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DTI launches National AI Strategy Roadmap

Framework of the National AI Strategy

2 PILLARS
4 STRATEGIC DIMENSIONS
7 STRATEGIC IMPERATIVES

1 IMPLEMENTATION
reflects the operationalization of artificial intelligence by practitioners in business, government, and communities.

2 INNOVATION
reflects technology breakthroughs and advancements in methodology that are indicative of greater capacity for artificial intelligence in the future.

Digitalization & Infrastructure

1. Build a robust networked environment.
2. Improve data access and data value extraction.

Workforce Development


3. Nurture future AI talents.
4. Upskill and reskill workforce.

Regulation


5. Develop an AI Economy Conscience


Research + Development


6. Accelerate innovation with AI.
7. Master and push the boundaries of AI.





AI technology as a critical tool in COVID response and adaptation to the new normal


Banks


Chatbots


Health Systems


Supply Chain


Knowledge management

Department of Trade and Industry (DTI) Secretary Ramon M. Lopez presents the framework of the National Artificial Intelligence (AI) Strategy Roadmap. This framework is based on two main pillars, four strategic dimensions, and seven strategic imperatives.

The Department of Trade and Industry (DTI) launched the National Artificial Intelligence (AI) Strategy Roadmap on 5 May 2021, livestreamed via the DTI Official Facebook Page, to establish the Philippines as an AI Center for Excellence in the region backed by the country's rich local talent pool and vibrant innovation and entrepreneurship ecosystem.

In his keynote message during the virtual launch, **DTI Secretary Ramon M. Lopez** said AI can boost Philippine gross domestic product (GDP) by 12% or about USD 92B by 2030 and position the country as a big data processing hub providing high-value data analytics and AI services to the world.

“Today’s launch of the AI Roadmap embodies our strategy of national preparedness to maximize the benefits from employing AI technologies and developing AI economies. We expect our Roadmap to not only improve the competitiveness of our enterprises, but also engender more affordable, more accessible, and more bespoke public services—including disaster preparedness and management, education, and healthcare,” Secretary Lopez said.

In her opening message, **DTI Competitiveness and Innovation Group (CIG) Undersecretary Rafaelita M. Aldaba** emphasized the potential contributions of AI in the country's development.

"The AI has a lot of potential to bring about positive change if developed correctly. Success in creating AI would be the biggest development in the country following the story of the Philippine business process outsourcing (BPO) industry. The wide use of AI is a big window of opportunity for the Philippines to leverage on our existing comparative advantage especially in the global IT-BPM sector and expand to key international AI markets in the future," Undersecretary Aldaba said.

Specifically, the AI Roadmap Strategy aims to:

- 1) Maintain the regional and global competitiveness of local industries noting that AI is one of the biggest drivers of innovation for enterprises;
- 2) Identify key areas (in both R&D and technology application) for investing time and resources of government, industry, and society;
- 3) Recommend ways for effectively fostering a triple-helix (Government-Industry-Academe) R&D collaboration essential to national development;
- 4) Suggest approaches for preparing the future workforce for the jobs of the future; and
- 5) Attract the world's leading firms to set shop in the country, thus generating more jobs for the Filipino people.

One of the highlights of the Roadmap is the establishment of the National Center for AI Research (N-CAIR) which shall serve as the country's shared hub for AI research to make the Philippines an AI powerhouse.

As part of the program, **Dr. Christopher Monterola** and **Dr. Erika Legara** of the Aboitiz School of Innovation, Technology, and Entrepreneurship (ASITE) from the Asian Institute of Management (AIM) further shared how the use of AI can highly impact the fields of agriculture, manufacturing, government, and healthcare. Both presenters discussed the pillars, dimensions, strategic imperatives, and tasks that lay down the foundation of an AI-driven Philippines.

Led by DTI, this AI Roadmap is a collaborative initiative of various government agencies including the Departments of Agriculture (DA), Education (DepEd), Information and Communications Technology (DICT), Finance (DOF), Labor and Employment (DOLE), Science and Technology (DOST), as well as the National Economic and Development Authority (NEDA), Commission on Higher Education (CHED) and Technical Education and Skills Development Authority (TESDA).

A panel discussion was graced by representatives from the industry, academe, and government who shared and exchanged their perspectives on the AI Roadmap. The panel reactors included **DICT OIC-Assistant Secretary Adrian Jude G. Echaus**, former **DTI Secretary** and now **SM Investments Corporation Senior Adviser Gregory L. Domingo**, **Information Technology and Business Process Association of the Philippines President** and **CEO Rey Untal**, **Proweaver Inc. CEO Joseph Ladion**, and **Philippine Association of State Universities and Colleges President Dr. Tirso Ronquillo**.

The launch was then followed by a question-and-answer session moderated by **DTI-CIG Assistant Secretary Napoleon K. Juanillo Jr.**