

# What's up @

An internal information service for DTI employees



## PNoy appoints Cristobal as new DTI Secretary



Newly appointed **Department of Trade and Industry (DTI) Secretary Adrian S. Cristobal Jr.** took on DTI's leadership effective 31 December 2015 following former **Secretary Gregory L. Domingo's** resignation.

**President Benigno S. Aquino III** signed Sec. Cristobal's appointment on 22 December 2015.

Prior to this, he was DTI-Industry Development Group (IDG) Undersecretary and Board of Investments (BOI) Managing Head.

In 2001, he functioned as Consumer Welfare and Trade Regulations Group (CWTRG) Undersecretary. The newly appointed Secretary has been with DTI for almost 15 years including his stint with the Intellectual Property Office (IPO) where he served as Director General from 2005 to 2009.

In 2010, Cristobal was appointed by President Aquino as Undersecretary for Industry Development and Trade Policy Group (IDTPG).

On the first work day of the year (4 January 2016), turnover rites were held in the DTI head office, with him accepting the DTI flag from outgoing Secretary Domingo symbolizing the Department's leadership.

Sec. Cristobal thanked Domingo for all the efforts in bringing the Department to where it is today.

With barely six months under the Aquino administration and nearing elections in May, the new DTI Secretary is more motivated to do better things. He believes that every minute is an opportunity to improve further.

*"Others may think that there's too little time to try anything new, that it would be best to stick to what is there. Well, they would all be wrong because that's not the DTI way. For us, there*

*is no difference between an election year and an ordinary year. For us, to stand still is a sure way to fail. Every minute is an opportunity to innovate and improve,” he said.*

In his first press conference appearance as DTI Secretary, which was held last 7 January 2016 at the BOI Audio Visual Room, he remarkably underscored the primacy that the Department will provide to the development of micro, small, and medium enterprise (MSME) in the country, especially in the face of economic integration. He particularly reiterated the importance of implementing the policies and strategies for MSME development as agreed in the series of fora related to the holding of the Asia-Pacific Economic Cooperation (APEC) Summit 2015, such as those stated in the Boracay Action Agenda, Iloilo Initiative, and Cebu Action Plan.

For 2016, the Department is targeting to establish additional 150 Negosyo Centers in different parts of the country in support of MSMEs. He, however, made it clear that the real goal is to bank not on the quantity but rather on the quality of services that those facilities will provide to MSMEs.

*“We’ll go full speed ahead. The programs we have now such as shared service facilities, the programs for MSMEs, our trade promotions and negotiations, will continue at a faster pace now,” Cristobal added.*

Moreover, he said the DTI aims not only to improve consumer protection but also to reduce complaints by promoting a culture of quality consciousness and better standards of excellence.

And to better improve the Department’s services to its clients, Sec. Cristobal mentioned the plan to establish an institute of learning in DTI for capacity building, in addition to achieve International Organization for Standardization (ISO) certification for all its offices.

*“I am proud to be with the Agency of Choice,” he said.*



***DTI Secretary Adrian S. Cristobal Jr. accepted the DTI flag as a symbol of DTI’s stewardship from former Secretary Gregory L. Domingo in a ceremonial turnover last 4 January 2016 at the DTI Main Building.***