


BREAKING BARRIERS

to undertake initiatives towards a market-driven economic growth, to promote trade as well as domestic and foreign investments, to ensure value for money through globally competitive exports and industries,





to achieve sustained economic growth and poverty alleviation, to fulfill a dual mission of facilitating the creation of a conducive business environment, to further improve the investment climate, and to improve the Filipino's quality of life.

EXPAND EXPORTS



The daunting task of expanding exports has become more challenging for DTI as consumers worldwide continue to evolve and diversify. This, coupled with a volatile world economy and shifts in trade agreements and policies, have posed challenges to the Department. In 2007, the eroding value of the dollar and dampening economic performance of the country's primary export markets, particularly USA, Japan, and Netherlands, posted challenges to achieving the export target set in the Medium Term Philippine Development Plan.

To cushion the impact on exporters, the Department has established the Export Promotion Fund. It was put-up with initial contributions from the Department of Trade and Industry

(Php100 million), Department of Budget and Management (Php100 million), Bangko Sentral ng Pilipinas (Php50 million), National Economic and Development Authority, representing the National Government as owner of the Industrial Guarantee and Loan Fund (Php20 million), and the Philippine Exporters Confederation, Inc. (Php10 million). A total of 10 project proposals were approved with total funding requirement of Php 30 million.

Exports of merchandise goods reached USD 50.28 billion, an increase of 6.05% from last year's USD 47.41 billion. December 2007 exports rebounded by 21.35%, from USD 3.69 billion in 2006 to USD 4.48 billion in 2007. Though this

TOP MARKETS

USA absorbed 17.08% of total Philippine exports. Export sales decreased by 1.18%, from USD 8.69 billion to USD 8.59 billion. The US economy teetered on the edge of recession in the fourth quarter as home construction fell the most in 26 years and Americans cut back on spending. Overall, the US economy expanded by 2.2%, the least in five years. Spending increased at a lackluster rate of 2.9%.

Next to the US, sales to Japan accounted for 14.51%. It declined by 7.89%, from USD 7.92 billion and USD 7.29 billion despite the 19.89% increase in sales in December 2007. The decline may still be due to the spill over effect of Japan's very slow economic recovery. Slower sales growth due to sluggish domestic demand and increased cost of production, specifically raw materials and labor, squeezed Japanese profits. Further, labor compensation, which also affects demand, continued to drop which stemmed from persistent decline in





nominal wages despite year-on-year rise in numbers of employees.

Philippine exports to Hong Kong increased by 56.57%, from USD 3.71 billion to USD 5.80 billion. Sales to Hong Kong made up 11.54%, which made it the third top export market of Philippine products. The Philippines ranked as the 10th import supplier to Hong Kong. Philippine exports to Hong Kong accounted for 1.7% of the latter's imports. Top export products of the Philippines to Hong Kong were electronic products (USD 5.22 billion), telecommunications (USD 0.48 billion), information and technology-computer and parts (USD 0.698 billion), household electrical appliances (USD 0.022 billion), audio-visual equipment (USD 0.117 billion), machinery and parts (USD 0.315 billion), and watches and clocks (USD 0.008 billion).

Mainland China was the fourth top export market of the Philippines in 2007. Exports to China rose by 23.51%, from USD 4.63 billion to USD 5.72 billion. According to China Securities Journal, China's domestic consumption has replaced

investment as the biggest driver of economic growth for the first time in seven years. In 2007, domestic consumption contributed 4.4 percentage points while investment and net exports accounted for 4.3 percentage points and 2.7 percentage points, respectively, to the 11.4% increase in gross domestic product.

Exports to Netherlands, the gateway to Europe, accounted for 8.25% of total Philippine exports. Sales in 2007 totaled to USD 4.15 billion, a 13% decline from last year's USD 4.77 billion even as December 2007 exports rebounded by 21.94%. The EU economy rebounded in the latter part of 2007. Employment improved and the weakening of EU's economic growth seemed to have halted.

Meanwhile, exports to Germany rose by 20.06% with the strong economic growth of the country, making it the 7th top destination of Philippine products. Foreign trade expanded. Notable is the higher growth of Philippine exports to Germany as compared to its import growth which was estimated at 8.5%.

Other Asian countries which made it to the top ten export destination were Singapore (6th), Malaysia (8th), South Korea (9th), and Thailand (10th). These Asian countries accounted for 17.6% of exports. Exports to Singapore and Malaysia dropped by 10.77% and 4.51%, respectively, while exports to South Korea and Thailand rose by 25.29% and 6.41%, respectively.

TOP PRODUCTS

Electronics exports reached USD 31.02 billion, a slight increase of 4.51% from previous year's level. Electronics cornered 61.70% of total exports, of which 76.15% were semiconductors. The growth in exports of electronic products may be attributed to the strong demand for semiconductors as reflected by the growing sales of personal computers in Asia, which rose to 20.50% in 2007. Sales of cellular phones, MP3/PMP player units, digital cameras, and other consumer electronics increased as well by 20%. Though demand is robust, the sector still fell short of its original

10% growth target due to the price attrition in the memory sector.

Sales of mineral products totaled USD 2.55 billion, higher by 21.15% than last year's level. Mineral products, accounted for 5.07% of total exports, making it the second top export product. The growing demand for minerals by growing economies such as India and China, and the interest of global players in investing in the Philippine mining industry worked in favor of the sector.

Exports of garments and textiles fell by 12.65% in 2007, from USD 2.87 billion to USD 2.50 billion. Sales of garments and textiles yarns/fabrics decreased by 13.10% and 7.18%, respectively. Meanwhile, wearables exports continued to grow strongly. In 2007 sales amounted to USD 160.67 million, which is 107.21% more than last year's USD 77.54 million.

Food continued to be a major export product, cornering about 3% of total exports. Food exports rose by 13.39%, from USD 1.30 billion to USD 1.48 billion. Processed food and beverages grew the most at 26.06%. The positive performance of the fresh and processed food sector was due to the strong growth of processed tropical fruits such as juices, purees and concentrates, and dried fruits, notably banana chips, dried mangoes, desiccated coconut, and pineapple and pineapple products. Fresh bananas and sugar, however, suffered minimal losses due to the drought experienced in the first half of 2007.

Sales of Homestyle and Living totaled USD 1.22 billion, a 7.2% increase from last year's USD 1.13 billion. Though sales of giftwares and holiday decors (GHD) dropped by 2.41%, the stronger performance of the home furnishings sector at 9.34% compensated for the loss in GHD. The strong performance of the home furnishings was driven by the diversification to other markets such as Russia, Colombia, and Hawaii and by the increase in orders from high-end buyers who preferred high-quality design products. Meanwhile, the decline in sales of GHD was due to cancellation of orders of buyers as the peso appreciated. Moreover, low prices being offered by China and Vietnam made Philippine products less competitive in the global market. Home furnishings exports reached USD 1.01 billion while GHD sales amounted to USD 0.203 billion.



Exports of ignition wiring sets reached USD 0.890 billion, gaining 13.10% from last year's level. Sources in the industry revealed that growth of sales ranged from 6% to 15% due to bigger volume orders from buyers in the US, Japan, Australia, Vietnam, and Thailand. Expansion of facilities, which is expected to sustain growth, was also reported.

Exports of marine products and carageenan rose by 25.54%, from USD 0.466 billion to USD 0.585 billion. The growth was driven by the increase in exports of tuna at 50.56%, seaweeds/carageenan at 27.95%, and fish, shrimps/prawns at 11.73%. According to industry sources, the growth in exports of carageenan was due to the increase in its selling price.

Exports of other Revenue Streams, i.e., Construction Materials and Organic and Natural Products also registered growth, although less than 1%. Sales of Construction Materials amounted to USD 0.183 billion while Organic and Natural Products exports reached USD 0.067 billion.

INTERNATIONAL TRADE POLICY NEGOTIATIONS

As regionalism and economic integration escalate, the Department upholds the Philippine trade interest. Cognizant of the perils of unbridled liberalization, officials of the Department actively participated in trade engagements to level the playing field.

World Trade Organization (WTO) Advocacy and Consultations Programme

In view of the resumption of multilateral trade negotiations under the Doha Development Agenda

(DDA), the DTI conducted this program to inform the public of the most recent developments and recalibrate Philippine negotiating views. The program aimed to (1) explain the issues and other related concerns under the DDA taking into account the provisions of the Ministerial Declaration of the 6th Session of the WTO Ministerial Conference and current developments and (2) provide stakeholders a venue to contribute to the formulation of national negotiating positions. For 2007, the DTI targeted 11 capital and major cities as the venue for the consultations. Of this target, the DTI covered six capital and major cities as venue for the consultations – Legazpi City, Zamboanga City, Cagayan de Oro City, Cebu City, General Santos City, and Tuguegarao City.

39th ASEAN Economic Ministers' (AEM) Meeting

The Ministers signed the "ASEAN Sectoral Integration Protocol for Logistic Services Sector" at the 39th AEM last 24 August 2007 held in Makati City, Philippines. The roadmap, once implemented, would be instrumental in realizing the integration of the ASEAN region into one seamless market for goods, services, and investment. It would also encourage the establishment of more production networks in the region.

13th ASEAN Summit

In the 13th ASEAN Summit, held on 20 November 2007



in Singapore, two significant achievements were noted - the conclusion of the negotiations on the ASEAN-Japan Comprehensive Economic Partnership (AJCEP) and the signing of the ASEAN Charter. AJCEP would include trade in goods, trade in services, investment and economic cooperation. It is expected to strengthen the economic ties between ASEAN and Japan and would create a larger and more efficient market. On the other hand, the Charter shall reinforce the perception of ASEAN as a serious regional player in the future of the Asia Pacific region. Likewise, the reinforcement could formally accord ASEAN legal personality, and establish greater institutional accountability and compliance system.

- 12th ASEAN Summit**
 The 12th ASEAN Summit was held in January 2007 in Cebu, Philippines. Five agreements were signed in the said Summit. These are: (1) Cebu Declaration Towards a Caring and Sharing Community, (2) Cebu Declaration on the Blueprint of the ASEAN Charter, (3) Cebu Declaration on the Acceleration of the Establishment of an ASEAN Economic Community by 2015, (4) ASEAN Declaration on the Protection and Promotion of the Rights of Migrant Workers, and (5) ASEAN Convention on Counter Terrorism.

- ASEAN – China**
 Ministers of ASEAN and China signed the ASEAN-China Trade in Services (TIS) Agreement in January 2007. Specifically, the Agreement aims to expand trade in services in the region. Under this Agreement, services and service suppliers/providers in the region will enjoy improved market access and national treatment in sectors/subsectors where commitments have been made. Aside from increased trade, the TIS Agreement is also expected to bring higher levels of investments in the region, particularly in sectors where commitments have been made, namely:
 (a) business services such as computer-related services, real estate services, market research, management consulting;
 (b) construction and engineering-related services;
 (c) tourism and travel related services;
 (d) transport services;
 (e) educational services;
 (f) telecommunication services;
 (g) health-related and social services;
 (h) recreational, cultural and sporting services;
 (i) environmental services; and
 (j) energy services.
- ASEAN-Korea**
 The 16th ASEAN-Korea Trade Negotiating Committee Meeting was able to resolve the issue on juridical persons. The resolution of the issue paved the way for the parties to forge agreement

on the Articles on Denial of Benefits, Recognition and Payments and Transfers. Defining juridical persons ensures that the benefits which can be derived from the Agreement shall only accrue to the parties involved, i.e., ASEAN and South Korea.

- ASEAN-Japan**
 The ASEAN-Japan Comprehensive Economic Partnership negotiations were concluded in 2007. These engagements are expected to strengthen the economic ties between ASEAN and its partners and create a larger and more efficient market.
- ASEAN-Australia-New Zealand**
 The Philippines actively participated in the 8th-12th ASEAN-Australia New Zealand Free Trade Area Trade Negotiating Committee Meetings. The Ministers expressed optimism to sign the free trade agreement on the 13th ASEAN Closer Economic Relations (CER) Consultations in August 2008. The Trade Negotiating Committee (TNC) successfully negotiated for a later period to eliminate tariffs on 5% of total tariff lines. A chapter on the Movement of Natural Person (MNP) shall also be drafted separate from the Services Chapter. Agreements were also reached on the 25 Chapters of the tariff schedule.

TRADE FACILITATION

The World Trade Organization (WTO) defines trade facilitation as “the simplification and harmonisation of international trade procedures.” It entails the rationalization of customs and other administrative procedures, which get in the way of trading across borders. Trade facilitation is an essential component in realizing the goal of making the Philippines a globally competitive exporting nation. Thus, DTI relentlessly pursues measures to streamline exporting and importing procedures and reduce transaction costs.

- ***Elimination of Import Licenses and Fees for Garment Exports***

In support of the government’s drive to reduce red tape, the DTI, through Garments and Textile Import Services (GTIS) Resolution No. 1, has eliminated the process of applying import licenses for garment exporters who import raw materials through the bonded warehouse. Bonded warehouse filing fees, as well as those for registration and accreditation of subcontractors, has likewise been eliminated. The Resolution is effective beginning 1 July 2007.

- ***Extension of the Reduced Export Wharfage for Containerized Cargo***

Through the advocacy of the Export Development Council, the Philippine Ports Authority (PPA) reduced export wharfage from Php259.70 to Php20.00 per box for 20-footer containerized cargo and from Php391.05 to Php40.00 per box for 40-footer containerized cargo on 20 April 2007. The reduction was supposed to have been terminated last 20 July 2007 but was extended from 31 August 2007 to 31 December 2007.

- ***Regional Interactive Platform for Philippine Exporters (RIPPLES)***

Part of the Department’s efforts on trade facilitation is the heightening of awareness on the business of exporting and the

Department’s trade promotion services. RIPPLES specifically targets existing and potential exporters in the region. RIPPLES activities include business clinics and plant visits. To date, DTI has conducted 12 runs of RIPPLES activities covering (1) coco-coir carding, twining, and weaving (Masbate, Leyte, Aklan, Guimaras, Laguna, Davao Oriental, Oriental Mindoro, and Quezon) (2) design, production, application, and actual installation of geotextiles (Baguio and Davao del Sur), and (3) hilot basic trainers’ training program (Quezon).

- ***Environmental Management System Accreditation Scheme***

During the 21st General Assembly of the International Accreditation Forum – International Laboratory Accreditation Cooperation (IAF ILAC) held in Sydney, Australia on 26 October 2007, the Philippines, through the Philippine Accreditation Office (PAO) signed the IAF-Multilateral Recognition Arrangement for its Environmental Management System Accreditation (EMS ISO 14001) scheme. Under the MLA terms, certificates issued by accredited bodies are recognized by signatory members, and users of their services can have the same confidence accorded to co-signatories. This scheme helps





reduce, if not eliminate, technical barriers to trade as the need for repetitive conformity assessment activities is done away with for its Environmental Management System Accreditation (EMS ISO 14001) scheme. There are now 36 international signatories to the multilateral recognition arrangement.

TRADE PROMOTION

Trade promotion encompasses a whole gamut of disciplines that includes psychology, advertising, culture, science and the arts. It also entails a lot of local and foreign travels in order to entice consumers to patronize Philippine world-class products.

DTI plays the lead role in the development and promotion of Philippine products to the world. It relentlessly conducts/participates

in international trade exhibits targeting the priority markets identified in the 2005-2007 Philippine Export Development Plan (PEDP). In 2007, DTI conducted five Offshore Business Matching, 10 Inbound Business Matching (IBM), and five locally-held international trade fairs. The Department also participated in 14 overseas trade fairs/exhibits. Export sales generated through these events reached USD 261.05 million.

International Trade Fairs Participated, Offshore Business Matching, and Inbound Business Matching

ASEAN Offshore Business Matching to THAIFEX World of Food Asia.

Generated total booked orders reached USD0.623 million while sales under negotiation totaled USD3.15

million. The mission was organized to promote the Philippines as a major supplier of processed food, strengthen the position of the Philippines among ASEAN food supplying countries, establish long term business relationships, and provide Philippine exporters the opportunity to benchmark with other ASEAN countries on food marketing and to network with other ASEAN suppliers to strengthen supply chain.

Games Convention Asia.

The Games Convention Asia is the first networking event dedicated to mobile and online games outsourcing and business development in Asia. It has two components – conference and exhibition. The Game Developers Association of the Philippines (GDAP) signed a memorandum of intent with other national game associations from Australia, Hong Kong, Indonesia, Korea, Malaysia, New Zealand, Singapore, Taiwan, and Thailand to promote networking and cooperation. The participation generated export sales amounting to USD1.135 million.

Design and Product Development Consultancy Services for Brunei Women's Business Council (BWBC).

The visit to Manila of the BWBC on 17-20 October 2007 generated business opportunities for the Philippines. The delegates were convinced to outsource their products in the country. All components like shells, beads, design and lacquering shall come from the Philippines.

USA

Food Marketing Institute (FMI) Show.

The first Philippine participation in the FMI Show generated a total of USD3.11 million in export orders. The participation is composed of seven food manufacturers. Top sellers were sardines, dried mangoes, sauces, noodles, tuna, flavored drinks, and ice cream. The FMI is an organization that conducts

research, education and public affairs programs for food retailers and wholesalers. FMI's membership consists of approximately 1,500 companies in 50 countries, ranging from large chain stores to independent supermarkets. In the U.S., FMI members operate some 26,000 retail food locations and account for about three quarters of all domestic retail food sales.

American Health Information Management Association (AHIMA) Convention and Exhibition.

The Philippine delegation, composed of five (5) Medical Transcription Industry Association of the Philippines, Inc. (MTIAPI) member-companies reported a total of 225 trade inquiries and initial negotiated sales of USD 1.4 million. The DTI has been participating in AHIMA Convention and Exhibition for three years already.

Japan Software Development Expo and Conference (SODEC).

Initial reports submitted by the Philippine delegation indicated USD0.78 million worth of contracts negotiated during the three-day event. India and Taiwan were identified as the country's competitors in the market considering India's aggressive marketing strategy and Taiwan's proximity to Japan.

ASEAN Food and Beverage Exhibition.

The Philippine delegation was able to generate total sales of USD 0.04 million and 91 trade inquiries. Three (3) companies represented the Philippines.

Greater China Hong Kong International Jewelry Show.

The country participated in the Hong Kong International Jewelry Show on 06-10 March 2007, which generated USD457,740.80 sales. The best selling Philippine products were plain sterling silver items, diamond-encrusted cuff/brooch, bracelet with colored stones, enamel resin, and acrylic bangles. Despite the higher price of Philippine fine jewelry compared to other ASEAN countries, it received positive feedback due to its design and craftsmanship.

China Education Expo.

The Philippine delegation was composed of eight (8) schools

namely, Adamson University, Ateneo de Manila University, De La Salle College of Saint Benilde, Miriam College, Technological University of the Philippines (TUP), St. Paul College, and University of Perpetual Help System. The participation of these schools gave a big boost in getting the Philippine education sector noticed by the Chinese market.

China-ASEAN Expo.

The 4th CAEXPO's Cities of Charm focused on port/harbor cities to further emphasize the importance of CAEXPO as an accelerator of the fulfillment of the objectives of the China-ASEAN FTA with transportation among the ten (10) priority fields for cooperation. The Philippines featured Subic Bay highlighting its advantages as a logistics hub, investment haven, and tourist destination.

European Union

Expo Riva Schuh. The Philippines participated for the first time in Expo Riva Schuh in Riva del Garda, the world's recognized leading fair for the medium footwear. Beach footwear decorated with coco beads, crocheted designs and other materials spawned the interest of the buyers. The participation generated sales amounting to USD76,974.

Offshore Business Matching (OBM) for Natural Products cum visit to Salone Internazionale el Naturale (SANA).

The OBM consisted of three components (1) one-on-one business meetings with Italian/ethnic store counterparts, (2) mini-bazaar at Philippine Embassy, and (3) visit to SANA. The business meetings generated USD1.387 million worth of orders for different natural cosmeceutical products such as virgin coconut oil soaps and hair care products. Moreover, European importers are negotiating with Philippine exporters for distributorship and

contract manufacturing. The contract manufacturing involves research and development with the Philippine exporters supplying raw materials and blending them with available raw materials from Italy. If this would push through, this will be the first natural cosmeceutical product which will be registered in Italy.

Maison et Objet.

The Philippines' quality designed and innovative products attracted the interest of the European buyers. Intricate handwoven pieces, capiz curtains, and vases with intricate shell inlay were the most popular items. The participation generated a total of USD1.53 million export sales.

Anuga.

Fourteen (14) companies represented the Philippines in this event. The participation generated total sales of USD 36.64 million. Best sellers were dessicated coconuts, dried mangoes, banana chips, canned tuna, canned pineapple, and ethnic sauces.

Australia-New Zealand Offshore Business Matching for Food and Food Related Products.

The OBM brought sardines, noodles, bagoong, biscuits, beer, mango puree, assorted foodstuffs, dried fish/frozen products to Australia and New Zealand. It was participated in by five exporters. Export sales generated reached USD0.370 million. Projected sales in two years would amount to USD 1.74 million.

India

Offshore Business Mission to India.

The mission, organized on 15-20 May 2007, was participated in by three companies. Sales negotiated amounted USD750 million for the auto industry, and metal sector alone. A USD500,000 worth of dollar joint venture is also under negotiation with a logistics company that can serve ASEAN and South Asia. Other products which have potential are beverages, skin care products and soaps, and jewelry, particularly, pearls.

Middle East

Philippine Construction Exploratory Mission to KSA, Qatar, and the UAE.

The exploratory mission was organized on 20 April to 1 May 2007. A Memorandum of Understanding (MOU) was forged between Overseas Philippines, Inc. and Taif Contracting and Trading Corporation. The Philippine consortium shall provide the

project development management, planning, designing, project management, construction and commissioning of a hotel project in Riyadh, KSA.

Index Dubai.

A total of USD 1.58 million worth of export sales was generated through participation in Index Dubai. Nine (9) companies represented the Philippines.

IFEX Roadshow in Gulf Cooperation Council (GCC) Countries.

Six (6) companies represented the country which yielded a partial negotiated sales of USD 3.34 million. The delegation had one-on-one business encounters with potential buyers through meetings organized in Jeddah, Riyadh, Kuwait, and Dubai. Further, IFEX 2008 was extensively promoted.

Big 5 with Business Mission to Middle East.

A total of ten (10) companies joined the largest and most important annual meeting for the building and construction industries in the Middle East. It yielded 1,134 trade inquiries and export sales of USD 1,739,139.30 million.

South America House and Gift Fair South America.

The participation generated total export sales of USD0.340 million. Best selling items were fossilized stone and mother of pearl furniture and accents; blown gas lamps, and decors. It was noted that the Philippine products can definitely compete in terms of craftsmanship, quality, and price as the South American and Brazilian markets are akin to the taste and sensibilities of Filipinos.

Locally-held International Fairs Conducted/Organized

Manila F.A.M.E. International.

The two editions of Manila FAME collectively generated USD 100,795,402 million. In the April edition, 404 companies participated, while in October, 369 companies joined the fair. Buyers totaled 2,833 in April and 2,973 in October, of which about 60%-70% belong to the home furnishings sector.

7th e-Services Global Sourcing Conference and Exhibiton.

e-Services Philippines 2007 was participated in by a total of 214 exhibitors and 1,256 trade visitors. This year's event offered five (5) conferences. These are (1) Business Process Outsourcing-Knowledge Process Outsourcing track (Data Outsourcing, BPO, and Contact Center), (2) Health Information Management, (3) Information Technology Outsourcing, (4) Creative e-Services, and (5) Business Venture. The event generated USD 31.59 million.

International Food Exhibition and BIO-Search Philippines.

A total of 327 companies participated in this year's IFEX. IFEX generated USD 22.14 million sales while BIO-Search sales reached USD 3.10 million. Top selling products were sardines, processed vegetables, cookies and crackers, fruit and vegetable juice, nuts and coconuts, and ice cream and frozen desserts.

TRADE REMEDY MEASURES

A Quick Response Team (QRT) was formed to assist Filipino exporters confronted by trade remedy actions filed by their counterparts in the international market. This initiative shall enable the Department to respond to requests for assistance properly and effectively in order to safeguard the country's export growth.

Parallel with the Department's efforts to promote exports, it also guards Philippine industries from harmful trade practices such as significant surge in imports by imposing safeguard measures in order to protect the consumers.

Sodium Tripolyphosphate-Technical Grade (STPP-TG)

The Department issued an Order dismissing the application for definitive general safeguard measures against imported sodium tripolyphosphate-technical grade (STPP-TG). STPP-TG is a powdered or granular

FOCUS



JPEPA ensures protection of domestic industries against unfair trade practices

The Japan-Philippines Economic Partnership Agreement (JPEPA) aims to foster trade cooperation, open up markets of goods and investment opportunities and promote economic growth. The agreement provides that the trading partners are not precluded from imposing anti-dumping or countervailing duties applied in accordance with the provisions of the WTO agreement. This ensures consistency of the implementation of trade remedy measures and a strong indication of support to domestic industries. Benefits of the agreement will be achieved without sacrificing commitments to protect local industries from dumped and subsidized imports.

substance which is an excellent builder for synthetic detergents. It reversed its July 2006 ruling imposing a provisional safeguard duty of Php14.15/kg. and removed the said duty in 2007 as it was determined that it is disadvantageous to public interest.

BUSINESS DEVELOPMENT PROGRAM

The Business Development Program (BDP) continues to channel opportunities for businesses and growth through the Department's initiative to further develop the priority industries identified in the 2004-2010 MTPDP. Through public private partnerships, the BDP shall continue to be an instrument in expanding exports and increasing investments.

ICT SECTOR

BM: **Jeanette S. Carillo**

To promote the industry, trade promotion activities were conducted such as:

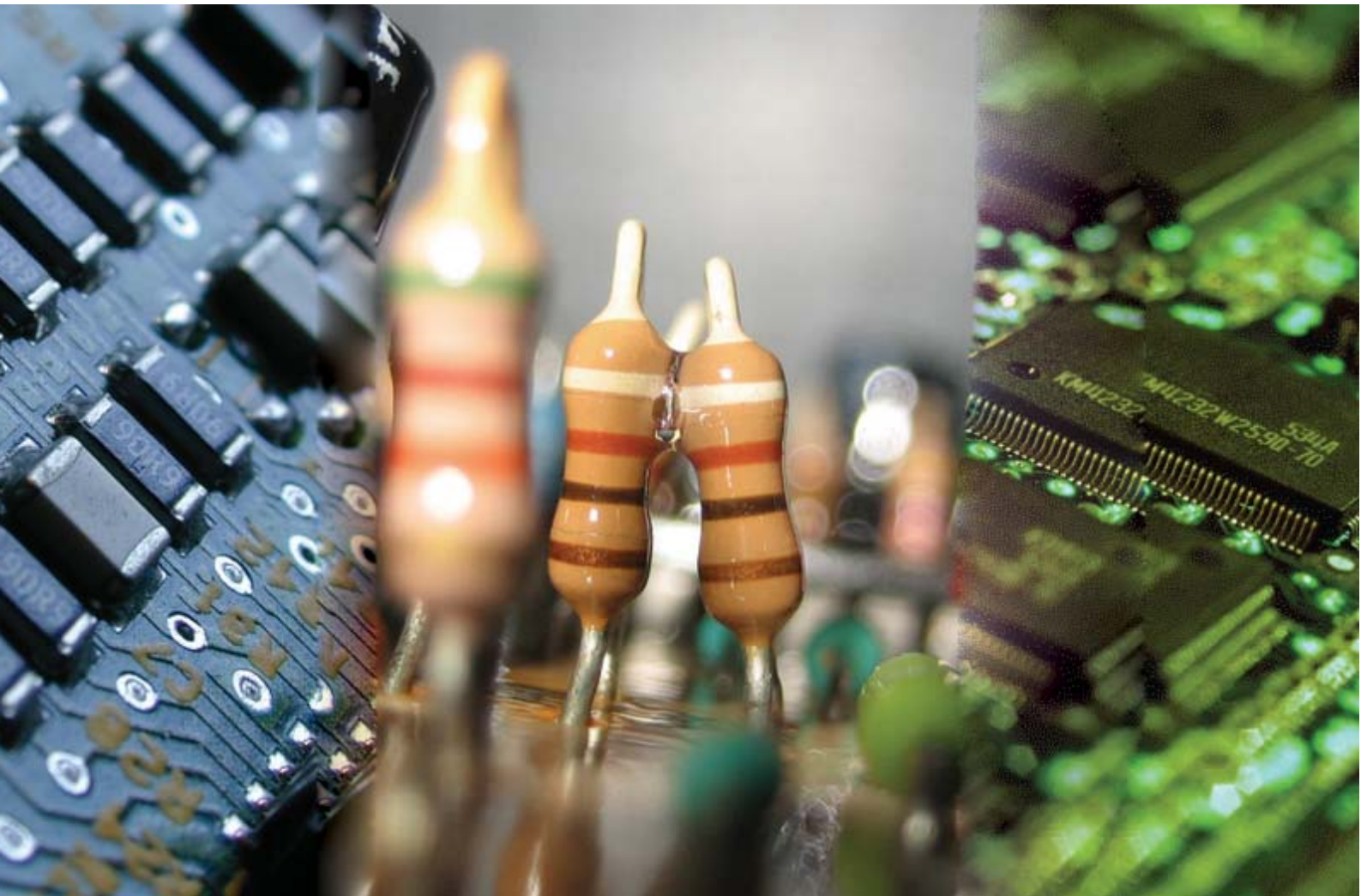
- *eServices 2007: Global Sourcing Conference and Exhibitio held 15-16*

February 2007 attended by 214 exhibitors and 1,256 visitors both foreign and local. Export sales generated amounted to USD34.4 million

- *Cebu ICT 2007 – International Conference and Exhibition held at Mactan Shangri-La Hotel on 26-28 June 2007 and attended by around 800 participants. It served as an opportunity for the industry stakeholders in the country to share insights with Asian neighbors on best practices in the IT/ITES industry.*

- *Architectural and Engineering Design Outsourcing Conference held on 16-17 August 2007 to showcase Philippine companies' end-to-end architectural and engineering designs, engineering and architecture work. The realty and construction boom in the US, Europe, China, Middle East (especially Dubai and Qatar), Singapore, and Australia further highlighted the significance of the event.*

- *1st Game Convention Asia Expo and Conference*
The first international trade event that Filipino game development



companies attended with the help of the government through the DTI. This also marked the first time the Game Development Association of the Philippines (GDAP) members shared a booth in an international convention with a networking night organized for the Philippine gaming industry.

- *Promotional Video for the Philippine Software Industry* produced.

This is a standard set of marketing collaterals that can be used in trade events here and abroad.

To improve industry competitiveness, the following industry development activities were conducted

- *Technical Guidelines on Occupational Safety and Health for Contact Centers* Collaborative meetings between DTI, DOLE and industry representatives were held *together with the* Department of Labor and Employment (DOLE). The meeting tackled the growing concern over the safety and health of contact center employees associated with usual tasks and common working conditions namely: 1) computer-related health disorders; 2) hearing and voice problems linked to telephone use; 3) prolonged night work; and 4) stress at work.

- *City Mapping and skills assessment of IT/BPO system undertaken.* A city mapping study was undertaken which covers skills assessment and gathering of pertinent data that will enable the comparison of resources of selected cities in the country against key cities in India. The project is aimed at benchmarking the talent pool available in selected cities in the country by assessing its graduates on certain critical, industry-relevant skills.

chips, dried mango and dried fruits. Fried corn snacks and dried mango are in the finalization stage.

- To tap the significant Halal market, DTI, through the BPS-Technical Committee, is working with the Ulama and Shariah experts in crafting the Philippine General Guidelines on Halal Food. ARMM has already launched its own Halal Certification Guidelines with the establishment of the Muslim Mindanao Halal Certification Board, and is now ready to provide Halal certification services to interested firms. At least two Halal certifiers in the country are already recognized internationally, specifically in Malaysia, Indonesia and UAE. There are already 1,000 products that are Halal certified and are now available in Metro Manila, and in Mindanao for canned, processed fish, and processed fruits.

- To diversify and tap other emerging markets, the DTI, during the, 4th IFEX Symposium held at PTTC on 22-23 May 2007 organized a symposium to inform exporters the Australian and Russian market regulations/requirements for food products. Speakers were from the Australian Quarantine Inspection Service (AQIS) and Foreign Relations Department, Chamber of Commerce and Industry of the Russian Federation.

Improving productivity is also a major thrust. Access to Taiwanese technology and innovation was also made available by DTI Food Business Development Team when it organized the Taiwan Food Processing and Labeling Mission to the Philippines in collaboration with the DTI Regions 10, 2, 3 and 4-A. The mission aims to optimize the technology downloading process by exposing Philippine food processors/exporters to available Taiwanese innovations on materials and technology. The mission consisted of a 15-man delegation from nine companies,

the Manila Cultural Office (MECO) Taipei, and the Taipei External Trade Development Council (TAITRA). The Taiwanese providers will design the appropriate machineries to suit Philippine SMEs present operations, and will provide the specifications and quotations. The mission leader will come up with a project to further improve the productivity of the food processors in Davao and the Mindanao region.

To further promote food exports, the following were organized:

- *International Food Exhibition (IFEX).*

The Business Development Team for Food, assisted the participation of 11 SMEs. The participation of 11 companies generated total on-site booked orders of USD718,849.66 (PhP33,785,934) and estimated sales under negotiation at USD1,964,951 (PhP92,352,697). The companies were able to meet 16 buyers from UK, Canada, USA, Hongkong, Japan, Taiwan, Singapore, China, UAE, Korea, Indonesia, and Guam. Local buyers such as ShoeMart also expressed interest in the products of the participants, among those are sweets and pastries, sardines, ethnic biscuits/delicacies, ready to cook pork rind or chicharon, frozen saba, and sugar cane wine.

- *Offshore Business Mission at Thaifex World of Food Asia* in Bangkok, Thailand on 22-27 May. Seven food exporters joined the Philippine mission with products ranging from biscuits, instant noodles, sardines, beverages, ethnic food, fresh mangoes, mango puree, dried mango, mixes and condiments, and preserved fruits. Total onsite booked sales amounted to USD622,750 and estimated total sales under negotiation reached USD3,148,300. Mission also opened up business partnerships with 21 new buyers and importers from non-traditional markets such as Central Latin

FOOD

BM: Rose Marie G. Castillo

Improving quality of Philippine products and its adoption of international standards is essential to increase Philippine food exports.

- Standards of food products were developed, promulgated and numbered for thermally processed foods, mango beverages, citrus juices and ready-to-drink (RTD), banana

America, Egypt, South Africa, Bangladesh, Pakistan, Mauritius, Hawaii, among others.

Offshore Business Matching and Technology Mission (OBM-TM) back to back with Taipei International Food Show (TIFS).

This was the first time that business matching, technology mission, and trade fair were simultaneously organized in Taiwan. The OBM-TM generated a total of USD592,000 (on site booked orders of USD199,000 and prospective sales under negotiation of USD393,000). As a result of the TM, Sasmuan Delicacies purchased a molding machine for the company's polvoron product lines. This machine can process 216 pieces of polvoron per minute. Some of the participants continue to negotiate for other food packaging materials and labeling equipment in line with their respective business models.

MINING

BM: Gil Laquindanum

Investor's Prospectus on Philippine Mining was launched during the 7th Asia Pacific Mining Conference and Exhibition on 05-07 June 2007. Said manual serves as information aid for "serious investors".

Mining ministers and top level CEOs from ASEAN and Asia Pacific countries met during the Conference which defined the mining industry outlook of the ASEAN region. It was the first time in the history of the ASEAN Federation of Mining Associations (AFMA), where ASEAN and Asia Pacific mining leaders joined together with their respective company counterparts. Significant information were generated such as the latest regulatory trends, investments environment, exploration potentials, financing strategies and risks in Asia's highly-mineralized countries including neighboring China, India, and Korea.

ORGANIC, HERBAL, AND NATURAL PRODUCTS

BM: Teresita G. Oyson

Value Chain Workshop for Natural Products was organized to provide an understanding of supply chain management and other safety net practices for processing of natural products. The first value chain workshop was held in Naga City, which focused on 10 herbal plants and malunggay as essential oil. Major highlight of the event was the negotiation for the contract growing of malunggay for oil extracted on a 500 hectare - land owned by residents in the area.

BIO-Search. A total of 54 companies participated in BIO-Search, a Philippine health and wellness show, which served as Asia's venue for the movers of the health and wellness revolution, showcasing natural, herbal, and organic products. Negotiated orders grew by 78%, from USD3.10 million in 2006 to USD5.5 million this year with herbal/natural personal care/cosmetics accounting for 87% of total sales while organic and natural products accounted for 12%. The top buying countries of BIO-Search were US, Germany, and Canada.

MOTOR VEHICLE PRODUCTS

BM: Ramon Rosales

The Business Development Program endeavors to design and implement an Automotive SME Program that will assist SMEs to participate more fully in the global automotive components supply chain. The objective is to focus on productivity and competitiveness programs and addressing industry supply/value chain gaps to ensure that Philippine SMEs can enter and compete sustainably in the auto supply chain.



1 The 3rd level category refers to small and medium food processors. These processors have BFAD and LTO registration, GMP certification, or in the process of complying with GMP, open to undertaking improvements in their processing, such as HACCP and improvement in packaging and labeling.

The *ASEAN Automotive SME Development Project* is aimed at identifying the demand-side (OEMs/AMAS) subcontracting compliance requirements for automotive SMEs and disseminate marketing strategies that respond to these requirements. Technical experts from Australian Marine Science and Technology (AMSAT) and Thamassat University of Thailand conducted research and organized seminars and plant visits all over the ASEAN region to identify compliance requirements for Automotive Manufacturers/Assemblers (AMAs) and Original Equipment Manufacturers (OEMs), assess SME capabilities to comply with AMA and OEM requirements, and classify of barriers to entry and success. The Philippine Seminar/Workshop was conducted on 03 October 2007 and was participated in by 60 representatives from the local automotive companies.

A Memorandum of Understanding (MOU) for the development and implementation of the automated import documentation system for the Philippine automotive industry was signed on August 2, 2007 by the heads of the Parties: *BOC Commissioner Napoleon L. Morales, DTI Undersecretary and BOI Vice Chairman and Managing Head Elmer C. Hernandez; and Philippine Automotive Federation, Inc. (PAFI) President Vicente T. Mills, Jr.* Said MOU confirms the Parties' commitments to enter into a partnership to undertake the development and establishment of an automated import documentation system to facilitate trade and reduce costs between the Philippine automotive industry and its trading partners in the region.

The 2nd phase of the Seminar/Workshop Series on Rules of Origin (ROO) and FTA was concluded on 28-29 June 2007 at the Traders Hotel, Manila. The seminar/workshop was conducted to update existing tariff information specifically on motor vehicle products, to inform businesses on how to determine if their products qualify for preferential tariff rates under various trade agreements and to provide knowledge on procedural requirements involving certificates of origin.

About 60 participants representing individual companies from parts manufacturing sector, vehicle assembly sector participated in the *Seminar on Standards Development, Harmonization of Technical Regulations and Mutual Recognition Agreements* aimed at providing updates on standards development and understanding of harmonization initiatives at both the national and international levels.

In Cebu, a Symposium on the Philippine Motor Vehicle Industry was organized aimed at enhancing the understanding and appreciation of the Cebu Business Community on the current state of the Philippine Automotive Industry. Major issues discussed were the government's policy on used motor vehicle importation and free trade agreements. BPS provided presentation on standards development and harmonization, 2002-2007/10 standardization strategy, overview on the ASEAN Automotive Roadmap on Standards and Conformance and National Roadmap on Harmonization of Vehicle Regulations and Standards.

ELECTRONICS

BM: Evariste M. Cagatan

Integrated Circuit Design Training 3. For three years, the Electronics BDT has been organizing the conduct of the IC Design Training for faculty/BS graduating/MS students from different universities and industry practitioners in the country. This year, two Taiwanese professors administered the training courses at the University of the Philippines, Diliman on 10-21 December 2007. The topics for this program were Data Converter Integrated Circuits and Phase Locked Loop Circuits.

The 20 participants came from the following: University of the Philippines (9), Mapua Institute of Technology (5), De La Salle University (3), Ateneo De Manila University (1); and practitioners from the private sector – Blue Chip Designs (2).

This training program is expected to increase the pool of IC design capable engineers in the country who will be able to take on higher value activities for the electronics sector. The participants were exposed to research and in different issues of analog IC design.

Electronics Strategic Forum for the Philippines.

The small-group high-impact forum held on 18 September 2007 at the Makati Shangri-La Hotel was designed to serve as a tripartite platform among the government, top local industrialists and STMICROELECTRONICS. It was a venue to inspire and ignite creative ideas for the sustainable growth and higher value-added development of the local electronics industry towards realizing the nation's vision of becoming a world-class electronics regional hub by 2020.

Power Rates.

The National Power Corporation (NPC) and Meralco have signed a Memorandum of Agreement (MOA) that would lower the generation rate to a flat NPC rate of Php3.52/kw-hr, to be passed through Meralco, to all industrial companies located inside 10 ecozones (or industrial parks with 80% or higher load factor) and to three additional locators with consumption above 1MV and with less than 80% Load Factor.

Corporate Social Responsibility (CSR) Guidelines.

The Electronics BDT prepared the guidelines on the implementation of CSR activities of BOI-registered firms, which are expected to contribute to improving the quality of life of the community and society at large. The guidelines were published in Manila Times on 05 December 2007 and became effective 15 days after its publication.

INCREASE INVESTMENTS



The preparation for a stronger economy encompasses a huge framework that is intrinsically anchored on increased investments. As part of DTI's mandate of improving and enhancing the business climate, the Department liaised and forged ties with local and foreign investors in order to spin the ball of commerce rolling. It is in this light that the following achievements were made.

INVESTMENT APPROVALS

For the period January – December 2007, the Board of Investments (BOI) and the Philippine Economic Zone Authority (PEZA) approved a total of Php349.08 billion worth of investments, which is 28.67% higher compared with the Php271.29 billion approved investments in 2006. These investments cover 766 projects and are expected to generate employment opportunities of 144,714 when fully operational.

Major source of investments for the period January to December 2007, came from foreign investors with committed investments worth Php189.72 billion (54.35% of total investments) while local investors account for Php159.35 billion (45.65% of total investments).

In 2007, investments in electricity, gas and water supply reached a total of Php94.30 billion from Php3.47 billion or an increase of 2,616%, due to the approvals of power projects like Masinloc Power Partners Co., Ltd in Zambales (Php41.80 billion), Redondo Peninsula Energy, Inc. (Php19.32 billion), First Gen Hydro

Power Corp. (Php7.72 billion); and DMCI Power Corp (Php7.35 billion).

Approvals in the manufacturing sector, on the other hand, increased by 16.58% and accounted for 25.85% of total investments (Php90.24 billion from Php77.41 billion). The real estate, renting and business activities sector increased by 109.80% and accounted for 17.38% of total investments (Php64.68 billion from Php30.83 billion), while the infrastructure/industrial service facilities sector generated a total of Php55.61 billion from Php95.87 billion,

Investments in the IT services sector posted a favorable increase of 45.16% (Php17.81 billion from Php12.27 billion).

2007 INVESTMENT PRIORITIES PLAN (IPP)

The goal is to accelerate the government's developmental services and major undertakings for economic expansion, food security, job creation, price stability, delivery of basic services and peace and order. The vision is a modern and competitive Philippines. The strategy is to efficiently implement the 2007 Investment Priorities Plan (IPP)

IPP continues to support the Administration's vision of "Propelling the Nation to 1st World Country Status in 20 Years." It upholds the development thrust of the government for sustained and equitable economic growth as espoused by the Administration's 10-point agenda.

The Preferred Activities cover the 11 investment areas recommended by the concerned agencies and private sector to support their respective programs. The Mandatory Inclusions cover all areas where the inclusion in the IPP and/or grant

	Jan - Dec 2007	Jan - Dec 2006	Growth Rate (%)
Total investments (Php M)	349,075.227	271,291.425	28.67
Total no. of projects	766	698	9.74
Projected Employment	144,714	130,376	11.00

BOI and PEZA Approved Investments

January – December 2007 vs. January – December 2006

of incentives under E.O. 226 is mandated by law. The Export Activities cover the manufacture of non-traditional export products and activities in support of Philippine exporters. The projects under the Retention, Expansion, and Diversification (R.E.D.) Program refer to activities of existing investors either considered as global players or engaged in strategic industries that are encouraged for retention, expansion or diversification of their operations in the country. All activities under these lists shall be eligible to incentives prescribed under E.O. 226, as amended, subject to the General Policies and Specific Guidelines issued by the BOI.

This year's IPP continues to utilize the Industry Cluster approach to enhance industrial competitiveness, promote investments in the countryside, develop micro, small, and medium enterprises (MSMEs) and support the OTOP Program as it applies to the activities listed in the IPP.

IMPLEMENTATION OF RED AND SIAP

Inclusion of the RED Program in the 2007 IPP.

Projects and activities of existing investors either considered as global players or engaged in strategic industries are all included in the IPP. These projects are encouraged for retention, expansion, and diversification of their operations in the country. This will enable the businesses to avail of incentives prescribed under E.O.226, as amended, subject to the General Policies and Specific Guidelines issued by the BOI.

Full implementation of SIAP.

As part of the Department's function to provide services to existing investors, SIAP was designed to ensure effective and sustained interaction between the BOI and key investors for the purpose of

providing prompt and adequate service. The program also aims to assist in handling issues and concerns affecting company operations in the Philippines through the help of the Investment Promotion Network. The said network links the BOI with 28 government agencies through an established referral system. In 2007, the BOI-One Stop Action Center was able to resolve 28 issues encountered by investors.

Projected Investment Leads.

The projected investment leads for 2008-2011 amounts to Php74.07 billion (2008 – Php48.03 billion, 2009-2011 – Php23.7 billion; PEZA – Php2.3 billion) with projected employment of 15,406. If realized, the Php48.03 billion, representing the 2008 Strategic Investor Aftercare Program (SIAP) investment leads, will contribute 14% to the estimated BOI investment target of Php340 billion for 2008.

INVESTMENT MISSIONS

DTI officials understand that information is power. And part of generating trade information is to keep abreast with trends in the global market. This is done primarily through a slew of investment missions aimed at increasing market intelligence, widen the global trade network and encouraging other countries to do business in the Philippines. The following summarizes the Department's achievements in this area.

- A total of 15 outbound missions were conducted in the US, Japan, Korea, China, Thailand, Europe (Netherlands, UK, Slovak, Austria), Iran, Korea, China, Thailand and India. Sectors for promotion were focused on Information Technology and Information Technology Enabled Services (IT and ITES), steel manufacturing, health and

Firms	Project Cost (Php M)
Masinloc Power Partners Co. Ltd.	41,806.350
SN Aboitiz Power, Inc.	27,930.545
TI (Philippines), Inc.	20,000.000
Redondo Peninsula Energy, Inc.	19,320.000
Fujitsu Computer Products Corp. of the Phils.	13,510.936

Top Investment Projects
January – December 2007

FOCUS

TI's \$1-B Expansion Project

The world's biggest mobile phone chips maker Texas Instruments (TI) invested \$1-B worth of expansion project described to be as one of the single biggest investments in the country's economic history. TI's decision to expand its investments in the Philippines signals that the country had found its niche as one of the best investment destinations in Asia.

The 77,000 sqm. assembly and test operations facility, which will be located in the Clark Freeport Zone, will double the capacity of TI's existing plant in Baguio City which has been operating for 28 years. The expansion project will immediately employ 3,000 workers, increasing to 10,000 workers when fully operational.

wellness, mining, retirement village and automotive projects. A total of 50 companies were met during these missions.

The Department, through BOI, assisted in 11 Presidential visits, namely in Switzerland, India, USA, Japan, UAE, Spain, Rep. of Equatorial Guinea, China, and Singapore.

BOI also assisted in 123 inbound missions wherein the country is being evaluated for the establishment of projects in the IT and ITES, electronics, energy, biofuels, manufacturing, health and wellness, tourism, mining, automotive, shipbuilding, education, and agriculture sectors by nationalities like Americans, Canadians, Japanese, Indians, Taiwanese, Koreans and Europeans (French, Italian, Croatian, Norwegian, Belgians, Spanish, Lithuanian, Arabs, Swiss, Scandinavian, Russians), Chinese, Malaysians, and Australians. As a result, 185 investment leads were generated.

INFRASTRUCTURE

The World Bank recently reported that the Philippines' infrastructure facilities are still insufficient to meet the growing current and future demands of the population. Hence, measures to address this insufficiency are important. A basic tenet in order to improve the competitiveness of industries is to reduce the cost of doing business. To make this possible, DTI recognizes the need to support the modernization of the country's infrastructure network and improve the planning and preparation of public and private sector participation in this endeavor.

The DTI, through its Build-Operate-Transfer (BOT) Center, the National Development Company (NDC), and the NDC-Philippine Infrastructure Corporation (PIC), continues to address concerns through various on-going and completed projects.

The NDC, through its subsidiaries, NDC-PIC and Alabang-Sto. Tomas Development Inc. (ASDI) has led in the identification, evaluation and packaging of infrastructure projects viable for public private financing.

ASDI has completed the preliminary engineering design of the Daang Hair-SLEX Link Road Project. The necessary right-of-way (ROW) for the development and construction of this 4-km project has been secured via Presidential Proclamation No. 1159. ASDI is currently awaiting the issuance of the Department of Public Work and Highways' (DPWH) endorsement for ASDI to implement the project as a toll-road.

NDC, through the initiative of NPIC, has secured a grant from the Non-Project Grant Assistance of the Japanese Counter Value Fund (NPGA-CVF) aimed to decongest traffic along

the South Luzon Expressway (SLEX) by way of constructing a two (2)-lane, 240 meters long on-ramp (northbound direction) facility near the Bicutan Toll Plaza. However, the congestion problem has already been addressed with the approval of the implementation Stage 2 of the South Metro Manila Skyway. Nonetheless, NDC is currently looking at alternate projects that would have the same impact of decongesting the traffic situation in the SLEX.

Still part of NDC's mandate to implement other infrastructure network, the company provided funding to the National Irrigation Administration (NIA) for the rehabilitation and construction of communal and new irrigation systems. This funding supports the transformation of the agriculture sector from a resource-based to a technology-based industry.

The BOT Center, on the other hand, continuously provided advisory assistance to implementing agencies and LGUs in the development and approval processes of their BOT projects. The DPWH's Tarlac La Union Expressway Project and the Panguil Bay Bridge Project are among those that are now in the procurement stage in the BOT process. The Tarlac-La Union Expressway Projects involves the construction of a 4-lane expressway from La Paz, Tarlac to Rosario, La Union. The Panguil Bay Bridge Project in Misamis Occidental involves the construction of a bridge that will connect Tubod, Lanao del Norte with Tangub City, Misamis Occidental under a BOT scheme.

Other BOT transport projects in the pipeline are as follows:

- Metro Rail Transit (MRT) Line 7 that will traverse through an elevated 21-

kilometer mostly elevated rail system from North Avenue, Q.C. to Tala, Caloocan City and a 17-kilometer long 8-lane asphalt road connecting NLEX Marilao Exit to Tala Terminal;

- Northern Intermodal Transport Terminal Complex Project in Malabon City that will serve as drop off and pick up points of north bound provincial buses in order to decongest Metro Manila; and
- La Mesa Parkway Project that will serve both as tollway and water collection systems to feed the La Mesa reservoir.

For the ICT sector, two LGUs (Calamba City and General Santos City) were assisted in their Geographical Information System (GIS) projects, which aim to enhance their tax collection systems, and the POEA Portal Project, which aims to provide e-services to clients including registration, licensing, accreditation, receiving payments and for other POEA services.

To further promote the BOT scheme, two MOAs were signed with the League of Municipalities of the Philippines (LMP) and the League of Cities of the Philippines (LCP). The agreements formalized the technical and advisory assistance needed to build the capability of LGUs to implement their vital infrastructure projects through private sector participation under the BOT Law.

Investments on Housing Projects

BOI approved 35 mass housing projects with aggregate investment cost of Php 9.4 billion from January to December 2007. This project is one of the priority programs of the present administration to provide affordable housing to the masses. The housing projects under the selected construction firms, such as Firm Builders Realty Development Corporation; Filinvest Land Inc.; Stateland Inc.; and Phinma Property Holdings Corporation, will build a total of 9,358 new low-cost housing units within the year in Sibulan, Negros Occidental; Sto. Tomas, Batangas; Cabuyao, Laguna; and Novaliches, Quezon City. Moreover, it is also expected to generate a total of 15,473 in employment opportunities.

SPECIAL PROJECT

San Carlos Bio-Energy Inc. (SCBI) NDC has completed its investment in the San Carlos Bio-energy Inc. (SCBI). SCBI, a joint venture between NDC and Bronzeoak Philippines Inc., is the pioneering ethanol plant of the country located in San Carlos, Negros Occidental. The construction of the plant commenced in January 2007 and will start operations in early 2009.





SUPPORT FOR MSMEs

It was the year of the strong peso, of rising and buoyant businesses and the imminent threats of climate change. Experts say the Philippine economy has reached a new level of maturity in 2007. The International Monetary Fund ranked the country as the 37th largest economy in the world, according to its purchasing power parity. As the Philippines reeled and grappled with this achievement, the Department of Trade and Industry (DTI) continued to undertake initiatives towards a market-driven economic growth. It is the kind of growth that harnessed the potential of micro, small and medium enterprises (MSMEs), promoted trade as well as domestic and foreign investments and ensured value for money through globally competitive exports and industries. The aim is to achieve sustained economic growth and poverty alleviation in order to continuously improve the Filipino's quality of life.

FINANCING

Financing forms the core of DTI's support to MSMEs. Funds fuel the motor by which the developmental activities run. As can be gleaned from the following, these funds cascade and trickle down to the grassroots level.

SULONG.

The SME Unified Lending Opportunities for National Growth (SULONG) Program has achieved, on a cumulative basis, a 106% accomplishment vis-à-vis its target for the period 2004-2006. From January to December, 2007, releases under this program amounted to Php28.58 billion. The Land Bank of the Philippines (LBP) and the Development Bank of the Philippines (DBP) remained its biggest contributors as they have the biggest share in loan releases with almost 60% and 30%, respectively. SB Corporation, on the other hand, had 10% share of the total releases. The Program benefited 13,585 SMEs and supported 357,204 jobs.

The good news is —BSP reported a Php24.8 billion rediscounting performance in 2007, coupled with the SULONG Program. With that, SME loan releases has breached a new high of Php 50.1 billion in 2007.

MSME Loan Approvals.

The Small Business Corporation has approved Php3.75 billion in loans to the country's MSMEs in 2007, representing 96% of its 2006 levels.

The wholesale lending facility takes the bulk of the loan originations at more than three-fifths or Php2.48 billion of the total approvals. The loan originations under the retail lending reached Php408.91 million or 11% of the total originations. Micro-finance lending reached a total of Php646.21 million while credit guarantees reached Php212.56 million, representing 17% and 6% of the total loan originations, respectively.

SB Corporation's microfinance lending performance even exceeded people's expectations. This could be attributed to the continued expansion of the microfinance sector in terms of new borrowers and increase in credit per unit (as more graduating microenterprises emerged) and the Corporation's effective approach in lending. In fact, its microfinance facility emerged as the top performer among the lending programs, overshooting the target by 29%.

The achievement rates in retail lending and credit guarantee are understandable since these programs involves a direct attempt of SB Corporation to increase the population of bankable MSMEs, which requires longer gestation period and provides higher risks for SB Corporation.

Promotion of the Borrower's Risk Rating (BRR) System.

SB Corporation continuously worked toward the promotion and training of banks on the use of the BRR system. Seminars were conducted in key areas, i.e. Baguio, Davao, and Cebu City to 55 rural and thrifts banks. Also on-site trainings were conducted to banks' personnel, who invited SB Corporation to give a briefing on the BRR scorecard system. Developed with funding and technical assistance from the Asian Development Bank, the BRR system uses the scorecard method in computing the prospective SME borrower's credit standing and eligibility. The tool is expected to enable banks to depend less on collateral when lending to SMEs.

Financial Partners.

Buoyed by three ODA loans, SB Corporation has intensified its lending activities particularly in wholesale lending through the expansion of its conduit-partners list. SB Corporation has now more than a hundred financial partners in its wholesale, credit guarantees and microfinance programs. In 2007, it accredited 23 new conduit banks and renewed eight conduit partnerships.

MARKETING

DTI believes that everything emanates from a thorough understanding of the markets. This basic philosophy is the fulcrum by which the following events were strategized and mounted.

National Trade Fair (NTF).

NTF, the biggest domestic show for MSMEs in the country, featured the best products of the country's 17 regions. The NTF held on 14 - 18 March 2007 generated Php163.9 million in sales, which is 91% more than last year's Php85.96 million. This indicated the massive support that local enterprises are getting from purchasers, retailers, and exporters. NTF visitors reached 1,141, of which 886 were trade buyers. Region 7 participants recorded the highest amount of orders and at the same time, a gift and houseware manufacturer from the same region posted the highest recorded sales.

The Center for International Trade Exposition and Mission (CITEM), in cooperation with the Small and Medium Enterprise Development Group (SMEDG) and Regional Operations Group (ROG), organized the participation of 194 companies nationwide in which 65% or 127 were regular participants while 67 were new participants.

Fourth Raw Material Showcase.

To further assist the SMEs, the Bureau of Domestic Trade (BDT) mounted a showcase of indigenous raw materials as well as new process applications, which was held on 14 - 18 March at the Megatrade Hall of SM Megamall. Featured were various processes developed by Product Development



and Design Center of the Philippines (PDDCP) including sea shells, climbing bamboos, and woody vines. These materials were transformed into products such as home furnishings, fashion accessories, bags and handbags and were used as product components. Visitors included 150 manufacturers, traders, and exporters. Common queries from the participants consisted of concerns regarding indigenous materials such as sourcing, processing techniques, treatment, and availability of manufacturers of these products as well as the various services provided by different government agencies.

GFI	January - December 2007			January - December 2006		
	Loan Releases (PhP M)	No. of Accounts	Jobs supported	Loan Releases (PhP M)	No. of Accounts	Jobs supported
Landbank	16,352.782	9,860	204,410	16,214.370	10,098	202,680
DBP	8,514.503	1,890	106,431	11,051.146	935	138,139
SB Corp.	2,689.713	1,052	33,621	3,442.951	2,096	43,037
NLSF	46.749	305	584	59.510	383	744
Philexim	327.765	75	4,097	201.570	17	2,520
Quedancor	548.180	394	6,852	1,132.451	737	14,156
SSS	96.600	9	1,208	303.620	18	3,795
TOTAL	28,576.292	13,585	355,449	32,405.618	14,284	405,071

SULONG Figures (January – December 2007 vs. January – December 2006)
Source: SME-PMO



Color Trends 2008 Exhibition.

An exhibition on past, current, and prevailing color trends in the international market on furniture and wearable sectors was displayed. The translation of the trends was shown through information panels, products and color swatches. A total of 286 viewers have visited the exhibit from 13 - 30 March 2007. This exhibit also demonstrated the collaborative efforts of two PDDCP designers who were recipients of the Design and Market Updating Program (DMUP) Market Intelligence Trips to Europe in 2006.

On Market Matching.

To expand and promote SME operations, market matching was strategically used in helping domestic and export markets. This was achieved through the utilization of the National SME Database Market Matching facilities based in the regional and provincial offices and through selling missions. For the period January- December 2007, the BDT assisted a total of 427 MSMEs through market matching activities, generating Php12.75 million in sales.

Buyers Mission.

Three Buyers Missions were organized by the BDT to further promote various priority products in the countryside. These are as follows:

1. *Aklan Piña and Fiber Festival.*
The festival was held in Kalibo, Aklan on 25-26 April 2007 and brought in four Manila-based

buyers. The event also generated the following: Php10,242.00 cash sales, Php1.2484 million booked orders for piña and wicker placemats and raffia rolls, and Php1.232 million orders under negotiation for raffia table runners/placemats/bags/silk cocoon waste throw pillows/bags, hapao bags, and raffia rolls.

2. *2007 Northern Mindanao Regional Trade Fair.*
This fair held in Cagayan de Oro City on 22- 23 August 2007 brought in five Manila-based buyers. Sales generated were as follows: Php2,240.00 cash sales and Php897,500.00 worth of sales under negotiation for rattan hampers, nito jars, terra cotta buttons, abaca hobo drawstring bags, calamansi concentrate, tuba vinegar, and handmade paper boxes.
3. *Likha ng Central Luzon Trade Fair 2007.*
This fair held in 03-07 October 2007 at the Mega Trade Hall of SM Mega Mall was able to bring in eight buyers.

2007 SME Week.

Pursuant to Proclamation Order 256, the BSMED conceptualized, implemented and monitored activities related to the celebration of SMED Week on 16-22 July 2007 with the theme "Ang Galing Mo Pinoy! Go Negosyo". The following were the highlights of the event:

1. A Business Development Service (BDS) Expo was mounted on 19- 22 July 2007 at SM Megamall where 90 BDS providers/ exhibitors consisting of 41 government organizations, 31 private sector entities, 14 financial institutions and four development partner agencies showcased their programs and services for SMEs. A total of 16,779 visitors visited the event;
2. The Provincial Small and Medium Enterprise Development Councils (PSMEDCs), in cooperation with DTI Regional Offices (ROs)/Provincial Offices (POs) secured nominations and screened finalists for the conferment of seven (7) awards for *Best Practices for SME Programs* in recognition of programs/ projects that best serve MSMEs;
3. Thirty six (36) entrepreneurship development briefings attended by 2,703 participants were organized;

AGENCY	Training Programs	Number of Runs	Number of Participants
PTTC	Trade Business Management	59	1,275
	Quality and Productivity	80	3,735
	Special programs	314	10,893
CITC	Competency Building Programs covering Wearables (Footwear and Fine & Costume Jewelry), Giftwares and Holiday Decors, Foods, Home Furnishings, and other resource-based commodities sectors.	147	3,015
CMDF	Supervisory Development, Safety Course, Skills Training, Trade Testing, General Carpentry, and Motorgrader Training	141	3,071
Total		741	21,989

Number of Training Programs Conducted and their Beneficiaries

- Free business counseling assistance to 1,681 potential and existing entrepreneurs were set up by an SME Center in cooperation with other SMED Group agencies and;
- BSMED initiated the coordination arrangements for the Memorandum of Understanding (MOU) signing event of the nationwide harmonization/localization of the SMED Plan involving BSMED, CIDA-PEARL2 and GTZ-SMEDSEP was conducted at the Shangri-la Hotel on 17 July 2007.

TRAINING

The trade and industry landscapes are forever changing and trainings serve as the avenue for people to learn, hone and enhance their skills. The DTI, through its regional offices and special training centers, i.e., Cottage Industry Technology Center (CITC), Philippine Trade Training Center (PTTC), and Construction Manpower Development Foundation (CMDF), conducted 741 various training programs and seminars from January to December 2007 which benefited 21,989 MSMEs.

Community Based Enterprises (CBE) Program.

The Department provided wholistic package of business development services (BDS) to 15 strategically situated formal and informal enterprises and helped turn them into competitive and sustainable community based enterprises (CBEs). These CBEs, which are recipients of skills training, technical consultancy, product prototyping and tooling and equipment assistance, among others, engage in resource-based products manufacturing such as bamboo craft, handmade paper making, abaca, sarakat, burlap and sinamay

weaving, wax-based products and seaweeds processing to name a few. Other positive results from the implementation of this program include:

- Developed beneficiary-CBEs, not only as reliable suppliers of quality products and job generating enterprises in the countryside, but also as BDS providers themselves providing capability building and common facility services to the surrounding micro enterprises (MEs) in their respective provinces;
- Enabled small raw materials producers/suppliers and start-up MEs to join the value chain; and
- Provided a good vehicle for the convergence of expertise and resources among other NGAs, NGOs, the LGUs and the private sector.

Some of the DTI-CITC established and/or strengthened CBEs this year are:

- Labo Progressive Multi-Purpose Cooperative (LPMPC), Labo, Camarines Norte (Handloom Weaving and Handmade Paper).* With the skills training on handloom weaving, bleaching and dyeing, handmade paper making, paper product adaptation, technical consultancy, and product prototyping services extended, the cooperative was able to produce and sell Php 466,776.60 worth of plain and embroidered piña cloth and handmade paper of various designs. LPMPC is also gradually establishing its role as a local BDS provider through the conduct of training on





handmade paper production to MEs and high school students in the municipality.

- Western Bucay Farmers Multi-Purpose Cooperative (WBFMPC), Bugbog, Bucay, Abra (Bamboocraft).* Provided the cooperative with a complete package of BDS which includes skills training, technical consultancy, sample making/prototyping services and provision of CITC fabricated tools and equipment which further strengthened its production capability. WBFMPC's bamboo bags and lampshades were chosen as entries to the Best Agrarian Reform Community (ARC) Products of the Year Contest by the DAR held on 06 June 2007, during the AGRARYO Trade Fair at SM Megamall. It generated sales worth Php36,354 of bamboo-based products and furniture/novelty items supplied in stores which include K, ATBP Candle Holders and Home Décor, Barcena's Bamboo Crafts, among others.

- Aparicio Agrarian Reform Multi-Purpose Cooperative, Aparicio (ARB-MPC), Aparicio, Ibabay, Aklan (Abaca Twine).* The cooperative established itself as a reliable supplier of processed raw materials to known handicraft producers in the province, e.g. Antique Bags and Craft Producers, HAMPCO, and Lima Interior Designs, after becoming a recipient of BDS package from CITC. The Ibabay Small Coconut Farmers Development Cooperative (ISCFDC) was recently added to their growing list of clients. The cooperative now employs 50 full-time twiners and is planning to hire more in the near future.

- 100 Islands Silag Weavers Club, Alaminos, Pangasinan (Buri-craft).* In cooperation with DTI-Region 1 and West Pangasinan Chamber of Commerce, CITC provided the group with a package of BDS e.g. skills training on basket weaving, paper product adaptation and sandals making to 69 individuals composed of buri weavers, start up MEs and unemployed household members. In addition, technical consultancy services on tooling and equipment, and materials/products costing were also provided. As a result, the 100 Islands Silag Weavers Club is now producing different buri-

based products and novelty items for sale initially to local buyers.

- Sinai Abaca Weavers Association (SAWA) Production Center, Sinai, Sibagat, Agusan del Sur (Sinamay Weaving).* CITC started assisting the Association in 2001 under DTI-ROG's UNLAD-BUHAY Program by conducting skills training on Basic Handloom Weaving and providing four handlooms. To further increase its production capacity, CITC provided skills training on sinamay weaving and trained additional weavers from Barangays Kauswagan and Sinai to meet the order of 5,000 meters of sinamay per month of their Taiwanese buyer. SAWA joined the Buy Pinoy Trade Fair at SM Megamall held on 29 November to 02 December 2007 and started making a name in the abaca business.

Business Incubation for Young Entrepreneurs Project.

In order to foster business ingenuity among aspiring young entrepreneurs, PTTC, in cooperation with BDT, launched the Business Incubation for Young Entrepreneurs Project on 19 February 2007. The project is a nurturing program packaged for young students who have developed new products or services. The goal is to propel business start-ups and eventually produce successful enterprises. A total of 12 incubatee-enterprises underwent a customized training program. Of the total, two were granted financial assistance by the DOST Camarines Sur provincial office. Six of the incubatees have also registered their businesses.

Capacity Building Towards Advancing Philippine Food Safety Standards and Strengthening the Philippine-EU Cooperation on Food Trade.

To raise the level of awareness and compliance of the Philippine Food Industry (with focus on SMEs) with international standards using the ISO 22000 Food Safety Management System framework, and ultimately aid SMEs to comply with EU food safety requirements for food products, PTTC, in coordination with InWent Germany, ASSIST and Consorzio Italiasia, organized a capability building project with an overall objective of fostering cooperation and trade relationship between the Philippines and EU member states through the reduction, if not elimination of hazards/risks in Philippine food production from sourcing of raw materials to production for and distribution to local and international end consumers in the European Union. The project is funded by the European Union Technical Assistance Component of the Asia-Invest Program of the European Commission and BMZ (German Ministry for Technical Cooperative). Launched on 31 January

2007, the project selected 10 pilot companies to be aligned to ISO 22000:2005.

The 1st Firm Level Consultancy (FLC) was conducted in August-September 2007 and the 2nd FLC was done last November 2007. International consultants found the 10 pilot companies already in various stages of development and/or implementation of food safety and quality management systems along international standards. The companies were very receptive to aligning their systems with ISO 22000, within the proposed timelines of the project, in order to facilitate exportation to the EU or expand their existing markets in the EU.

For the SMEs to fully understand the benefits of alignment to ISO 22000 and to gain exposure to the EU market, a study tour to Germany and Italy was conducted on 12-22 October 2007 to provide venue for exchange of information with selected industries and associations on food safety standards and management systems. This is also targeted to foster linkages between Philippine and EU operators in business, provide opportunities for replication of good practices and facilitate Philippine-EU dialogue and partnerships.

Business Counseling and Information Support.

As part of the continuous efforts to provide information to MSMEs, the DTI, through BSMED, set up SME Center booths and disseminated SME publication materials in 18 trade events led by various organizations (i.e., SME Week 2007, Philippine Food Expo; Go Negosyo Business Incubation Opportunities for Young Entrepreneurs; Perlas ng Pangkabuhayan Pinoy Expo; Tourism Negosyo Fair; Pamilyang OFWs-SMEs Summer Expo; SME Manage Your Business Road; Labor Day 2007 Livelihood Go Negosyo; Kabuhayang Swak na Swak; SSS-OFW Day, Pamilyang OFWs-SMEs Expo, Philippine International Franchise Conference and Expo 2007, OTOP Luzon Island Fair, Pamasko ni Kuya Part 3, Filipino Seafarers Family Expo and Forum, Cooperative Development Authority Trade Fair and Symposium 2007, SME Manage Your Business Roadshow 2007, Negosyong Pinoy, Negosyong Pinoy and 2007 Forum on Overseas Filipinos). A total of 1,590 MSMEs and potential entrepreneurs obtained information materials or business counseling from these SME Centers. Total sales generated from the information materials sold during the event amounted to Php 113,760.00

In line with BSMED's commitment to develop customized entrepreneurship

promotions programs for sectoral organizations, the Bureau conducted (as a pilot test) entrepreneurship briefings for the following selected groups:

- 874 entrepreneurs in 32 public markets. This initiative, which was undertaken in partnership with Unilever Philippines, owner of the Knorr brand, aims to enhance the public market stall owners' knowledge on how to efficiently manage and improve their businesses. The project received positive acclaim from both SME-participants and key Unilever officials;

- 24 dependents of the Philippine Transmarine Carriers (PTC), Inc.'s seafarers. The PTC is one of the largest sea-based manning companies in the Philippines. The program is part of PTC's social responsibility of looking after the welfare of its crew and their families. They assist families of crew members with diverse concerns such as investing their saved money on business ventures.

BSMED also disseminated 92,065 copies of various information materials on starting a business (e.g. Programs and Services for MSMEs, Financing programs for MSMEs, Do You Want To Go Into Business Handbook, Glossary of Business Terms and Concepts, various business ideas flyers, etc.) to all DTI regional/provincial offices, SME centers, trade associations, newly elected Senators and Congressmen, donor agencies, national agencies, local government units, colleges and universities, financing institutions, embassies, private organizations and local public libraries.

Capability Building of Business Counselors.

The Japan International Cooperation Agency (JICA) – funded project entitled *SME "Shindan" for Philippine SME Counselors – Capacity Development for DTI-SME Counselors* has started its implementation. SME Shindan is a three-year project starting from February 2007 and will end in February 2010. It aims to enhance the capacity of SME Counselors towards providing more effective and efficient delivery of business development services to MSMEs. The project shall be implemented initially in five selected SME Centers located in Laguna, Albay, Iloilo, Leyte, and Misamis Oriental. The target number of beneficiaries are at least 40 DTI SME Counselors in five identified SME Centers.

PRODUCT DEVELOPMENT

The creation and sustenance of competitive advantage through product and package design and development as well as technology intervention are essential features of DTI's goal of developing MSMEs. Through product development, quality and competitiveness of local products are enhanced so that they could be at par with world-class standards.

PDDCP provided **394** design services and **2,923** technical assistance to **1,002** MSMEs. This enabled MSMEs nationwide to develop new products and package designs for food and non-food products, giftware, home furnishings and wearables.

PDDCP also launched a design consultancy program for the benefit of the Cebu Furniture Industries Foundation (CFIF) with its thrusts revolving around product development, information exchange, and market immersion. Twelve CFIF members, all furniture exporters, were assisted by the program. A trends briefing seminar was also conducted to 18 in-house designers representing eight furniture companies by providing these companies with consultancy assistance on the design concepts they have developed.

Harmonization and Localization of SME Development (SMED) Plan

The harmonization and localization of the National SMED Plan with local development plans of the provinces is being done to ensure synergy in the implementation of the various activities being undertaken towards the development of SMEs. The activities with support from GTZ-SMEDSEP included the organization of four national Focus Group Discussions (FGDs) including a National Action



Planning Workshop participated in by 180 participants as well as the conduct of a Results Based Management (RBM) Orientation Training on 18-20 April 2007. This was attended by 50 participants from various FTI offices. DTI likewise provided secretariat support for the conduct of orientation workshop on the SMED Plan Monitoring held on 17 April 2007, which was attended by 45 participants. Between September and November, 2007, DTI also conducted the Results Based Management (RBM) and SMED Plan Monitoring and Evaluation System Training in seven batches. The said training was rated well by 180 participants both belonging to DTO and non-DTI offices and agencies.

R.A. 9178: BMBE ACT OF 2002

This Act aims to spur economic activities by providing the following incentives to micro entrepreneurs (with total assets not exceeding P3 Million):

- income tax exemption;
- exemption from the coverage of the Minimum Wage Law;
- priority to a special credit window; and
- technology transfer, production and management training, and marketing assistance programs.

For 2007, the BSMED served as resource person in nine BMBE briefings. These briefings informed and gave 900 participants a thorough knowledge of the crucial elements of the BMBE law.



DTI-IFAD RURAL MICRO ENTERPRISE PROMOTION PROGRAMME (RUMEPP)

Program Location
5 regions, 19 provinces

Cordillera Administrative Region (CAR): Abra, Ifugao, Kalinga **Bicol (Region 5):** Albay, Camarines Sur, Catanduanes, Masbate, Sorsogon **Eastern Visayas (Region 8):** Biliran, Eastern Samar, Leyte, Northern Samar, Western Samar **SOCCKARGEN (Region 12):** Sarangani, South Cotabato **CARAGA (Region 13):** Agusan del Norte, Agusan del Sur, Surigao del Norte, Surigao del Sur

Program Strategy
RuMEPP aims to reduce rural poverty through increased economic development, job creation and better incomes for poor rural households by promoting profitable and sustainable micro enterprises (MEs). Building on the success of the earlier IFAD-ADB Rural Micro Finance Project (RMFP), RuMEPP has adopted a two-pronged approach of providing financial (microfinance) and technical assistance (BDS) to promote the development of microenterprises, coupled by the promotion of policies supportive of the development and growth of MEs. While the supply of microfinance resources is essential in alleviating poverty, the programme will ensure the sustainability of the gains achieved by providing business development services to poor rural micro entrepreneurs. These services will assist existing and starting micro entrepreneurs in realizing the full potential of their enterprise investments through capacity building, market linkages and policy improvements.

RuMEPP has three components:

- a. Microfinance Credit and Support (MCS), which involves the provision of microfinance to rural MEs nationwide;
- b. Micro Enterprise Promotion and Development (MEPD), which entails providing rural MEs primarily in the target 19 poor provinces in the poorest regions with business development services; and
- c. Programme Management and Policy Coordination (PMPC) to facilitate programme-specific policy dialogue and analysis with the end in view of

promoting a conducive policy framework for ME development in the Philippines.

Overview of Program Accomplishments

As in most start-ups, RuMEPP experienced birth pains. The year 2007 saw RuMEPP undertaking mainly preparatory activities, which put in place the organizational arrangements and implementing guidelines of the programme, securing at the same time, buy-in among stakeholders. Specifically:

1. The Programme Steering Committee (PSC), Programme Management Unit (PMU), and Grants Committee were organized and appointed;
2. Critical field staff consisting of nineteen (19) RuMEPP Provincial Officers (RPOs) were selected, deployed, and trained;
3. The DOF – SBGFC Subsidiary Loan Agreement (SLA) was signed;
4. The 2007 Annual Work Plans and Budgets including the specific implementation plans (i.e., procurement) and strategies were formulated.
5. The Microfinance and Micro Enterprise Promotion Manuals including the logframe were prepared and finalized;
6. Orientation and planning workshops with various stakeholders, particularly the different implementing bureaus, agencies and offices (regional, provincial, LGUs) including external partner agencies (LMP, NAPC, and NEDA), were held;
7. Profiling of provinces and assessment of RuMEPP's pilot phase were conducted;
8. Preparatory works for the procurement of consultants for the Baseline Survey/Initial Needs Assessment, Establishment of MIS, and M&E Manual Formulation were started;
9. Coordinative meetings with IFAD representatives were held;
10. Several financing fora and linkaging with LGUs were conducted; and
11. The 2007 IFAD Supervision Mission was fielded.

RuMEPP logo.

The RuMEPP logo is representative of two hands clasped together to signify the synergies necessary to attain programme goals. The crux of this intervention is to show that a strong link between finance and non finance interventions is the key to microenterprise development. The clasped hands also refer to the public-private partnership framework which the programme fully subscribes to.



Consumers cut across the whole spectrum of the trade and industry universe. Caring, empowering, informing and protecting them are all part of DTI's reason for being. After all, what are markets and products without buyers, services without customers, businesses without clients? The whole rigmarole of price monitoring, setting product standards, consumer advocacy, business registration, etc. all falls under the umbrella of customer care. Under DTI's able wings, the following were achieved to further protect and empower the Filipino consumers.

PRICE MONITORING

The Department continuously conducts intensive price monitoring and regular market visits to ensure availability of basic necessities and prime commodities. Likewise, strict enforcement of the Price Tag Law and Price Act are being undertaken to guarantee reasonable prices and prevent unjustified price adjustments.

Dialogues among government, producers, manufacturers, traders, retailers, and consumer organizations were held to find solutions to problems in the supply chain of basic goods and services. Similarly, guide prices of basic goods and commodities were published weekly in leading newspapers to ensure that information is made available to consumers.

MONITORING AND ENFORCEMENT OF FAIR TRADE LAWS

Carrying the thrust to tighten and strengthen the implementation of laws on consumer welfare and protection and certain fair trade laws, Department Administrative Order (DAO) No. 06 was signed last 24 August 2007. DAO No. 06 series of 2007 entitled "Revised Schedule of Administrative Fines for Violations of the Consumer Act of the Philippines and some Trade and Industry Laws" covers administrative fines imposed in decided cases for violations under R.A. No. 7394 (Consumer Act of the Philippines) and E.O. 913, particularly on the following:

- a) R.A 7581 (Price Act);
- b) R.A. 71 (Price Tag Law);
- c) Act No. 3883, as amended (Business Name Law);
- d) R.A. 3952 (Bulk Sales Law);
- e) Act No. 2728, as amended by Act Nos. 3715 and 3969 (Law on Brokerage); and
- f) Act No. 3893 (Bonded Warehouse Act).

CARE FOR CONSUMERS



- From a total of 91,859 firms monitored for the period January to December 2007, 473 firms were penalized and imposed a total of Php2, 133,651.00 in fines.
- In support to the monitoring and enforcement activities of the Regional Operations Group (ROG), the Bureau of Product Standards (BPS) intensified its monitoring activities to check the compliance of critical consumer products with the safety and quality requirements of a relevant Philippine National Standard (PNS). On the spot market rounds were conducted in NCR, CAR, Regions I, II, III, IVa, V, VI, VII, VIII, XI, XII, and CARAGA. As a result, BPS was able to monitor and inspect 375 establishments nationwide and apprehended 174 establishments with violations. Products covered were steel bars/nails, wiring devices, LPG cylinders, flat glass, compact fluorescent lamp (CFLs), automotive batteries/lead acid storage batteries, lighters, plywood, electrical tape, GI sheets, GI wires, wires and cables, and Christmas lights.
- DTI DA DOH DENR Joint Administrative Order (JAO) No. 3 series of 2006* entitled, Amending the Provision of the Rules and Regulations Implementing Republic Act No. 7581, Series of 1993, Specifically Section 3 Rule X on the Definition of Profiteering was published on 22 January 2007 at the Official Gazette. It aims to correct the erroneous parameters established in JAO No. 1 series of 1993 of what may constitute as "profiteering."

Section 5 (2) of the Act, defines profiteering as:
"the sale or offering for sale of any basic necessity or prime commodity at a price grossly in excess of its true worth."

It further added,
"There shall be prima facie evidence of profiteering whenever a basic necessity or prime commodity being sold: xxx (d) whenever a person raises the price of any basic necessity or prime commodity he sells or offers for sale to the general public by more than ten percent (10%) of its price in the immediately preceding month..."

- Two establishments were apprehended for selling 62 uncertified 2.7 kilogram "Sure Gas" LPG cylinders. Administrative cases were filed against Living City Enterprises and Jasphen Housewares Trading, both located in Valenzuela. BPS requires all manufacturers and distributors of LPG cylinders to have their product tested and inspected based on PNS 03:2000. Products that passed the tests are issued PS License and sealed with the PS Mark.
- To resolve cable piracy cases in the country, the Intellectual Property Office (IP Philippines) and the National Telecommunications Commission (NTC) has signed the Implementing Rules and Regulations (IRR) of the 2006 MOA. The IRR will expedite the resolution of cases filed with the NTC against cable operators involving violations of intellectual property rights (IPR) and NTC rules and regulations.
- Of the 36 reported or discovered violations on the Contractors License Law, 32 or 89% were investigated.

PRODUCT STANDARDS

- In 2007, the Department, through the BPS, has developed 505 new standards, 84% or 426 of which were aligned to the International standards of the International Organization for Standardization (ISO)/ International Electrotechnical Commission (IEC). Moreover, 103 new PS Mark licenses and 2,705 ICC certificates were issued with a total of Php 21.9 million in fees collected.
- In a bid to avert the proliferation of substandard imported products in the local market, an additional set of guidelines on the sales of regulated imported product was imposed by the Department through the BPS. The supplementary guidelines intended to further protect the interests and general welfare of consumers and businesses by enabling distributors, dealers, wholesalers, retailers and sellers, as well as consumers to easily verify compliance of

products with the safety and quality standards.

For tracking purposes, all importers shall present evidences such as documentation or certification that the products which they are supplying to their clients are within the scope of the ICC certificate issued by the BPS. With these extra guidelines, consumers are ensured with product quality and reliability.

- To strengthen information campaign on standards, training programs for mobile teachers, instructional managers, and high school teachers on the modules and teachers' support materials (TSMs) on standards were conducted nationwide. This program was successfully held in collaboration with the Department of Education (DepEd) and the Philippine Product Safety and Quality Foundation (PPSQF). The training schedule was as follows:
 - NCR, Regions 3, 4A and 4B – 2-4 May 2007 and 10-12 July 2007;
 - Mindanao Area, Regions 10, 11, and CARAGA – 29-31 August 2007;
 - Visayas Areas, Regions 6, 7, and 8 – 27-29 November 2007

The Department continues to engage businessmen to adopt a self-policing mechanism designed to promote and foster the highest level of business ethics and sustain a fair and honest marketplace through the DTI-Certified Establishment (DTI-CE) Program. To date, a total of 700 deserving establishments nationwide were awarded a Seal of Approval. Of the 700 awardees, 384 establishments received bronze award for complying with Fair Trade Laws (FTL) and maintaining good customer relations through Consumer Welfare Desks; 267 establishments received silver award for attaining bronze requirements, ensuring effective store operations, and adhering to social responsibility; while 49 establishments were awarded gold for attaining silver requirements plus implementing some elements aligned to quality and environmental management systems in their operations. In addition, a documentary film/ audio visual presentation on DTI-CE Program was developed, and copies were given to Regional

Offices and Office of the House of Representatives.

In pursuit of the thrust to facilitate trade and advance business growth, the Department, through the BPS, launched the Standards and Conformance (S&C) Portal in June 2007. It is a virtual one-stop information gateway that houses the PNS, WTO Technical Barriers to Trade (TBT) Notifications, and other trade-related technical regulations of the Philippines as well as the country's major trading partners such as USA, Japan, China, Singapore, Taiwan, Hong Kong, Europe, among others. The portal also enables stakeholders to provide comments on draft standards and proposed technical regulations issued by WTO members. The S&C Portal became accessible to exporters and other stakeholders starting in mid July 2007 (www.bps.dti.gov.ph).

The Department has entered into an agreement with the BoC and the Land Transportation Office (LTO) requiring all importers of parts for rebuilding purposes to secure an import permit and to pay the correct taxes and duties for the completely built up units (CBUs) prior to the issuance of the Certificate of Payment (CP).

To protect consumers from dubious deals and fly-by-night operations by spurious practitioners, the Department levels the playing field by protecting the licensees from unfair or improper competition, prescribes qualifications for realty service practitioners, and maintains high standards in the real estate profession. In line with this, a MOA with the PRC was signed on 22 May 2007 wherein the PRC shall orient DTI personnel on its pre-examination, actual administration and conduct of examination and post examination procedures.

In May 2007, the Construction Manpower Development Foundation (CMDMF) conducted a safety training program to employees of Hanjin Heavy Industry and Construction Corporation Ltd. (HHICC Ltd). The 40-hour training program intended to improve the knowledge of all participants on construction safety standards set by the Department of Labor and Employment-Bureau of Working Conditions (DOLE-BWC) to prevent accidents in construction sites. The program also aimed to prepare participants as DOLE-BWC accredited safety practitioners.

CONSUMER ADVOCACY

The Department, led by the BPS and in cooperation with the Philippine Product Safety and Quality Foundation, Inc. (PPSQF), and the DZMM of the ABS-CBN's Broadcasting Corp., has been continuously airing the radio program "*Konsyumer ATBP (KATBP)*" every Saturday from 10:00 to 11:30 in the morning. This radio program has served as an effective medium to raise public awareness on product standards and other consumer related concerns.

One of the five segments of the KATBP is a Consumer 101: School on the Air. This segment is a tie-up with the Department of Education (DepEd) for students to learn the basics of PNS on various products. At the same time, students learn the safety and performance testing procedures that each product undergoes, including its proper use. The segment commenced on 17 March 2007.

In collaboration with the DepEd's Bureau of Alternative Learning System and the Secondary Education, and the PPSQF, the Department held the 2nd Writeshop in March 2007 where necessary modules and TSMs on standards were deliberated, edited and finalized for printing. Four modules and seven lesson plans on standards were revised that focused on products that are commonly used by consumers which include compact fluorescent lamp, LPG cylinder, automotive battery, and flat glass.

COMPLAINTS HANDLING

A Capability Building on Alternative Dispute Resolution System was conducted on 10 January – 30 March 2007 by the Conflict Resolution Group Foundation, Inc (CoRe Group) in order to fast track the resolution of consumer complaints. Participants included regional and provincial hearing/mediation/arbitration officers. A total of 113 mediators were trained nationwide. As a result, the program achieved a high settlement rate of 92% with the successful mediation of 125 complaints out of 136 complaints that completely underwent the process. This reflects the high potential of using mediation in the settlement of cases within the Department.

LICENSING AND REGISTRATION

In 2007, 4,737 licenses and 669 registration certificates were issued for CFY 2006-07 and 4,231 licenses and 387 registration certificates were issued for CFY 2007-08, by the Philippine Contractors Accreditation Board (PCAB), an implementing arm of the CIAP to qualified contractors.

On the enforcement of the contractors licensing law, CIAP has closely coordinated with the DPWH and DILG to help implement the contractors licensing law. CIAP coordination efforts have led DPWH to issue NBCDO Memorandum Circular No. 04, series of 2007, directing all building officials to immediately and strictly implement Section 304 No. 5, items F and G of the Revised Implementing Rules and Regulations (IRR) of the National Building Code of the



Philippines (PD 1096). This provision of the IRR of PD 1096 requires building officials to submit to CIAP the Notice of Construction for verification of the licensed contractors. Similarly, DILG was requested to issue a circular to all municipal and city mayors to require the PCAB license as one of the requirements for the issuance of a Mayor's permit to business applicants intending to engage in construction.

- On 22 May 2007, the Department, through the Bureau of Trade Regulation and Consumer Protection (BTRCP) entered into a MOA with PRC to avail of the latter's technical expertise, technology and mechanics of administering examinations. This is in relation to DTI's mandate of administering licensure examinations to real estate brokers, appraisers and consultants as part of its licensing and supervisory functions.

- In 2007, a total of 313 freight forwarders were accredited and fees collected amounted to Php2.7 million.

COMPETITION POLICY

Thirty-four (34) participants from various government agencies attended the capability building for Comprehensive National Competition Policy and Law for the Philippines on 12-16 and 19-23 November 2007. This is the first phase of the JICA funded In-Country Training Program.

SUPPLY CHAIN

Maintaining price stability in spite of the escalating prices of fuel and raw material inputs would prevent the vicious chain of

events of high commodity prices which give rise to demand for wage hikes, thus forcing businesses to raise prices. A supply chain strategy would be the key element in maintaining price stability as it would help in reducing costs. It would also promote efficiency and competitiveness that would create savings resulting to more affordable prices.

A study on the distribution chain of cement was conducted through the Philippine Shippers' Bureau (PSB) to determine the most cost effective strategy in transporting this product to its major destinations. The study covered three big cement multinationals, namely, Holcim, Cemex, and Lafarge which are members of the Cement Manufacturers Association of the Philippines (CEMAP). It shows the commodity flow of cement from the plant to the dealer all the way to the retail outlets from which end-users buy, the distance in kilometers and nautical miles for land and sea transport, and the applicable transport cost for each kilogram bag of cement. It was observed that the 200-km radius is considered as the producers' natural market extent.

TERMINAL HANDLING COST (THC)

A Department Order recommending measures and policy directives regarding the imposition of the Terminal Handling Charge (TMC) by foreign shipping lines was drafted.

In July 2007, a Special Review Body (SRB) was created to review and recommend action on all port and terminal fees and charges, including the THC. The SRB is chaired by the DTI and members include DOTC, DOF, PPA, NEDA, MARINA, and the President of the Port Users Confederation (PUC). Initial works of the SRB consisted of the following:

- Identification and definition of all port and terminal fees and charges imposed by foreign shipping lines;
- Deliberation on the creation of a government body to monitor the rate-setting policies and mechanisms of foreign shipping lines;
- Designation of the PSB and granting additional functions and authority to monitor rate-setting mechanisms of foreign shipping lines; and

- Drafting of the Executive Order (EO) for consideration of SRB, granting PSB additional functions and authority to monitor shipping charges and surcharges of foreign shipping lines.

INTELLECTUAL PROPERTY ENFORCEMENT

The combined operations of the IPR enforcement Units of the Philippine National Police (PNP), National Bureau of Investigation (NBI), Optical Media Board (OMB) and BoC, resulted in the confiscation of 6,659,457 pieces and 24,679 boxes/sacks of fake goods with an estimated total value of Php2.93 billion. This amount of fake goods seized for the period January-December 2007 exceeds the government's total haul in the years 2006 (1.3 billion) and 2005 (1.1 billion).

There was a total of 3,045 reported enforcement operations conducted in 573 areas nationwide wherein 2,503 were inspections of retail outlets and production areas, 486 were by search warrants, 23 plant audits and 33 were warrants of seizure and detention (WSD). Of the 573 raids, 31 raids were conducted in Binondo, nine raids in Quiapo, three raids in 168 Shopping Malls, 11 raids in Greenhills, six raids in Metrowalk, and 505 raids were conducted in other areas, which resulted in visible reduction of pirated and counterfeited goods.

FOCUS

NDC supports PCSO's Gamot na Mabisa Alay sa Pangulo Program
NDC provided funding to the Local Government Units (LGUs) in support of the PCSO Gamot na Mabisa Alay sa Pangulo Program.

The program includes the procurement of cheap, affordable and quality medicines for equitable distribution to 1,500 municipalities to support the sustained delivery of medical services to their constituents which includes the conduct of medical missions and outreach programs.



GOOD GOVERNANCE

DTI's governance commitment may be summed up through four pillars: **Integrity** in our systems, **Efficiency** in delivering our services, promoting **Wellness** for our employees, and ensuring **Transparency** in governance.

ANTI-RED TAPE INITIATIVES

It is incumbent upon DTI, as prime mover in the Government's anti-red tape focus, to lead in the improvement of business processes within government. In 2007, the following were accomplished:

- **DTI Direct Call Center.** The DTI Direct Call Center, established as part of the department-wide effort to

improve and simplify the delivery of its frontline services, received a total of 39,452 calls in 2007. Of the total, 20,381 (51.7%) were about business name; 8,973 (22.7%) consumer welfare; 1,983 (5.0%) MSME concerns; 337 (0.9%) exports; and 286 (0.7%) investments.

- **Philippine Business Registry (PBR).** Increased advocacy to create awareness on the PBR project among national government agencies (NGAs) and LGUs, the advocacy group was led by the DTI-Trade and Industry Information Center (TIC). Designed to harmonize registration processes among different government agencies, the PBR is a web-based portal

which houses all data sets for business name registration, accreditation, and business facilitation and envisioned to be a ready source of business data for potential business partners worldwide. The Team PBR also took part in various fora and conferences, including those organized by the Cooperative Development Authority (CDA), National Association of Business Permit and License Officers (NABPLO), Philippine Chamber of Commerce and Industry (PCCI), Chief Information Officers (CIO) Forum, and the DTI-Regional Operations Group (ROG);

- **M-payment facility for over-the-counter transactions.**

G-cash mobile phone payments are now accepted as payment for over-the-counter transactions at various DTI offices namely, the BETP, BIS, BOI, BPS, and PSB. This optional mode of payment was made available to the public on 19 December 2007

- **E-Payment Facility for BNR System and Standard and Conformance Portal.**

The first online payment facility of the business name registration system (BNRS) through G-Cash was launched on 15 June 2007. With this facility, entrepreneurs can



already apply for business name and pay for processing fees online. GCash online payment was likewise enabled for the Standards and Conformance Portal of the BPS. This payment facility fulfills the full e-commerce service of the portal. Clients can now download their copyrighted versions of ISO and/or PNS documents after paying online.

- **Setting up additional DTI Business Name Registration (BNR) Centers speeds up transactions.**

The DTI-NCR has set up BNR Centers into different locations within Metro Manila to facilitate faster processing of business name applications. Registrants can already transact with the following DTI-NCR offices nearest to them: Park n Ride Lawton in Manila, Highway 54 Plaza in Mandaluyong City, and Trafalgar Plaza in Makati City.

- **Expanded satellite business registration center in Q.C.**

The satellite business registration center in Quezon City has been expanded into three lanes to accommodate more clients in Quezon City. Said satellite center is open from Mondays to Fridays from 8a.m. to 5p.m.

- **Handbook on Streamlining of Business Registration in LGUs launched.**

The Department, through the Bureau of Small and Medium Enterprise Development (DTI-BSMED) launched the handbook "Good Practices: Streamlining of Business Registration in LGUs" on 18 January 2007, during the second day of the four-day National Convention of League of Cities of the Philippines (LCP) held at the Manila Hotel. The handbook aims to motivate and enable LGUs to streamline their respective systems and procedures on business permits and licenses. Under the government's broader economic reform program, streamlining of registration and licensing procedures form part of the anti-red tape campaign to increase the Philippines' competitiveness in attracting more foreign investments.

- **BOI-BI Agreement to ease Investor Visa Application.**

An agreement was forged between DTI, through BOI, and the Bureau of Immigration (BI) wherein visa application process will only take three working days. The reduced application process aims to attract investors and enhance mobility of businessmen in order to sustain investor confidence and encourage more foreign capital infusion in the country.

- **G2G Agreement to improve investor service.**

Top government officials representing 28 offices signed recently a Memorandum of Agreement (MOA) to boost investments in the country by enhancing the system of linkages and networking between and among government agencies. Under the agreement, the Board of Investments (BOI) will coordinate with other investment promotion units (IPUs) and relevant organizations in tackling investment-related issues and concerns affecting foreign and local investors in the Philippines.

- **Coffee export documentation procedures simplified.**

Streamlined and simplified the coffee export documentation procedures and processing of new coffee exporters' accreditation resulting to 60% reduced processing time on coffee export documentation of Coffee Export Clearances (CECs), Certificates of Exemptions (CEs), and Certificates of Origin (COs) to only 10 minutes per parcel and exporters' accreditation approval within 2-3 days.

DTI PERFORMANCE MANAGEMENT SYSTEM

The Organizational Performance Indicator Framework (OPIF) approach has been used in the planning and budget processes of the Department. A number of consultative meetings/workshops were conducted with the Department of Budget and Management (DBM), together with its domestic and international consultants, for the logframe formulation, both by DTI-OSEC and attached agencies. The Office of Operational Planning (OOP) and Financial Management Service (FMS) has been at the forefront in this process. To institutionalize the approach, the project was enmeshed with the Civil Service Commission's call for the formulation of Office Performance Evaluation System (OPES). Hence, OPIF and OPES, together with other systems were fused to come up with the DTI-Performance Management System. OPIF, on its part, shall focus on organizational performance, while OPES shall focus on individual performance and its linkage to agency performance. A PMS Team was created for the purpose, with

OOP, HRDS, GAS, and FMS as project proponents.

ENERGY CONSERVATION PROGRAM

In support of the Government's policy to implement the Energy Conservation Program, as stipulated under Administrative Order No. 126, which was signed by the President on 13 August 2005, the Department is continuously doing its share to reduce fuel, electricity, and water consumption within its offices. For the period January – September 2007, the DTI Building has saved a monthly average of 23.19% in electric consumption compared to the consumption for the same period last year. Monthly average savings in gasoline and diesel consumption for the first nine months is 15.46% and 10.53%, respectively.

LEGISLATIVE AGENDA PURSUED

- **Lowering the Prices of Drugs and Medicines.**

Approved on third reading on 05 November 2007 at the Senate and House of Representatives on 18 December 2007, the proposed legislation seeks to institute measures to lower the cost of medicines by establishing and maintaining an effective drug regulatory system responsive to the Filipino's need for quality health care.

- **Amendments to the Magna Carta for SMEs.**

Approved on third reading on 05 November 2007 at the Senate and House of Representatives on 18 December 2007, the legislation aims to include micro enterprises and adopt different parameters to define SMEs, to expand membership of SMED Council to include DILG, to define the Corporate powers and to establish sovereign guarantee of SB Corporation and amend its capitalization and funding.

- **Amendments to the Customs Brokers Act.**

Approved on third reading on 19 December 2007 at the House of Representatives and pending with the Committees on Civil Service and Government Reorganization and Trade and Commerce in Senate. This bill allows exporters and importers the choice to hire a broker or not

DTI IN COUNT

in his transactions with the BOC as well as allows the practice of customs brokerage to adhere with international practice of one-stop logistics services. It seeks to amend RA 9280 which disallows firms, companies or associations from being registered or licensed as "professionals" under the PRC since only individuals who passed the licensure examination for customs brokerage are covered by the PRC.

The DTI Legislative Advocacy Group (LAG) continues to push for the following DTI priorities: Amendments to the Consumer Act and the National Standardization Act; establishment of a comprehensive *Competition Law*; *Rationalization of Fiscal Incentives*; *Lemon Law* to strengthen consumer protection in the purchase of brand new motor vehicles and the *BOT Law* to provide important provisions on critical areas such as unsolicited proposals, contract termination, government guarantees, and penal provisions.



schools from 80% in 2001 to 37% in 2007.

Great Women Project
The GREAT Women Project is a five-year undertaking supported by the

Canadian International Development Agency (CIDA) with the National Commission on the Role of Filipino Women (NCRFW) as the lead executing Agency and the Department of Trade and Industry (DTI) as the implementing partner. The project is worth Cdn \$ 6 million for the entire project duration.

The Project intends to impact on the creation of viable and sustainable micro-enterprises, some of which are expected to be upscaled into SMEs. The operations of these micro enterprises will transform women into economically empowered entrepreneurs and capable decision makers who enjoy social protection, are globally competitive, and are able to generate improved incomes and the quality of their lives. DTI submitted a three-year work and budget plan to NCRFW identifying DTI's commitments to the project. Said plan focused on the SMED Plan localization and harmonization, policy advocacy and review, modeling, and knowledge management. This is a requirement for the downloading of funds for the project implementation.

SPECIAL PROJECTS

PCs for Public Schools Project
The third phase of the PCs for Public High Schools (PCPS) Project, funded by a Php600 million grant from Japan, continued in 2007. The delivery of computer packages to the additional 286 PCPS3 recipient schools was completed on 20 October 2007 bringing the total number of recipient schools to 3,714 and the number of computers deployed to 47,100. The ICT training for the additional recipient schools was held in November 2007 in selected STI schools nationwide. The total number of teachers trained for PCPS3 is 8,916. As a result of the monitoring and evaluation of the PCPS project, 32 provinces have been visited; 18 from Luzon, five from Visayas and nine from Mindanao. The PCPS monitoring scheme's objective is to evaluate project outcomes and impact to the students, teachers and the community. It is also intended to identify best practices being implemented by recipient schools with regard to sustainable operation of the computer laboratory; and integration of ICT in education and community service. PCPS has significantly reduced the computer backlog in public high

The DTI Regional and provincial offices play a pivotal role in concretizing DTI's initiatives in promoting domestic trade and investments, developing MSMEs, ensuring consumer protection, and facilitating business processes faster and more efficient.

Establishment of NERBAC

The National Economic Research and Business Assistance Center (NERBAC) in Davao, Cebu and Luzon were set up to facilitate investment promotion in the respective regions and assist Investment Promotion Units (IPUs).

These centers aim to improve transaction flows and costs, enhance public and private management, simplify rules, and reduce reportorial requirements which ultimately lead to improved government quality management service.

THE RYSIDE

As of 30 September 2007, the Davao NERBAC registered 5,380 business names, issued 529 business licenses; 204 PCAB Licenses; processed 2,712 export documents which served 982 clients, and facilitated various trade and investment missions, organized series of investment exhibits, and provided institutional development, consultancy assistance, and secretariat support to three (3) industry clusters, namely: ICT, Wood, and the Equipment and Machineries Industry Clusters. It also facilitated the entry and assisted in the establishment of offices of ICT-based companies in Davao City.

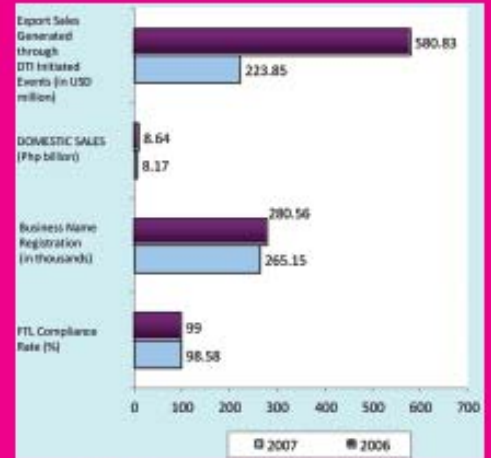
The Cebu NERBAC developed the Region 7 Website with an interactive electronic information counter catering to various information needs and/or inquiries of clients as well as coordinated with BIR, SSS, Phil Health, and Pag-ibig to further streamline and simplify business permit/licensing procedures as well as for the purpose of rolling-out the simplified procedures to the City of Cebu and the municipality of Consolacion as pilot areas. In October 2007, the Cebu City Hall, in coordination with DTI, has taken steps for the installation of the Cebu City Hall desk at the Center.

The Luzon NERBAC started its Business Regulation and Licensing in July 2007. It covers the city of Angeles and the municipalities of Mabalacat, Magalang, and Porac. From July to December 2007, a total investment of Php2.298B and 7,440 employment opportunities were reported coming from 1,754 registrants. The Investment Promo and Facilitation and Databank and Knowledge Management functions were immediately taken up and functioning under the Center. Its website was also developed as well as several promotion collaterals e.g., Central Luzon (CL) flyer, facts and figures brochures, etc. The priority NGAs and LGUs have expressed oneness and unity towards the chievement of the purpose and objectives of the Center by signing the Declaration of Commitment.

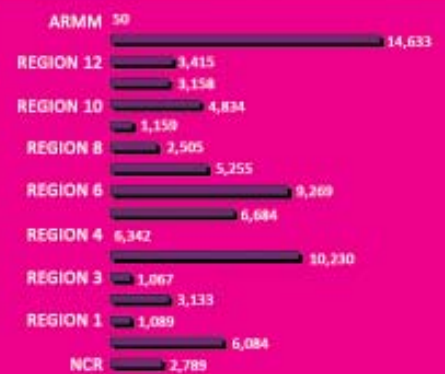
AT A GLANCE

Regional efforts are summarized based on the following illustrated graphs.

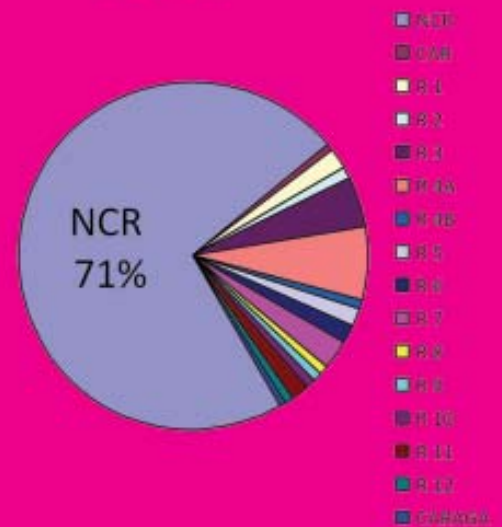
2006 vs. 2007 RODG Performance



Firms Monitored (2007)



Business Names Registered



MSMEs Assisted



Percentage Compliance for Fair Trade Laws



Region 1 (Ilocos Region)

- Enhanced and strengthened existing marketing infrastructure for the promotion of local priority products through the establishment of 14 Pasalubong Centers in key tourist centers in the region, located in Ilocos Norte, Ilocos Sur, La Union, and Pangasinan.

Region 3 (Central Luzon)

Conferred with the following:
 - Best Practices Award for Business Enabling Environment due to the region's project of streamlining procedures in the issuance of Mayor's permit in all cities and municipalities. As a result, all 130 cities and municipalities in Central Luzon have adopted the Streamlining Project.
 - "Quality Seal" of Excellence for the 189 SMEs in the CL Branding Program while the Region's CL Branding Program bagged the Best Practices Award for access to markets during the National Search for Best Practices by the National Small and Medium Enterprises Development Council (NSMEDC)

Region 4A (CALABARZON)

- Assisted 190 firms including Toyota Auto Parts Philippines through market matching facilitation, marketing and endorsement to financial institutions for loan assistance
 - Partnered with CITEM, under IFEX Partner Region Program, for the development of the region's food sector and resulted to improved competencies of 19 SMEs on food packaging and system development

Region IV-B (MIMAROPA)

- Created a Regional Monitoring and Enforcement Team (RMJET) which led to increased compliance of businesses to Fair Trade Laws.
 - Launched Project GEMINI (Growth and Equity to Micro-Enterprises, Investments and Institutions) in response to the call of alleviating poverty and generating more jobs. Said project was in tandem with DOST, TESDA and the Provincial Government of Occidental Mindoro

Region 7 (Central Visayas)

- DTI Negros Oriental Provincial Office launched its web portal on 6 December 2007 and inked an agreement with universities and colleges in Dumaguete City in support of the said portal.

CAR

- Generated Php164 million and assisted 1,540 MSMEs from 22 trade houses/display centers and conducted 452 market matching activities benefiting 713 firms

Region 2

- RETRO (Revival of Ethnic Tradition for Rural Opportunities) Project supports smithery and electroplating resulting to a Pandayan Village in Larion Bajo, Tuguegarao City.
 - Facilitated the drafting, deliberation, and completion of the IRR of the Batanes Investment Code which led to the establishment of the Batanes Trade House/One Stop Center

NCR

- Hosted the Alternative Dispute Resolution (ADR) Internship Program in support of a government order to use mediation, instead of court litigation, in resolving consumer complaints. The DTI-NCR office receives an average of 100 complaints monthly.
 - Issued formal charges against Aowa Electronic Philippines and Homesonic Appliance Center for deceptive and unconscionable sales acts, as cited in Articles 50 (Prohibition against deceptive sales acts or practices) and 52 (Unfair of Unconscionable Sales Act or practice) of the Consumer Act of the Philippines.

Region 5 (Bicol)

- Organized the Bicol Designers Association, Inc. (BIDEAS) which was instrumental in developing 232 designs for 42 producers which were exhibited during the Orgullo Kan Bicol (OK Bicol) Trade Fair.

Region 8

- A model for consumer education in high school level and successfully incorporated OTOp in the high school curriculum for public schools in Eastern Visayas. Also assisted the National Team of DepEd and BTRCP during the Exemplar Writeshop in September 2007.





Region 10 (Northern Mindanao)

- Normin Veggie Cluster, through the Northern Mindanao Vegetable Producers Association, Inc., was a recipient of the Regional Model Cluster and OTOP Award held in Malacanang Palace last 24 October 2007

Region 9 (Zamboanga Peninsula)

- Launched "ZDN Negosyo Link", an information and business counseling extension service using ICT facilities. It brings the assistance of the business counselors more accessible to prospective and existing entrepreneurs of the province. The SME Center of Zamboanga del Norte intensified its market matching and linkage services by adopting the "search and match" approach. This approach uses the internet facilities where suppliers and buyers are matched and the SMED Center staff serves as consulting link.

Region 11 (Southern Mindanao)

Best Practices:
-Export Pathways Program which assisted 127 SMEs and developed 25 new exporters. It is an innovative strategy designed to assist existing and new exporters by offering client-focused interventions.
- Microfinancing for Market Vendors Program and provided financing assistance to 522 micro enterprises and created 145 jobs.

Region 6 (Western Visayas)

Comprehensive Marketing Program won for DTI-6 the "2007 Best Public Sector Project" through its winning formula of forging strategic alliances/partnerships with local/foreign public and private sectors, thus paving the way for cutlilage, the provincial OTOP, to reach the Japanese and Korean markets. Through the assistance of the FTSC-Tokyo, Capiz MPC was successfully market-matched with Japan's largest importing firm of cutflowers/cutlilages, Classic Japan, Limited.

Region 12 (Cocobod-Skargen)

- Introduced a total of 100 new label designs and eight (8) packaging designs which was adopted by SMEs. Said label and packaging material already carried the mandatory label requirements. Published Business and Tourism Guide, Southbound Magazine which was circulated worldwide through hard copies and e-copy uploaded in the region's website, sme12.ph. Produced another catalog, "K'datu" to showcase the improved products, label and packaging wherein a total of 100 SMEs were featured in the said catalog.

Region 13 (CARAGA)

- Facilitated inbound missions and pre-investment briefings for two (2) Korean groups of investors interested in steel, mining, housing, and coco-husk processing for export. Also, the Region facilitated investment meetings with big-ticket investors generating total investment leads of Php120 million and provided 1,154 consultancy services to prospective investors

ONE TOWN ONE PRODUCT (OTOP)- PHILIPPINES

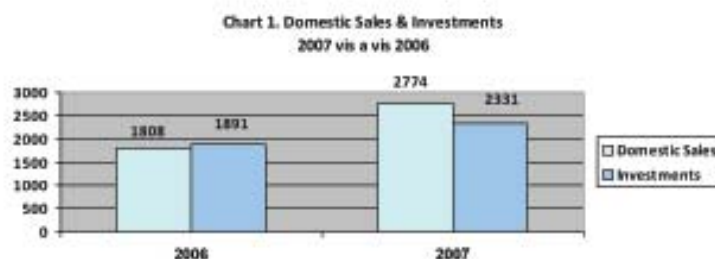
DTI's One-Town-One-Product (OTOP) Philippines Program is the government's strategic program in promoting products or services. It is built on the competitive advantage of a given locality – whether that advantage is in terms of indigenous materials, natural attractions, or unique services. To date, OTOP had generated a total **Php 5.601 billion investments**, supported **213,212 new jobs**, earned **US \$ 283 million** in exports and **Php 5.884 billion** in domestic sales and drummed up at least **17,149 small businesses** nationwide. Total no. of validated municipal OTOPs all through out the regions has reached 1,295 as of December 2007. (Refer attached list of Validated OTOPs)

I. COMPARATIVE PERFORMANCE: 2006-2007

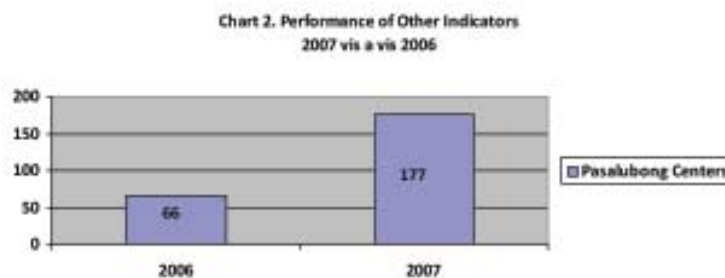
A review of the figures of 2007 vis-a-vis 2006 would bare respectable performance across all regions despite some setbacks in the global economy. With DTI's strong marketing promotion, **export earnings** from OTOP managed to go up by 14% in 2007, from US \$ 92.23 M in 2006 to **US \$ 105 million**. On

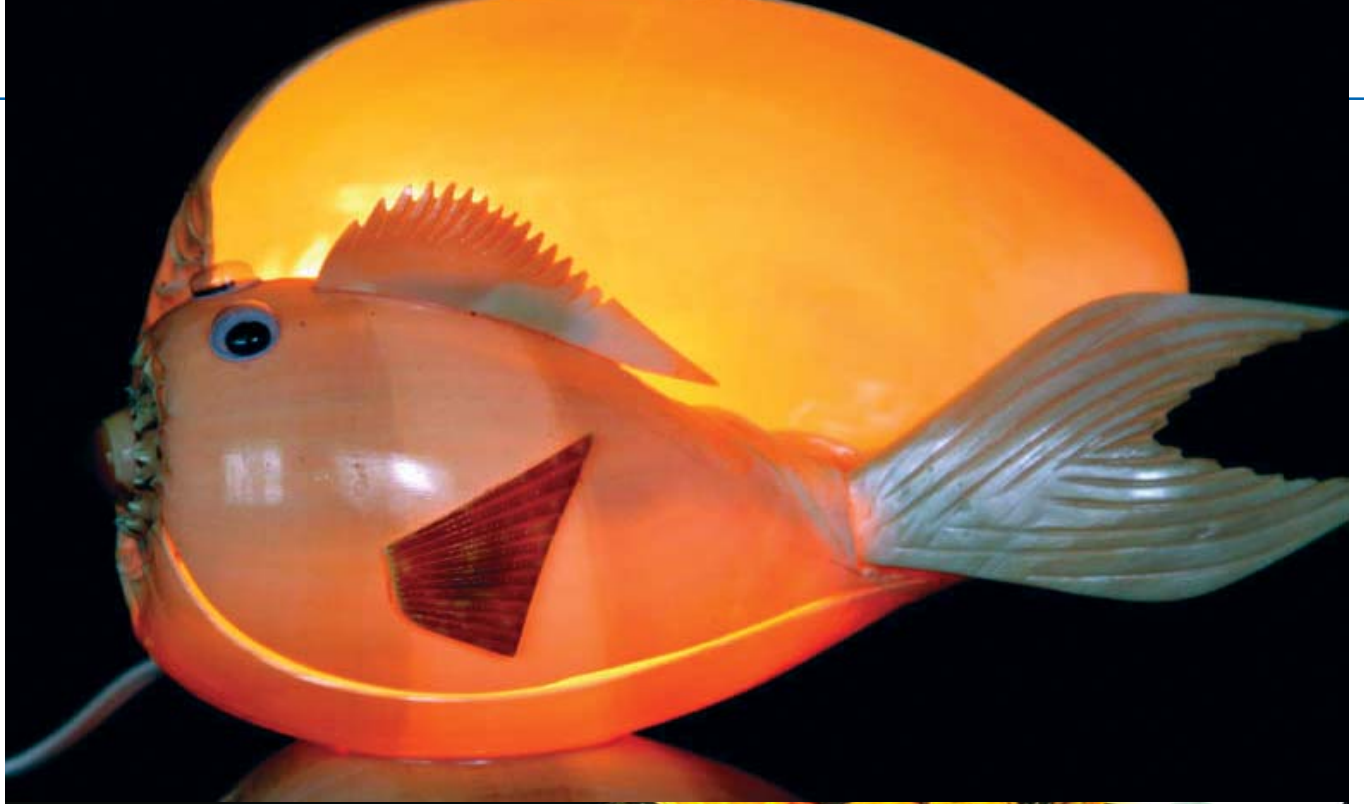
the other hand, local economic activity has markedly improved. **Domestic sales** surged robustly by 46.77%, from Php1.808 billion to **Php2.774 billion**.

Investments inflow improved by 23%, from **Php1.89 billion** to **Php 2.331 billion**. (Chart 1)



Pasalubong Centers expanded by 168%, from 66 to **177** and the no. of **OTOP market outlets** nationwide increased from 555 to **1,060**, up by 91%. **Product prototypes** developed reached **1,544**, more than 50% higher than 2006; **designs introduced** increased by a hefty 90% (1,481 from 780) and **909** products have actually been launched. (Chart 2)





Loan assistance packages provided to MSMEs were strongly pursued in 2007 as evidenced by a marked 93% increment in loan releases, from Php57.18 million to Php110.8 million. MSME-beneficiaries availing of OTOP loans were spread throughout all regions totaling 781, almost 4 times or 357% higher than the previous year's recipients of 171.

II. TARGETS VIS-A-VIS ACCOMPLISHMENTS

Annual national targets in 2007 for major performance indicators were surpassed at remarkable rates. **Investments** exceeded its target by **150%**, **employment** by **151%**, **domestic sales** by **133%**, and **exports** by **143%**. **No. of SMEs assisted** beat its target by **121%** and **no. of OTOP market outlets** nationwide went beyond by **117%** compared to its target as shown in table 2.

Performance Indicator	2007 Annual Target	2007 Accomplishment
Investments	1,558	2,331 B
Employment	46,787	70,733
Domestic Sales (Php M)	2,091	2,774
Exports (US\$ M)	74	105
No of SMES developed	2,439	2,506
No of SMEs assisted	5,624	6,785
No. of OTOP market outlets nationwide	906	1,060

III. TOP PERFORMING REGIONS: 2007

In terms of **regional accomplishment**, the one that showed outstanding performance in terms of **investments** generated in 2007 is **Region XII** pegged at **Php 965.1 million**. The Region's aquamarine sector contributed to the lion's share particularly the tuna processing industries (i.e. cold storage facilities). It also registered the highest **export receipts** posted at **US \$46.291 million** the bulk of which came from their seafoods, more than half of the dollars earned by the second highest export sales generated by Region IX (\$28.772 million). Meanwhile, **Region III** reported the highest **domestic sales (Php 647.104)**, closely followed by Regions II (Php 644.898 million) and IX (Php 617.292 million).

Region III topped in **new jobs generation** calculated at **26,385** followed by Regions IX (7,357), VI (6,216), CARAGA (5,153) and XII (3,752).

Region VIII reported the **highest number of MSMEs served and assisted (1,060)** followed by Regions VI (776), II (768) & III (767), which have also excelled in the other indicators.

Region XII has accessed the biggest chunk of total loan releases accounting for 35% or an equivalent of **Php 38.627 million** approved loans for 27 MSME-beneficiaries.

Region IV-A ranked second in loan availments computed at Php 22 million 24 MSME's. It's noteworthy that DPB signed a MOA with DTI for the provision of financing/loan assistance to OTOP MSMEs nationwide. The loan is also offered to LGUs supportive of the OTOP Program. The country's OTOP will benefit from the state-run Development Bank of the Philippines' initial Php2 billion credit window. This will indeed be a big boost to the OTOP entrepreneurs whose main constraint is the lack of



capitalization to be able to really produce products in the commercial scale.

And for more than a year, **Region II** facilitated the most number of **product clinics** (41 in 2007). **Region III** accounted for the highest no. of **prototypes developed** (626) and conducted the most number of trainings (201). **Regions V** and **VI**, which have successfully launched their products without prior product development assistance (243 and 124, respectively), with **Region V** even reporting the highest figure among all the regions.

Region IV-A posted the most number of **training beneficiaries** (3,412) followed by **Regions V** (3,183), **III** (3,089) and **II** (2,799). **Regions VII** and **II's** were able to establish the most number of

pasalubong centers (35 and 30, respectively).

IV. PROGRAM PERFORMANCE HIGHLIGHTS

Program Promotion/Advocacy

The OTOP Philippines Program created an impact thru massive tri-media promotion.

Private stakeholders, expressed active support through the signing of **226** MOA's and the passing of **134** OTOP-related resolutions. Previous year's MOA's and resolutions totaled 182 and 168, respectively which resulted to

various developmental undertakings nationwide. The Philippine Chamber of Commerce and Industry (PCCI) and the Federation of Filipino Chinese Chamber of Commerce and Industry have signed a memorandum of agreement (MOA) with the DTI giving OTOP entrepreneurs access to the groups' financing program.

OTOP Philippines strengthened its relationship with its partner organizations thru joint activities such as the following:

- Participation in SME week Celebration (July 2007, SM Megamall)
- Participation in the Manila Fame (October 17-20, 2007)
- Participation in Teen Negosyo July 2007(Baguio City)



- Participation in the 33rd Phil Business Conference & Expo (October 24 -26 2007, Manila Hotel)

To institutionalize OTOP, a tie-up with DepEd, PCE, ESA is being actively pursued with the intention of making OTOP a part of the curriculum in secondary schools. Entrepreneurship trainings for business counselors from all regions were conducted.

The **First National OTOP Summit** with its theme **"Pinagkaisang Layunin, Buong Mundo Aabutin"** was held on November 28, 2007 at the Philippine Trade Training Center in Pasay City. This was participated in by stakeholders and key players as a way to celebrate the achievements the program has generated and to renew our commitments in sustaining the program by harmonizing various efforts.

It was led by no less than the **One Village One Product (OVOP) founder** himself, the former Governor of Oita Prefecture, **Morihiko Hiramatsu, Ph.D.**, now the President of Japan's Oita OVOP International Exchange Promotion Committee.

It also exhibited the best of the best OTOP products nationwide and launched the following projects: **National OTOP Product Catalogue, National Audio Visual Presentation, OTOP TV Commercial, OTOP Jingle and an Annual Awards System.**

Marketing Programs

Various market promotion activities were rigorously done for OTOP in the past 3 years.

In 2007, **OTOP Island Fairs** were conducted in the country's 3 major islands with APFTI, BSMED, PDDCP, PTTC, CITEM & CITC as the major partner organizations:

- * **OTOP Visayas Island Fair** in Boracay, May 22-27, 2007
Php3.4 million sales
- * **OTOP Mindanao Island Fair** in General Santos City June 29- July 2, 2007
Php34.0 million sales
- * **OTOP Luzon Island Fair** at SM Megamall Aug. 8-12, 2007
Php13.0 million sales

The **OTOP : Pride of the Regions** – a showcase of the OTOP products of Regions 3 and 4A at the DBP Ugnayan Hall, Makati Avenue, Davao City. Each region was given 10 days (Oct. 4-26, 2007) to showcase and test the marketability of its products. Sales generated totaled P1,100,000.

DTI has tied up with **Market! Market!** to make it as the **Official Regional Outlet of OTOP** with OTOP Regional Kiosks installed. Launching is on February 8, 2008.

DTI-ROG is working closely with the Department of Tourism on the possibility of putting up a **CBE Craft Village** in the 15 identified areas as well as an OTOP Pasalubong Center at the entrance of the Luneta Park. The area is offered by Dir. Fajardo of the National Parks Development Committee.

Tie up with **Island Souvenirs** on several projects to include the putting up of OTOP Pasalubong Centers in Cebu, Boracay and Bohol as well as putting display racks in the souvenir shops of island souvenirs are being arranged.

Innovative methods are being employed in the promotion and strengthening of the OTOP Program, as illustrated by the National OTOP Awards, Search for Outstanding OTOP and the Most Supportive LGU conducted in Region III, the longest buko pie parade held at San Pablo City in Region IVa, the Aklan Piña and Fiber and the Cordillera Fashion Shows in Region VI and the CAR, respectively. Other activities include the pioneering of events such as the First Organic Vegetable Congress in CAR and the First Cagayan Valley Regional OTOP Fair, the creation of a jingle for banana, which is used by all banana producers in Region XI, the creation of SME fund drives such as Region II's "DRIVE for LIFE," thematic exhibits, technology demonstrations and guided tours.

Pasalubong centers, such as the Natalie Accessories Shop in Ayala Center Cebu and the planned center at the Mactan Cebu International Airport among others, are also established to make Otop products "more visible."

An international trade mission for OTOP Philippines dubbed as **OTOP Goes to Japan** was also conducted last August 29 to Sept. 7, 2007 in coordination with Foreign Trade Service Corps in Japan and Asean Japan Centre with 97 participants, 14 OTOP SMEs and stakeholders joined the trip.

Efforts are also being made to match OTOP SME's with foreign and local markets which brought a total of 7,437 business matching activities done nationwide since 2005. In 2007, business matching between Brunei Women Association members with OTOP entrepreneurs was done. The group composed of 11 Brunei missionaries visited OTOP MSMEs in Laguna and Ugnayan Hall at DBP.



Financing Assistance Program

A total of Php 167.98 million loans were released from the start of the OTOP program up to end of 2007 to 923 MSMEs beneficiaries from all regions.

The program targets MSMEs with an asset size of not more than Php100 million, which account for about 99% of business establishments. The Medium-Term Philippine Development Plan (MTPDP) 2004-2010 outlines the dual strategies of product development through OTOP and credit provision through SULONG (SME Unified Lending Opportunities for National Growth) to support 3 million entrepreneurs and generate 6 to 10 million jobs.

DBP signed a MOA with DTI for the provision of financing/loan assistance to OTOP MSMEs nationwide. The loan is also offered to LGUs supportive of the OTOP Program. The country's OTOP benefits from the state-run Development Bank of the Philippines' initial Php2 billion credit window.

The Federation of Filipino Chinese Chamber of Commerce and Industry and the Philippine Chamber of Commerce and Industry (PCCI) have signed a memorandum of agreement (MOA) with the DTI giving OTOP entrepreneurs access to the groups' financing program. PCCI has set aside Php850 million for lending to small firms while Filipino-Chinese chamber has agreed to give SMEs access to accredited financing programs. Aside from financial support, the two chambers likewise agreed to work closely the DTI in finding the best investments suited for a specific locality. The businessman also agreed to lend their support to SMEs who wish to gain access to domestic and foreign investments and markets.

Capability Building Programs

Acknowledging the importance of OTOP Coordinators and Trade Promo Officers, the following activities were conducted:

- Training for Product Development Officers PDDCP, March 19-26, 2007
- OTOP Island Briefing Cebu, Davao and Cagayan de Oro, October 8-11, 2007

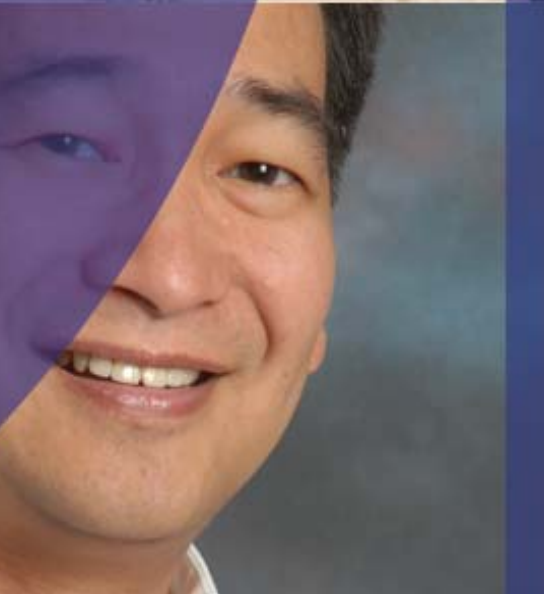
Benchmarking of OTOP best practices and local study missions were also done by the OTOP regional officers together with their respective LGUs and MSMEs.

OTOP Website

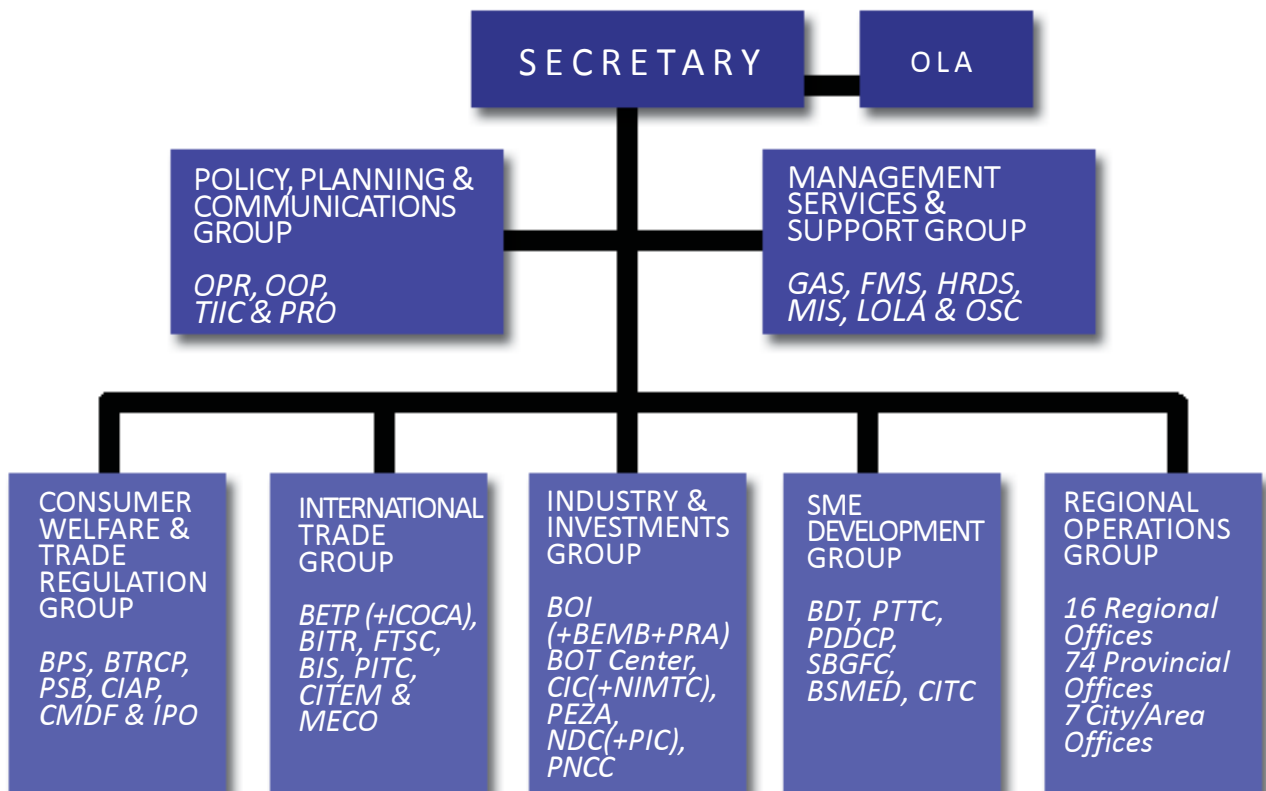
OTOP Philippines website has been created and maintained by DTI ROG which contains all the important information about the OTOP Philippines Program. It features different OTOP products from all regions. Its URL www.otophilippines.gov.ph, features OTOP products online. Eventually, a self-sustaining web-based promotion and marketing tool for our thousands of OTOP-MSMEs nationwide will be undertaken.



**CONVERGENCE
AND
BREAKING BARRIERS**



2006-2007 DTI ORGANIZATIONAL STRUCTURE



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