secretary Roque previously served as Undersecretary of the MSME Development Group (MDG) that includes the Bureau of Small and Medium Enterprise Development (BSMED), the Bureau of Market Development, Promotions, and OTOP (BMDPO), and the Comprehensive Agrarian Reform Program Management Office (CARP-PMO). She also supervised the Cooperative Development Authority (CDA), Philippine Trade Training Center (PTTC), and the Small Business Corporation (SB Corp).

The transition was ceremonially marked by the exchange of the DTI flag, symbolizing the official handover of responsibilities and the beginning of a new leadership for the Department.