

DTI maps out 2024-2025 strategic agenda



Department of Trade and Industry (DTI) Secretary Fred E. Pascual with top-level management committee (ManCom) revisited milestones in 2023 and mapped out short and long-term targets during the 2024 DTI-wide Planning.

Department of Trade and Industry (DTI) Secretary Alfredo E. Pascual led the 2024 DTI-wide Planning and Teambuilding Conference to revisit the overall strategy of DTI, align with presidential priorities and global economic developments, and improve the Department's internal and external communications.

The three-day conference revisited the milestones in 2023 as well as the short- and long-term targets of the Department, identifying gaps and applicable strategies to address bottlenecks and enhance team synergy.

During the sessions, Secretary Pascual presented his 2024 strategic direction. He emphasized the importance of vigorous investment promotions, improving supply chain initiatives and expanding market access through international engagements while developing a more robust workforce.

First on the agenda is the adoption of communication strategies and measures to improve DTI's communication with stakeholders, making services more accessible to ordinary Filipinos. This was followed by breakout sessions of Functional Groups (FGs) to recalibrate their scorecards to align with the Enterprise scorecard.

Secretary Pascual laid out short and long-term goals that include 1) the development of micro, small, and medium enterprises (MSMEs) to expand their services to accelerate investment promotion, explore opportunities, and develop value chains, 2) the establishment and redevelopment of consumer protection programs, including accessible platforms for lodging complaints and reports, 3) and the digital transformation of the entire DTI management and attached agencies, among other key priorities.

The conference culminated with productivity enhancement activities to promote synergy, strengthen leadership and likewise increase productivity among the functional groups.

In closing, Secretary Pascual emphasized DTI's best practices that serve as the anchor of Bayaning Kawani to continue providing excellent service to the Filipino people.

Organized by the Planning and Management Service (PMS) and facilitated by OTI Philippines, the DTI-wide was held in Makati (Day 1) on 12 February and in Clark, Pampanga (Day 2 and Day 3) on 13-14 February.