

3 P'S 2016

PROMOTING PROSPERITY PLAN 2016

REPORT ON CONSISTENT COMMUNICATION – PERFORMANCE GOVERNANCE SYSTEM



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EXECUTIVE SUMMARY

The Department of Trade and Industry (DTI) continues to pursue its mission to create an environment conducive for “Enabling Business, Empowering Consumers” in support of the Philippine Development Plan (PDP) 2011-2016. To help achieve the overall goal of a “More Prosperous Philippines by 2016,” the DTI has developed the “Prosperity Plan 2016” employing the Balanced Scorecard of the Performance Governance System (PGS) to effectively attain inclusive growth and poverty reduction. To ensure that we realize our objective, the Department has initiated a communication plan to engage both its external and internal public.

The DTI maximizes its existing mechanism and resources to communicate its messages to the intended public, saturating all available channels or media, both traditional and non-traditional, to deliver its messages. The following communication channels have been instrumental to the communication efforts of the Department: print, television, radio, electronic, and frontline communication.

In using various communication channels to reach out to stakeholders, the DTI has resorted to media tools, namely story releases, photo releases, press conferences, leads, media interviews and guestings, and media events. Analytics provided by media intelligence group iSentia, which was commissioned by the Department to provide customized media content analysis, served as a key reference.

Print as a medium has proved crucial for the efforts of the DTI to communicate with its stakeholder. The Department has utilized press releases, publications and newsletters as valuable sources of trade and industry-related information to businesses and consumers alike. Collaterals are also produced in a standardized manner to promote the Department’s corporate identity. Photo releases have documented the various important undertakings of DTI. Furthermore, the promotion of the Strategic Performance Management System (SPMS) through Department-wide distribution of posters featuring its nine values (Conscientiousness, Continuous Learning and Growth, Creativity, Integrity, Loyalty, Professionalism, Resourcefulness, Service Orientation, and Teammanship) has contributed to motivating everyone within the Department to deliver “Serbisyong Higit Pa Sa Inaasahan” (Service Beyond Expectations) for them to “Do Good, Be Felt, and Make a Difference.”

Broadcast media, which includes television and radio, has driven the DTI towards sustained heights in communicating the Prosperity Plan. Television channels including ABS-CBN, DZMM Teleradyo, ANC, GMA 7, GMA NEWS TV, and TV5 have featured DTI extensively on matters related to business and consumer welfare, while infomercials for audio-visual presentation (AVP) and public information purposes have helped provide enriching insights on trade and industry activities in the Philippines. Both *Konsyumer Atbp* and *Negosyo ATBP* have enjoyed expansive coverage across different socioeconomic classes, with both having been useful for consumers and businesses to air their concerns and present their products to a vast audience.

Electronic channels have also been fundamental conduits of the DTI in communicating the core message. The DTI website has undergone significant improvements in terms of satisfying the needs of its external clients. Offering a complete representation of the Department and its services, it creates a seamless browsing experience akin to industry best practices by delivering trade and industry information. Serving not just as an Internet resource, the online facility also projects the way the Department renders services to its stakeholders.

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The site builds upon the client-centric approach where current DTI news, events, and services are given prominence in the homepage. The Department has also made use of the social media, particularly Facebook, in filtering the core message to its clients.

The frontline communication of the DTI serves as the most direct manner of the Department in delivering excellent customer service. The DTI Direct, formed by the Call Center and the Public Assistance Desk (PAD), ensures that businesses and consumers alike get the information they need from the DTI through direct lines that address their concerns competently. The DTI Library serves as the open-source knowledge repository of the DTI, and current efforts by the Department to centralize and expand its entries in its Online Public Access Catalogue (OPAC) and make its resources more accessible to stakeholders through digitization have been made possible through the implementation of the Integrated Library System (ILS).

The efforts of DTI in getting the core message across its stakeholders have been met with positive results. On businesses, the DTI has been ranked as the 7th best-performing government agency (second semester 2015) by the Makati Business Club (MBC), with its two attached agencies – the Philippine Economic Zone Authority (PEZA) and Board of Investments (BOI), placing 2nd and 9th, respectively. Moreover, the Department has received due recognition from the Civil Service Commission (CSC) for its efforts to cut down on red tape through compliance with the Anti-Red Tape Act (ARTA), in the forms of the ARTA Breakthrough Agency Award and the Citizen's Satisfaction Center Seal of Excellence in 2014. Furthermore, public perception towards the Department has outstandingly improved, with the Social Weather Stations (SWS) giving it a "very good" rating for its anti-corruption efforts (November 2014 to May 2015 survey).

Consumers have also noted positive developments. According to iSentia, the DTI posted an aggregate Php 1.3 billion worth of media returns in 2014. *Konsyumer Atbp.* has accounted for 26% of the total media values last year, a significant testament to the magnanimity of attending to consumer welfare through media. Newspapers, accounting for 54% of news pick-ups, have been instrumental in promoting trade fairs on domestic products. Television exposures also proved to be of huge value, with its contribution accounting to 75% of the total media returns in 2014.

Overall, the DTI has consistently exerted its efforts in communicating a "More Prosperous Philippines by 2016" and its other relevant messages to all its stakeholders. However, the Department recognizes that much of its communication efforts remain to be work in progress, considering the fact that various trade and industry trends will inevitably meet noteworthy innovations in stakeholder communications. As such, it is important for the Department to sustain the momentum of its communication efforts towards greater conduciveness for "better" best practices innovated through its constant interaction with its stakeholders, especially as the Prosperity Plan transitions through different administrations.

Realizing the drive to sustain the momentum of the DTI in its consistent communication is the continuous rendering of "Serbisyong Higit Pa Sa Inaasahan" in order for everyone within it to "Do Good, Be Felt, and Make a Difference" to all its stakeholders. Applying the SPMS beyond the internal organization of the Department ensures that it does not break its motion to communicate with its stakeholders consistently, as it paves way to develop innovations to its existing communication mechanism for it to constantly improve in "Enabling Business, Empowering Consumers."

EXECUTIVE SUMMARY

I. THE DTI AND ITS COMMUNICATION DRIVE

The DTI stands as a prime mover of prosperity in the Philippines in terms of its role established in its mission: "Enabling Business, Empowering Consumers." As the Department continues to enhance its image as the Agency of Choice, it remains relentless in engaging its constituents through communication initiatives.

The mandate of the DTI is defined in Executive Order (EO) No. 133 promulgated by President Corazon Aquino, as follows:

...the primary coordinative, promotive, facilitative, and regulatory arm of government for the country's trade, industry, and investment activities. It shall act as a catalyst for intensified private sector activity in order to accelerate and sustain economic growth through: (a) a comprehensive industrial growth strategy; (b) a progressive and socially responsible liberalization and deregulation program, and (c) policies designed for the expansion and diversification of trade, both domestic and foreign.

Pursuant to the aforementioned, the DTI has undergone extensive efforts to communicate the societal goals indicated in the PDP 2011-2016 through its Prosperity Plan for 2016 which covers the 2013-2016 period. Emphasizing the importance of communicating the Prosperity Plan, the DTI consistently engages its stakeholders through traditional and non-traditional communication channels.

II. CORE MESSAGES COMMUNICATED

A DTI-commissioned customized media content analysis by media intelligence group iSentia released on June 2015 cites the following messages consistently communicated by the DTI to its stakeholders:

- Empowering consumers
- Enabling business
- Increase investments
- Expand exports
- Support and strengthen micro, small, and medium enterprises (MSMEs)
- Pursue good governance

As the DTI has widened its reach to its stakeholders, it has been able to use varying communication channels toward promoting the core message "More Prosperous Philippines by 2016." Prosperity, within the ambit of the foregoing, requires the active engagement of both businesses and consumers. That is essentially the role of the Department, which it has undertaken effectively through its use of various communication channels.

The media analysis released by iSentia only proved that the DTI has exerted its communicative reach to consumers, what with the expansive amount of positive messages delivered through media. Businesses, comprising of both the business environment and MSMEs, also figured prominently in the messages delivered by the Department.

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III. MEDIA TOOLS

The DTI employed a number of tools to advance its advocacies in various media channels:

- Story releases – stories prepared by various agencies based on events, announcements, meetings, and other sources which were disseminated to beat reporters and editors
- Photo releases – the visual reporting of the Department's activities which are released to newspapers through physical routing to photo editors or sent via email which is a "show and tell" approach
- Press conferences – conduct of press meetings to inform media of important programs and projects, and meant to clarify issues. The press which include print, radio and TV are invited via advisories.
- Leads – useful information for the reporters that could be used for their stories. It could be in the form of briefers, office data, announcements, etc. These information are provided as additional information to reporters for the development of their stories
- Media interviews and guestings – TV and radio appearances of DTI officials designed to update viewers and listeners of the Department's programs. DTI officials were either invited by media outlets or were requested by the Department to appear in TV stations or phoned in calls by DTI officials to radio stations to clarify issues
- Media events – the Department also allows media to cover important events of the Department specially those concerning consumer welfare. Among the events extensively covered by the media are the market visits, National Price Coordinating Council (NPCC) meeting and destruction of substandard products

A. Print

1. Collaterals

The DTI has used an expansive variety of collaterals to communicate with its stakeholders. Information on business-related concerns and consumer welfare has found extensive coverage in media tools utilized across all the functional groups of the Department such as brochures, newsletters, digests, and tarpaulins, among many others. A notable example of such involved that of the Export Management Bureau (EMB) under the Industry Promotion Group (IPG), which produced collaterals on the following:

- Philippine Export Competitiveness Program (PECP) tarpaulin
- Philippine Export Digest (PED)
- EMB Guide to Services brochure
- Export Procedure
- Materials on Doing Business in Free Trade Areas (DBFTA)
- Other EMB brochures

The creation of the Collateral Review Committee (DTI-CRC) - composed of two organizations under the DTI, the Knowledge Management and Information Service (KMIS) and the Center for International Trade Expositions and Missions (CITEM), has also paved way for the standardization of all collaterals used for communicating with stakeholders. A crucial aspect emphasized by the DTI-CRC involves the use of the DTI logo, which holds a central role in establishing the corporate

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identity of the Department. In line with that, the Department has pushed for the standardization of all its collaterals for businesses and consumers alike in line with the guidelines enforced by the DTI-CRC for its review and approval process.

To embolden the resolve of the DTI to provide high-quality services to all its stakeholders, it has duly implemented the Strategic Performance Management System (SPMS) across regular employees and human resources representatives, managers, and leaders alike throughout the Department. The SPMS seeks to improve the performance of the DTI through Department-wide efforts to motivate greater performance, improve productivity and strengthen accountability under a comprehensive system of incentives in the form of improved compensation, opportunities for professional advancement, and other benefits. To promote the SPMS, the DTI has produced a set of posters displaying the nine values guiding everyone within the Department:

- Conscientiousness
- Continuous Learning and Growth
- Creativity
- Integrity
- Loyalty
- Professionalism
- Resourcefulness
- Service Orientation
- Teammanship

Said values render the message imbued by the SPMS, which is to render “Serbisyong Higit Pa Sa Inaasahan” (Service Beyond Expectations) so that everyone within the DTI can “Do Good, Be Felt, and Make a Difference” to all the stakeholders of the Department.

2. Photos

Photo releases provide stakeholders with visual proof that the DTI is, indeed, engaged in communicating its messages through all of its functional groups. Among the events documented by the DTI through photos include press conferences and staged media events involving substandard products. The Board of Investments (BOI) of the Industry Development Group (IDG), for instance, has documented the European Union General Scheme of Preferences + (EU GSP+) Conference, which it has held jointly with the EU delegation in Manila and the Department of Foreign Affairs (DFA), through photos. Staged media events of the Consumer Protection Group (CPG) involving the destruction of substandard products were also documented with photographic coverage.

3. Publications

Data from iSentia for June 2015, to illustrate, indicate the following as among the top publications that contributed to the exposure of the DTI (the list originally includes online media contributors):

- People Asia
- Manila Bulletin
- The Philippine Star
- Business Mirror
- Business World
- Philippine Star
- Malaya
- Philippine Daily Inquirer
- Manila Bulletin

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Such an extensive list of publications is further justified by the fact that newspapers make up for the largest contribution of articles featuring the DTI for June 2015, figuring at 45%. With that, publications continue to have the highest volume of articles featuring the Department.

B. Broadcast media

1. Television

Television broadcasts stand as key driver to expanding DTI exposure, given the accessibility of television across all socioeconomic classes. All communication efforts done by the DTI through television broadcasts were done in an animated and interactive manner, given the visual presence of resource persons hosting live reports on DTI-related issues and concerns and the availability of question-and-answer portions entertained through phone calls and SMS. iSentia cites ABS-CBN, DZMM Teleradyo, ANC, GMA 7, GMA NEWS TV, and TV5 as among the major television networks that served as conduits for the Department to address businesses and consumers issues.

2. Infomercials

Recognizing visual communication as an integral approach to connecting with stakeholders, the DTI has produced infomercials for audio-visual presentation (AVP) and public information purposes. The BOI, for its part, has produced AVPs for both its domestic and international appointments to promote the Philippines as a choice investment location. The Bureau of Product Standards (BPS) also released an infomercial detailing the nature and importance of its role in ensuring and improving Philippine products towards greater global competitiveness. Consumer welfare is also a key focus of infomercials, all of which present common consumer concerns in a "Q-and-A" format.

3. Radio

a. *Konsyumer Atbp*

Konsyumer Atbp is the DTI's consumer education radio program, simultaneously aired over DZMM 630 kHz and Sky Cable channel 26 every Saturday from 10:30 AM to 12:00 PM. Airing timely and informative discussions of DTI Usec. Vic Dimagiba and DZMM's senior reporter, Mr. Alvin Elchico, *Konsyumer Atbp* involves pressing relevant consumer-related programs and issues.

The Bureau of Philippine Standards (BPS) manages and operates *Konsyumer Atbp*, wherein the DTI and consumers can interact actively on product quality and safety. They can also discuss the consumer rights and responsibilities among other related issues.

Konsyumer Atbp was launched on 19 February 2005 and now on its 10th year of airing. It is now on its 40th Season with 540 episodes conducted. As of June 2015, iSentia indicated *Konsyumer Atbp* as the largest contributor of media value for the DTI, amounting to Php 71 million, which accounts to 54% of the total media mileage for said month. Recognized by the Civil Service Commission (CSC) in October 2014 for supporting efforts to create an honest, responsible, transparent, and efficient civil service, *Konsyumer Atbp* was also cited in 2009 and 2010 as the Best Public Service Program for Radio by the Kapisanan ng Brodkasters ng Pilipinas (KBP); Best Educational Program for Radio by the Catholic Mass Media Awards in 2008; A semi-finalist Lingkod Bayan Awardee of the CSC in 2006, and given the DTI Creative Award in 2005.

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b. Negosyo, ATBP

The radio program Negosyo ATBP, hosted by DTI Usec. Zenaida Maglaya and senior broadcaster Angelo Palmones has helped raise the profile of communication efforts of the DTI using radio as its communication channel. Having served as a crucial information conduit for micro, small, and medium enterprises (MSMEs) since its launching on 21 January 2015, Negosyo ATBP has since enabled them to expand their business and encourage aspiring entrepreneurs looking to venture into business. In the six months that Negosyo ATBP has been aired, it has received positive feedback from listeners while the MSMEs that were featured were grateful as they were given the chance to promote their products nationwide.

c. Radio Bits

Radio Bits, featured in all major radio stations such as DZMM, DZRH and Bombo Radyo, as well as in all Radyo ng Bayan regional radio stations, is a radio broadcast publication of the DTI that features the latest news and information on trade, industry, consumer and investment events and concerns. The objective of Radio Bits is to establish a network with the broadcast media nationwide in delivering Department messages. Among the target audience of Radio Bits include investors, consumers, clients and everyone within the Department, as well as the general public.

C. Electronic Channels

1. DTI Website

In keeping with the ever-shifting paradigms on information and communications technologies (ICTs), the DTI has ensured that the DTI Website is compliant with a base set of standards indicated in the following:

- NCC M.C. 2002-01: Guidelines on Creation of the Agency's Official Website and Compliance to E-Commerce Law and Stage One of the UN-ASPA Stages of E-Government
- AO 39, series of 2013: Mandating government agencies to migrate to the government website template (GWT)

There is determinable evidence that the DTI website has posted significant improvements in terms of serving its external clients. In 2014, the DTI Website recorded a total of 2,920,918 page views made by 864,867 unique visitors. By location, users were mostly based in the Philippines which accounted for 80.65% of the total number of those who logged onto the online facility. All the visitors generated 1,219,696 sessions, mostly going to the Home Page which tallied 391,148 views. The second most visited page is the "Start Your Business" section with 39,885 views, followed by "Consumer Tips" with 37,966. By technology, bulk of the visitors numbering to 636,382 (76.54%) still preferred using desktops, followed by mobile users with 138,311 (16.63%) and tablet users, 56,638 (6.81%). Chrome was the commonly used browser, accounting for more than half (56%) of all the sessions logged during the entire period. The site speed, measured by the average page load time, was pegged at 22.59 seconds in the 01 January-15 July period and at 12.16 seconds in the 16 July 2015-31 December period. The top source of origin of website traffic was the search engine Google with 773,189 sessions, or 63.39% of total.

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With due consideration to the powerful reach of the Internet, especially as its use constantly expands across all socioeconomic classes, the DTI has been successful in utilizing online media in enhancing its reach to stakeholders. Key to the online exposure of the Department is the availability of online versions of printed articles uploaded by publications in their respective websites. Given that, stakeholders now have a convenient alternative to printed publications when looking for different kinds of information about the Department, as it is exposed through its various updates and features highlighted in online articles. The importance of such is reflected in the data provided by iSentia for June 2015, for instance, which indicates online media as the second-largest contributor of DTI-related articles, next to print media (newspapers and magazines), at 39%.

2. Social Media

Following through the magnanimity of online media in increasing DTI media exposure, the importance of using social media comes to the fore. The DTI-Facebook page received 8,501 likes and 1,188 visits in 2014. Messages/queries from 515 clients were served by FB agents, which dealt mostly on “Non-DTI” matters with 107 queries, followed by “Warranty” (95), and “Business Name” (69).

D. Frontline Communication

1. DTI Direct: Call Center and Public Assistance Desk (PAD)

The DTI Direct consists of the Call Center and the Public Assistance Desk (PAD). The Call Center services calls coming from different conduits: phone-in, cellular phone (phone calls and SMS), and Contact Center ng Bayan (CCB) of the CSC, while the PAD services walk-in clients. Through the Call Center and the PAD, the DTI Direct consistently answers queries under the following categories:

- Business name
- Consumer welfare
- Export
- Investment
- MSME
- DTI Internal
- DTI non-related concerns

Of the four conduits serviced by the Call Center, phone-in continues to be the most frequently-used one (78.40% as of June 2015), hence establishing the inference that it is relatively easier and less-costly to use a landline phone to call the DTI for complaints and queries. In contrast, the PAD accounted for only 4.65% (as of June 2015) of the total complaints and queries received by the DTI, but this is due to the fact that it is confined within one physical location. With a total of 3,847 queries and complaints received for June 2015, one can say that the DTI Direct accommodates a sizable amount of external clients to address their business and consumer-related concerns.

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2. DTI Library

The DTI continues to maintain the DTI Library as its key repository of business and consumer-related knowledge. In line with continuing efforts to organize and update the library collection, the DTI has consistently updated its entries in its Online Public Access Catalogue (OPAC), which has a total of 33,666 entries as of December 2014. Significantly contributing to the facilitation of OPAC updates is the Integrated Library System (ILS), established in March 2012 to enable the centralization of all the seven libraries each held by different agencies under the DTI, namely the KMIS, EMB, BPS, Intellectual Property Office of the Philippines (IPOPHL), BOI, CITEM, and the Design Center of the Philippines (DCP). The KMIS currently manages the ILS in conjunction with the Information System Management Service (ISMS), and both are continuously working together to make all DTI Library resources available in digital formats to make them more accessible to stakeholders.

IV. COMMUNICATION DRIVE EFFECTS

Both the business environment and MSMEs greatly benefited from the extensive communication efforts of the DTI on its Prosperity Plan, as measured by surveys. A key development is reflected by the Executive Outlook Survey of the Makati Business Club (MBC), wherein the DTI placed within the top 10 best performers – 7th out of 64 surveyed government agencies, for the second semester of 2015. Two other attached agencies of the DTI – the Philippine Economic Zone Authority (PEZA) and BOI ranked 2nd and 9th respectively in the same survey. The MBC poll was conducted among senior business executives from July 6-August 7, 2015. This reflects a positive development for the Department, which jumped to 11 places from its ranking of 18th out of 62 government agencies during the second semester of 2014.

The DTI, alongside its regional offices, also proved successful in upholding the provisions of the Anti-Red Tape Act (ARTA). In October 2014, the CSC presented the 2014 ARTA Breakthrough Agency Award to the Department for its relentless efforts to deliver high-quality service in full compliance with the ARTA. Moreover, the CSC also recognized the remarkable efforts of the regional operations of the DTI through the conferment of the Citizen's Satisfaction Center Seal of Excellence to 11 of its offices under the Regional Operations Group (ROG), namely (as of March 2014):

- Region Office No. 3
- Provincial Office, Bacolod City, Negros Occidental
- Provincial Office, Iloilo City
- Field Office, Roxas City, Capiz
- Cabanatuan City, Nueva Ecija
- Tabuk, Kalinga
- RO IVA - Calamba City, Laguna
- Provincial Office, Siquijor
- San Fernando, Pampanga
- Malolos City, Bulacan
- Mati City

The foregoing was assessed using the Report Card Survey – an evaluation of more than 1,000 offices based on their anti-red tape practices.

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The DTI has also improved confidence in the business environment through its anti-corruption efforts. In the 2014 Social Weather Stations (SWS) Survey of Enterprises on Corruption, the Department was rated “very good” for its sincerity in fighting corruption. The survey covered executives of 966 companies and was conducted between November 2014 and May 2015.

The media run of the DTI throughout 2014 provided a picture of development, as it reached its peak during the last quarter as largely dictated by the rising attention of the media to the more pressing issues related to the domestic trade sector. The Department was able to post a total of P1.3B in media returns. Such represents the value of media space that was allocated to the exposures of the Department, measured in terms of quality, favorability, and audience reach.

The attentiveness of the DTI to the welfare of consumers has been highly evident in terms of the range of news that received more media coverage and traction. The Department has maintained a strong partnership with DZMM, which enabled it to deliver relevant consumer-centric updates through the program *Konsyumer Atbp*, which delivered around 26% of the total media values recorded in 2014.

News distribution related to the DTI is still concentrated in the print platform. About 54% of the news pick-ups were captured from newspapers. Although the majority of the news on the Department from daily publications has been related to consumer welfare, the IPG has posted the highest media return-on-investment, largely due to feature articles on trade fairs exhibiting domestic products. Value-wise, the television exposures of the Department contributed to 75% of the total media returns posted. As expected, most of those covered were consumer-related news.

The positive consumer feedback garnered by the DTI is a testament to the effectiveness of its communication drive on the Prosperity Plan. In a Philippine Daily Inquirer article dated 04 February 2015 entitled “Happy consumers commend good service,” the Department—specifically the CPG, was cited for its “very efficient and helpful” service after one Donna Lee sent a complaint about the bad service she got from Canon concerning repairs for her Powershot D20 camera. Lee, who said that her experience with government agencies have been “very traumatic,” lauded her experience with the Department as one that has helped restore her “trust in the system.”

DTI PUBLICATIONS

PHILIPPINE BUSINESS REPORT

Description:

A 12-page brief on Philippine trade and investment news and opportunities

Rationale:

To help in enabling business in the Philippines—to position PHL as an ideal location for investments, for sourcing goods and services

Frequency:

1 per month

Target audience:

Top business leaders/managers; business groups/chambers (e.g. MBC, EDC); individual businesses; business schools; Local Government Units (LGUs); government policy makers (Congress, senate, cabinet); investment promotion agencies (BOI, EPZ); diplomatic posts



There are some external media like the newspaper **Business Mirror** that make use of the **Philippine Business Report** as a reference. In his column **RISING SUN**, Attorney Jose Ferdinand M. Rojas II commended the publication and said it is a "wealth of information."

You may read the article at: <http://www.businessmirror.com.ph/us-franchises-interested-in-the-philippines/>



PRINT

PUBLICATIONS • COLLATERALS • RELEASES

BEST PRACTICES FOR COMMUNICATION

DTI PUBLICATIONS

DATALINE

Description:

A fortnight folio of DTI news, trade, industry and investment events

Rationale:

To help in enabling business and empowering consumers in the Philippines—more immediate reportage of DTI Programs, Activities, and Projects (PAPs)

Frequency:

2 per month

Target audience:

Trade associations; consumers; business groups; government policy makers; local government units; DTI people



RADIOBITS

Description:

A broadcast publication about DTI news, trade, industry, consumer, and investment events

Rationale:

To establish a network with the broadcast media nationwide in delivering DTI messages

Frequency:

2 per month

Target audience:

Investors; consumers; DTI clients; DTI people; public



BACK ISSUES OF DTI PUBLICATIONS (ARCHIVED AT ISSUU)

The screenshot displays the Issuu platform interface for the Department of Trade and Industry (DTI) Philippines. At the top, the Issuu logo is visible along with navigation links for Upload, About, Plans & Pricing, Languages, Create Account, and Sign In. Below the navigation bar, the user's profile information is shown: 280 Publications, 21 Stacks, and 17 Followers. The profile picture is the DTI logo, and the name is "Department of Trade and Industry Philippines" with the website URL www.dti.gov.ph. The main content area features a grid of 12 publication stacks, each with a thumbnail image and a title. The stacks are arranged in three rows and four columns. The first row includes "Annual Reports", two "Current Awareness Bull..." stacks, and "Dateline 2012". The second row includes "Dateline 2013", "Dateline 2014", "Enercon Tips 2013", and "Enercon Tips 2014". The third row includes "PBR (2012)", "PBR 2013", "PBR 2014", and "Radio Bits 2013". Each stack has a small icon below it indicating the number of pages or items in the stack.

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280 Publications 21 Stacks 17 Followers

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100+ pgs

Current Awareness Bull...
11 pgs
Update on the latest information

Current Awareness Bull...
10 pgs
Update on the latest information

Dateline 2012
11 pgs

Dateline 2013
21 pgs

Dateline 2014
21 pgs
A bi-monthly digest of global e...

Enercon Tips 2013
10 pgs
A bi-monthly publication on en...

Enercon Tips 2014
11 pgs
A bi-monthly publication on en...

PBR (2012)
11 pgs

PBR 2013
11 pgs

PBR 2014
11 pgs

Radio Bits 2013
11 pgs

CONSUMER PROTECTION AND ADVOCACY BUREAU (CPAB) COLLATERALS

Q:

ANO ANG DTI BAGWIS AWARD?



A:

ITO AY PAGKILALA SA MGA RETAILERS NA MATAPAT NA NAGBEBENTA AT NAG-AALOK NG SULIT NA PRODUKTO AT SERBISYO SA MGA MAMIMILI.

Q:

ANO ANG BATAYAN SA PAGGAWAD NG DTI BAGWIS AWARD?

A:

1. SEMUNOD SA MGA REGULASYON NG PANGKALAKANG NEGOSYO
2. MAY MARUMAY NA PAMAMAGPANG-ALAMAN AT PANGKALAKANG MAMIMILI SA MGA MAMIMILI
3. MAY PAGPAPALAKAS SA CORPORATE SOCIAL RESPONSIBILITY (CSR)
4. NAGPAPATIBAY NG SISTEMANG AYON SA ISO 9001 - QUALITY MANAGEMENT SYSTEM

Flyers addressing the frequently asked questions (FAQs) of the consumers.

Q:

CONSUMER COMPLAINT?

Q:

ANO ANG GAGAWIN KUNG MAY CONSUMER COMPLAINT?

A:

- MAMIMILI SA CONSUMER WELFARE DESK NG DTI OFFISIN
- BAKITA ANG RESIBO WARRANTY CARD NG PRODUKTONG BINILANG
- MALLI PA LANG PANGKALAKANG NEGOSYO O PANGKALAKANG MAMIMILI NG DTI OFFICE

CONSUMER IS KING



Visit the nearest DTI office in your area or call DTI Direct 751.3330

A:

KNOW YOUR RIGHTS & RESPONSIBILITIES AS CONSUMERS!

- RIGHTS**
- BASIC NEEDS
 - SAFETY
 - INFORMATION
 - CHOICE
 - REPRESENTATION
 - REDRESS
 - CONSUMER EDUCATION
 - HEALTHY ENVIRONMENT

- RESPONSIBILITIES**
- CRITICAL AWARENESS
 - ACTION
 - SOCIAL CONCERN
 - HEALTHY ENVIRONMENT
 - SOLIDARITY



CONSUMER IS KING

Visit the nearest DTI office in your area or call DTI Direct 751.3330

Q:

NO RETURN, NO EXCHANGE?

A:

NO WAY!
BASTA DEPEKTIBO ANG BINILING PRODUKTO, PWEDE I-REPAIR, I-REPLACE O I-REFUND.

DTI Direct 751.3330

751.3330

dti@dti.gov.ph

R



Visit the nearest DTI office in your area or call DTI Direct 751.3330 DTI Direct Mobile 0917.834.3330

www.dti.gov.ph

CPAB COLLATERALS



Q: PAANO MALALAMAN KUNG MAY WARRANTY?

A: A WARRANTY CAN BE "EXPRESS" OR "IMPLIED".
ANG EXPRESS WARRANTY AY MAAKASULAT SA CARD, ANG RESIBO AT IBANG IMPLIED WARRANTY.

Q: GAANO KATAGAL ANG EFFECTIVITY NG WARRANTY?

A: KUNG IMPLIED WARRANTY, HINDI NABASA SA 90 DAYS, KUNG EXPRESS WARRANTY, KUNG ANO ANG NAKASAAD SA CARD.

Q: PAANO MAKASISIGURO NA DEKALIDAD AT LIGTAS ANG PRODUKTO?

A: HANAPIN ANG PS O ICC MARK SA PRODUKTO. ITO AY GUARANTEE NA NASURI AT PUMASA SA TEST ANG PRODUKTO NA IBINEBENTA.

Q: ANONG PRODUKTO ANG COVERED NG PRODUCT MANDATORY CERTIFICATION SCHEME?

A: ELECTRICAL WIRES & DEVICES, HOME APPLIANCES, CHEMICAL & CONSUMER PRODUCTS, BUILDING & CONSTRUCTION MATERIALS.

Q: ANONG GOVERNMENT AGENCIES ANG PWEDENG LAPITAN KUNG MAY MGA ISSUES TUNGKOL SA RIGHTS?

**A: DOH - 711.6991
DA - 928.8741-65
DTI - 751.3330**

Q: ANO ANG MGA RESPONSABILIDAD NG KONSYUMER?

A: ANG MGA RESPONSABILIDAD NG MGA KONSYUMER AY CRITICAL AWARENESS, ACTION SOCIAL CONCERN, ENVIRONMENTAL AWARENESS AT SOLIDARITY.

Q: PAANO KUNG NAGPATAW NG SURCHARGE ANG TINDAHAN?

A: MAGREKLAMO AT IPAGLABAN ANG KARAPATAN, TUMAWAG SA DTI Direct 751.3330.

Q: BAKIT BAWAL ANG SURCHARGE?

A: 'YAN AY LABAG SA PRICE TAG RULE.

CPAB COLLATERALS

Q:

LIKE 
MO BA ANG
ONLINE SHOPPING?

A:

YES!
BASTA MAY DTI SALES
PROMOTION PERMIT

CONSUMER IS KING 

Magkaroon ng online shopping, dapat may DTI Sales Promotion Permit ang mga negosyo. Magkaroon ng DTI Sales Promotion Permit ang mga negosyo sa mga online shopping. Magkaroon ng DTI Sales Promotion Permit ang mga negosyo sa mga online shopping.

Q:

BAKIT KAILANGAN NA MAY
PS AT ICC MARKS?



A:

TTO ANG MGA MERKA O TATAK NA
NAGPAPATUNAY NA LIGTAS AT
PUMASA ANG PRODUKTO
SA PREGSURI NG BUREAU OF
PHILIPPINE STANDARDS (BPS).

CONSUMER IS KING 

Ang mga merkang may PS at ICC marks ay nagpapatunay na ligtas at pumasa ang produkto sa prekursur ng Bureau of Philippine Standards (BPS).

Q:

TWO
PRICE TAGS?

A:

BAWAL!
DAPAT ISA LANG ANG PREYO
CASH MAN O CREDIT CARD.

CONSUMER IS KING 

Magkaroon ng DTI Sales Promotion Permit ang mga negosyo sa mga online shopping. Magkaroon ng DTI Sales Promotion Permit ang mga negosyo sa mga online shopping.

Q:

NO
REPAIR,
REPLACEMENT
O REFUND?

A:

BASTA MAY RESIBO O
WARRANTY CARD,
PWEDE NA!
LOKAL NA MGA NEGOSYO O SERVICE
NA BUNAY SA MGA BALIKBAYAN NA
KORPORADO.

CONSUMER IS KING 

Magkaroon ng DTI Sales Promotion Permit ang mga negosyo sa mga online shopping. Magkaroon ng DTI Sales Promotion Permit ang mga negosyo sa mga online shopping.

Q:

PROBLEMA
SA PRODUCT
QUALITY AND SAFETY?

A:

**WALA
DAPAT!**
MAY MGA QUALITY AT SAFETY
STANDARDS NG MGA NEGOSYO
KUNG KAILANGAN AT KATATAGAN
NG KONSUMER.

CONSUMER IS KING 

Magkaroon ng DTI Sales Promotion Permit ang mga negosyo sa mga online shopping. Magkaroon ng DTI Sales Promotion Permit ang mga negosyo sa mga online shopping.

Q:

PAANO MAKARARATING
ANG BALIKBAYAN BOX
SA LOVED ONES MO?

A:

IPADALA LAMANG ANG
BALIKBAYAN BOX
SA MGA CONSOLIDATORS
O FREIGHT FORWARDERS
NA MAY PHILIPPINE
COUNTERPARTS/AGENTS
NA ACCREDITED NG DTI.

CONSUMER IS KING 

Magkaroon ng DTI Sales Promotion Permit ang mga negosyo sa mga online shopping. Magkaroon ng DTI Sales Promotion Permit ang mga negosyo sa mga online shopping.

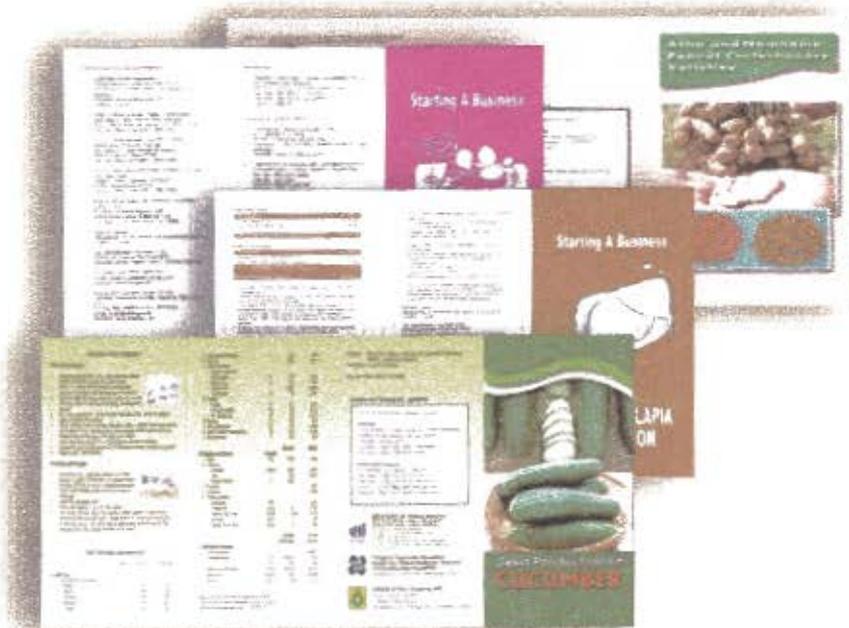
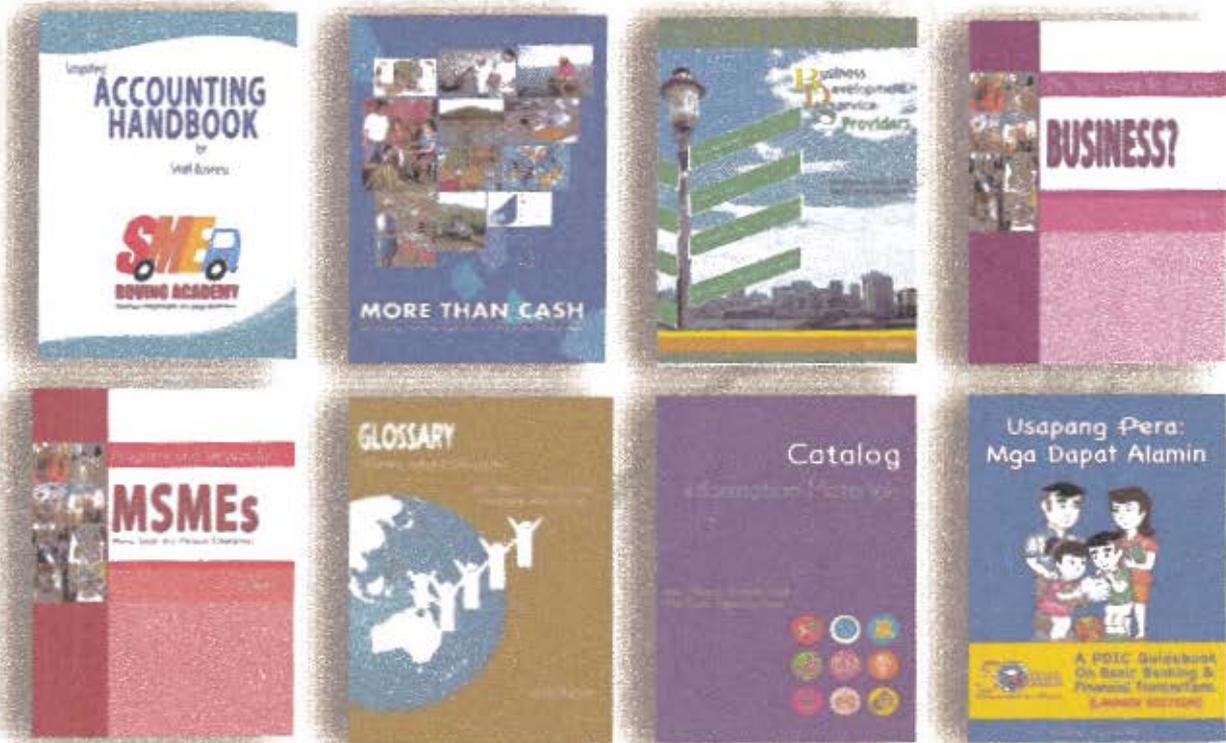
Posters

PRINT

PUBLICATIONS • COLLATERALS • RELEASES

BEST PRACTICES FOR COMMUNICATION

BUREAU OF SMALL AND MEDIUM ENTERPRISE DEVELOPMENT (BSMED) COLLATERALS



BSMED offers a variety of publications that existing and would-be entrepreneurs may find useful in guiding them in starting and growing/expanding their businesses.

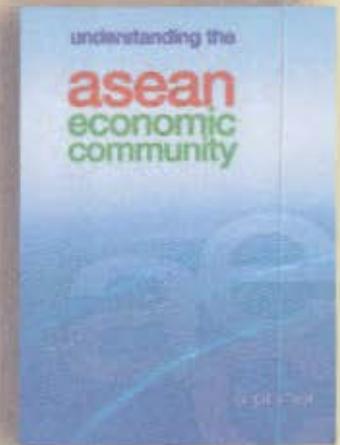
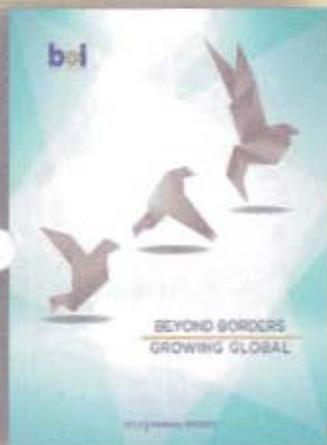
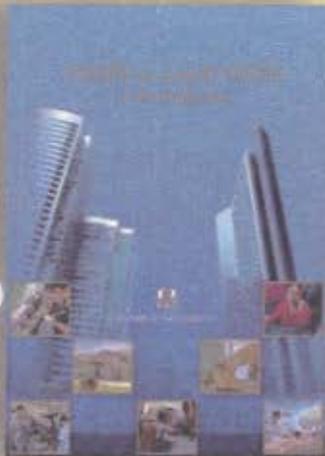
These publications are available in hard copy, which may be acquired through request to BSMED; and in electronic copy, which can be downloaded from the DTI website.

BOARD OF INVESTMENTS (BOI) PUBLICATIONS

PRIMER ON DOING BUSINESS IN THE PHILIPPINES

The Board of Investments (BOI), the line agency involved in marketing and investment promotion, came up with this Primer to guide prospective investors in making sound investment decisions. The Primer includes the country's laws, rules and regulations, and policies that govern the procedural requirements that should be followed.

This Primer is intended to provide a better understanding of the Philippine investments regime and thereby entice more businessmen to invest in the country's priority investment areas.



STRATEGIC PERFORMANCE MANAGEMENT SYSTEM (SPMS) COLLATERALS

In close coordination with the Civil Service Commission (CSC), the DTI is implementing SPMS, a mechanism that links employee performance with organizational performance. Aside from ensuring that all officials and staff are aware of it, the management also has information materials for all its stakeholders.



PRINT

PUBLICATIONS • COLLATERALS • RELEASES

BEST PRACTICES FOR COMMUNICATION

STRATEGIC PERFORMANCE MANAGEMENT SYSTEM (SPMS) COLLATERALS



SERVICE ORIENTATION

We are committed to the public. We recognize that as servants of society, we are expected to extend prompt, courteous, and excellent service to those who need them. We are committed to enabling business and supporting consumers.



PROFESSIONALISM

We are the best at what we do. We challenge our skills with the highest degree of quality, competence, and skill. We always endeavor to encourage a positive perception of government employees who adhere to the standards and ethics of public service.



LOYALTY

We are loyal to the Republic of the Philippines. As we each join public service, we pledge our allegiance to the country and dedicate ourselves to the well of Filipinos.



RESOURCEFULNESS

We achieve with what we have. We seek what we need. We generate resources that are designed to trigger.



TEAMMANSHIP

We work in peace and respect diversity because in collaboration, there is unlimited wisdom. We believe that working together works better.



CONSCIENTIOUSNESS

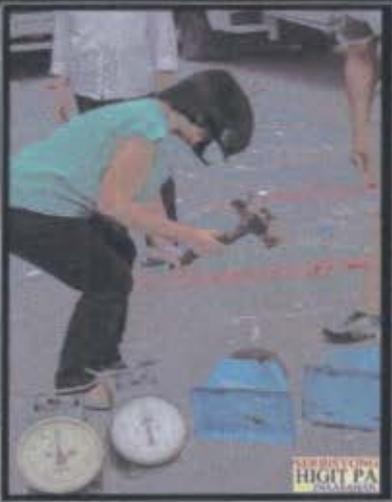
Complete staff work is basic. We exercise due diligence and pay attention to details. We are hardworking and reliable.

PRINT

PUBLICATIONS • COLLATERALS • RELEASES

BEST PRACTICES FOR COMMUNICATION

STRATEGIC PERFORMANCE MANAGEMENT SYSTEM (SPMS) COLLATERALS



INTEGRITY

We build trust and connection. We uphold the public interest over our own.
We are transparent of the people's lives and interests of the government mission.
It is our passion to bring forward.

HEALTHY PEOPLE
HIGT PA
HIGT PA



**CONTINUOUS
LEARNING & GROWTH**

We don't rest on our laurels. We embrace change.
We adapt to make someone better.

HEALTHY PEOPLE
HIGT PA
HIGT PA



CREATIVITY

We encourage innovation. We embrace new ideas.
We find solutions that make a difference.

HEALTHY PEOPLE
HIGT PA
HIGT PA

TV

INFOMERCIALS ADVERTISEMENTS

BEST PRACTICES FOR COMMUNICATION

Q & A

In this 30-second infomercial (Question and Answer format), the Department of Trade and Industry (DTI) enjoins the Filipinos to know and exercise their rights as consumers for protection against dishonest traders and defective products.



BALIKBAYAN BOX

This is a 15-second television material that shows a Filipino family with a father who's an overseas worker and properly sends a Balikbayan box home to his family that contains products for their personal use.



TV

INFOMERCIALS • ADVERTISEMENTS

BEST PRACTICES FOR COMMUNICATION



BPS TESTING CENTER

A three-minuter on the Department of Trade and Industry's Bureau of Philippine Standards Testing Center (DTI-BPSTC) that conducts performance and safety tests on critical products based on the Philippine National Standards (PNS).



INVEST IN THE PHILIPPINES

The Philippine Board of Investments (BOI), an attached agency of Department of Trade and Industry (DTI), is the lead government agency responsible for the promotion of investments in the Philippines. This video presents the gist of the agency's core goals and missions.

A video player thumbnail with the text 'Invest in the Philippines' in a stylized, bold font.

A video player thumbnail showing the BOI logo and the text 'BOARD OF INVESTMENTS PHILIPPINES'.

RADIO

PROGRAMS FOR CONSUMERS

BEST PRACTICES FOR COMMUNICATION

KONSYUMER ATBP.

The Konyumer Atbp (KATBP) is the DTI's consumer education radio program simultaneously aired over DZMM 630 kHz and Sky Cable channel 26 every Saturday from 10:30 a.m. to 12:00 p.m.

Anchored by DTI-Consumer Protection Group (CPG) Undersecretary Vic Dimagiba and DZMM's senior reporter Mr. Alvin Elchico, the radio show airs timely and informative discussions on pressing relevant consumer-related programs and issues.



KATBP was launched on 19 February 2005 and is now on its 10th year of airing. It is already on its 40th Season with 540 episodes conducted. The KATBP has been recognized by the Civil Service Commission (CSC) in October 2014 for its support to create an honest, responsible, transparent, and efficient civil service. It was also cited in 2009 and 2010 as the Best Public Service Program for Radio by the Kapisanan ng mga Brodkasters ng Pilipinas (KBP); Best Educational Program for Radio by the Catholic Mass Media Awards in 2008; A semi-finalist Lingkod Bayan Awardee of the CSC in 2006, and was given the DTI Creative Award in 2005.

KONSYUMER ATBP. (KATBP)

Season 40 (30 May – 23 August 2015)

Tentative Line-up of Topics (as of 17 August 2015)

DATE	PROPOSED TOPICS
Episodes 01 – 30 May (epi511)	KP News: PNR, Kumpiyansang Makakabalik-Operasyon Sa June 15; Palasyo: Tax Incentive Sa Car Industry Lilikha Ng Maraming Trabaho; DTI Enforcement Sa Product Standards, Patuloy Na Pina-ligting; Fare Rollback Sa MRT, Inihirit; Pilipinas At Pito Pang Bansa, Mag-A-Angkat Na Ng Manok Sa Europe
Episodes 02 – 06 Jun (epi512)	KP News: PNR, Kumpiyansang Makakabalik-Operasyon Sa June 15; Palasyo: Tax Incentive Sa Car Industry Lilikha Ng Maraming Trabaho; DTI Enforcement Sa Product Standards, Patuloy Na Pina-ligting; Fare Rollback Sa MRT, Inihirit; Pilipinas At Pito Pang Bansa, Mag-A-Angkat Na Ng Manok Sa Europe UK: "Gawing Ligtas at Masustansiya ang Pagkain sa Eskwela" BK : Reports sa Pag-Monitor sa Presyo at Labels ng School Supplies sa aking Lugar
Episodes 03 – 13 Jun (epi513)	KP News: DTI, Sinimulan Na Ang Imbestigasyon Sa Presyo Ng Harina, Tinapay At Noodles; Singil Sa Tubig Ng Maynilad, Tataas Sa Hulyo; Presyo Ng Mga Imported Na Delata, Tumaas!; PNP Aviation Group Nagbabala Sa Mga Gumagamit Ng Pekeng Pangalan Sa Tiket; Panukalang Libreng Public Wi-Fi, Lusot Na Sa 3rd At Final Reading Ng Kamara UK: "Paglilinaw sa DTI Enfrocement ng Product Standards" BK : Reports sa Pag-Monitor sa Presyo at Labels ng School Supplies sa aking Lugar

KONSYUMER ATBP. (KATBP) Tentative Line-up of Topics (Cont'd)

DATE	PROPOSED TOPICS
Episodes 04 – 20 Jun (epi514)	<p>KP News: Singil Ng Meralco, Sosobra Na Kung Di Papatak Sa July Bill Ang Tapyas Sa Distribution Charge; Presyo Ng Asukal Bumaba Ng Higit Piso Kada Kilo; Nagbabala Ang DTI At House Na Sumunod Sa Srps Ng Pangunahing Bilihin; 2K Dagdag Sa Buwanang Pensyon Sa SSS Aprubado Na; DTI, Pinagpapaliwanag ang 21 Hardware Stores sa Mataas na Presyo ng Semento; Kampanya Vs Smuggling, Pinalawak Pa Ng Grupo Ng Manufacturers</p> <p>UK: <u>"Pagbabantay sa Pagpasok ng Imported Products"</u></p> <p>UK: ASEAN Economic Community for Consumers – DTI-IDG -Reset</p> <p>BK : Reports sa Pag-Monitor sa Presyo at Labels ng School Supplies sa aking Lugar</p> <p>BK: Who and What is ASEAN?-Reset</p>
Episodes 05 – 27 Jun (epi515)	<p>KP News: Rice Importer Kinusuhan Ng Bureau Of Customs Sa DOJ; DOTC: Magandang Pagbabago Sa Serbisyo Ng MRT-3 Inaasahan Sa Taong Ito; Lock In Period Sa Mga Cellphone Service Bawal Na; Test Run Sa Hybrid Electric Road Train Isinagawa Sa Clark; Sabwatan Umamo Ng Flour Millers At Bakers Paiimbestigahan Ng DTI Sa NBI</p> <p>UK: <u>"Pagpapadala ng Sulat, Parcels at Packages"</u></p> <p>BK: Facebook Registration para sa mga Bidang Konsyumer</p>
Episodes 06 – 04 Jul (epi516)	<p>KP News: Oil Firms May Panibagong Rolbak Noong Martes; Alokasyon Ng Tubig Ng Maynilad At Manila Water Mula Angat Dam, Babawasan Na; Tapyas-Presyo Sa Pinoy Tasty At Pandesal, Kasado Na Sa July 14</p> <p>UK: <u>"Iwas Sakuna sa Kaalaman at Kusa"</u></p> <p>BK: Facebook Registration para sa mga Bidang Konsyumer</p>
Episodes 07 – 11 Jul (epi517)	<p>KP News: Presyo Ng Petrolyo Inaasahang Bababa Sa Susunod Na Linggo; Pinoy Workers Sa Greece, Apektado Na Ng Debt Crisis; Bagong Department Order Para Sa Mas Mabilis Na Pag-Proseso Ng Icc Applications, Inilabas Ng Dti; Mrt-3 May Bagong Maintenance Contractors; Nagrolbak Na Ng Presyo Ng Arina Ang Ilang Flour Millers Matapos Pa-Imbestigahan Sa Nbi</p> <p>UK: <u>"Tubig na Ligat para sa Konsyumer"</u></p> <p>BK: Facebook Registration para sa mga Bidang Konsyumer</p>
Episodes 08 – 18 Jul (epi518)	<p>KP News: Meralco : Power Savers, Di Mapapababa Ang Konsumo Sa Kuryente; Transport Groups Muling Humirit Ng Taas-Pasahe; DTI, Nagbabala Vs Modus Operandi Ng Ilang Online Shopping</p> <p>UK : <u>"Bantay Presyo Ngayong Tagulan"</u></p> <p>BK: Facebook Registration para sa mga Bidang Konsyumer</p>

KONSYUMER ATBP. (KATBP) Tentative Line-up of Topics (Cont'd)

DATE	PROPOSED TOPICS
Episodes 09 – 25 Jul (epi519)	KP News: PH Competition Act At Amyenda Sa Cabotage Law, Nilagdaan Ni Proyo; Paggamit Ng Ticketing System Sa 10 LRT Station Target Sa Mga Susunod Na Linggo; PNR, Balik Operasyon Na Pero Limitado Muna Ang Biyahe; SEC, Inalerto Ang Publiko Laban Sa Mga Kumpanya Na Konektado Sa May-Ari Ng One Dream; Eco-Consciousness Ng Konsyumer, Dapat Pang Palakasin UK: <u>"Patakaran sa Pag-isyu ng ICC – Para sa Ligtas na Imported Products"</u> BK: Facebook Registration para sa mga Bidang Konsyumer
Episodes 10 – 01 Aug (epi520)	KP News: Shake Drill Sa Metro Manila, Tagumpay; Night Quake Drill Sa Pasig Matagumpay; Labing Isang Flour Millers, Nagbaba na ng Presyo ng Flour Bags; Modernong Lounge Sa NAIA Terminal 3 Binuksan UK: <u>"Todo Ingat sa Pag-Invest"</u> BK: Facebook Registration para sa mga Bidang Konsyumer

RADIO

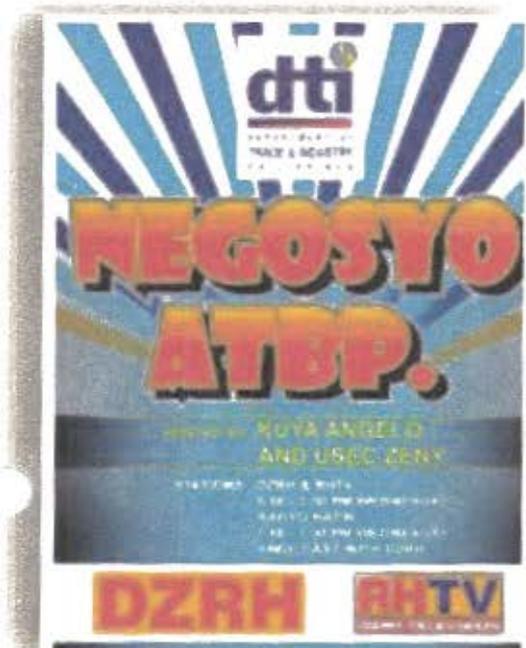
PROGRAMS FOR MSMEs

BEST PRACTICES FOR COMMUNICATION

NEGOSYO ATBP.

Hosted by Regional Operations Group (ROG) Undersecretary Zenaida Cuison Maglaya and senior broadcaster Angelo Palmones, Negosyo ATBP. is a new radio program that reaches out to more existing micro, small, and medium entrepreneurs (MSMEs) who want to expand their business and to potential entrepreneurs who want to start their own business. The program airs on DZRH and RHTV from 6:00 p.m. to 7:30 p.m. every Wednesday and on Radio Natin from 7:00 p.m. to 7:30 p.m. (simulcast with DZRH)

In its first six months of airing, Negosyo ATBP. has received positive feedback from listeners while the MSMEs that were featured were grateful as they were given the chance to promote their products and services nationwide.



NEGOSYO ATBP. (SEASON 1 SUMMARY)

EPISODES / TOPICS	DATE	GUESTS	NO. OF TEXTS RECEIVED	# OF STATIONS THAT AIRED NEGOSYO ATBP.
Episode 1 Pag-Renew at Pag-Rehistro ng Business Name at Business Permit	January 21, 2015	Assistant Regional Director Ferdinand L. Manfoste DTI-National Capital Region	12 text questions	DZRH MANILA: METRO MANILA AREA, CAVITE, TAGAYTAY, BATANGAS, LAGUNA, RIZAL, BULACAN, PAMPANGA, ZAMBALES, BATAAN, QUEZON PROVINCE, MINDORO, MARINDUQUE, PARTS OF PANGASINAN, TARLAC, PARTS OF NUEVA ECIJA, CAMARINES NORTE, POLLILIO ISLAND (19)
Episode 2 Balik-Sigla sa Negosyo (sa mga Lugar na Nasalanta ng Yolanda)	January 28, 2015	Regional Director Cynthia R. Nierras Region VIII	N/A	
Episode 3 Tulong Pinansyal Para sa Negosyo	February 4, 2015	Assistant Vice President Ma. Linda J. Orsos Small Business Corporation Southern Luzon Area Phonepatch: Regional Director Aster C. Caberte DTI-Region VII	12 text questions	

NEGOSYO ATBP. (SEASON 1 SUMMARY, CONT'D)

EPISODES / TOPICS	DATE (2015)	GUESTS	NO. OF TEXTS RECEIVED	NO. OF STATIONS THAT AIRED NEGOSYO ATBP.
Episode 4 Training at Equipment Mula sa DTI Para sa Negosyo	February 11	Assistant Regional Director Ferdinand L. Manfoste DTI-NCR	2 text questions	LUZON AREA (DZRH): Santiago (DWRH) Dagupan(DWOH) Laoag (DZMT) Lucena (DWSR) Naga (DWMT) Tuguegarao (DZSR) Sorsogon (DZZH) Palawan (DYPH) Total: 9 stations
Episode 5 Go, go – sa Negosyo	February 18	Senator Paolo Benigno "Bam" Aquino IV Director Jerry T. Clavesillas	14 text questions	VISAYAS AREA (DZRH): Bacolod (DYBH) Cebu (DYXR) Iloilo (DYDH) Tacloban (DYTH) Total: 4
Episode 6 May Negosyo – sa Prutas!	February 25	Rose Marie G. Castillo Chief, Food & Food Preparations Division DTI- Export Marketing Bureau (EMB) Governor Emmylou "Lala" Talino- Mendoza Cotabato	7 text questions	MINDANAO AREA: Davao (DXRF) Zamboanga (DXZH) Cagayan de Oro (DXKH) GenSan (DXGH) Cotabato (DXCH) Total: 5
Episode 7 May Negosyo – sa Coco Coir!	March 4	Provincial Director Marcelina Alcantara DTI-Quezon of Region IVA (CALABARZON) National Coordinator, Coco Coir Industry Cluster	43 text messages/ answers (to questions of the day)	

NEGOSYO ATBP. (SEASON 1 SUMMARY, CONT'D)

EPISODE / TOPICS	DATE	GUESTS	NO. OF TEXT RECEIVED
Episode 8 Bamboo Industry	March 11, 2015	OK Judith Angeles Region III National Coordinator Bamboo Industry Cluster	21 text questions
Episode 9 Trade Fairs and Product Development	March 18, 2015	ED Myrna M. Sunico Design Center of the Philippines Director Rhodora Leaño Bureau of Domestic Trade Promotions	14 text questions
Episode 10 Coffee	March 25, 2015	RD Myrna Pablo DTI-CAR National Industry Cluster Coordinator for Coffee Nicholas A. Matii Chairman, Philippine Coffee Board	17 text questions

RADIO

PROGRAMS FOR MSMEs

BEST PRACTICES FOR COMMUNICATION

NEGOSYO ATBP. (SEASON 1 SUMMARY, CONT'D)

EPISODE / TOPICS	DATE	GUESTS	NO. OF TEXTS RECEIVED
Episode 11 Technical Assistance extended to MSMEs Marikina Center	April 8, 2015	Ferdinand O. Angeles, CITC Roger S. Py, Director General, Philippine Footwear Federation Inc. Derdrei Ifurung, Founder Tinguian Iloko Multi-Purpose Cooperative	16 text questions
Episode 12 May Negosyo – sa Cacao!	April 15, 2015	PD Edwin Banquerigo National Industry Cluster Coordinator for Cacao Region 11 Roberto Crisostomo CEO, Casco Commodities Phonepatch Guest: Mr. Valente Turtur Executive Director, CIDAMI	29 text questions
Episode 13 Tourism Support	April 22, 2015	RD Asteria Caberte National Industry Cluster Coordinator for Tourism Support Region 7 Phonepatch Guest: Mr. Jay P. Aldeguer, Founder and Chairman, The Islands Group Ramir Bonghanoy, Proprietor, Bon-Ace Fashion Tools Inc.	9 text messages
Episode 14 Technical Assistance through Training Program	April 29, 2015	Director Jerry T. Clavesillas OIC-BSMED Nancy D. Ordas General Manager VFC Condiments International Corp. Phonepatch Guest: Ronald G. Capellan Owner, Capellan's Deli Food Products	4 text messages
			TOTAL TEXT MESSAGES: 200

NEGOSYO ATBP. (SEASON 2 SUMMARY)

EPISODE / TOPICS	DATE	GUESTS
Episode 1 Training for Construction Industry	May 6, 2015	<p>Engr. Joji Valenciano Head, Occupational Safety & Health Training Division Construction Manpower Development Foundation (CMDf)</p> <p>Meynard Palarca President Association of Construction Informal Workers (ACIW)</p> <p>Rudy Menguita Training Director D.M. Consunji Technical Training Center</p>
Episode 2 TESDA Skills Training Program	May 13, 2015	<p>Marta Hernandez Executive Director (Director IV) Public Information (PIO-ODG) Technical Education and Skills Development Authority</p> <p>Filomena Lagundino Graduate of Dressmaking NC II, October 2011 at TESDA Women's Center</p>
Episode 3 Technical Assistance through Training Programs/Courses at PTTC	May 20, 2015	<p>Nestor Palabyab Acting Executive Director Philippine Trade Training Center</p> <p>Raquel Choa President Ralfe Gourmet</p> <p>Joel Yala President Chocovron Global Corporation</p>
Episode 4 Food and Drugs Administration Permits and Licenses for Food Products	May 27, 2015	<p>Caroline C. Duller OIC-Licensing and Registration Division Center for Food Regulation and Research (CFRR) Food and Drug Administration (FDA)</p> <p>Nerissa Larrobis General Manager, JNRM Corporation</p>
Episode 5 IFEX 2015	June 3, 2015	<p>Lea Ocampo Department Manager Project Management Department Center for International Trade Expositions & Missions (CITEM)</p> <p>Carol De Maliwat Owner Pato Del Cielo</p> <p>Doris Monsanto Owner Dorissimo Foods</p>

NEGOSYO ATBP. (SEASON 2 SUMMARY)

EPISODE / TOPICS	DATE	GUESTS	
Episode 6 Processed Meat	June 10, 2015	Jose Reaño Undersecretary for Operations (Livestock) Department of Agriculture Santanina Verzosa-Abainza Asst. General Manager Lion Share Corp.	
Episode 7 Iloilo Coffee Industry	June 17, 2015	Wilhelm M. Malones OIC-Regional Director DTI – Region VI	Johnny Que Founder Coffee Break Café International
Episode 8 SSF and Assistance to SMEs in Region 4B	June 24, 2015	Joel B. Valera Caretaker DTI – Region IV-B Alfredo Majaba Chairman Bansud Livestock Multi-purpose Cooperative	Ellen E. Muros Owner Mamas Yamideli Foods
Episode 9 Cagayan Valley Region assistance to SMEs, Processed Milk and Fossilized Flowers Industry	July 1, 2015	Ma. Esperanza Bañares Regional Director DTI – Region II Ernesto Lactao Manager Malaya Development Cooperative	Emilia Fernandez Manager Maddela Flowers and Crafts
Episode 10 Bicol Region's assistance to SMEs, Pili nuts and Wearables and Homestyle Industry	July 8, 2015	Leah A. Pagao Provincial Director, Cluster Chair (Wearables and Homestyle Industry) DTI – Sorsogon (Region V) Lydia Lomibao Manager J. Emmanuel Bactries	Nona Nicerio Manager The RAINS Handicrafts and Delicacies
Episode 11 DTI Ilocos Region's assistance to SMEs, Milkfish, Loom weaving Industry and Veggie noodles	July 15, 2015	Florante O. Leal Regional Director DTI – Region I Milagros Buenafe Manager Binmaley Rural Improvement Club (BRIC)	Augustina Quitarano Owner/Manager Quitarano Loom Weaving Joemer Salvador President San Nicolas Bawang Association

NEGOSYO ATBP. (SEASON 2 SUMMARY)

EPISODE / TOPICS	DATE	GUESTS	
Episode 12 DTI Davao Region's assistance to SMEs, Sector focus: Banana chips, Virgin Coconut Oil at Coco sugar	July 22, 2015	Ma. Belenda Ambi Regional Director DTI – Region XI Shirley Dayanan Manager Safepac Corporation	Rudy Ang Manager Cocolife Multipurpose Cooperative Ben Lao Manager Lao Integrated Farms, Inc.
Episode 13 Rubber and Sardines Industries	July 29, 2015	Sitti Amina Jain Regional Director DTI – Region IX Engr. Elpidio Carlota Manager Phil. Rubber Industry Assoc. (PRIA)	Michael Lim Vice Pres. for Operations Mega Global Corp. Jack Sandique CEO Platinum Rubber Devt. Corp

ONLINE

WEBSITES • SOCIAL MEDIA

BEST PRACTICES FOR COMMUNICATION

DTI WEBSITE

The DTI Website (www.dti.gov.ph) offers a complete representation of the Department and its services to the Internet community. It aims to create a seamless browsing experience akin to industry best practices by delivering trade and industry information to DTI online clients in a timely, dynamic, and well-laid out manner. The website also promotes the DTI corporate identity to bring forth the agency's professional image to the public.

The Website is not just an Internet resource; it also projects DTI's way of service. The site builds upon the client-centric approach where current DTI news, events, and services are given prominence in the homepage.



WHAT ARE PROMOTED:

- DTI Organization (history, mandate, vision, mission, organizational structure, key officials)
- Programs and Services
- News, Features, Advisories
- Events

WHAT ARE THE BASES:

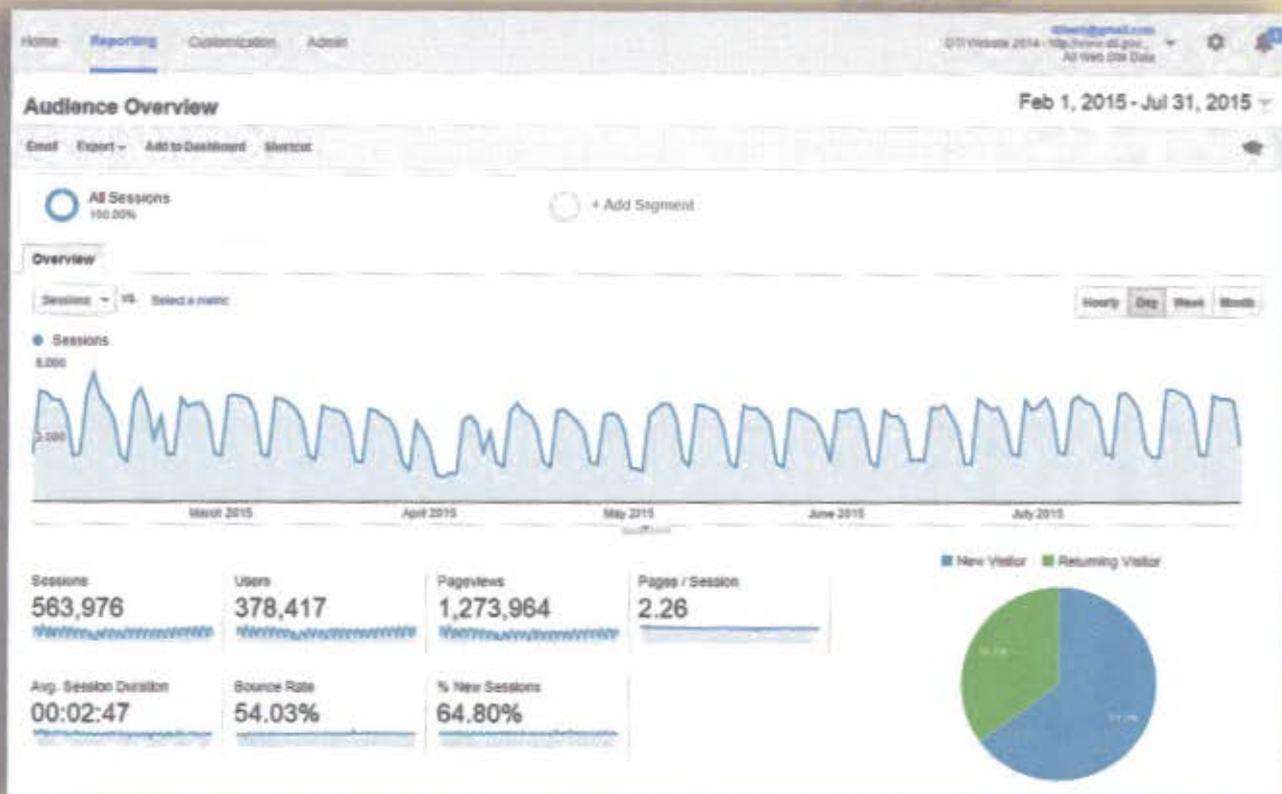
- NCC M.C. 2002-01: Guidelines on Creation of the Agency's Official Website and Compliance to E-Commerce Law and Stage One of the UN-ASPA Stages of E-Government
- AO 39, series of 2013: Mandating government agencies to migrate to the government website template (GWT)

ONLINE

WEBSITES • SOCIAL MEDIA

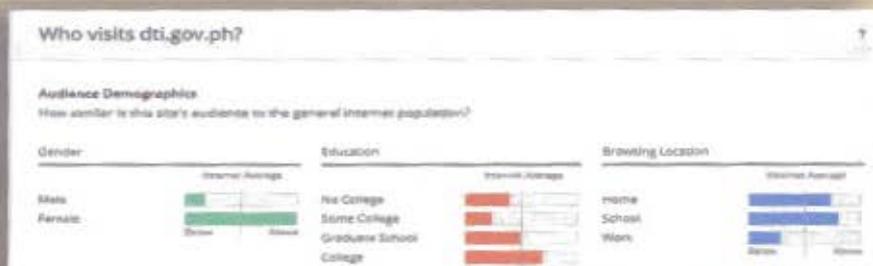
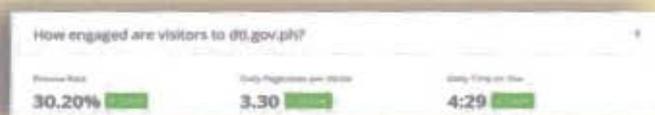
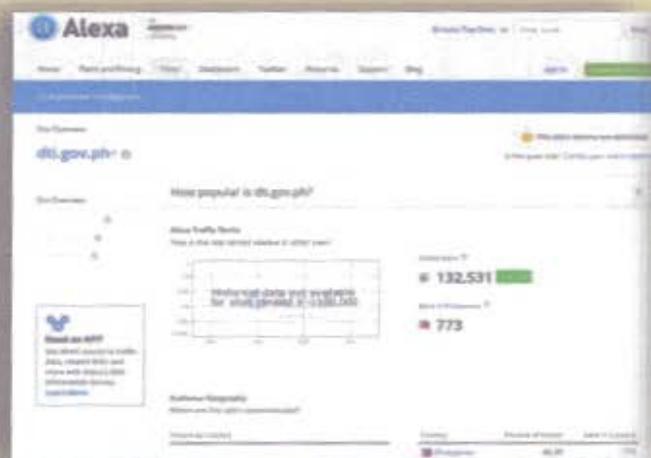
BEST PRACTICES FOR COMMUNICATION

DTI WEBSITE ANALYTICS AT A GLANCE



DTI WEBSITE ANALYTICS BY THIRD PARTY

ALEXA RANKINGS



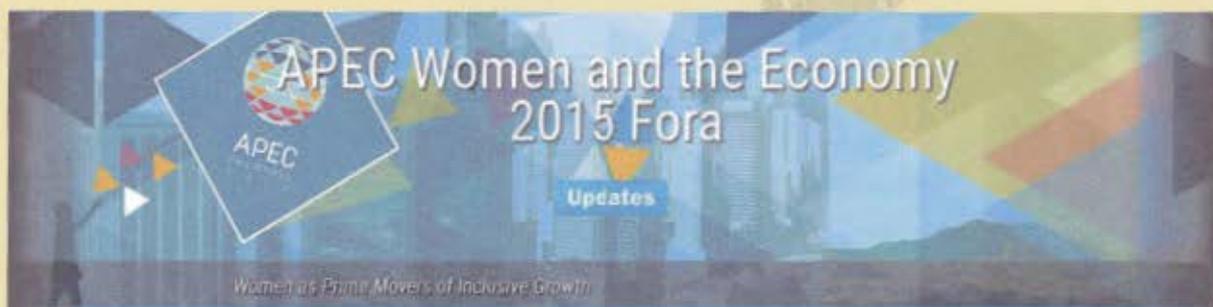
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DTI WEBSITE

SAMPLE WEBSITE BANNERS (EVENT/PROGRAM PROMOTION)



APEC Women and the Economy
2015 Fora

Updates

Women as Prime Movers of Inclusive Growth

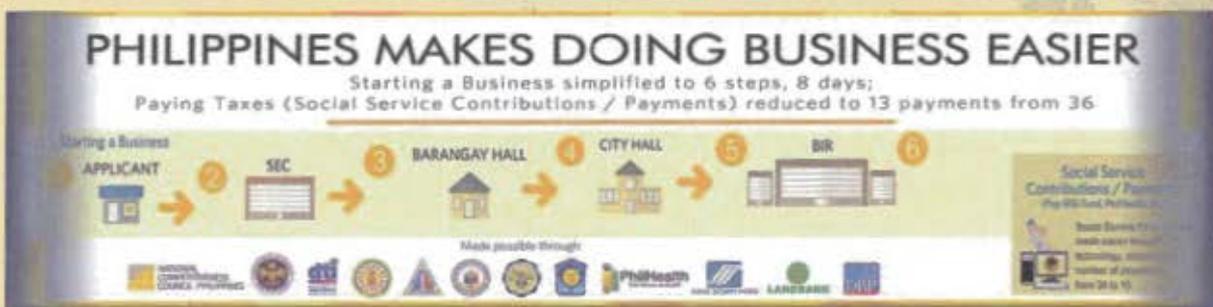


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DTI FACEBOOK



Recognizing the power of the Internet to connect and reach out to the public, the DTI has established its own space on Facebook, one of the most popular social networking sites (SNS) today. The page aims to promote DTI programs, activities, and projects.

Aside from sharing news and photo releases that are simultaneously posted in the DTI website, administrators of the Facebook page also addresses queries and/or complaints from Facebook users.

DTI FACEBOOK (ANSWERING QUERIES)

Jonars Furniture Sales

Actions

Jonars Furniture Sales

Good evening po. Asked ko lng po kung Pano po ung magchange of location po.



Department of Trade and Industry - Philippines

<admin ka>

Good day Jonars

Kindly contact the DTI call center to give you a step by step instructions regarding your inquiry. Please call 7513336.

Hope this helps



Department of Trade and Industry - Philippines

Para sa karagdagang impormasyon

Ang Business Name po ay may apat na kategorya. Una National ito ay sumasakop sa buong Pilipinas. Kapag ito ang Kategorya ibig sabihin po na kahit saang lugar sa Pilipinas pwede po kayong maglayo ng inyong branches kahit ilan.

Pangalawa Regional ito ay sumasakop sa buong Rehiyon. Kapag ito ang Kategorya ibig sabihin po na kahit saang lugar sa naturang rehiyon pwede po kayong maglayo ng inyong branches kahit ilan.

Pangatlo City o Municipality ito ay sumasakop sa buong Siyudad o munisipyo. Kapag ito ang Kategorya ibig sabihin po na kahit saang lugar sa loob sa naturang siyudad o munisipyo pwede po kayong maglayo ng inyong branches kahit ilan.

Pang apat Barangay ito ay sumasakop sa buong Barangay. Kapag ito ang Kategorya ibig sabihin po na kahit saang lugar sa loob sa naturang barangay pwede po kayong maglayo ng inyong branches kahit ilan.



Hide saved replies

Reply

ElmRa AicRag

Actions



ElmRa AicRag

magandang hapon poh. Pde q poh b malaman kung legit at registered poh b ang company na ito EMAR INCORPORATED salamat poh!



Department of Trade and Industry - Philippines

<admin ka>

Maraming salamat sa pagbisita nyo sa DTI Facebook page

Tanging mga sole proprietorship type of businesses lamang ang rehistrado sa DTI. Ang mga partnerships at corporations, mga negosyong pagmamayan at pinamamahalaan ng higit sa isang tao ay rehistrado sa Securities and Exchange Commission (SEC)

Maaring gamitin ito upang malaman kung ang isang negosyo ay rehistrado sa DTI. <http://bns.dti.gov.ph/web/guest/search>

Upang malaman kung rehistrado ang isang negosyo sa SEC maaring harapin ang pangalan dito. <http://register.sec.gov.ph/MainServlet?param=search>

Pakitandaan din na ang business name registration ay hindi katulad ng License to Operate na ibibigay lamang ng local government unit na may sakop sa lugar ng negosyo.

Sana makatulong ito

DTI BHRS - Business Name Search



Hide saved replies

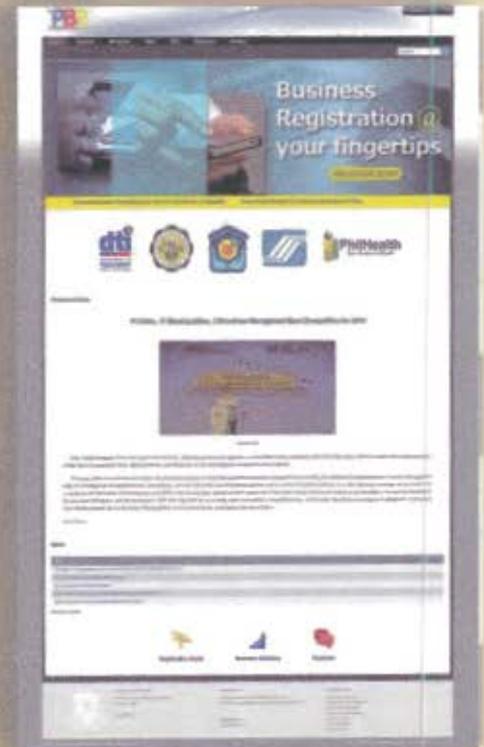
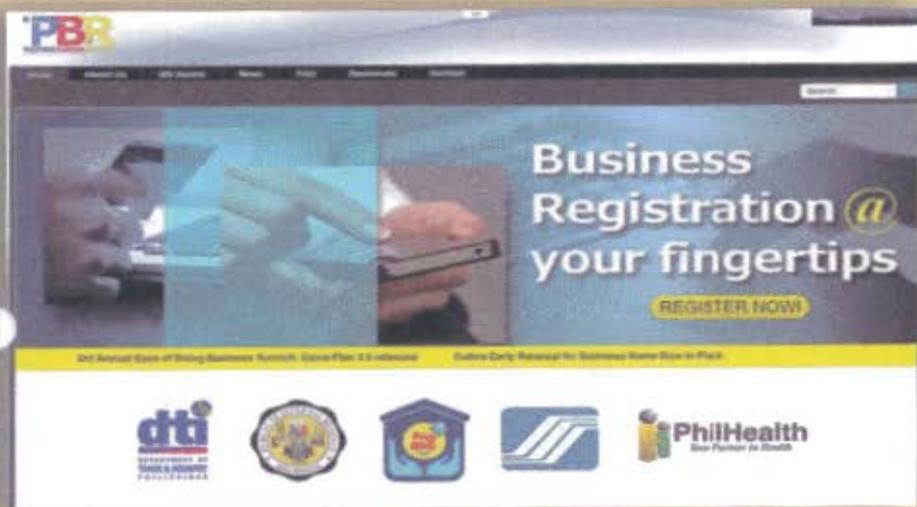
Reply

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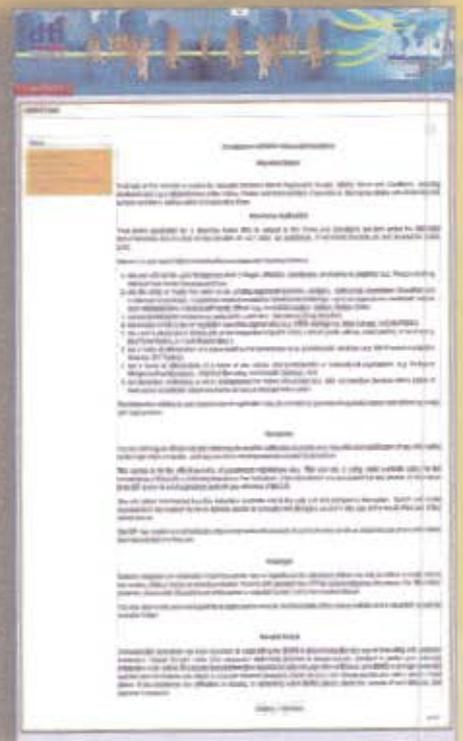
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WWW.BUSINESS.GOV.PH



WWW.BNRS.DTI.GOV.PH



Being a testament to the DTI's efforts to ease doing business in the country, the Business Name Registration System (BNRS) maintains a nationwide database of business names mainly on Sole Proprietorship and helps the public do online transactions like business name application and renewal, payment, and certification.

ONLINE

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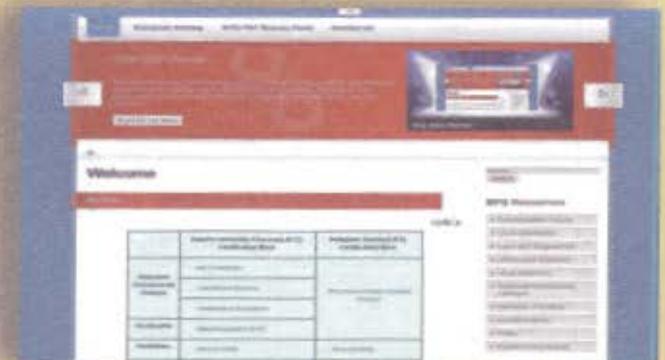
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WEBSITES OF DTI MAIN/ AFFILIATED/ ATTACHED AGENCIES

WWW.BOI.DTI.GOV.PH



WWW.BPS.DTI.GOV.PH



WWW.CIAP.DTI.GOV.PH



WWW.CITEM.DTI.GOV.PH



WWW.COMPETITIVE.ORG.PH



WWW.DESIGNCENTERPHIL.WIX.COM/DESIGN



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WEBSITES OF DTI MAIN/ AFFILIATED/ ATTACHED AGENCIES

WWW.EDC.NET.PH



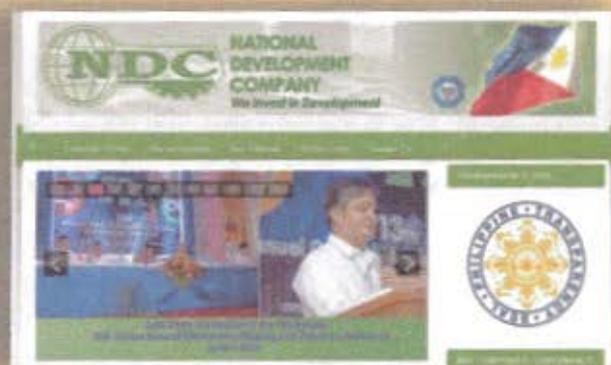
WWW.DTI.GOV.PH/EMB



WWW.IPOPHL.GOV.PH



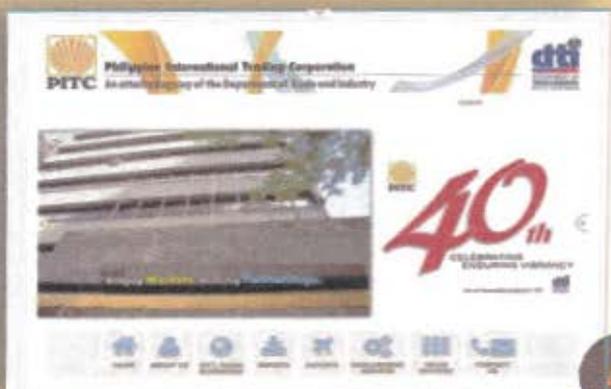
WWW.NDC.GOV.PH



WWW.PEZA.GOV.PH



WWW.PITC.DTI.GOV.PH



ONLINE

WEBSITES • SOCIAL MEDIA

BEST PRACTICES FOR COMMUNICATION

WEBSITES OF DTI MAIN/ AFFILIATED/ ATTACHED AGENCIES

WWW.PQA.ORG.PH



WWW.PTTC.GOV.PH



WWW.SBGFC.ORG.PH



DTI Direct Call Center and Public Assistance Desk (PAD) summary reports for the month of July 2015.

Distribution of Complaints / Queries Received thru the following DTI's Channel / Mode of Facilities

Breakdown/ Nature of Calls	DTI Direct Call Center				Public Assistance Desk (PAD) (Walk-in)	Total
	Phone-In	Cellular Phone		Contact Center ng Bayan (CCB) c/o CSC		
		Phone Calls	SMS(text)			
Business Name	1,847 (61.24%)	134 (50.95%)	92 (26.06%)	24 (66.67%)	102 (56.98%)	2,199 (57.16%)
Consumer Welfare	555 (18.40%)	63 (23.95%)	140 (39.66%)	6 (16.67%)	25 (13.97%)	789 (20.51%)
Export	3 (0.10%)	0	1 (0.28%)	0	1 (0.56%)	5 (0.13%)
Investment	2 (0.07%)	0	0	0	0	2 (0.05%)
MSME	16 (0.53%)	0	11 (3.12%)	1 (2.78%)	0	28 (0.73%)
DTI Internal	402 (13.33%)	36 (13.69%)	17 (4.82%)	3 (8.33%)	32 (17.88%)	490 (12.74%)
DTI non-related concerns	191 (6.33%)	30 (11.41%)	92 (26.06%)	2 (5.56%)	19 (10.61%)	334 (8.68%)
Total Calls/ DTI Channel	3,016 (78.40%)	263 (6.84%)	353 (9.18%)	36 (0.94%)	179 (4.65%)	3,847

The DTI Direct Call Center is the central point for handling incoming customer calls regarding queries and requests for assistance to facilitate customers' access to DTI services

DTI's Public Assistance Desk (PAD) is one of DTI's frontline services for consumers. Officers at the PAD address the concerns of walk-in complainants.



Happy consumers commend good service

IT IS nice to know that more and more consumers are becoming proactive. They are quick to complain about bad service and product and are just as quick to give credit where credit is due.

Rene Harper Alonso wants La Germania and LG Appliances to know how pleased he is with their after-sales service, which he describes as "excellent."

"This is a country not exactly popular for quality customer and after-sales service," Alonso says. Other consumers can probably relate when he says business websites often list telephone numbers that are out of service. Even when they work, no one answers the phone or when someone does pick up,

you get a 15-minute or so chat, say ang nakakalalam. Tawag ka no long ulit. Try mo na lang mag-may mga banda naayo sa desk nyo," Alonso says.

He adds that his e-mail to "Contact Us" addresses bounce back or are not replied to.

"In one case, I've had to travel to four cities from where I live in an appliance lead office and service center to pick up a spare part that weighed less than 500 grams because the person in charge never heard of making payments via bank deposit, on-line sales, mail order and carrier service. Kailangan dito ayon business or pick-up-pin," he was told.

But with his experience with La Germania and LG, Alonso says, "I'm feeling a little more

THE CONSUMER

Linda B. Bolido

optimistic we're beginning to emerge from the straits age in terms of after-sales and customer service.

He says, when the La Germania oven in his farm in Lipa, Batangas, was not working properly, he had to decide whether to bring it to Manila for repair or take a chance with the La Germania appliance store in SM Lipa. "I was given (by SM Lipa) the telephone numbers and contact person for repairs in San Pablo (Luzon) right away by the person who answered phone. There was no 15, 30, 45, 1-hour wait for the

repair daw yata," he says. "The lady in San Pablo was professional and immediately scheduled a visit by a technician. The home service without making a fuss over the fact that the farm is in a remote area."

He says the technician arrived on time, repaired the oven and charged only a minimal and standard service fee.

As for LG, he says the company's Lipa office also sent immediately a technician to his remote farm to check on an "important malfunctioning refrigerator." The technician came in a truck and pulled out the refrigerator for repair at the Lipa City LG center, Alonso says it was returned promptly and he was presented with a bill that "was

extremely reasonable considering they had to travel more than 50 minutes to pick up and deliver the refrigerator."

He adds that the technicians were professional, competent and confident, "good examples and proof we can set high standards. Consumers don't have to settle for mediocre work and the usual 'pasensya na lang po,'" he says.

Kudos to DTI

Theresa Lee is very appreciative of the help she got from the Department of Trade and Industry's consumer protection people when she sent a complaint about the Canon Powershot D30 camera she bought.

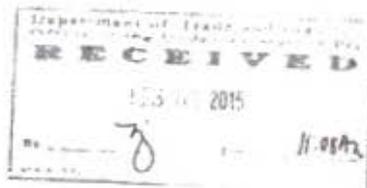
"I never even knew that we

had a government agency that is very efficient and helpful. Dealing with our different government agencies has always been very traumatic for me. Because of my recent experience with the DTI, my trust in the system has been somewhat renewed."

Lee says, although she was disappointed with the way the Canon staff dealt with her problem, "I am happy that the people at DTI were very helpful in addressing my concerns."

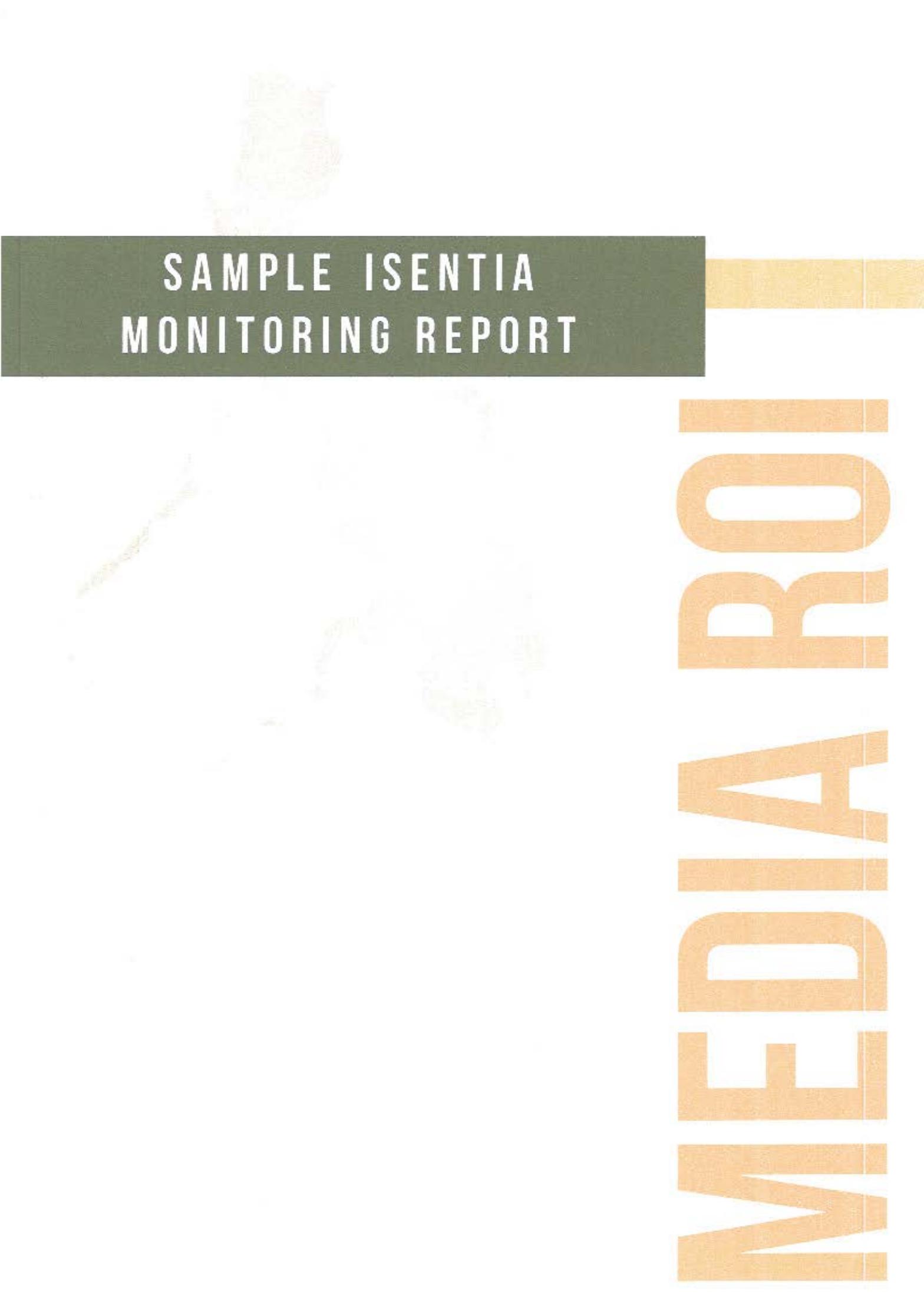
Send letters to The Consumer Lifestyle Section, Philippine Daily Inquirer, 1008 Lina Alarcón Street, 1204 Makati City. Fax: (632) 8753-8974/744, or e-mail: boldo-@inquirer.com.ph

Philippine Daily Inquirer
04 February 2015
p. 24



→ Congrats to you and your team Vic! Good job!





**SAMPLE ISENTIA
MONITORING REPORT**

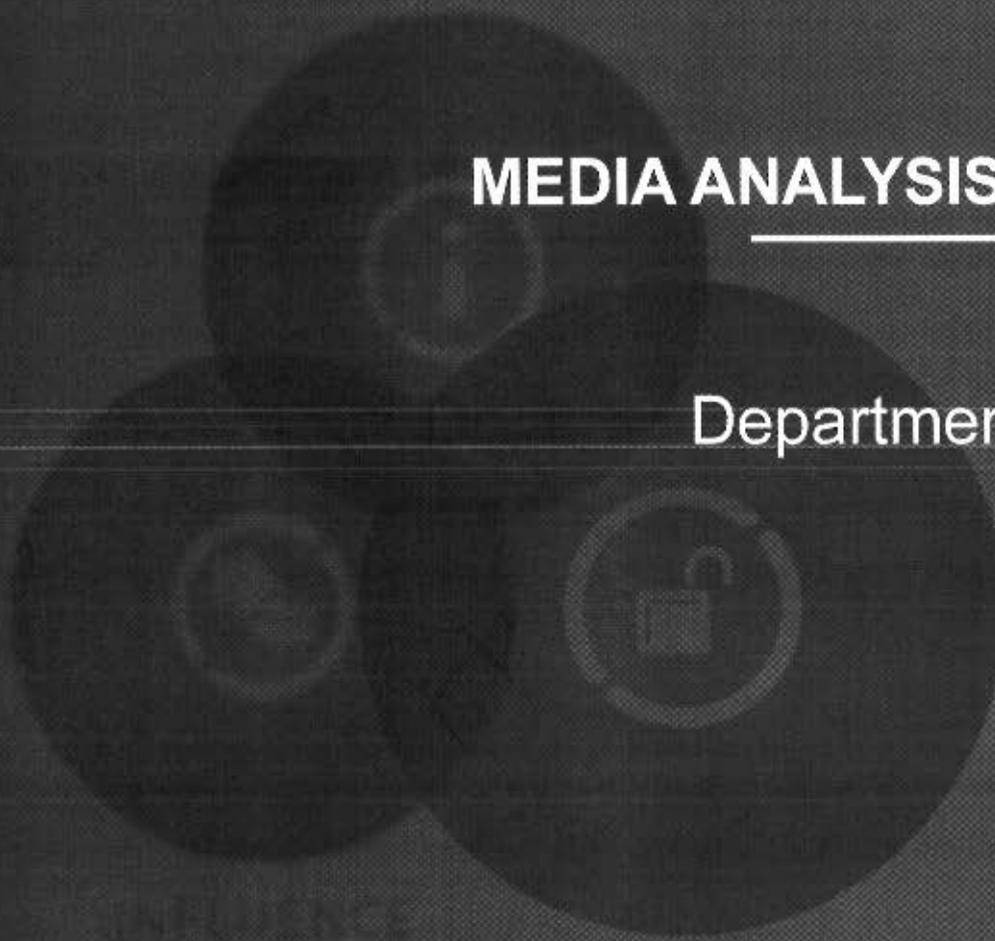
MEDIA ROI

INFORM

MEDIA ANALYSIS USING INTELLIVATOR

JUNE 2015

Department of Trade and Industry



INFLUENCE

INSIGHT



iSENTIA

INFLUENCE • INFORM • INSIGHT



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Background and Objectives



DTI commissioned iSentia to conduct a customized media content analysis to gain an in-depth understanding of the quality of its media exposure in the Philippine market including its competitors.

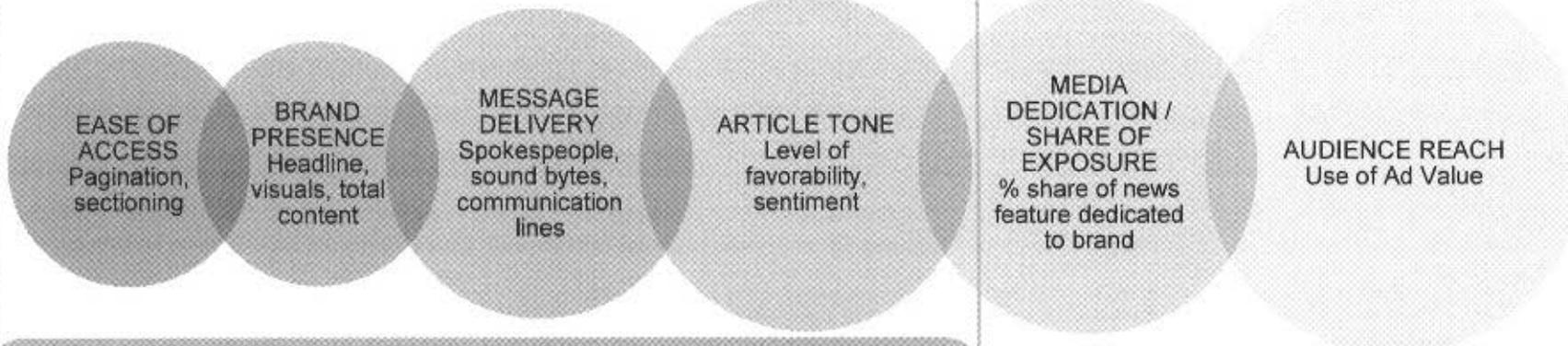
The main objectives of this study include:

- > **Evaluate** the client's publicity performance through the use of Tonality, ROI and total media coverage, vis-à-vis competitors.
- > **Present the quality** of the client's media coverage in terms of volume, tonality and ROI contribution of the Top 10 media titles, journalists and reporters.
- > **Understand** the leading types of reported news along with the communicated key messages.

The project is governed by the ff. components:

PERIOD	JUNE 2015
BRANDS	DEPARTMENT OF TRADE AND INDUSTRY BOARD OF INVESTMENTS
MEDIA TYPE	Newspaper, Magazine, TV, Radio, Online (Based on Contract Appendix: Monitored Media)
LANGUAGE	English, Filipino, Filipino-English
OTHERS	<ul style="list-style-type: none">• Event Sponsored News wherein the brand is only a second party sponsor or organizer will not be included from the analysis.• Advertorials, unless explicitly tagged as a paid advertisement, advertorial, etc., shall be included in the analysis.• Articles with irrelevant passing mentions will not be included in the analysis.• For further information, please refer to your latest Project Brief.
ARTICLE CAP	900 / month

- > **Findings delivered through this study are crucial in developing future strategies and fine tuning communication objectives. For further guidance, please contact your dedicated analyst.**



TONALITY measures how well positioned is a media material, how strong is the attribution to the brand being discussed, the dominant tone used by the media to deliver a particular news. It also measures how well cited are the identified spokespersons, and how well communicated are the message lines identified for the project. And, how the combined impact of these factors affect overall media performance. The scores accumulated from these factors are presented in base points.

MEDIA ROI is a product of tonality, share of exposure and ad value. We portion a news material according to the space dedicated to a brand to get a more accurate ad value. Combining this portioned ad value with tonality, we are able to derive a brand's total media ROI from a material. Generally, if media ROI exceeds the total ad value it receives, it shows that the brand was able to manage, optimize, or capitalize on its media exposures.

Intellivator is considered as a best practice media measurement methodology recognized by the global trade body for media measurement, AMEC (<http://amecorg.com>).

- Intellivator applies a system of scoring and qualifying media content elements to derive meaningful information. These elements are broken down above.
- This is a collaborative study that allows the clients' to participate by defining the parameters of the study (namely in identifying section scores, message lines, spokespersons, etc.).
- The iSentia Insights team produces Intellivator reports. Guidelines and multiple levels of quality checks govern the Intellivator process to minimize individual subjectivity, and ensure accuracy.



- **Konsyumer Atbp.** contributed the highest media returns with a total of Php71M or 54% share in the total media mileage. Without the collected media value from this program, the agency would only post a total of Php54M media ROI or just half of the media mileage attained last month.

- DTI collected its highest media returns from its consumer-centric materials pushed by stories where the agency probe on flour millers and bakers on collusion regarding the prices of bread and flour in the market. But the agency also received adverse coverage from this story due to the pessimistic response from PAFMIL Director Ric Pinca and Henry Ah of Fil-Chinese Baker's Association.
 - It should be noted that despite of the increase in consumer-related news, it did not translate well on the agency's media mileage which dropped by 52%.

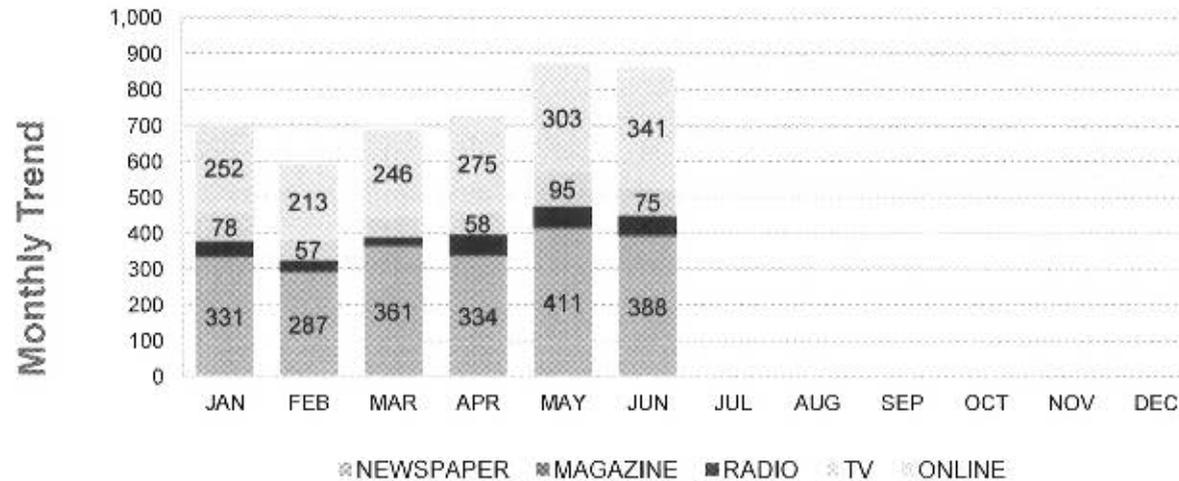
- Aside from being volume-related, plunge in media ROI was also influenced by the share of exposure of the agency on its materials that continuously showed a downward trend since April. One observation was the SOE it attained from news regarding the state visit of President Aquino in Japan where DTI Sec. Domingo was only mentioned as one of the presidential delegates. This was also the same with the issue on Kentex Manufacturing as the agency was only cited along with DILG discussing the Memorandum Circular that authorizes the local government to issue business permits.

DTI showed a lower percentage in media mileage by roughly 44% against its last month's media returns. Total media ROI for this month was Php126M.

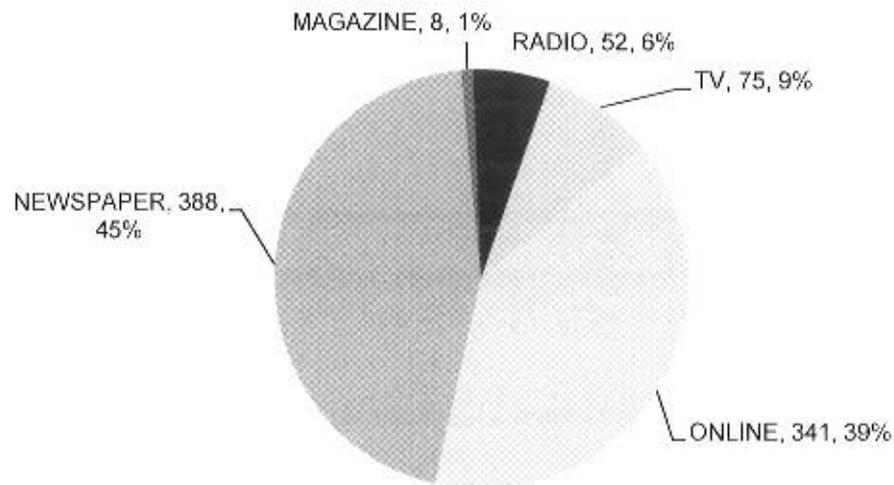
Fewer materials and unfavorable exposures monitored from the broadcast media highly affected the media performance of the agency with DZBB as the top negative media ROI contributor.



By Media Type



Period Covered



- This is a historical tracking of DTI's news volume which aims to highlight the peaks and lows of the agency's media presence.
- DTI's materials for this month had a very minimal decline pulled by the fewer news pick-ups from newspaper, radio and television.
 - Newspaper still contributed the most number of articles despite of its 6% decline in volume.
- Alternatively, online and magazine both exhibited a volume hike coming from May.
 - It should be noted that both media channels posted its record-high volume achievement this June since the start of the year.

Summary of Key Indicators

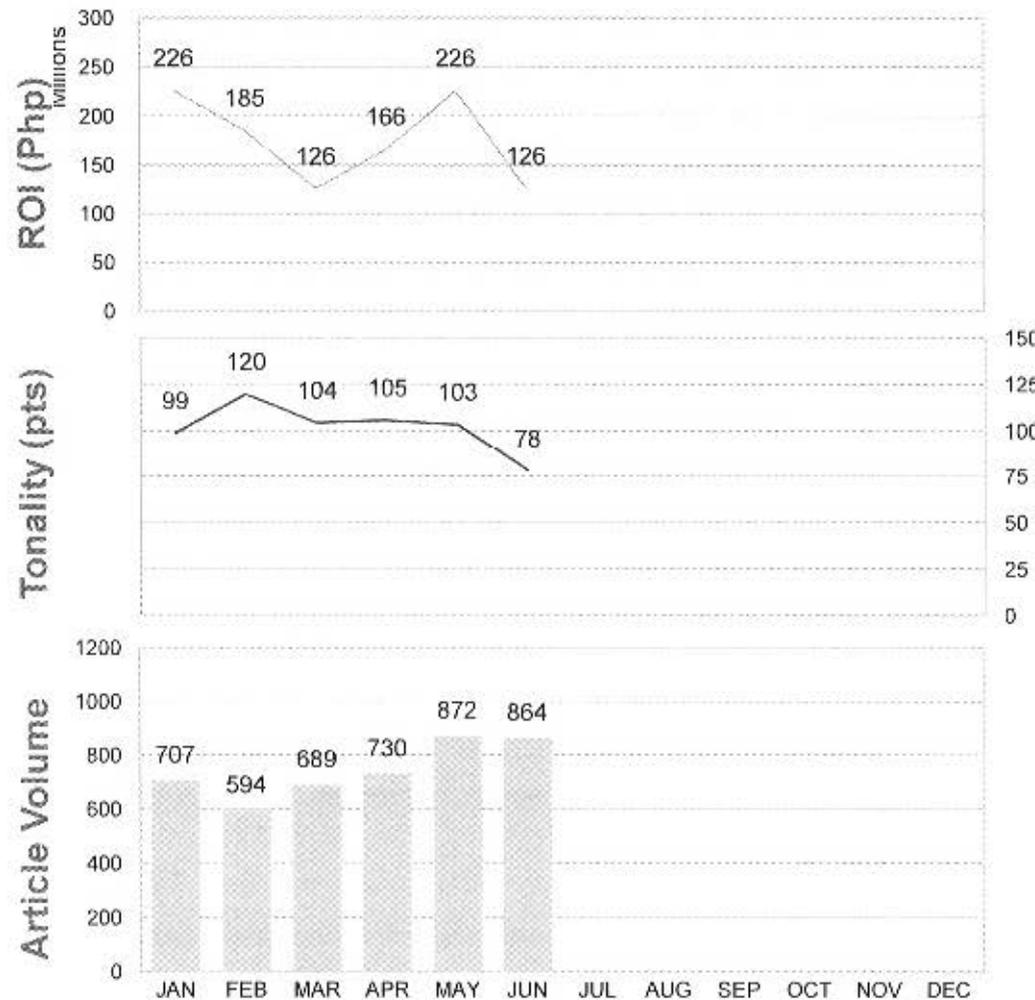


MONTH	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
Volume	707	594	689	730	872	864						
Volume (% of Total YTD)	54%	30%	35%	51%	24%	19%						
Total ROI	226,125,210	185,274,977	125,740,687	165,828,082	225,821,493	126,153,114						
Total Ad Value	162,895,621	149,990,762	128,024,481	160,921,650	208,211,975	181,924,301						
Total Size - Print (cm ²)	91,100	82,362	105,536	81,863	112,475	116,257						
Equivalent pages (based on a 1 full page standard broadsheet)	84	75	97	75	103	107						
Total Size - Broadcast (secs)	40,636	30,225	34,719	42,843	36,886	45,196						
Equivalent airtime hours	11	8	10	12	10	13						
Total Volume - Online	252	213	246	275	303	341						
Share of Exposure	59%	58%	56%	57%	55%	54%						
Average Tonality	99	120	104	105	105	78						
Tone	2.2	2.3	2.1	2.2	2.1	2.0						
Article Impact	41	47	50	44	45	38						
Material Accessibility	8	8	8	8	8	8						
Brand Prominence	4	4	3	4	4	3						

> Note: This simply details the achievements of the company in a historical manner.



ROI, Tonality vs. Volume



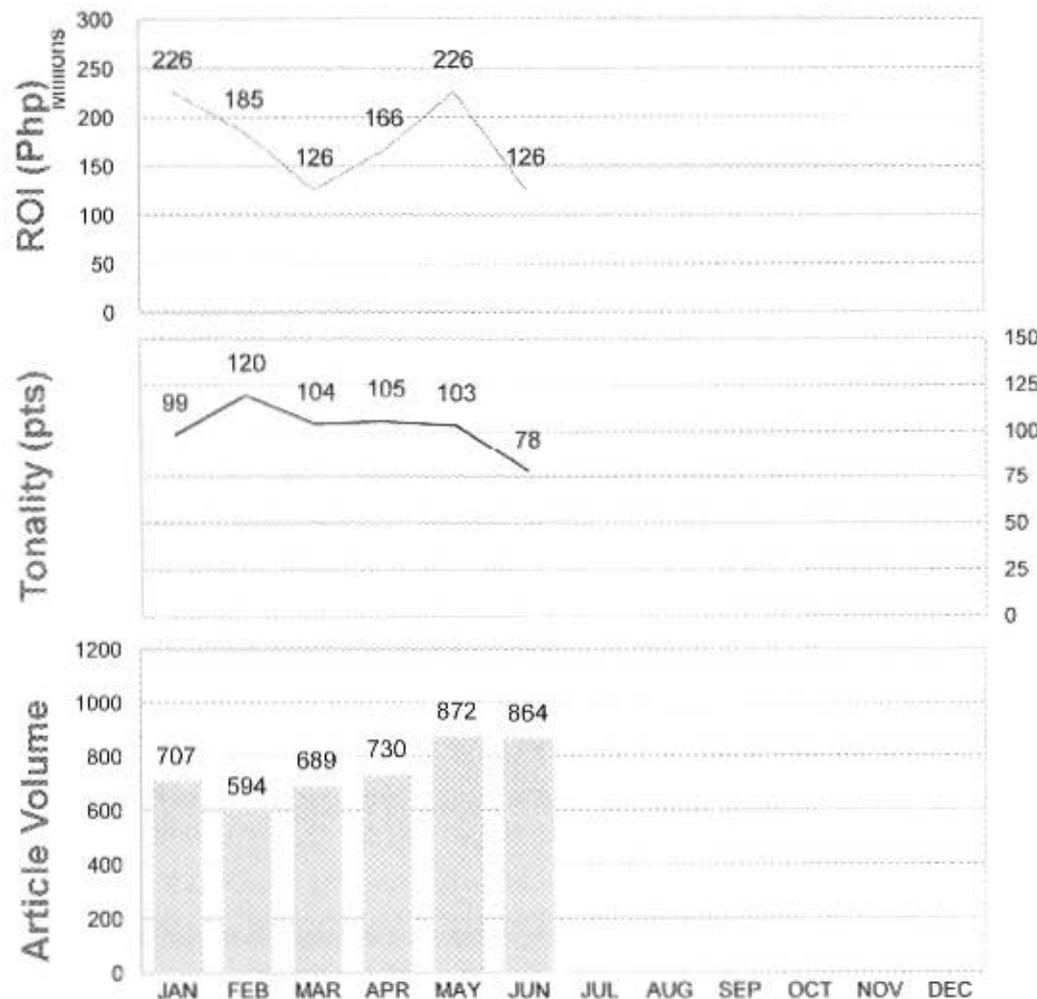
Even with only a slight decrease in news materials, the agency's media ROI posted a dramatic movement with a 44% drop coming from its last month's media value achievement.

- The primary reason for this was the fewer exposure from premium channels especially from radio and tv. Media value from both media platforms plummeted by 60% and 44%, respectively.
 - Particularly, coverage on price monitoring news slowed down in broadcast media.
 - This month, the agency concentrated its price monitoring activities on flour products and canned goods.

- Only four Konyumer Atbp. materials were monitored (one article behind from May) which also influenced the setback on the agency's media ROI achievement. Media returns from this program had a total of Php33M reduction coming from its last month's collective media mileage.



ROI, Tonality vs. Volume

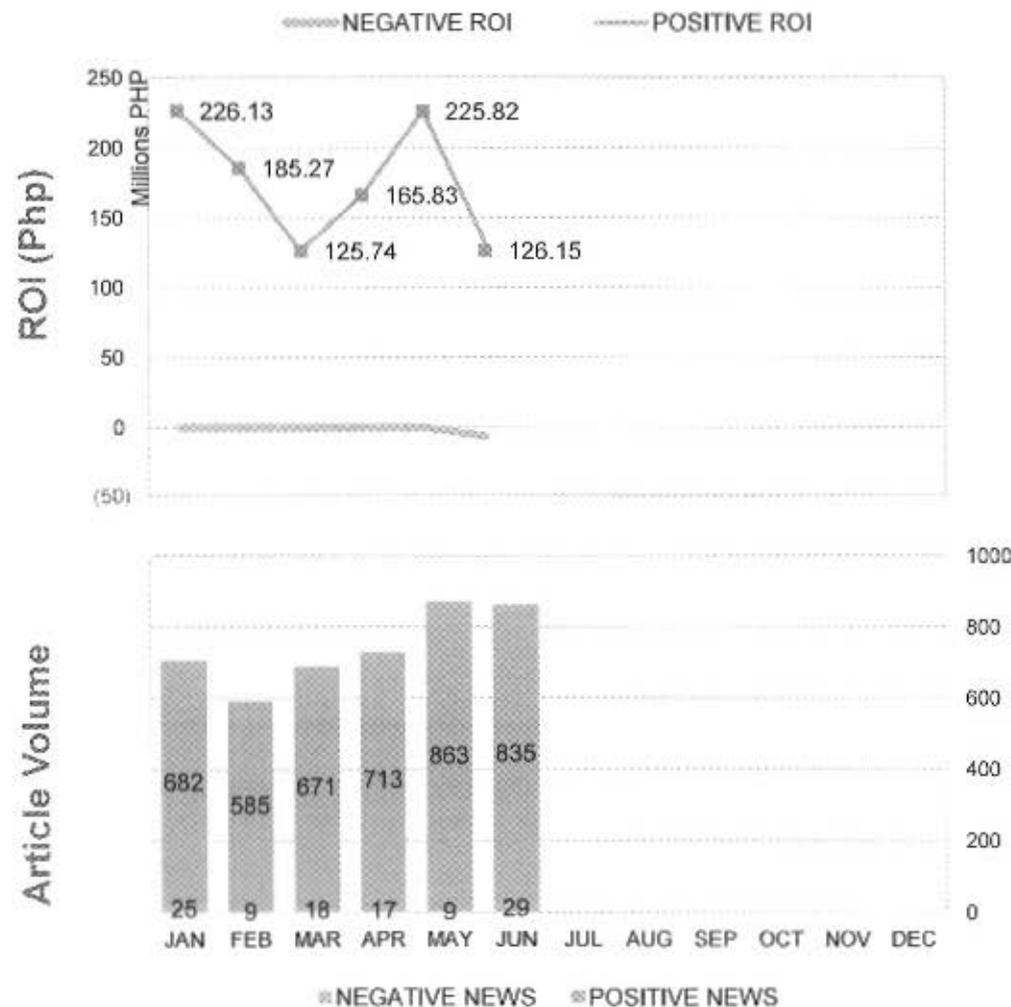


- The agency registered its lowest tonality this month and was even below the average tonality for the first half of the year.
 - The agency had more neutral-toned and negative publicities this month that led to a lower tonality.

- On a positive note, DTI enjoyed the increased coverage from its promotional efforts when it registered a 66% volume growth pushed by stories on:
 - IFEX Philippines (still widely covered in print and online media).
 - Outbound Mission of President Aquino in Japan where Sec. Domingo was one of the presidential delegates.
 - SlingshotMNL - an event organized by DTI to showcase startup companies.



Tone Breakdown – ROI vs. Volume

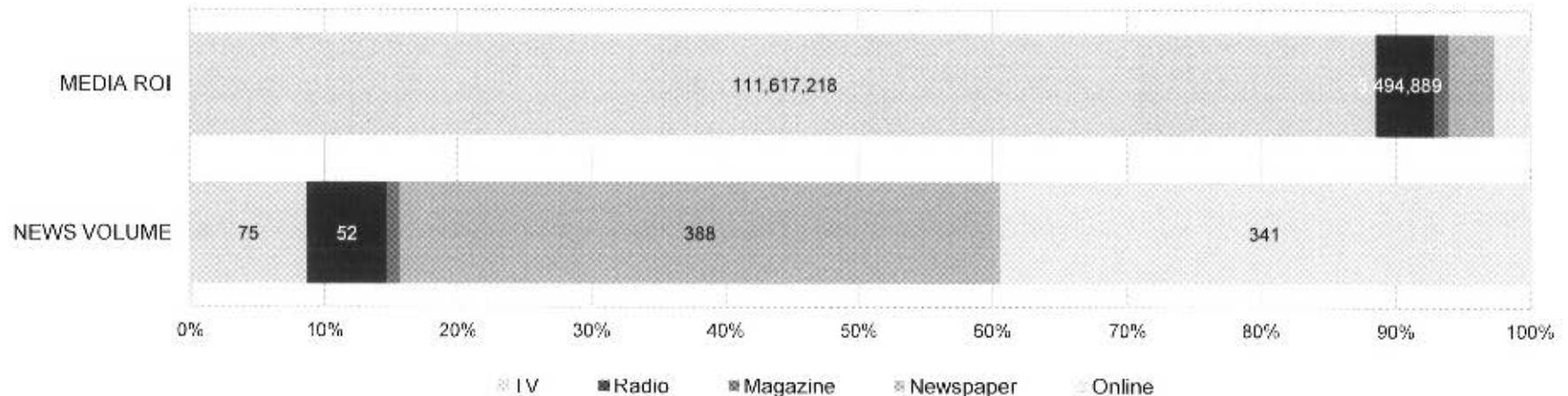


News traction of negative exposures showed a significant hike this month with a total of 29 materials monitored.

- The rise of unfavorable exposures accumulated a total of Php6.5M media ROI compared from May's with only Php96T negative media value.
 - About 90% of the agency's negative value was carried by radio channels chiefly focused on the graft case filed by Coalition of Clean Air Advocates of the Philippines (CCAAP) against DTI officials regarding the implementation of Clean Air Act. This news was also prominent on print media.
- Another negative story tracked this month was in relation to price monitoring of flour products.
 - Representatives from flour millers and bakers association stood against the claim of DTI on profiteering where both group stated that no such act has materialized.



Volume and ROI Breakdown per Media Type



Despite of the decline in coverage, media mileage coming from television still posted as the highest across all media channels. This was largely due to the media value contributed by *Konsyumer Atbp* at Php71M.

- > Only publicities from magazine showed an increase both in volume and media returns driven by the feature story on Sec. Domingo on *People Asia* as one of the "Men Who Matter" in 2015. This story alone was 85% of the total media value carried by magazine.
- > As previously stated, volume distribution from online media grew as well where its top volume and media ROI was obtained from its regional operations with *Negosyo Centers* and *SME Roving Academy* as the most prominent story.
- > Alternatively, industry-related news has been the primary focus on print media since February. Stories highlighted this month were related to the approval of the *CARS Program* and *Business Permit of Kentex*.



Top 10 Broadcast Media Contributors

Journalist	Volume	Media ROI	Top Stories
Alvin Elchico and Vic Dimagiba (DZMM Teleradyo)	4	71,648,510	Food Nutrition, BOC on Importation, Product Standards, Ph Postal Corp.
Jacque Manabat (ABSCBN, ANC)	6	14,342,972	Flour Millers and Bakers Profiteering, Exact Change Act
Julius Segovia (GMA7, GMA NEWS TV)	11	8,130,828	Prices of Commodities/SRP Implementation, Flour Millers and Bakers Profiteering
Alvin Elchico (ABSCBN)	5	5,359,910	Prices of Commodities/SRP Implementation, Flour Millers and Bakers Profiteering
Melo Del Prado (DZBB)	3	4,552,380	Prices of Commodities/SRP Implementation
Michelle Orosa (TV5)	1	2,829,168	Flour Millers and Bakers Profiteering
Amy Perez (ABSCBN)	1	1,667,190	Flour Millers and Bakers Profiteering
Vic Lima (DZMM)	3	1,601,980	Clean Air Act
Zen Hernandez (ANC, ABSCBN)	4	1,094,863	Prices of Commodities/SRP Implementation
Benjie Alejandro (DZBB)	4	1,074,729	Flour Millers and Bakers Profiteering

> This table shows the top broadcasters who contributed to DTI's media exposure, sorted according to their ROI standing and presented vis-à-vis their top stories.

> Note: The dominant news story would be the news that recorded the highest media value from the contributor.



Top 10 Print & Online Media Contributors

Journalist	Volume	Media ROI	Top Stories
Jose Paolo S. Dela Cruz (People Asia)	1	1,086,818	Feature – Sec. Gregory Domingo
Bernie Cahiles-Magkilat (Manila Bulletin, MB Online)	28	739,632	Flour Millers and Bakers Profiteering, CARS Program
Louella D. Desiderio (The PH Star, PH Star Online, ABSCBN Online)	34	684,467	Negosyo Centers, Flour Millers and Bakers Profiteering, CARS Program
Catherine Elizamarie N. Pillas (Business Mirror, BM Online)	30	576,590	CARS Program
Brian M. Afuang (Business World, BW Online)	3	282,953	CARS Program
Voltaire Palana (Manila Times, MT Online)	17	239,609	CARS Program, PCAB Accreditation
Amy R. Remo (PDI, PDI Online)	14	231,991	Flour Millers and Bakers Profiteering
Daphne J. Magturo (Business World, BW Online)	6	145,017	Foreign Direct Investments
Mon Abrea (Manila Bulletin, MB Online)	2	111,653	Ease of Doing Business
Sarah Santiago (MEGA)	1	95,097	Manila FAME

> This table shows the top writers/reporters who contributed to DTI's media exposure, sorted according to their ROI standing and presented vis-à-vis their top stories.

> Note: The dominant news story would be the news that recorded the highest media value from the contributor.



Top 10 Broadcast Media Contributors – Titles

Media Title	Volume	Media ROI	Tonality
DZMM Teleradyo	4	71,648,510	165
ABSCBN	15	23,371,075	109
DZBB	22	4,932,759	68
GMA7	4	4,499,475	148
GMA News TV	14	4,441,956	129
TV5	7	3,996,213	111
ANC	17	1,476,730	103
DZMM	18	1,252,266	25
CNN Philippines	4	747,981	124
DZXL	10	553,508	103

➤ This table shows the top media channels that carried exposures for DTI, sorted according to their ROI standing.



Top 10 Print & Online Media Contributors – Titles

Media Title	Volume	Media ROI	Tonality
Philippine Information Agency Online	91	1,191,054	98
People Asia	2	1,088,761	88
Manila Bulletin	64	1,050,478	71
The Philippine Star	51	760,733	74
Business Mirror	55	688,939	76
Business World	18	628,556	67
Philippine Star Online	36	500,176	94
Malaya	31	343,138	68
Philippine Daily Inquirer	32	254,115	57
Manila Bulletin Online	25	240,984	79

> This table shows the top media channels that carried exposures for DTI, sorted according to their ROI standing.



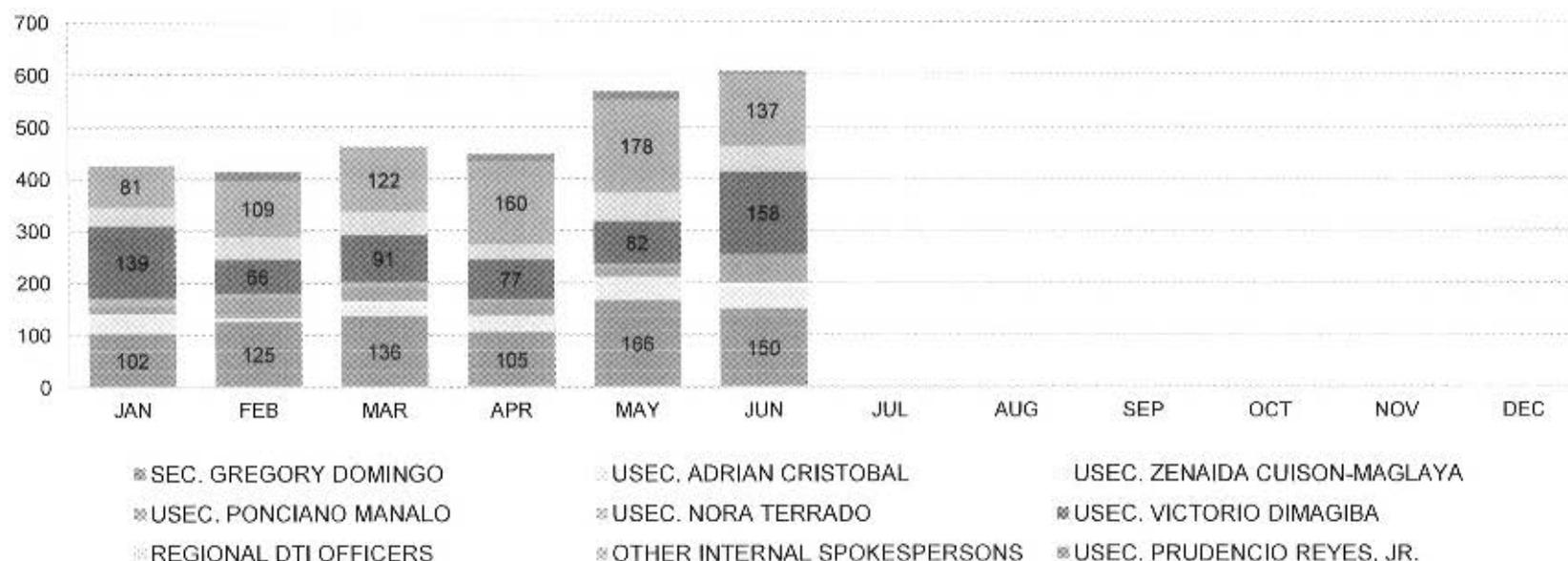
Top Contributors – Negative News

Media Title	Volume	ROI	Tonality	Journalist/Reporter	Volume	ROI	Tonality
DZBB	6	(5,419,611)	(630)	Manny Vargas (DZBB)	1	(3,531,600)	(180)
DZMM	5	(732,829)	(476)	Shirley Escalante (DZBB)	1	(649,440)	(166)
DZRH	1	(197,625)	(153)	Francis Flores (DZBB)	1	(475,200)	(44)
DZXL	1	(68,640)	(52)	Melo Del Prado (DZBB)	1	(474,075)	(43)
GMA News Online	2	(34,524)	(234)	Noli De Castro (DZMM)	2	(298614)	(116)
ABS-CBN News Online	1	(29,484)	(156)	Orly Trinidad (DZBB)	1	(262,080)	(156)
Philippine Daily Inquirer Online	1	(28,224)	(126)	Tony Aquino (DZMM)	1	(248,174)	(162)
Business World	1	(24,222)	(120)	Deo Macalma (DZRH)	1	(197,625)	(153)
The Standard	2	(22,593)	(246)	Julius Babao (DZMM)	1	(168,896)	(156)
Manila Times	1	(9,721)	(111)	August Vergara (DZXL)	1	(68,640)	(52)

- This table shows the media titles and contributors who covered DTI and/or its activities negatively.



Internal Spokespersons – Year-to-Date

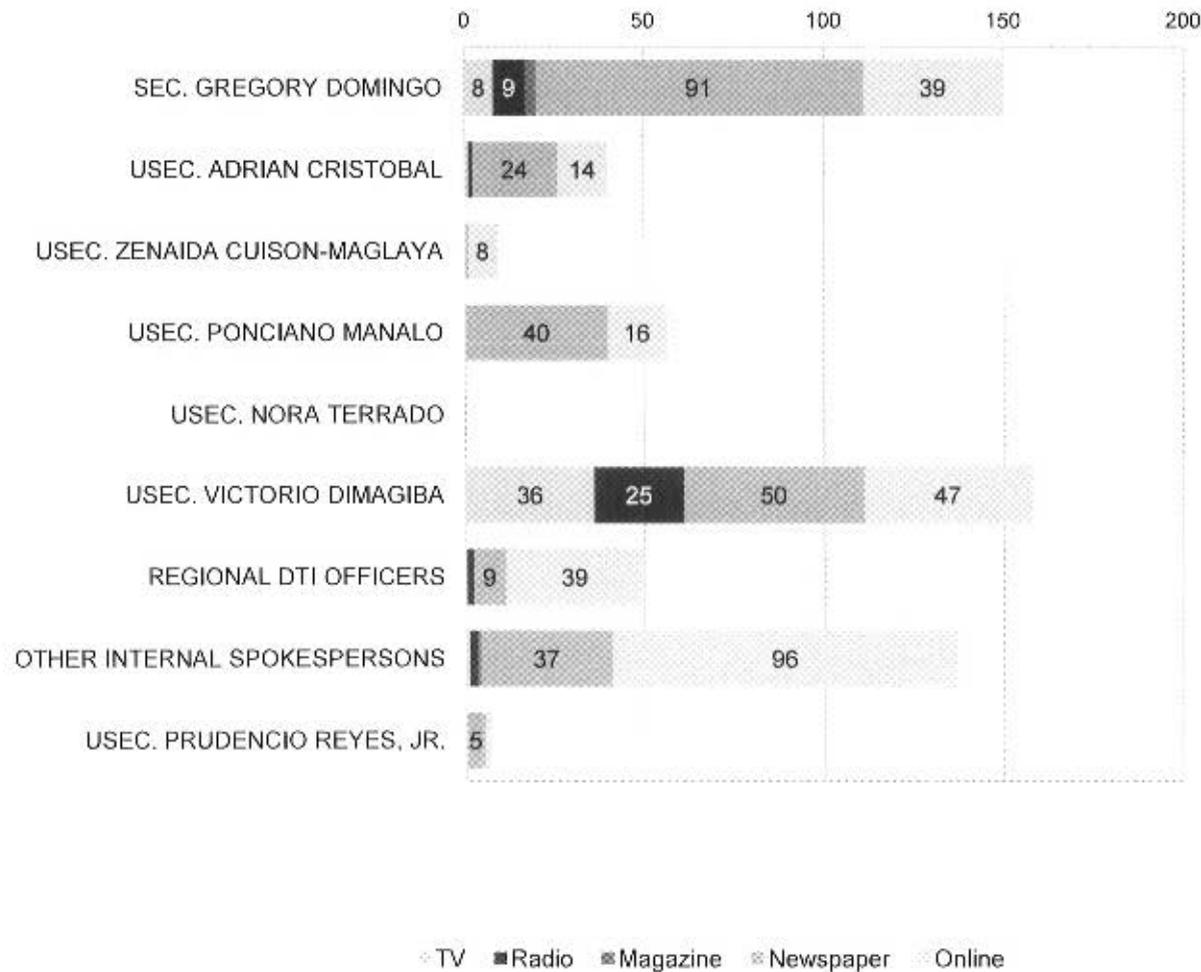


- > Spokesperson citation grew this month and roughly 60% of the materials had one spokesperson cited.
- > Usec. Victorio Dimagiba references improved this month and he was ahead of Sec. Domingo by 5%. His citation rose significantly across all media channels especially in radio and online. Usec. Dimagiba's mentions were mostly related to price monitoring activities and the Exact Change Act.
- > Sec. Domingo was mostly mentioned on the following news:
 - > One of the Presidential Delegates in Japan where Sec. Domingo also signed a Memorandum of Understanding with JETRO
 - > CARS Program

Performance Drivers – Spokespersons Dominance



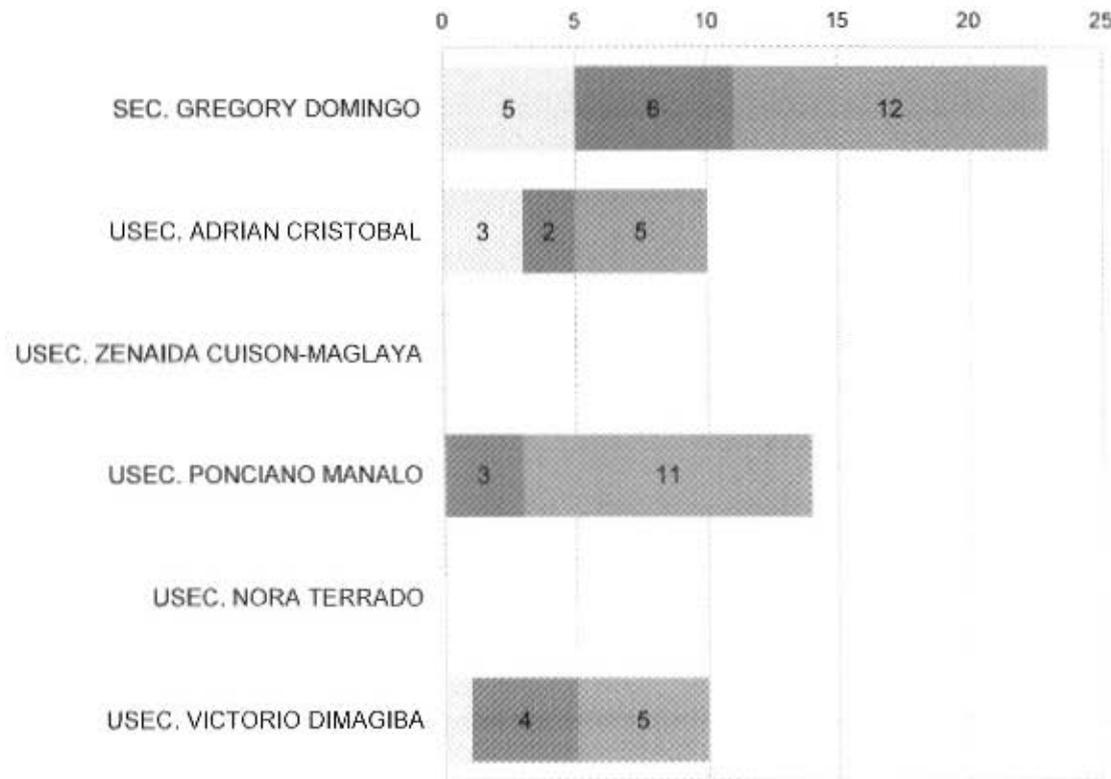
Internal Spokespersons – Media Type Breakdown



> This is a breakdown of the DTI's spokesperson references by media type.



Internal Spokespersons – Media Type Breakdown



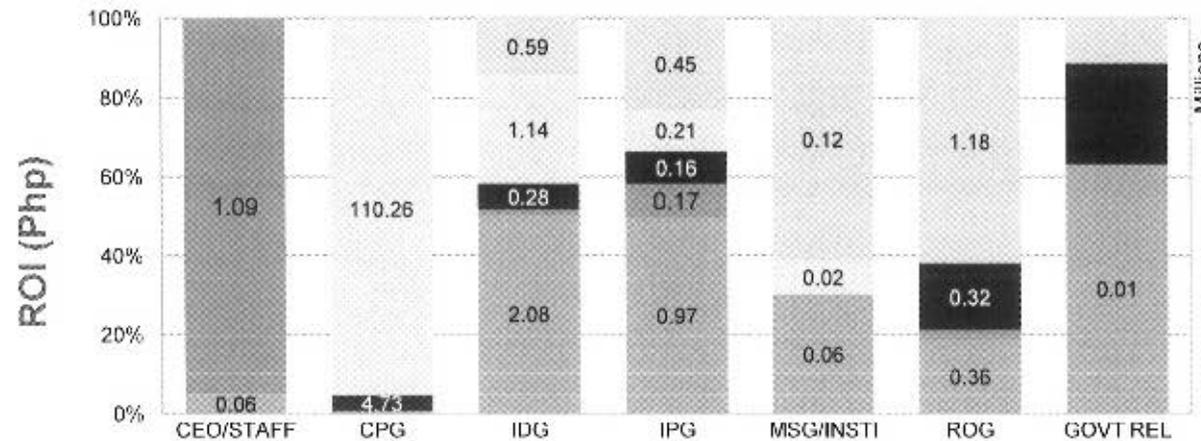
> This illustrates the presence of DTI's primary representatives in news items released by the specified broadsheets.

■ Business World ■ Philippine Daily Inquirer ■ The Philippine Star

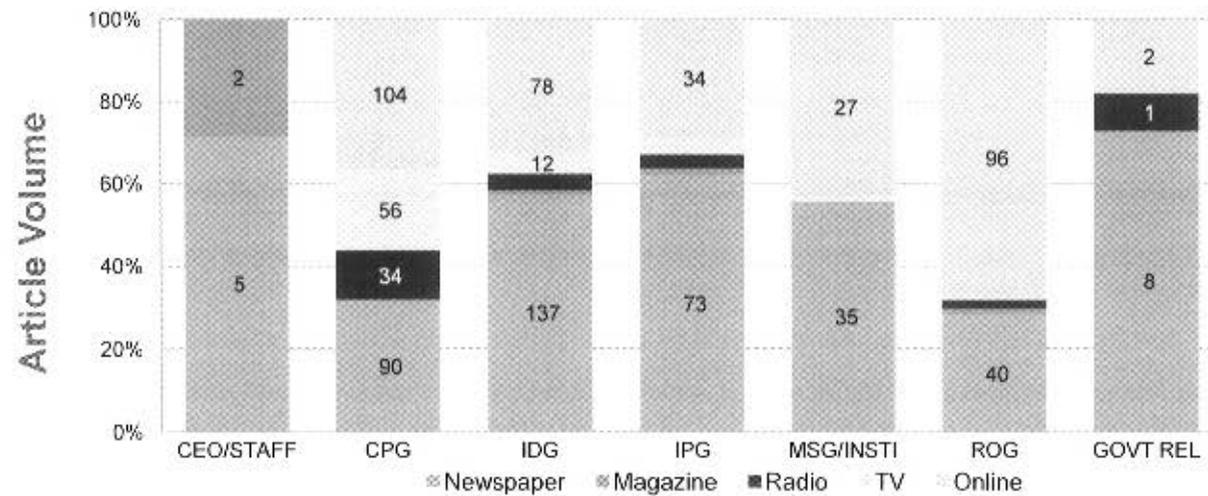
Comparative Performance – News Types



ROI vs. Volume – DTI Functional Group



➤ This is a breakdown of DTI's news composition as categorized according to function and further broken down by the type of media utilized. This aims to show what media platform reported most each group's news.



Comparative Performance – Top Topics



Top Topics – All Functional Groups

TOP ROI	
STORY	MEDIA ROI (PHP)
DTI on Flour Millers and Bakers Profiteering	37,293,032
Implementation of Products Standards	19,018,191
BOC on Product Importation	17,765,189
Food Nutrition in Schools	17,689,357
PH Postal Corp	17,175,773
Prices of Commodities/SRP Implementation	7,300,767
People Asia - Gregory Domingo	1,107,338
CARS Program	1,068,638
Bread Prices	1,030,608
Exact Change Act	894,449

TOP VOLUME	
STORY	NEWS VOLUME
DTI on Flour Millers and Bakers Profiteering	77
CARS Program	57
Business Permit – Kentex Issue	48
Negosyo Centers	41
Clean Air Act	32
Prices of Commodities/SRP Implementation	26
IFEX	18
Presidential Delegation in Japan	14
SlingshotMNL	13
NFA Council	13

- > Note 1: Stories with high ROI generally suggest efficient use of media to cascade the story.
- > Note 2: Stories with high volume hits generally suggest newsworthiness.

Comparative Performance – Top Topics



Top Topics – CPG

TOP ROI	
STORY	MEDIA ROI (PHP)
DTI on Flour Millers and Bakers Profiteering	37,293,032
Implementation of Products Standards	19,018,191
BOC on Product Importation	17,765,189
Food Nutrition in Schools	17,689,357
PH Postal Corp	17,175,773
Prices of Commodities/SRP Implementation	7,300,767
Bread Prices	1,030,608
Exact Change Act	894,449
Flour Prices	732,296
DTI on Price Monitoring	248,498

TOP VOLUME	
STORY	NEWS VOLUME
DTI on Flour Millers and Bakers Profiteering	77
Clean Air Act	30
Prices of Commodities/SRP Implementation	26
Exact Change Act	13
Bread Prices	11
Timbangan ng Bayan	9
DTI-NTC Signed MOA on Fair Trade Law	9
Smoke Free School Policy	9
Flour Prices	6
Consumer Protection on Mobile Communication Service Contract	6

- Note 1: Stories with high ROI generally suggest efficient use of media to cascade the story.
- Note 2: Stories with high volume hits generally suggest newsworthiness.

Comparative Performance – Top Topics



Top Topics – IDG

TOP ROI	
STORY	MEDIA ROI (PHP)
CARS Program	1,068,638
Business Permit - Kentex	745,081
DTI-JETRO MOU	580,163
Franchise Industry	231,195
Free Trade Agreement	195,426
Ease of Doing Business	130,992
Automotive Industry	91,800
Global Value Chain	89,509
Foreign Direct Investment	73,646
E-FTA	71,431

TOP VOLUME	
STORY	NEWS VOLUME
CARS Program	57
Business Permit – Kentex Issue	48
Free Trade Agreement	7
DTI-JETRO MOU	6
E-FTA	5
Super Green Lane Facility (SGL)Program	4
Euro 4 Standard	4
Business Name Registration	4
Ease of Doing Business	4
Franchise Industry	4

- > Note 1: Stories with high ROI generally suggest efficient use of media to cascade the story.
- > Note 2: Stories with high volume hits generally suggest newsworthiness.



Top Topics – IPG

TOP ROI	
STORY	MEDIA ROI (PHP)
IFEX	377,795
SlingshotMNL	232,984
Manila FAME	168,403
Local Food Industry	141,664
Anuga Food Fair	141,074
Presidential Delegation in Japan	122,812
Franchise Asia Philippines 2015	118,541
General Exhibits/Trade Fairs/Bazaars	88,194
International Contemporary Furniture Fair (ICFF)	86,803
Outbound Mission – US Roadshow	85,625

TOP VOLUME	
STORY	NEWS VOLUME
IFEX	18
Presidential Delegation in Japan	14
SlingshotMNL	13
Outbound Mission - US Roadshow	11
General Exhibits/Trade Fairs/Bazaars	8
SIAL ASEAN Manila	6
Exports Growth/Target	6
Ramadan Fair	5
Japan Investments	5
Outbound Mission – UK Roadshow	4

- Note 1: Stories with high ROI generally suggest efficient use of media to cascade the story.
- Note 2: Stories with high volume hits generally suggest newsworthiness.

Comparative Performance – Top Topics



Top Topics – ROG

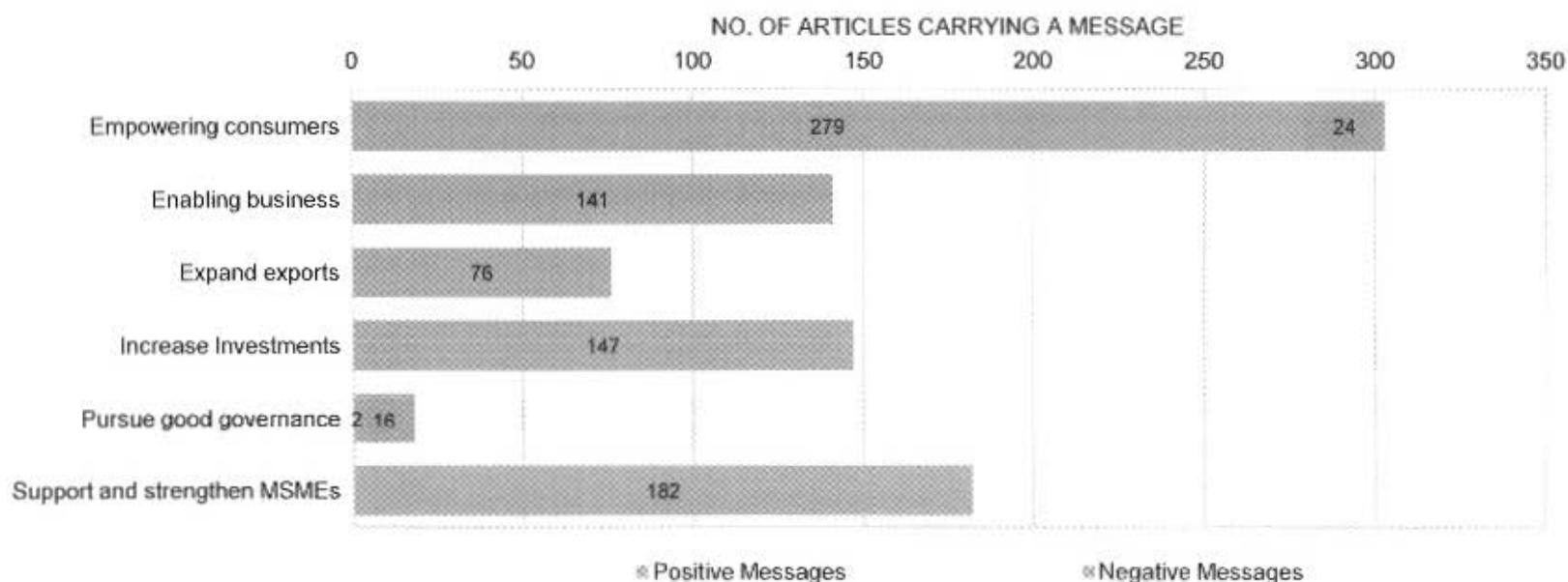
TOP ROI	
STORY	MEDIA ROI (PHP)
Negosyo Centers	696,708
SME Roving Academy	203,882
Business Center	152,664
Shared Service Facility	146,490
OTOP Program	94,018
Livelihood Training	72,912
Leipo Seminar	56,580
Cacao Forum	52,442
Emotors Partnership for APEC 2015	44,607
MSME Support in APEC	26,870

TOP VOLUME	
STORY	NEWS VOLUME
Negosyo Centers	42
SME Roving Academy	11
OTOP Program	10
Shared Service Facility	10
Emotors Partnership for APEC 2015	6
Livelihood Training	5
GREAT Women-2	3
Business Name Registration	3
Leipo Seminar	3
MSME Support in APEC	3

- Note 1: Stories with high ROI generally suggest efficient use of media to cascade the story.
- Note 2: Stories with high volume hits generally suggest newsworthiness.



Message Standing and Breakdown

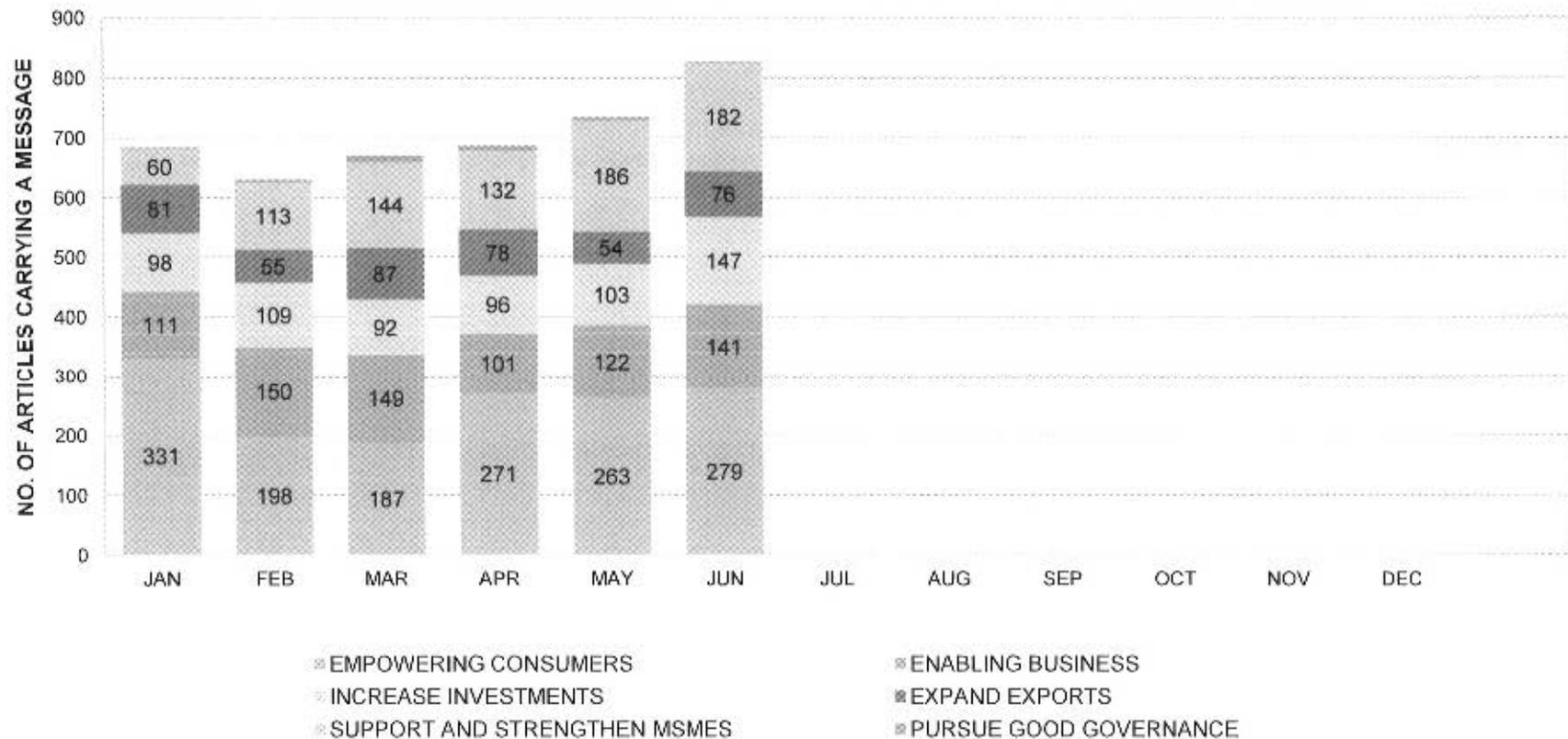


- This shows the messages that were effectively carried or were disputed by the media in relation to DTI's performance.
- Number of news carrying a message showed an upward trend where DTI's consumer-centric efforts being the most prominent message this month.
- However, it's endeavor towards good governance received negative attention from the media due to the graft case filed by CCAAP.

Historical Performance – Key Messages

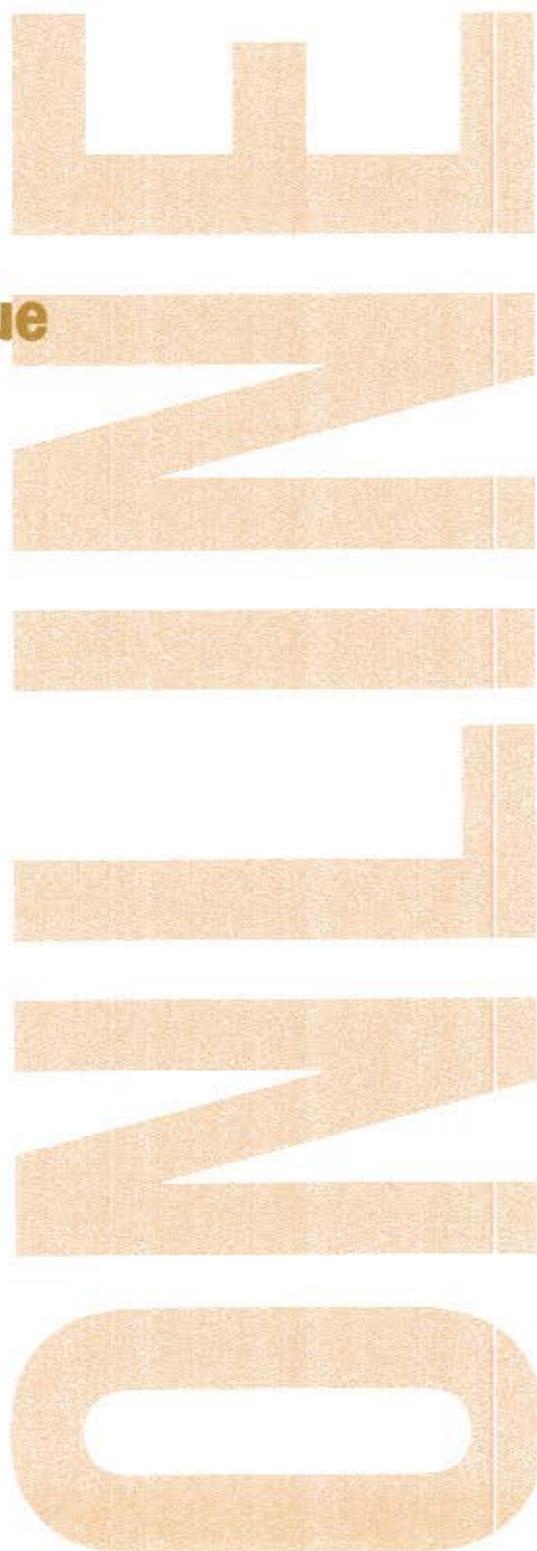


Message Breakdown



SAMPLE KMIS ANALYTICS REPORT

- **Website**
- **Facebook**
- **Online Public Access Catalogue**

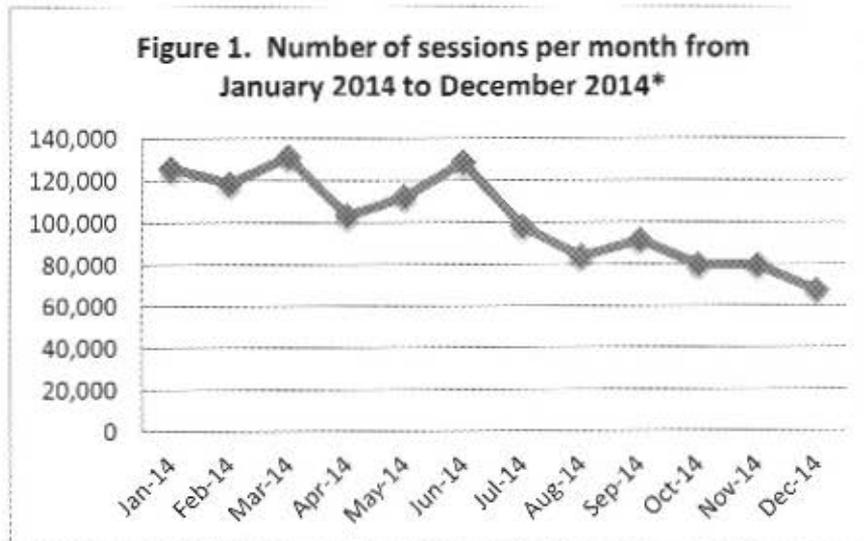


KNOWLEDGE MANAGEMENT AND INFORMATION SERVICE
 DTI-Website Analytics Report
 1 January 2014 to 31 December 2014

I. SUMMARY

In 2014, the Department of Trade and Industry (DTI) Website recorded a total of 2,920,918 page views made by 864,867 unique visitors. By location, users were mostly based in the Philippines which accounted for 80.65% of the total number of those who logged onto the online facility. All the visitors generated 1,219,696 sessions, mostly going to the Home Page which tallied 391,148 views. The second most visited page is the “Start Your Business” section with 39,885 views, followed by “Consumer Tips” with 37,966. By technology, bulk of the visitors numbering to 636,382 (76.54%) still preferred using desktops, followed by mobile users with 138,311 (16.63%) and tablet users, 56,638 (6.81%). Chrome was the commonly used browser, accounting for more than half (56%) of all the sessions logged during the entire period. The site speed, measured by the average page load time, was pegged at 22.59 seconds in the 01 January-15 July period and at 12.16 seconds in the 16 July 2014-31 December period. The top source of origin of website traffic was the search engine Google with 773,189 sessions, or 63.39% of total.

II. DATA PRESENTATION



**The new website was launched on 16 July 2014.*

A downtrend in the number of sessions was tracked as the months progressed after July 2014 when the new website was launched.

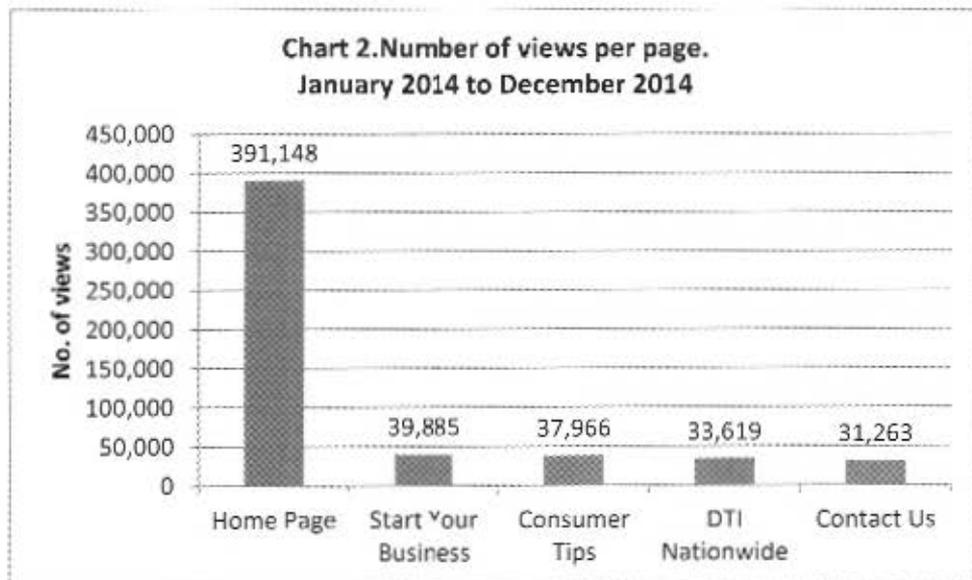
Table 1. Overview of DTI Website Performance

	01 Jan-16 Jul 2014 (Old site)	17 Jul -31 Dec 2014 (New site)
Pageviews	1,833,583	1,087,335
Sessions	774,847	444,849
Unique visitors	557,473	307,394
Pages per session	2.37	2.44
Average session duration	00:03:16	00:02:59

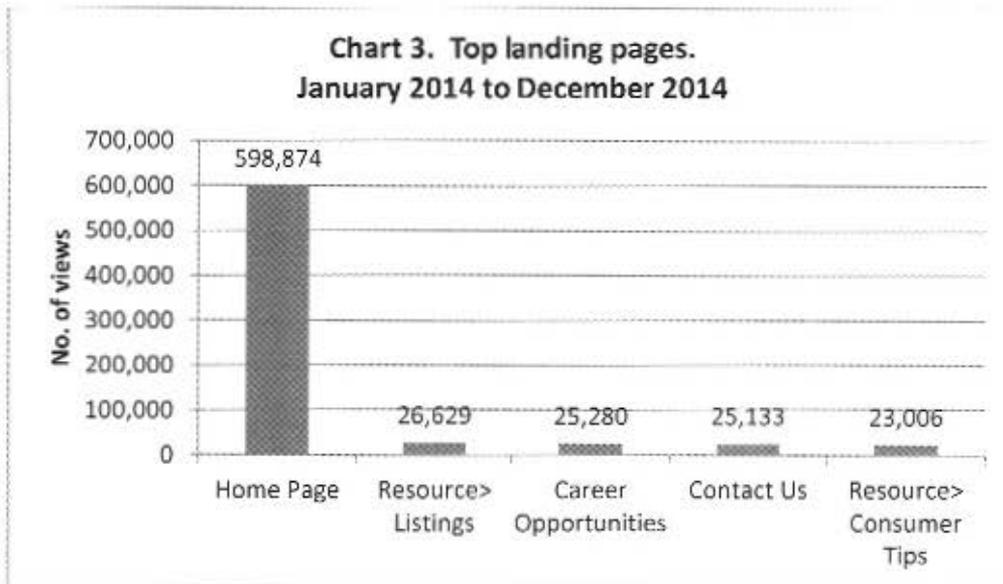
The new site has a shorter average session duration with a slightly higher number of pages per session, denoting that users were able to locate needed information faster and went deeper into the website.

A. CONTENT

Pages that are of great interest to users and pages by which the users enter and leave the site are listed below.



As for the landing page, the "Home Page" was still at the top (See Chart 3). However, "Resources>Listings" bumped off "MSME>Start Your Business" out of the Top 5, which could be attributed to the *balikbayan* box season during which the list of accredited freight forwarders was in this page. "Career Opportunities" also climbed to No.3 spot, displacing "DTI Nationwide" as it was during this period when a lot of job opportunity postings were made.



Meanwhile, the behavior in Top Exit Pages is almost the same as with the Top Landing Page, only with “Career Opportunity” slipping to No.3 spot as the “Starting Your Business” climbed back No.2.

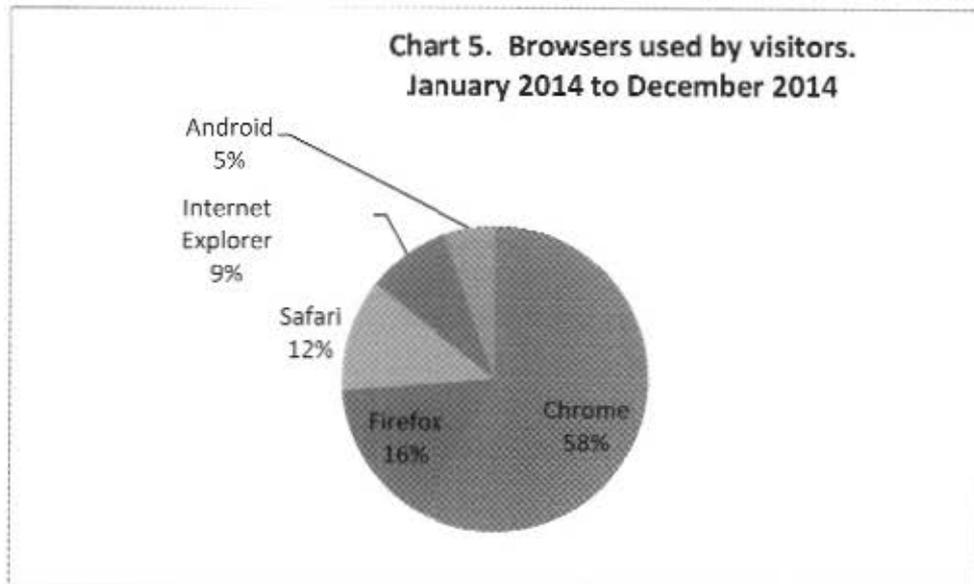
B. AUDIENCE

In 2014, visitors from the Philippines were the overwhelming audience of the DTI website. Other countries with a large concentration of Filipino communities followed at a distance. The top countries other than the Philippines are worth noting because this means that the Filipino users intend to come back from being overseas Filipinos (OFs) and either retire or put up a business in the country.



C. TECHNOLOGY

More than half of all users used Google Chrome to access the DTI website. Notably, there was an increasing number of users accessing through Safari, indicating that Apple devices may be on the uptrend and may be a growing factor for browser compatibility in the future (See Chart 5).



III. BACKGROUND

The Department of Trade & Industry (DTI) has been present in the World Wide Web since 1996. It is one of the first government agencies to have a website presence in the Philippines. From then on, the DTI website had several facelifts & revisions.

In April 2013, while looking at options on the website's direction (whether to transfer to cloud hosting offered by the hosting provider or have it hosted in our own cloud), it was decided that the current website's further development not be pursued and instead focus on a new website.

Later that same year, the Office of the President issued Administrative Order (AO) 39, series of 2013, directing all government agencies to adhere to a single template developed by the PCDSPO and DOST-ICTO.

From here, the website was planned and built to be compliant with the Government Website Template (GWT) Standard stipulated in AO 39. Templates were provided by DOST-ICTO, with the first template distributed on October 2014 while the subsequent version distributed in December 2014.

After adopting the latest template version and revamping the site map in early 2014, the DTI launched its new website on July 15, 2014. The GWT-compliant website's reception was positive, with various parties noting an improvement in the site's speed, which have been a challenge for the old site.

The story continues as improvements are continuously being laid out. A new template version has been released by DOST-ICTO as of February 2015 and DTI is already taking steps in adopting this, together with creating the same template for EMB, FTSC, and ROG sections.



Knowledge Management and Information Service (KMIS)

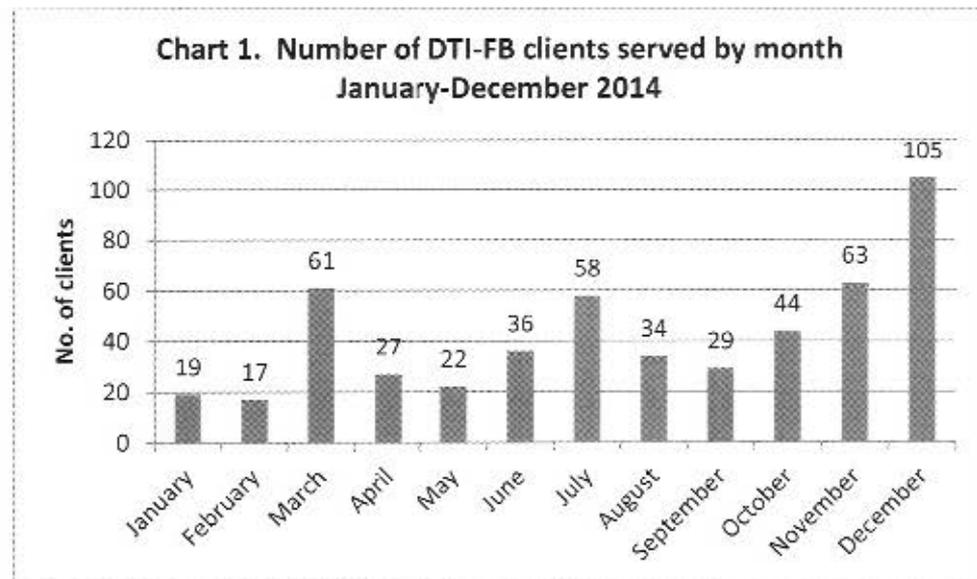
DTI-Facebook Analytics Report
1 January 2014 to 31 December 2014

I. SUMMARY

The DTI-FB page received 8,501 likes and 1,188 visits in 2014. Messages/queries from 515 clients were served by FB agents, which dealt mostly on “Non-DTI” matters with 107 queries, followed by “Warranty” (95), and “Business Name” (69).

II. DATA PRESENTATION

A. USERS BY NUMBER



B. QUERIES

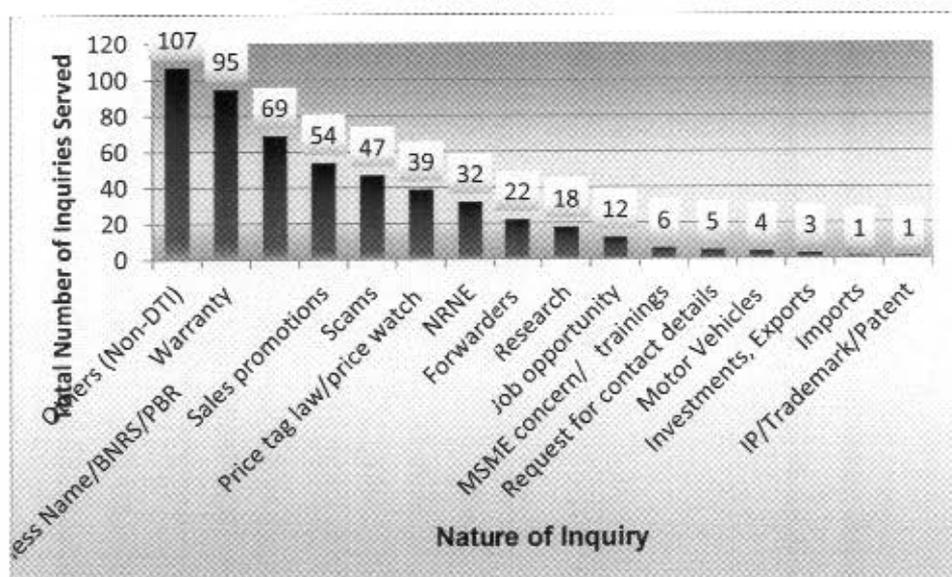
The nature of inquiries frequently asked questions by clients was classified as follows:

1. Consumer Concerns – involves undelivered goods and services, defective products, deceptive promotions, price tag complaints and other Consumer Act violations:
 - a. Forwarders
 - b. Motor Vehicles
 - c. No Return, No Exchange (NRNE)
 - d. Price Tag Law/Watch
 - e. Sales Promotion
 - f. Scams
 - g. Warranty

2. Business Name/BNRS/PBR – includes queries on how to register a business name for both walk-in and online registration, verification, and other complaints on the procedures and requirements
3. MSME Concern/Trainings – concerns queries on livelihood projects, loans, trainings and technologies
4. Investments, Exports – concerns queries on foreign trade and investment statistics and incentives
5. Other DTI – involves import procedures, import statistics, how to register a patent or trademark, and career opportunities in DTI
 - a. Imports
 - b. IP/Trademark/Patent
 - c. Job Opportunity
6. Others (Non-DTI) – topics which are not within DTI jurisdiction
 - a. Cable/Internet/Cellular Network Providers – National Telecommunications Commission (NTC)
 - b. Pricing of Wet Goods – Department of Agriculture (DA)
 - c. Airline Complaints – Civil Aeronautics Board (CAB)
 - d. Sales Promo Involving Food
 - e. Cosmetic Products – Food and Drugs Administration (FDA)
 - f. Statistical Data – National Statistics Office (NSO)
 - g. Personal Contact Details of their Friends which were former officials at DTI
 - h. Insurance Complaints – Insurance Commission
 - i. Cybercrime – National Bureau of Investigation (NBI)

Among these categories, queries concerning non-DTI matters ranked first, which shows that the facility also served non-DTI related complaints by giving the contact details and providing links to clients (See Chart 2)

Chart 2: Summary of DTI-F3 Inquiries from January-December 2014



III. BACKGROUND

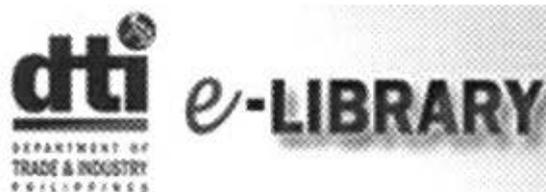
The said page started in August 12, 2009 with the idea of creating one for the purpose of interfacing with the DTI community.

Not long after the creation of the page, the Information System and Management Service (ISMS) blocked the FB access and other social media sites to all DTI employees excluding Director level and up due to some factors affecting productivity when one explored features of social media sites (i.e. games). These reasons plus the many projects being managed by KMIS made the page created be shelved for the mean time.

In the year 2012, under President Benigno Aquino III's administration, the issue of using FB as a medium of communication was again raised by the Presidential Communications Development & Strategic Planning Office (PCDSPO).

The said office required all government agencies to submit to Malacañang the official FB page of each Department. This brought about the reactivation of the DTI FB page from private to public in status, under the direction of Usec Zenaida Maglaya.

Now, the DTI-Facebook Page is maintained by eleven (11) moderators from the Knowledge Management and Information Service (KMIS) from Monday to Friday, 8:00 am to 5:00 pm, steered by the assigned team leader and supervised by the Director thru the Program Manager.



KNOWLEDGE MANAGEMENT AND INFORMATION SERVICE
 DTI-Library Online Public Access Catalog (OPAC) Analytics Report
 01 January 2014 to 31 December 2014

I. SUMMARY:

The Online Public Access Catalog (OPAC) www.elibrary.dti.gov.ph registered total hits of 11,212, an increase of 26% from total hits of 8,281 in 2013. Among the six (6) types of OPAC clients, business people mostly accessed the OPAC numbering to 5,555, accounting for 49% of the total, followed by researchers and academicians with 1,805 or 16% (See Table 1 and Chart 1).

On a monthly basis, the month of August registered the most number of hits with 1,411. Notably, the month of July registered 1,218 hits, almost double compared to the previous month of June with 732. Remarkably, too, the months of July to December posted higher figures than the first six (6) months of the year, which is attributed to the temporary closure of the Library facility starting in August due to its transfer and renovation. Notwithstanding the closure of the physical facility, the OPAC operates 24/7 and more electronic/digitized resources are regularly uploaded and made available to the clients (See Chart 2).

By age group, the 25-45 year-old bracket (young professionals) are the highest users of the OPAC (56%) followed by the 18-24 age bracket (college students) which accounted for 26% (See Table 4). As to gender, male and female clients using the OPAC are almost equal in number.

II. DATA PRESENTATION

Table 1. Total No. of OPAC Hits by Type of Client (2014)

Total	Business	DTI Employees	Gov't Agencies	NGOs & Int'l Orgs.	Research/ Academic	Students	Blanks (Category not specified)
11, 212	5,555	1,025	747	310	1,805	1,664	106

Chart 1. Breakdown of OPAC Hits Accessed by Type of Client (No. and % to Total)

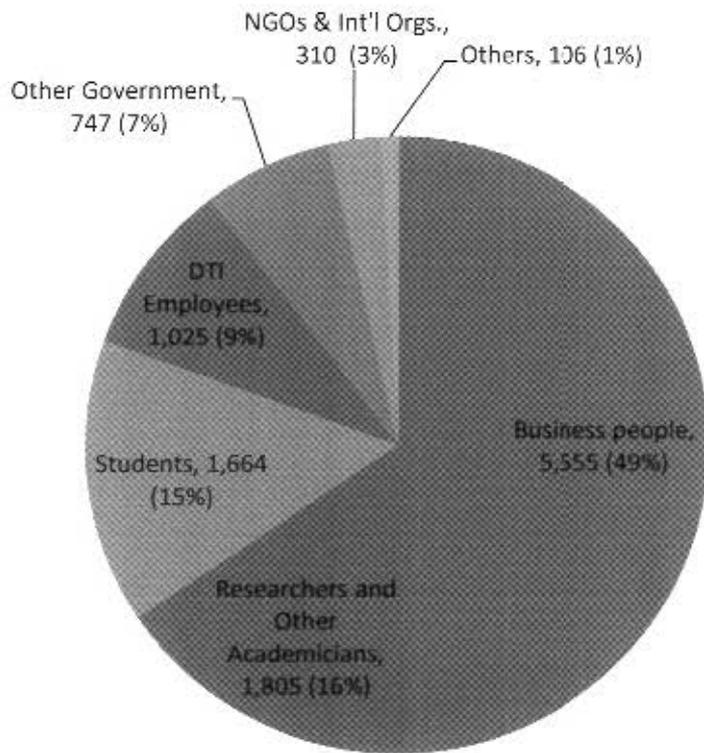
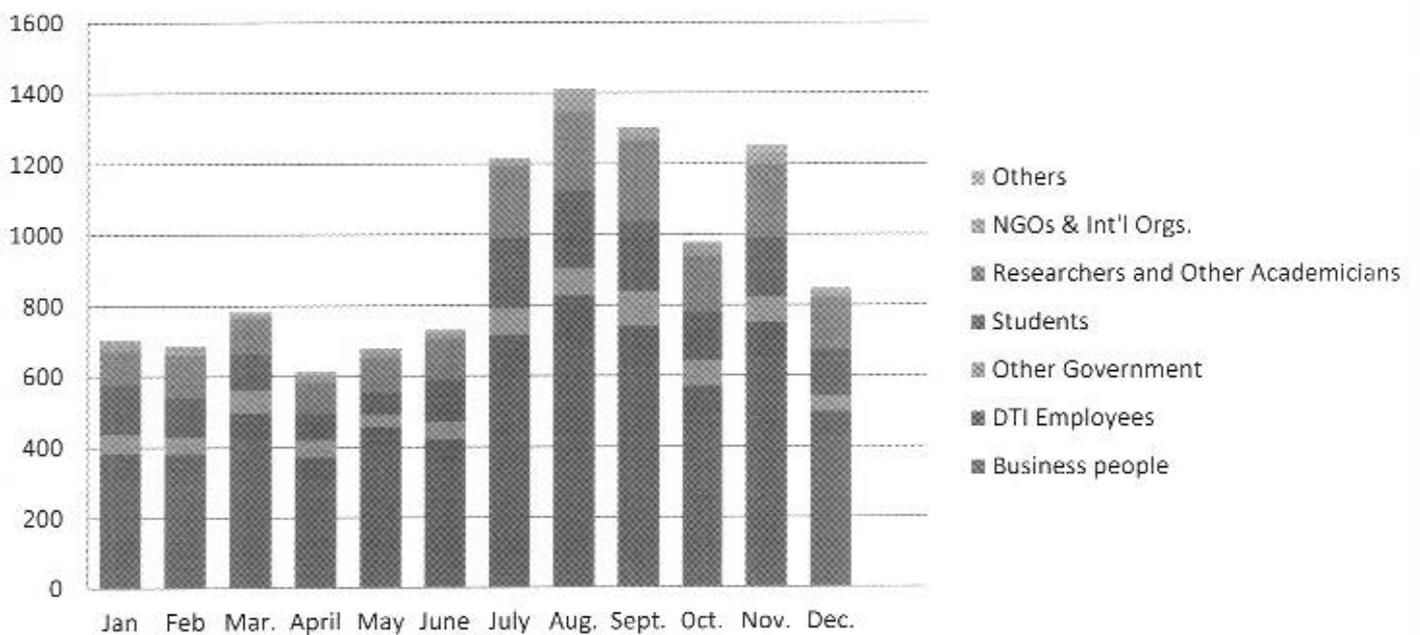
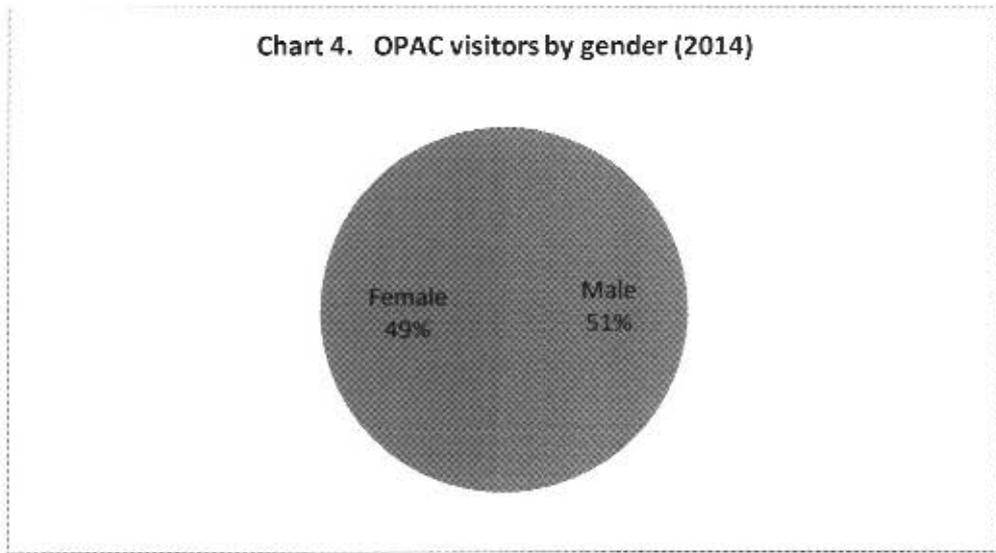
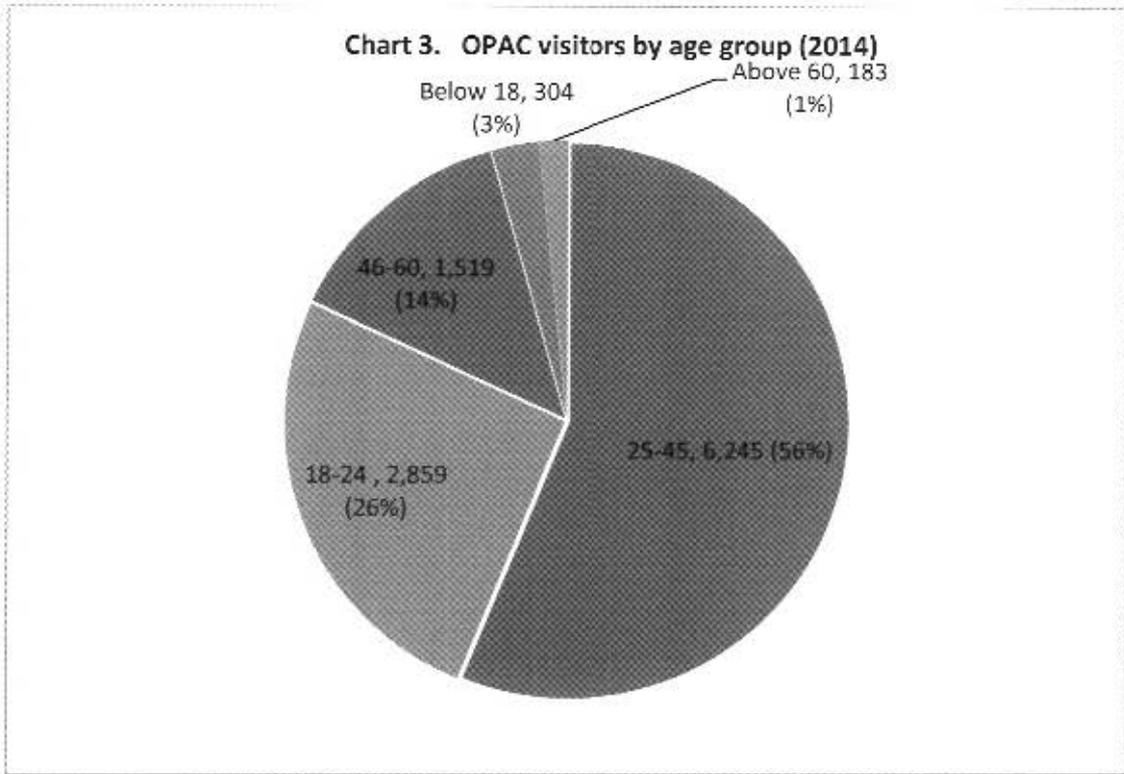


Chart 2. 2014 Monthly OPAC Hits by Type of Clients





III. Background

The Online Public Access Catalog is an offshoot of the Integrated Library System (ILS) which was established in March 2012 as part of the Department’s Information System Strategic Plan (ISSP). The ILS aims to centralize and automate into one server the library holdings of the seven (7) libraries of the Department namely:

1. Trade and Industry Information Center (TIIC) now Knowledge Management and Information Service (KMIS)

2. Bureau of Export Trade Promotion (BETP) now Export Marketing Bureau (EMB)
3. Bureau of Product Standards (BPS) now Bureau of Philippine Standards
4. Intellectual Property Philippines (IPP)
5. Board of Investments (BOI)
6. Center for International Trade Expositions and Missions (CITEM)
7. Design Center of the Philippines (DCP)

Managed by the KMIS, and using the InMagic Genie Library Suite, an information management software provided by Electronic Information System Solutions, Inc. (EISI), with the assistance of Information System Management Service (ISMS), the ILS resulted into an effective web access of the library holdings of the seven (7) DTI libraries through Online Public Access Catalog or OPAC (www.elibrary.dti.gov.ph).

To keep up with the times, and as an offshoot to Usec Terrado's vision to convert the library into a virtual library, the Office embarked on its virtual library project in January 2014. The project involved scanning selected print materials and uploading the digitized files in the OPAC. In addition, the library began cataloguing ebooks, CDs and other e-files and likewise making them available in OPAC. With the virtual library project, users are provided full text access to information materials by just accessing the OPAC and clicking the electronic resource. The project also saved library space as materials are discarded after uploading.

The OPAC provides bibliographic information of the seven (7) libraries' information collection. It has a total of 37,827 resources on investments, industry, commerce and trade, SMEs, standards, product design and intellectual property; 5,600 of which are digitized with full text access.

KNOWLEDGE MANAGEMENT AND INFORMATION SERVICE

DTI-Library Walk-In Clients Analytics Report
01 January 2014 to 31 December 2014

I. SUMMARY

The total number of walk-in-clients served in the January-July 2014 period reached 516. Visitors were mostly students (444) and businessmen (70). Of the total number of clients, only 126 responded to the Library's Client's Rating and Feedback Form which rated the Library services (Table 1.) The Library facility was temporarily closed starting in August 2014 due to its transfer and renovation, hence available data here are from January-July only.

II. DATA PRESENTATION

**Table 1. Library walk-in clients by type
January-July 2014**

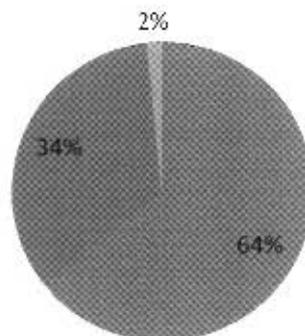
Month	No. of Clients	Category			
		Businessman	Student	Other Gov't. Agency	DTI Employee
January	104	4	98	1	1
February	82	12	70	0	0
March	78	2	76	0	0
April	73	0	73	0	0
May	69	0	69	0	0
June	52	52	0	0	0
July	58	0	58	0	0
Total	516	70	444	1	1

Table 2: Library's services usage

Most Liked	Least Liked	Recommendations
<ul style="list-style-type: none"> • DTI Website/ Computer database • Books and Internet and Research materials • Free Publications • E-Library/E-data • The staff Customer service • Free use of computers and newspapers • Free library facility use • Online library/catalogue • Free publications ex: PBR <p>Fast internet connection</p>	<ul style="list-style-type: none"> • Incomplete data • Minimal resources • Unavailability of latest data and information • Lacking statistics on garment and textile industry • No available info on his research on mango balls and candy or on innovation of processed mango products 	<ul style="list-style-type: none"> • Improvement of internet connection • Make DTI forms available on line • More details and resources for online library • Update of resources /library materials for better performance, more books • More relevant research and information and updated data • Provision of more books and magazines on entrepreneurship and social media marketing and free books • Updated information on domestic trade

**Chart 3. Feedback from walk-in clients
January-July 2014**

■ Very satisfactory ■ Satisfactory ■ Dissatisfied



III. Background

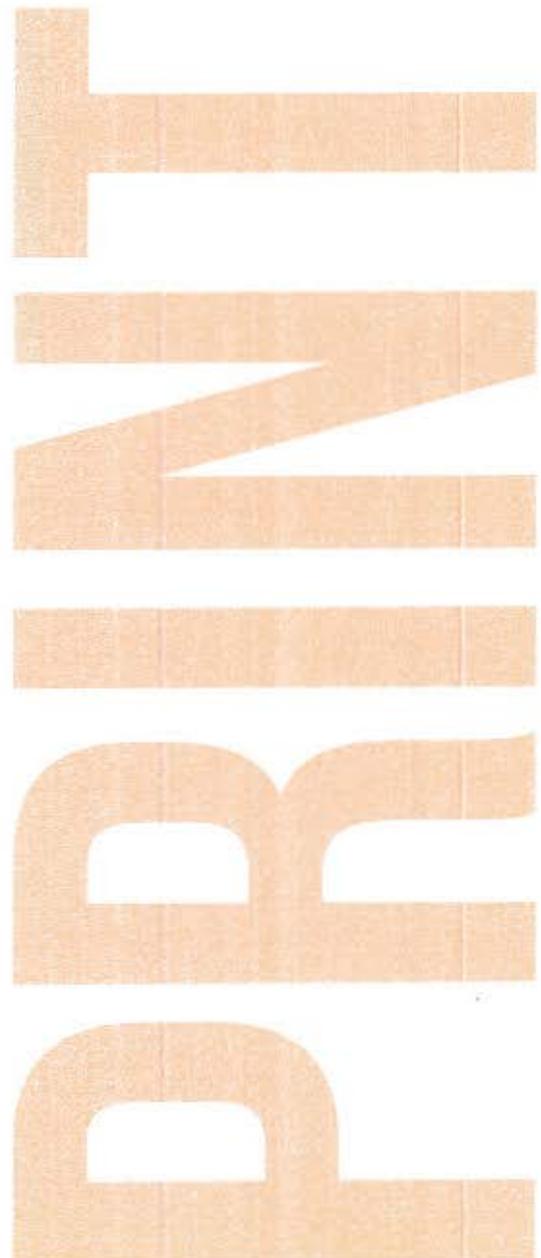
The DTI Library was already in existence in the seventies. In 1987, E.O. 133 - reorganizing the DTI, created the Trade and Industry Information Center (TIIC) which mandated the TIIC as the information arm of the department. The DTI library was one of the divisions of TIIC. Since, it has the most number of collection and the biggest in terms of space among the various libraries in DTI, it has become known to be the "DTI Main Library."

DTI Library is classified as a special public library; "special" - because of its collection focusing on trade, industry, investments, and SMEs and "public" - because the general public is its clients who are mostly businesspeople, students and would-be entrepreneurs.

In 2012, the Integrated Library System was established combining the resources of seven (7) libraries of the Department. It resulted to having a union catalog of the 7 libraries which is the "Online Public Access Catalog (OPAC)."

SAMPLE KMIS PUBLICATIONS

- **Philippine Business Report**
- **DTI Dataline**
- **DTI Upbeat**
- **DTI Radio Bits**



Philippine Business Report

APEC adopts PHL-led 'Iloilo Initiative'

Trade Ministers of the 21 Asia-Pacific Economic Cooperation (APEC) member economies have adopted the "APEC Iloilo Initiative: Growing Global MSMEs for Inclusive Development" at the conclusion of the 22nd APEC Small and Medium Enterprises (SMEs) Ministerial Meeting.

Guided by the APEC 2015 theme, "Building Inclusive Economies, Building a Better World," the initiative centered on integrating micro, small, and medium enterprises (MSMEs) in international trade and global value chains (GVCs).

The discussions focused on "Mainstreaming MSMEs in the Global Economy," ensuring that APEC's efforts to achieve free and open trade work well for MSMEs as they do for big business.

Philippine Department of Trade and Industry (DTI) Secretary **Gregory L. Domingo**, who chaired the Iloilo ministerial meeting, said APEC-member economies should work together toward harmonizing policies to make the Asia-Pacific a region where no one is left behind. Secretary Domingo, who also served as the 2015 APEC Ministers Responsible for Trade (MRT) Chairman, said the initiative will provide a bigger voice and better opportunity for MSMEs in the global arena.

The initiative focuses on three major issues in support of MSME development in the region, namely removing trade barriers to facilitate MSME entry to markets; advancing modernization and standards and conformance of MSMEs;



and promoting inclusive growth through sustainable and resilient MSMEs.

One of the highlights of the initiative called for providing bigger voices for MSMEs in the APEC process. This will be done, among others, through building a network of MSMEs, incubators, accelerators, and innovation centers in the region to promote information exchanges, business networking, and capacity building.

The next important development is the plan to establish the "APEC MSME Marketplace" as an interactive repository of APEC activities and member economies' individual efforts as a tool to promote cooperation and linkages across MSMEs and other stakeholders.

The "APEC MSME Marketplace" is an online portal which has the so-called three pillars: facilitating business matching involving MSMEs; enhancing MSME awareness and feedback on trade regulations; and improving mechanism for knowledge sharing.

The Philippines is pushing for a regional bulletin board within the region to increase the connections between big companies and MSMEs.

University of the Philippines (UP) School of Economics Professor **Ramon L. Clarete** said the country is now working with APEC for the development of a bulletin board where large companies can post their required products and services so MSMEs within the region can make a bid.

On the same note, DTI-Export Marketing Bureau (EMB) Director **Senen M. Perlada** said the marketplace is going to be the direct result of the APEC SME working group meetings that were held in Iloilo City.

DTI Undersecretary **Zenaida C. Maglaya** said in a briefing with reporters that the APEC Iloilo Initiative will serve as "a guiding framework in integrating MSMEs in the international trade and global value chain".

"We will work to implement the initiatives under this framework to maximize the benefits of cooperation," Maglaya said.

She said the guidelines will focus more on how MSMEs in the region can take advantage of mobile Internet opportunities and how to become digitally resilient.

DTI leads in web-based APEC trade repository set-up

The Department of Trade and Industry (DTI) is spearheading the creation of a web-based trade repository (TR) for Asia-Pacific Economic Cooperation (APEC) to further increase transparency of member economies' trade policies.

The APEC Trade Repository (APEC TR) will serve as a single online reference point on member economies' trade and tariff regimes by providing comprehensive information on trade and investment regulations such as those concerning export duties and licensing.

Available portal information

- Links to information on preferential tariffs offered
- Rules of origin applied under Free Trade Agreements (FTAs) and Regional Trade Agreements (RTAs) entered into by APEC members
- Most favored nation (MFN) tariffs
- Best practices in trade facilitation, including advance rulings, tariff classification and origin valuation; nontariff measures; and other trade measures
- Domestic trade and customs laws and rules
- Procedures and documentary requirements; authorized economic operators, and information on mutual recognition arrangements (MRAs).

"This has been approved for implementation. We will push for this as part of the implementation plan for the Boracay Action Agenda to Globalize Micro, Small, and Medium-sized Enterprises. The trade repository is a website that will be accessible to all, where all the rules and regulations about trade and standards can be found," DTI-Industry Development Group (IDG) Assistant Secretary Ceferino S. Rodolfo said.

A mock APEC TR website is under construction with all APEC economies building up their database.

The reporting template for the APEC TR has been adopted by member economies.

APEC TR will be launched during the APEC Leaders' Meeting in November this year.

The TR will be one of APEC's contributions for 2015 whose overarching theme is inclusive growth.

Aside from APEC, DTI is also at the forefront of setting up the Philippine National Trade Repository (PNTR), which was launched last 30 October 2015 and the Association of Southeast Asian Nations (ASEAN) Trade Repository.

For PNTR information, please visit: <http://pntr.gov.ph>.

CEOs bullish on PHL business growth

Seven out of ten top business executives are optimistic of their business opportunities in the Philippines in the next 12 months despite threats of increasing tax burden, overregulation, and skills shortage, the 2015 Philippine CEO Survey Report revealed.

The survey, published jointly by the Management Association of the Philippines (MAP) and Isla Lipana & Co., studied factors affecting the business community based on the perspective of the leaders of large corporations and small and medium enterprises.

Responses came from 96 business leaders, 70% of whom came from large corporations.

The study showed that the country chief executive officers (CEOs) are:

- very confident about their business growth in the next 12 months - 73%
- very optimistic on growth prospects in the next three years - 62%
- seeing more opportunities today than three years ago - 85%

Priority for government action

- Good governance - 78%
- Adequate physical infrastructure - 72%
- Internationally competitive and efficient tax system - 52%

Top concerns in terms of economic and regulatory risks

- Tax burden
- Overregulation
- Geopolitical uncertainties
- Access to affordable capital

Top business-related concerns

- Availability of key skills
- Cyber dangers
- Speed of technological changes
- High power costs were cited as their top worries

Biggest opportunity for growth

- Untapped local market for banking
- Demand for basic services such as telecommunications
- Upcoming establishment of an Association of Southeast Asian Nations (Asean) Economic Community.

The Philippine CEO Survey Report, the first of a series of annual CEO surveys, is expected to benchmark the changes in how CEOs think, react, and innovate, MAP President Francisco F. del Rosario Jr. said.

Businesses urged to facilitate transparency in gov't operations

The Department of Trade and Industry (DTI) has urged business enterprises operating in the country to voluntarily commit and adhere to common ethical standards.

"Governments can only do so much. The private sector must be vigilant, must police themselves, and must cooperate among one another towards establishing a common understanding on the importance of institutionalizing codes of ethics in their respective industries,"

DTI-Regional Operations Group (ROG) Undersecretary Zenaida Cuison Maglaya said.

The government has put in place measures such as the Philippine Competition Act (PCA) to ensure transparency and predictability of

rules, regulations, and procedures, as well as streamlining of processes in the conduct of business, Undersecretary Maglaya said.

The PCA addresses the abuse of dominant position of large enterprises and anti-competitive mergers and acquisitions.

On its part, the Makati Business Club (MBC) and the Asian Institute of Management (AIM), has developed the integrity initiative after discussions on fighting corruption. The initiative aims to provide for a level playing field by promoting honesty and transparency in Philippine business.

DTI pushes branding strategy for MSMEs

The Department of Trade and Industry (DTI) urged micro, small, and medium enterprises (MSMEs) to improve their product branding and be competitive in both local and foreign markets.

"While product quality plays a significant part in gaining consumers of a product, branding adds more value to a product in the market," DTI-Industry Promotion Group (IPG) Undersecretary Ponciano C. Manalo Jr. said.

In this concern, the DTI, through the Design Center of the Philippines (DCP), assists MSMEs in their design and packaging to make their products distinctive and enable them to move to a higher market level.

DCP's offers its services to MSME startups for free.

Requests for assistance in the branding of their products can be coursed through the DTI offices nationwide. Aside from startups, the DCP is also helping some cities in branding their localities to help them in their promotion efforts.

Firms to expand, hire more in Q4

Companies are bullish for the fourth quarter of 2015, thus are expanding their operations and hiring more workers in the period, the *Bangko Sentral ng Pilipinas'*

(BSP) Q3 Business Expectations Survey (BES) showed.

Business confidence index rose to 53.1% from the previous quarter's 47.3%, suggesting economic growth for the last quarter of 2015.

Companies have a more positive outlook in the fourth quarter in expectation of higher consumer demand during the holiday, harvest, and milling season. This will result in increased sales and orders translating to higher volume of production, business expansion in retail trade, manufacturing, finance, and business process management (BPM) services.

Also, employment outlook index for the fourth quarter increased to 22.3% from the previous quarter's 20.7%.

Company hiring intention

Upbeat

- ↳ Services
- ↳ Wholesale and retail trade sectors

Sectors with strongest expansion plans

- Agriculture, fishery, and forestry
- Electricity, gas and water
- Mining and quarrying
- Manufacturing

Major risks to business

- ↳ Competition
- ↳ Insufficient demand

Inflation Stats

Jan 2015 – July 2015	1.9%
July 2015 alone	0.8%

Gross Domestic Product (GDP) Stats

Jan 2014 – June 2014	6.4%
Jan 2015 – June 2015	5.3%
2015 whole year forecast	7%-8%

Moreover, companies believe of a stronger peso against the dollar in anticipation of strong overseas Filipinos' remittances, BPM services and tourism receipts, and foreign investments.

Convenience stores thrive in PHL

At least 100 new convenience stores outlets from different firms will set up in the Philippines by yearend as a result of the country's rapid urbanization, a report of Maybank ATR Kim Eng showed.

The report, entitled Association of Southeast Asian Nations (ASEAN) Corporate Insight, stated that convenience store format would continue to flourish, especially because of the business process management (BPM) industry with its 24/7 operations.

The Philippine Seven Corp., operator of 7-Eleven with 1,282 outlets, is the industry leader with P17.1B in revenues and P20.6B in sales last year.

Meantime, Ministop, operated by Robinsons Retail Holdings, comes next with 450 stores as of end of last year.

The report said that competition has become fierce with the arrival of new entrants in the industry which include:

- Family Mart - which targets 400 stores by 2017 or 2018; to open 150 stores by yearend from 100 outlets as of end-June
- Lawson Convenience Store - which targets 500 stores by 2020; to open 40 to 50 stores this year.

Family Mart is operated by Philippine Family Mart CVS Inc., a firm of which Ayala Land and SSI have a 60% stake.

On the other hand, Lawson Convenience stores is a venture of Puregold and Lawson Inc. of Japan.

Microsoft sees potential of PHL IT firms

Microsoft Corp. is urging Filipino companies to tap available technologies such as the cloud to accelerate business growth and harness the potential of becoming a global player.

"Technologies like the cloud is a source of competitive advantage for businesses. We see it as the great

equalizer that enables optimal performance to keep pace in today's challenging environment," Microsoft Philippines General Manager Karrie Ilagan said.

International Research Corporation (IRC) research reported that small businesses using cloud computing are 1.7 times more likely to have over 10% revenue growth compared to similar sized companies.

PHL participates in Anuga Fair

The Department of Trade and Industry, through the Center for International Trade Expositions and Missions (CITEM) and Export Marketing Bureau (EMB), together with 35 Philippine companies, participated in Anuga Fair 2015 held in Cologne, Germany in October this year.

The 35 exhibitors showcased retail and semi-processed foods such as dried tropical fruits, juices, purees and syrups, canned seafoods, snacks and confectioneries, noodles, sauces, spices, and condiments.

In the fair, the 264-sqm. Food Philippines Pavilion housed a special setting on fresh and natural products, a fully-equipped kitchen, a cooking demo area, and a commercial section for B2B transactions.

At the Philippine Business Forum held as part of the fair, the DTI, together with the Department of Agriculture (DA), urged major European Union (EU) food importers and investors to avail of competitively-priced Philippine exports of premium quality.

The Philippines is one of only 13 developing countries and the lone beneficiary in Southeast Asia to gain zero tariffs from the EU-Generalized System of Preferences Plus (EU-GSP+), which covers some 6,274 export products.

The biennial Anuga, organized by Koelnmesse, is considered the world's largest and most important food and beverage fair which attracts thousands of exhibitors and visitors from all over EU and around the globe.

In 2013, it drew 6,777 exhibitors from 98 countries and 155,000 trade visitors.

EU's consumers are immigrants or migrant workers, and some 500,000 of them are Filipinos, thus providing an instant ethnic market for Philippine exports.

EU Stats

- ❑ 4,000,000 square kilometers
- ❑ 503M inhabitants - world's third-largest consumer population
- ❑ Accounts for 40% of global merchandise exports and imports
- ❑ Second-largest importer of goods and services

EU consumption trends

- ❑ Natural and organic
- ❑ Health and hygiene
- ❑ Concern for animal welfare
- ❑ Food safety
- ❑ Responsible consumerism
- ❑ Indigenous raw material sources
- ❑ Price competitiveness
- ❑ Value for money

CITEM's exhibit aims to lure China, ASEAN investors to PHL

The Department of Trade and Industry, through the Center for International Trade Expositions and Missions (CITEM) participated in the China-ASEAN (CA) Expo 2015 in China's south central province of Guangxi on 18-21 September.

Some 26 Filipino exhibitors, including five from Zamboanga and several others from various industry sectors, made up the strong Philippine contingent which showcased the country's export-quality products, tourism attractions, and investment potential.

PHL targets USD 10-B market for healthcare IT services

The local healthcare information management services (HIMS) sector aims to quintuple its revenues from USD 1.3B last year to USD 9.8B in 2020 with the advancement of technology in the sector.

At present, the sector has targeted "bucket" services for pharmaceuticals, billing, claims management, and patient management. The industry is

expected to expand with new and expanded type of services such as mobile healthcare, care coordination, research and analytics, population health management, supply chain distribution, medical writing, and vigilance.

Local HIMS providers estimate that the sector can earn USD 5.9B in revenues with 300,000 full-time employees (FTE) in the next five years but with an aggressive plan it can haul in USD 9.8B in revenues and 545,000 FTEs by the year 2020.

Meantime, industry association Healthcare Information Management Association of the Philippines (HIMAP) has opened dialogues with the American Health Information Management Association (AHIMA) and American Association of Professional Coders (AAPC) on the use of the new coding certifications.

"In order to reach these targets, the industry should focus on talent development, ecosystem, industry development, and marketing and branding," HIMAP President Myla Rose Reyes said.

To date, there are 270 HIMS companies in the Philippines, 60% to 70% of which are members of HIMAP. HIM services is considered as the fastest growing segment in the information technology and business process management industry in the country.

HIMAP emphasized the need to ensure information managers and coders from the Philippines are up to date on global standards.

It was earlier reported that the Philippines is poised to become the global leader in the healthcare outsourcing industry which will be backed by the massive workforce in the country as well as the USD 2.4-B industry revenue growth target in 2016.

"The Philippines right now has a unique advantage. We got workforce, we got nurses, and we got developed economy that can deliver this kind of services," PwC

South East Asia Consulting Public Sector and Healthcare Leader David McKeering, said.

Philippine HIMS providers use the 9th International Statistical Classification of Diseases and Related Health Problems (ICD-9) that is largely being practiced by the United States, the industry's largest target market.

The United States fully adopted last 1 October 2015 the tenth revision of ICD, otherwise known as ICD-10.

AHIMA and AAPC are two of the global leaders in professional coding certification.

PHL to overcome slackening global economy

The Philippine economy is seen to survive the effects of the slowing global economy through its prudent macro-economic management, the International Monetary Fund (IMF) noted in its 2015 annual Article IV consultation report last August 2015.

An IMF team of economists visits a country to assess economic and financial developments and discuss the country's economic and financial policies with government and central bank officials.

The primary government agencies involved in the consultations are the Bangko Sentral ng Pilipinas (BSP), Department of Finance (DOF), National Economic and Development Authority (NEDA), and Department of Trade and Industry (DTI).

"Looking ahead, directors encouraged continued vigilance in managing risks, and supported the authorities' focus on infrastructure investment, structural reforms, and on improving living conditions and achieving more inclusive growth," IMF suggested.

The global financial institution said the country's plan to increase its public expenditure in 2015 is appropriate from both cyclical and development perspectives, given the current low inflation, large infrastructure and social needs, and low and declining public debt.

Likewise, it believes the current monetary policy stance set by the *Bangko Sentral ng Pilipinas* (BSP) is positive in view of the low inflation, moderating and more balanced credit growth, and moderating but still robust economic activity.

Inflation eased to a new record low of 0.6% in August from 0.8% in July on the back of stable food prices as well as cheaper power brought about by the continued decline in oil prices.

The IMF sees inflation averaging 2.1% this year, supporting the BSP's plan to implement an interest rate corridor to improve monetary policy transmission. Possible support is the legislation passage of the central bank charter or Republic Act (R.A.) No. 7653, The New Central Bank Act which authorizes the issuance of central bank bills and increase minimum capital.

"The central bank is set to adopt the interest rate corridor next year," BSP Deputy Governor Diwa C. Guinigundo said.

"The outlook for the Philippine economy remains favorable despite uneven and generally weaker global growth prospects," the IMF concluded.

TRADE AND INVESTMENTS

AGRIBUSINESS AND FISHERY

Cargill expands PHL investments

Global feeds producer Cargill Inc. will invest USD 200M to put up feeds manufacturing and chicken-growing stations in the Philippines this year.

The stations will serve as manufacturing and growing stations for poultry products, providing seeds to manufacturing feeds and growing chicken to processing chicken products.

Department of Agriculture (DA) Undersecretary for Livestock Jose C. Reaño said Cargill's presence in the Philippines will greatly benefit local producers and workers.

Filipinos will benefit from the backward and forward linkages in the plant operation since raw materials for the feeds will come from local farmers and factory workers will be Filipinos," Reaño said.

Roxas Holdings to spend P600M for improvement

Sugar firm Roxas Holdings Inc. (RHI) is planning to pour in P600M to improve the company's sugar mills.



The company operates a sugar mill in Negros Occidental with its Central Azucarera de la Carlota plant and Hawaiian-Philippine Co. Inc. It also operates another one in Batangas with the Central Azucarera Don Pedro Inc.

"We hope to stabilize the cane supply across all our operations in Negros Occidental and Batangas through the programs we have started to roll out," RHI Chairman Pedro E. Roxas said.

The Sugar Regulatory Administration (SRA) said the harvest for sugarcane for the first nine months of the year was at 2.33 million metric tons (MMT), a 5% drop from 2.49 MMT recorded in the same period last year.

SL Agritech allots P200M for expansion

Hybrid rice and seeds producer SL Agritech Corp. has earmarked P200M next year to increase its local production and expand its market abroad.

SL Agritech Senior Vice President Cathy Galura said the company is now finalizing investments for a venture in Myanmar.

The firm will expand its facilities in the country to cater to rising demand for its products.

"There is a huge demand locally. So we'll be spending roughly P200M for next year for expansion of storage and post-harvest facilities. Specifically, we are expanding our facility in Talavera, Nueva Ecija to handle big volumes because there is also a huge demand for our premium rice," Galura said.

SL Agritech is operating in the provinces of Laguna, Davao Oriental, and Nueva Ecija with the Doña Maria brand of premium brown and white rice as its products.

It has been exporting to countries in Southeast Asia and the Middle East for several years now and recently made shipments to Los Angeles, New York, and Micronesia Region.

SL Agritech started operations in the Philippines in 1998 as a research agency working on hybrid rice.

MANUFACTURING

Steel Asia allots P24B to boost production

Manufacturing firm Steel Asia Manufacturing Corp. is setting aside as much as P24B to double its production capacity by 2019.

Steel Asia Chief Operating Officer (COO) Rafael Hidalgo said the company intends to set up four new manufacturing facilities in the country over the next four years to increase its production capacity to more than 4.7M tons from the current capacity of 2.1M tons a year.

New Steel Plants		
Location	Cost (in P Billion)	Completion Date
Plaridel, Bulacan	6.5	-
Carmen, Cebu	6	2017
Calaca Batangas	6.7	2018

The three facilities are expected to boost the company's capacity by another 2.6M tons in three years' time.

"Demand is growing faster than our growth," Hidalgo said.

He said the company is also planning to put up another manufacturing facility in Region IV-A, estimated to cost about P3B to P5B, and which is expected to be operational by 2019.

The four plants, he added, would be sufficient to serve the growing local demand for steel rebar until 2020.

Steel Asia currently has operating plants in the cities of Cagayan de Oro, Davao, Cebu, Batangas, and two in the province of Bulacan.

Hanjin unveils first PHL-made LPG carrier

Shipbuilding firm Hanjin Heavy Industry and Construction Co., Ltd.-Philippines (HHIC-Phil) has unveiled the first-ever Philippine-made Liquefied Petroleum Gas (LPG) carrier.

Measuring 180 meters in length, 29.4m in breadth and 18m in depth, the LPG carrier was ordered by Belgian shipping company Exmar Shipping BVBA and was named as "Kaprijke."

Construction of the LPG carrier began in June 2014, affirming Filipino workers' world-class craftsmanship in the global shipbuilding industry.

HHIC-Phil President Jeong Sup Shim attributed the company's success to the support of the Philippine government and outstanding work ethic of Hanjin shipyard workers.

"It is our company's earnest desire and long term commitment to catapult the Philippines as the number one shipbuilding country in the world," Shim said.

The Hanjin Subic shipyard is the 10th largest shipyard in the world in terms of order book by shipyard, accounting for 1.8 gross compensate tonnage (GCT) or 74% of the Philippines' GCT for new vessels.

"The Philippines is currently ranked fourth in the world in terms of order," he said.

The shipbuilding firm still has seven LPG carriers in the company's order book to be delivered in the immediate future.

In 2012, HHIC-Phil simultaneously inaugurated two Suezmax Crude Oil Tankers that were the first ever built on Philippine shores.

The company is into building commercial vessels ranging from container ships to bulk carriers, crude oil tankers and off-shore structures mainly for overseas clients since 2008. Its Subic shipyard boasts is considered as one of the largest drydocks in the world today.

HHIC-Phil has poured in some USD 1.7B for their Philippine operations so far, employing almost 29,000 workers.

Isuzu invests P1B for expansion

Isuzu Autoparts Manufacturing Corp. will spend a total of P1B for its two expansion programs aimed at boosting their auto parts components manufacturing in the Philippines.

Philippine Economic Zone Authority (PEZA) Director General Lilia B. De Lima said the two expansion projects have already been approved by the PEZA Board, chaired by the Secretary of the Department of Trade and Industry (DTI).

Expansion		
Phase	Activity	Cost
1st	Manufacture of trunk case cover for engines	P240M
2nd	Production of transmissions	P766M

De Lima said that the expansion program will generate USD 200M in exports and 45 additional workers. As a PEZA-registered enterprise, the company is entitled to a package of tax and fiscal incentives.

Toyota auto parts maker expanding

Automotive parts manufacturer Philippine HKR Inc., one of the accredited suppliers of Toyota Motor Philippines, is setting aside P500M to expand into the production of precision machine parts.

The Philippine Economic Zone Authority (PEZA) has approved the company's expansion project which is expected to raise its export revenues by USD 15M annually.

Philippine HKR committed to hire 44 employees for the expansion project.

Eleven Philippine-based companies under the Toyota Group export auto parts to Japan and other destinations abroad.

Toyota PHL Suppliers

- Toyota Autoparts Philippines Inc. (transmissions and constant velocity joints)
- Aichi Forging Company (metal forged parts)
- EDS Manufacturing Inc. (wiring harness)
- Fujitsu Ten Corp. of the Phils. (security system)
- International Wiring Harness (wiring harness)
- JECO Autoparts Inc. (clocks)
- Koyo Manufacturing Inc. (bearings)
- Nippon Antenna (Philippines) Inc. (antenna)
- Philippine Auto Components Inc. (meter assembly combination)
- Philippine HKR Inc. (machining parts)
- Technol Eight Philippines Corp. (stamped parts)
- Tokai Rica Philippines, Inc. (switches)
- Yazaki Torres Manufacturing Inc. (wiring harness)

The group is investing as much as P7.5B until 2016 on new projects, including local parts production of the Vios model.

Philippine HKR is a spare parts and accessories manufacturer inside the Toyota Special Economic Zone in Santa Rosa, Laguna.

ECONOMIC AND LOW-COST HOUSING

P60B allotted for 12 new projects
DMCI Homes, the housing subsidiary of DMCI Holdings Inc., is investing P60B in 12 housing projects next year as part of an ongoing expansion program.

The projects would translate to 15,000 residential units, DMCI Homes Senior Vice-President for Finance and Operations Ramil B. Lombos said.

The company is looking to launch its first provincial project in Davao City by the first quarter of next year while a mid-rise projects will rise in Baguio City, Lombos said.

DMCI has sought the Securities and Exchange Commission's approval to issue up to P1 billion in home starter bonds.

DMCI Chairman Isidro A. Consunji said construction of the new projects is already ongoing which will be completed in four to five years.

He said DMCI Homes will keep density in its projects as low as possible and would stick to its formula of catering to the end-user market and not the tenant type market wherein homeowners lease out their units to third parties.

In Metro Manila, DMCI Homes will develop the Fairway Terraces in Pasay City, which will rise across the Villamor Golf Club.

ENERGY

2 coal plants to be installed in the Visayas

San Miguel Corporation is mulling the construction of two coal-fired power plants estimated to cost at least USD 1.2B.

The plants will be located in the Visayas Region, particularly in the provinces of Cebu and Iloilo, and will each have a capacity of at least 300 megawatts (MW).

Construction will take two to three years.

The company is currently building a 600-MW coal-fired power plant in Limay, Bataan and a 300-MW plant in Malita, Davao by 2016, the construction of which will be completed by 2016.

P612-M transmission link to rise in Bukidnon

Hedcor Bukidnon Inc., a unit of AboitizPower, is building a 68.8-megawatt (MW) transmission facility that will link its

hydroelectric power plant to the main Mindanao grid.

The project, Manolo Fortich Hydropower Plant to be located in Manolo Fortich, Bukidnon, will cost P612.41M.

The power plant is targeted to be commissioned by December 2016 part of AboitizPower's expansion plan of additional 370-MW capacity by 2017.

Ayala-Bronzeoak tie-up for solar venture

Ayala Corporation is venturing into two phased 40-megawatt solar power project in Negros Oriental with partner Bronzeoak Clean Energy, Inc., the investment arm of Bronzeoak Philippines, Inc.

AC Energy Holdings, Inc., a subsidiary of Ayala Corporation, said it entered into an agreement with Bronzeoak "for the development, construction and operation of a solar power farm in Bais City, Negros Oriental."

The corporate vehicle for the solar venture will be Monte Solar Energy, Inc. (MonteSol).

The first phase will command total investment of P1.3B for an 18-MW capacity, targeted for completion around March 2016.

Enfinity commissions solar plant in Q1 2016

Belgian firm Enfinity S.A.'s solar farm project in Digos, Davao del Sur is advancing to full construction after it was issued a Notice to Proceed by the Department of Energy (DOE).

With this, the first phase of the planned 28.6-megawatt peak (MWp) is seen to start commercial operations early next year.

Enfinity is investing a total of P2B for the first phase and is looking at a 15-MWp installation for the project's second phase.

Japanese renewable energy developer invests in PHL

Japanese solar and wind energy developer Eguchi Holdings

Co. Ltd. is showing interest in the Philippines, particularly in developing renewable energy (RE) sources at the household and grid level.

Eguchi and We Are IT Philippines, Inc. (WIT), through joint venture Fujisan Solar and Wind Energy Corp., will be installing solar farms across the country, initially targeting 5 megawatts (MW) in the next two to three years. Each megawatt will require a USD 2-M investment, the company said.

The company is applying for solar contracts and is looking at Cagayan Valley; Tanay; Pililia, Rizal; and Mindanao as location for the project.

PUBLIC INFRASTRUCTURE AND LOGISTICS

PHL, Japan ink deal for P13-B infra projects

The Philippines and Japan signed P13-B worth of loan agreement for two infrastructure projects - the Metro Manila Priority Bridges Seismic Improvement Project and the Davao City Bypass Construction Project (South and Center Sections).

The Metro Manila Priority Bridges Seismic Improvement Project will cover replacement, retrofitting, and reinforcement of the Guadalupe Bridge and Lambingan Bridge to strengthen the resilience of the transport network in Metro Manila in case of large-scale earthquakes.

Meanwhile, the Davao Bypass Construction Project, Package 1 - South and Center Sections will construct a two-lane, 28.8-kilometer bypass consisting of road, tunnel, and bridge sections. The project seeks to improve the transport logistics and ease congestion in Davao City.

8 new rails, 2 BRTs in Manila by 2021

The government is building eight new rail systems and two bus rapid transits (BRTs) in order to improve public transportation in Metro Manila.

The total 183 kilometers of mass transit lines will be built in a bid to lessen the number of private cars on the road and decongest traffic by 2021.

New transit systems for Metro Manila by 2021

- 11.7-km. Light Rail Transit (LRT) 1 extension to Bacoor, Cavite
- 15-km. LRT 6, which extends LRT 1 from Bacoor to Dasmarinas, Cavite
- 3.05-km. LRT 2 extension to Port Area, Manila
- 4-km. LRT 2 extension to Masinag, Antipolo
- 11-km. LRT 6, which will connect EDSA-Ortigas to Taytay, Rizal
- 22.8-km. Metro Rail Transit (MRT) 7, which will link North EDSA to San Jose del Monte, Bulacan
- 53.5-km. new rail lines to be built over the existing Philippine National Railways (PNR) between Malolos in Bulacan to Tutuban in Manila and from Tutuban to Calamba, Laguna
- 13-km. Manila BRT
- 49-km. EDSA BRT

Source: Department of Transportation and Communications (DOTC)

PUBLIC-PRIVATE PARTNERSHIP PROJECTS

NEDA awards 10 PPP projects; more in the pipeline

The National Economic and Development Authority (NEDA) reported there are 14 public-private partnership (PPP) projects undergoing procurement, five for approval of relevant government agencies, five with ongoing feasibility studies, six subject to pre-investment studies, and 10 others under conceptualization or development stage.

NEDA is targeting to award 12 more PPP projects by May 2016.

Since 2010, the Aquino Administration has awarded 10 PPP projects with a total indicative project cost of P168.89B. The government was able to raise roughly P64B from the public auction of these projects.

3 PPP projects okayed

Three proposed public-private partnership (PPP) projects were approved by the National Economic

and Development Authority (NEDA) Board in September 2015.

These are the Ninoy Aquino International Airport (NAIA) Development Project and the Light Rail Transit (LRT) Lines 4 and 6.

The P74.56-B NAIA Development Project involves the upgrading of the existing terminals of NAIA, increasing of the airport's capacity, and handling of the facility's operations and maintenance.

The P50.15-B LRT Line 4 project involves the financing, design, construction, operations and maintenance of an 11-km. rail that will run from SM City Taytay in Rizal to the intersection of Ortigas Avenue and EDSA in Pasay City.

Meanwhile, the P64-B LRT Line 6 involves a 19-km. railway from Niyog, Bacoor to Dasmarinas City.

PPP water project for Baggao town eyed

A public-private partnership (PPP) project is being conceptualized to set up a water distribution facility in the municipality of Baggao, Cagayan.

The PPP Center and the Sanitation Program of the World Bank are providing technical assistance to the local government of Baggao, which only has water access through shallow well.

The proposed Baggao Water Supply project involves the provision of potable piped water supply service to the residents. There is no indicative project cost yet, according to the PPP Center.

BANKING

Over 200 new bank branches get green light in Q2 2015

Major, thrift, rural, and cooperative banks have been given approval by the *Bangko Sentral ng Pilipinas* (BSP) to open more than 200 branches nationwide in the second quarter this year.

Circular Letter No. CL-2015-056 acknowledged the BSP's approval of

applications submitted by 15 banks to open 111 new branches. The same circular also recognized the opening of 91 new bank branches between April and June 2015.

Major players such as BDO Unibank Inc. and Metropolitan Bank & Trust Co. Inc. have opened and gained clearance to open new branches nationwide.

Likewise, government financial institutions like the Development Bank of the Philippines (DBP) and Landbank of the Philippines, and thrift, rural and cooperative banks have opened new branches and had their applications approved.

IT-BPM

Australian BPM to open base in San Fernando, Pampanga

San Fernando, Pampanga will soon be the site of Australian business process management (BPM) firm Professional and Technical Outsourced Services (PROTOS), according to San Fernando City Mayor Edwin A. Santiago.



PROTOS will be the first BPM firm to set up shop in San Fernando - a fact that makes it as a potential catalyst for greater inclusive growth.

PROTOS Chief Executive Officer (CEO) Monty Hooke said the quality of students in San Fernando convinced the firm to invest in the city.

Mayor Santiago lauded the entry of PROTOS as a "milestone investment" that manifests San Fernando's "move towards inclusive development," emphasizing that such investments tend to occur in more developed areas.

"Big investments like this usually take place in highly developed areas, this is proof of our (San Fernando) lively economy," said Santiago.

MINING

First and only Asian underground mine training facility opens in Clark, Pampanga

Clark, Pampanga became the site of Asia's first underground mine training facility, owned by Canadian-Australian gold and copper producers OceanaGold, last September.

OceanaGold's underground mine training facility is the largest in the world at 240 sqm. It also houses Asia's sole Underground Metalliferous Mining Simulator, which replicates an underground mine complete with authentic facilities and working equipment.

OceanaGold Senior Vice-President for Communications and External Affairs Chito Gozar, said the firm invested over USD 2M in building the underground mine training facility, which is intended mainly to train its underground miners for its Didipio Underground Mine, as well as those from other mining companies.

"Our team has worked so hard to build this facility which will play an important role in supporting OceanaGold's long term strategic initiative which is creating more opportunities for future mining professionals in the country," said Gozar.

Complementing the underground mine training facility is OceanaGold's four-month Competency Through Learning (CTL) program, designed to provide the necessary skills for underground mining to participating students working for Didipio Underground Mine and other mining companies nationwide.

REAL ESTATE

SM to develop 600 ha. in Pasay-Paranaque coastal area

The SM Group has laid out its master plan to reclaim and develop 600 ha. of land in the Pasay City-Paranaque City coastal area, which would turn it into a full-fledged commercial and residential zone complete with the necessities of a city.

SM Prime President Hans Sy said the master plan, set for completion before yearend, would cater to the multifaceted needs of a city, with the view of making it pedestrian-friendly and oriented on open spaces.

"We want to come up with a city wherein you don't really need a car," said Sy.

Spearheading the master plan would be Aecom Technology Corp., a New York Stock Exchange-listed engineering company that is among the largest in the world. The master plan has allotted a period of three to five years for the reclamation process alone.

TELECOM

Globe forges joint venture with Xurpas for regional IT projects

Globe Telecom, Inc. formally entered into a joint venture agreement with mobile content technology company Xurpas, which has invested P900M to get a 51% equity stake in Yondu, Inc.

Yondu has an extensive experience in content development for mobile and information technology (IT) services. Globe President and Chief Executive Officer (CEO) Ernest Cu said the joint venture will strengthen Yondu's regional reach.

Xurpas has expanded in the Southeast Asian region following its well-received initial public offering in 2014. The joint venture with Globe for Yondu "strengthens [Xurpas'] joint capabilities to bring world class digital products to the global audience," said Xurpas CEO Nix Nolleto.

COMPANY NOTES

Gardenia invests P300M to enter unpackaged bread market

Gardenia Bakeries Philippines, Inc. (GBPI) began its venture on the unpackaged bread market through an initial P300M investment that will establish logistical support and

back-end production for two new standalone bread stores.

GBPI's new stores, Big Smile Bread Station and Bakers Maison, will target specific areas of the unpackaged bread market. Big Smile Bread Station is set to serve the community-baker segment, while Bakers Maison will focus on high-end offerings.

GBPI President Simplicio Umali Jr. said the commissary for both Big Smile Bread Station and Bakers Maison will be the firm's largest investment at P200M, with the remaining P100M allocated for logistical support.

GBPI is targeting to reach the P2B sales mark for Big Smile Bread Station and P3B for Bakers Maison for the next five years.

Umali said the GBPI will initially operate the first few stores of Big Smile Bread Station and Bakers Maison, with their management and ownership falling under two franchisees Bread Republic, Inc. and Bakery Boutique.

DoubleDragon's Jollibee Tower soon to rise in Ortigas

DoubleDragon Properties Corp., the property development joint venture of Mang Inasal Founder Edgar Sia II and Jollibee Foods Corp. Chief Executive Officer (CEO) Tony Tan Caktiong, is set to construct the Jollibee Tower in the Ortigas central business district in Pasig City.

Sia noted that the Jollibee Tower, which will have 40 stories, will be situated at the corner of F. Ortigas Jr. Road and Garnet Road, and is slated for completion by 2018, with construction to commence in the fourth quarter this year.

The Jollibee Towers will contain a drive-thru store area and commercial spaces on the ground floor and an event center on the second and third floors. Other floors will be occupied by Jollibee's offices and leased out to other companies.

Designed with securing the Leadership in Energy and Environmental Design (LEED) certification in mind, the Jollibee Tower will be a Grade A structure aligned with

DoubleDragon's mission to propagate sustainable developments.

Grade A buildings have high quality standard finishes with extraordinary accessibility, and a definite market preserve.

Full occupation will enable the Jollibee Tower to generate P350M in annual rental revenues, forming a significant part of DoubleDragon's overall target of P4.8B net income from 1M sqm. of leasable space by 2020.

COUNTRY-TO-COUNTRY

PHL, Spain eye trade boost

The Philippines, through the Department of Trade and Industry (DTI), pushes for robust bilateral ties with Spain to further develop the local economy.

"A stronger partnership between Spain and the Philippines will allow us to advance our respective development goals, expand our markets, and improve the quality of life of our people. We are urging Spain and our friends in Latin America to seize opportunities in Asia through the Philippines," DTI-Industry Promotion Group (IPG) Undersecretary Ponciano C. Manalo Jr. said.

Spain is currently the country's 26th largest trading partner, 25th export market, and 23rd import source.

In the first quarter of 2015, the Philippine Statistics Authority (PSA) reported that bilateral merchandise trade between the Philippines and Spain reached USD 130M.

PHL, UAE ink new air deal

The Philippines and the United Arab Emirates (UAE) entered into a new air services agreement, increasing flight privileges by 25%.

According to Civil Aeronautics Board Executive Director Carmelo Arcilla, the Philippines and the UAE signed a new memorandum of understanding (MOU) on air services

that heightened the exchange of traffic rights between the two countries.

Both agreed to upsurge the maximum number of flights per week for each country from 28 to 35 flights, provided that UAE carriers can also operate separately to Clark and Cebu within one year from signing of the MOU.

"This condition is in line with our open skies policy in our developmental gateways outside Manila, and forces UAE airlines to invest in our developmental gateways," Arcilla said.

PHL, Mexico sign IP cooperation

The Philippines and Mexico, through their IP offices, signed a new and expanded intellectual property (IP) cooperation pact to increase promotion of innovation, creativity, and technological advancement. Both countries aim to invest on a better bilateral cooperation to further improve trade and innovation.



The agreement was signed during the sidelines of the Asia-Pacific Economic Cooperation (APEC) IP Rights Experts' Group meeting in Cebu City, Philippines on 22-23 August 2015.

"The Philippines has so many things in common with Mexico. Both were former colonies of Spain and are now emerging as economic powerhouses in their respective regions. This agreement ensures stronger cooperation in IP which is a critical area in the promotion of innovation, trade and investment," Intellectual Property Office of the Philippines (IPOP) Deputy Director General Allan B. Gepty said.

This agreement follows a technical collaboration pact signed by both countries in September 2013 in Geneva, Switzerland.

PHL ready for ASEAN integration

Department of Trade and Industry (DTI) Secretary Gregory L. Domingo is confident that the Philippines is well-positioned to take challenges and seize opportunities in the Association of Southeast Asian Nations (ASEAN) Economic Community (AEC), scheduled for implementation by December 2015.

"The country is in a sweet spot. We have been experiencing robust economic growth, consistent upward rankings in competitiveness, and successive credit rating upgrades. In fact, last year, the Philippines achieved an average growth rate of 6.3%, the highest five-year average during the past 40 years. That's a very decent number which is probably one of the highest growth rates in this part of the world," Secretary Domingo said.

According to the DTI Chief, HSBC and Goldman-Sachs projected that the country will be ranked as the 14th largest economy in the world, the 5th largest economy in Asia, and the largest economy in Southeast Asia by 2050.

"We are even poised to surpass other ASEAN countries. We only need to step up our efforts to improve the competitiveness and capability of our various local industries, as we participate in regional and global trade," he added.

The integration will allow companies based in ASEAN member-nations to enter each other's markets, encouraged by zero tariffs and reduced bureaucratic clearances.

"The ASEAN Economic Community [will not really cause] a big bang in the sense that, when we reach that date in 2015, suddenly, massive changes will happen. The biggest change has already happened in

2010. AEC 2015 will mostly affect service areas and investment rules, but even then, we don't expect radical changes," he noted.

PHL pushes APEC to address MSME trade problems

The Philippines urges the Asia-Pacific Economic Cooperation (APEC) economies to address the constraints that are being experienced by the by micro, small, and medium enterprises (MSMEs) to make these entrepreneurs join in trade across the region.

DTI-Industry Development Group (IDG) Assistant Secretary Rafaelita M. Aldaba said APEC has the opportunity to recognize MSME integration in the global value chain, especially in the automotive industry.

"MSMEs, which comprise the majority of the auto industry players, can take advantage of the region's very dense production network in auto components, parts and electronics," Aldaba said.

She believes that the regional cooperation's key role in participating in global value chains (GVCs) is to address constraints on MSME competitiveness and productivity, thinking beyond exporting and to strengthen capacity for innovation.

APEC targets 10% increase for 'Ease of Doing Business'

In the Asia-Pacific Economic Cooperation's (APEC) 2nd Structural Reform Ministerial Meeting (SRMM) held in Cebu City, member-economies targeted 10-% improvement for Ease of Doing Business (EoDB) across the region.

"We recognize the contribution made by EoDB to remedy impediments to trade and commerce by lowering registration and transactions cost in the APEC region through targeted and tangible programs of work within defined indicator areas," SRMM Chair and Philippine Socioeconomic Planning Secretary Arsenio M. Balisacan said.

This goal of improvement by 2018 will insure the existing five priority

EoDB areas namely, starting a business, dealing with construction permits, trading across borders, getting credit, and enforcing contracts.

"We agree with and endorse the APEC EoDB Business Action Plan 2016 to 2018 and submit it to APEC Economic Leaders for their consideration. We, therefore, instruct the Economic Committee to draft and utilize the APEC EoDB Implementation Plan to guide capacity building over the next three years," Balisacan said.

PHL aims to pursue more trade agreements globally, regionally

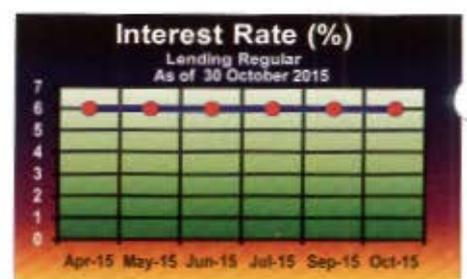
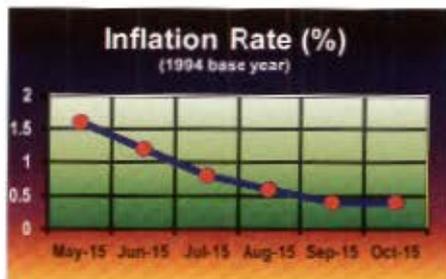
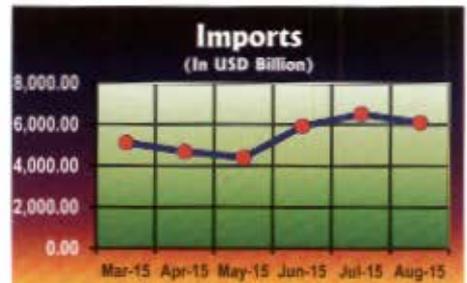
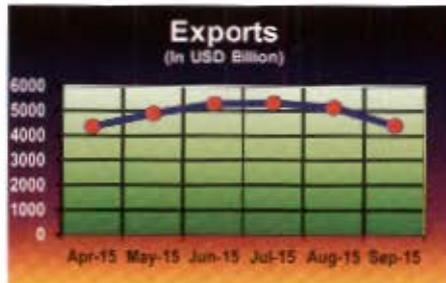
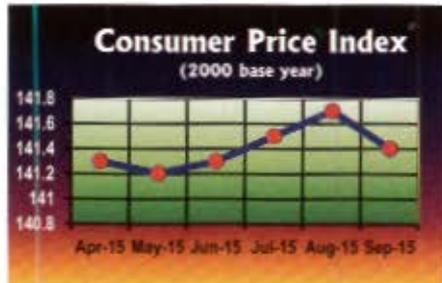
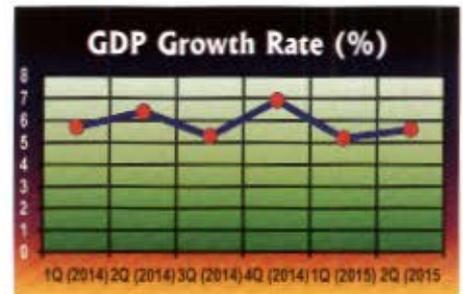
The Philippines plans to pursue more trade agreements, not just within the Asia-Pacific region, but also globally in order to take full advantage of the country's export products and services.

"We cannot be at standstill because the whole region [APEC] is also embarking in aggressively pursuing [free trade agreements] FTAs and [regional trade agreements] RTAs. So if we need to provide the competitive cover to our export products and services, we have to also make sure that we are diligently pursuing opportunities for mutually beneficial FTAs," DTI-Industry Development Group (IDG) Assistant Secretary Ceferino S. Rodolfo said.

The country wants to pursue trade pacts within the European Free Trade Association (EFTA), European Union (EU), Regional Comprehensive Economic Partnership (RCEP), and Trans-Pacific Partnership (TPP).



ECONOMIC INDICATORS



Sources: *Bangko Sentral ng Pilipinas (BSP)*
Philippine Statistics Authority (PSA)

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Philippine Business Report

October 2015

Philippine Business Report

BOI, PEZA investments seen growing 13.4%

Total investments approved by the Board of Investments (BOI) and Philippine Economic Zone Authority (PEZA) by yearend are expected to reach P719.4B or a 13.4% increase from last year's total of P634.24B.

For next year, both agencies target P779.6B worth of investments.

BOI's target is based on the 10% annual growth target of the Philippine Development Plan (2011-2016) while PEZA's projection is based on performance factoring significant global market situations.

2015 Investments Target

BOI	- P390.2B
PEZA	- P329.2B

In the first half of 2015, BOI and PEZA approved 441 projects amounting to P170.9B which are expected to generate 73,369 jobs.

Local investment sources accounted for P119B or 70% of the total, with the remaining 30% or P52B coming from foreign sources.

Most of these projects will fund real estate activities (33% of the total BOI-PEZA approved investments) and manufacturing (28% or P47B).

The Netherlands is the top country investor with commitments worth P18B or 35% of the total BOI-PEZA approved investments while Japan and Singapore are second and third top investors, respectively.



The country remains attractive as evidenced by the growing number of inbound investment missions while outbound missions have resulted in many targeted companies starting their due diligence visit and even setting up operations in the country.

Selected Investment Strategy

- Aggressive investment promotion program for industries such as the information technology and business process management (IT-BPM) and aerospace
- Philippines' investment promotion agency collaboration with agency counterparts of other countries in enhancing the flow of investments through various promotional activities

PHL to be among least at risk from global shocks

The Philippines is less vulnerable to external shocks due to uncertainties from the impending interest rate hike in the United States (U.S.), weaker-than-expected recovery

in Japan, and China's economic woes, separate studies conducted by international ratings agency Standards and Poor's (S&P), Fitch Ratings, and Moody's Investors Service showed.

Asia-Pacific Sovereigns Fitch Ratings Head Andrew Colquhoun identified the Philippines, together with India and Viet Nam, as emerging market economies that will least likely be affected by global economic problems.

Fitch cut its global growth forecast for 2015 to 2.3%, the lowest since 2009. However, it sees the emerging market's gross domestic product (GDP) growth to increase up to 2.7% in 2016 and 2017.

On the same note, S&P named the Philippines, Mexico, and Poland as the least vulnerable emerging market economies to be affected by the tightening global liquidity, financial deleveraging, and a slowdown of China's economy.

Notably, S&P said of 22 emerging market economies, the Philippines ranked 22nd or the least vulnerable, below Poland (21st) and Mexico (20th).

Likewise, Moody's says the Philippine economy remains resilient to external global economic shocks, citing the country's strong domestic consumption, healthy external payments position, stable banking sector, rising contribution of private-sector investments to growth, increasing per-capita income, benign inflation, and declining debt burden.

"The Philippines' Baa2 government bond rating reflects the economy's resilience to the current headwinds buffeting neighboring countries and emerging markets as a whole," Moody's reported.

INDUSTRY TRENDS

PHL can rise to the top 20% in global competitiveness index

The Philippines aims to move into the top 20% in global competitiveness index in the next five years, after hitting its goal to rise into the top 30% and ranked 47th among 140 countries in the Global Competitiveness Report 2015-2016, National Competitiveness Council (NCC) Private Sector Co-Chairman Guillermo M. Luz said.

To be in the top 20%, the country must surpass 18 countries which are tougher and more competitive but, this is possible given the fact that the Philippines was able to overtake 38 countries in the past five years, Luz said.

Since 2010, the Philippines placed 38 notches higher, the biggest jump in the Association of Southeast Asian Nations (ASEAN), in five years. In the survey, the Philippines reached 47th from 52nd spot, a huge improvement from the 82nd rank in 2010.

The Global Competitiveness Report is an annual publication of the World Economic Forum (WEF) that provides a comprehensive picture of the productivity and competitiveness by gathering statistical and survey data on over 114 indicators grouped into 12 pillars in 140 countries.

It is one of the most widely read competitiveness reports and is highly correlated to investment attractiveness.

PHL's scores in the Global Competitiveness Report 2015-2016

Improving Areas

- ❑ Labor Market Efficiency (up 9 from 91st to 82nd)
- ❑ Health and Primary Education (up 6 from 92nd to 86th)
- ❑ Market Size (up 5 from 35th to 30th)
- ❑ Business Sophistication (up 4 from 46th to 42nd)
- ❑ Innovation (up 4 from 52nd to 48th)
- ❑ Macroeconomic Environment (up 2 from 26th to 24th)

The PHL's greatest gains in the last five years

- ❑ Innovation (up 63 from 111th to 58th)
- ❑ Institutions (up 48 from 125th to 77th)
- ❑ Macroeconomic Environment (up 44 from 68th to 24th)
- ❑ Research and development (up 49th from 85th to 36th)
- ❑ Government procurement of advanced tech products (up 70 from 129th to 59th)
- ❑ Government budget balance (up 49 from 63th to 14th)
- ❑ Government debt (up 48 from 102th to 54th)
- ❑ Gross national savings (up 26 from 74th to 48th)

While the report acknowledged improvements in efficiency and flexibility of the labor market, it also recognized factors that need to be addressed to ensure sustainable and inclusive growth.

To attain the 20 percentile ranking, there is a need for a team effort among concerned government agencies to sustain and improve reforms, Luz said.

He said importance should be given to higher education, training, and technology readiness which could develop more science and research and development (R & D) technology.

Foreign chambers see FDIs rising in H2

The country's net foreign direct investments (FDI) will pick up in the second half of the year after a decline in the first half as investors regain confidence along with easing port congestion problems, the Joint Foreign Chambers (JFC) of the Philippines announced.

JFC urged the government to prevent the occurrence of port congestions caused by truck bans as well as brownout during the 2016 dry season.

"We understand that local managers of existing investor projects have gradually been able to restore the confidence of their headquarters that the congestion issue has been resolved under strong leadership from the Office of the President," the JFC said.

The Philippines' net FDI inflow during the first half of 2015 was USD 2B, 40% lower than the USD 3.4B in the same period last year. The decline follows the country's FDI record year in 2014 with USD 6.2B or 479% growth from USD 1.1B in 2010.

"While FDIs have slowed down in the first half of 2015, it still is at a pace much higher than five years ago, although even in 2015 it was only 4.6% of total FDIs in the Association of Southeast Asian Nations (ASEAN). The challenge is to increase FDIs in the second half of the year and thereafter to even higher levels important for high, sustained, and inclusive growth," the JFC said.

The JFC members include the American, Australian-New Zealand, Canadian, European, Japanese, and Korean chambers and the Philippine Association of Multinational Companies Regional Headquarters Inc.

Serviced apartments flourish

The local tourism industry is on the upswing together with the serviced apartment sector.

Serviced apartments are a new concept in the Philippines which became a viable alternative for the business tourism sector featuring fully-furnished apartments providing amenities usually available in hotels. These are cheaper alternative accommodation for both short- and long-term stays.

"The booming economy equals new businesses, which equals to more executives looking for efficient places to live in the central business districts in the Philippines," **Dusit Thani Residences Davao Development Director Andrew Sparrow** said.

Executive travellers tend to stay for at least a week to a few months, and prefer accommodations that provide the comforts of home, easy access to luxurious amenities, and are ideally located near their workplace, Sparrow said.

PHL well positioned as major sardines supplier

The upcoming Association of Southeast Asian Nations (ASEAN) integration will position the Philippines' Zamboanga Peninsula (Region 9) to be a major sardines provider in the region, the Department of Trade and Industry (DTI) said.

The Zamboanga Peninsula currently supplies 85% of the country's sardines requirements.

To reach the 600-M ASEAN consumers, the Zamboanga Peninsula should transform from an agriculture-based economy to an agro-processing economy, **DTI-Industry Development Group (IDG) Assistant Secretary Rafaelita M. Aldaba** said during the Zamboanga Peninsula Trade Exposition (ZAMPEX) 2015 and the Zamboanga Peninsula Investments Conference (ZAMPEN ICON) held last October 2015.

A local roadmap aligned with national policies is needed

to identify the region's visions and gaps, Aldaba said.

Aside from sardines, other industries that Region 9 can develop include rubber, abaca, cacao, seaweeds, and mango, she said.

ASEAN member countries enjoy zero tariffs for 99% of products traded within the region.

Japanese bizmen urged to invest in PHL

The Department of Trade and Industry (DTI) encouraged the Japanese business community to invest in the Philippines and take advantage of the country's expanding economy and its positive trade relationships, **DTI-Industry Development Group (IDG) Undersecretary Adrian S. Cristobal Jr.** said during the Philippine-Japan Business Investment Forum held in Tokyo last October 2015.

Cristobal underscored the benefits the Philippines gains from trade agreements from the world's largest importing countries under the Generalized Scheme of Preferences (GSP), particularly European Union's Generalized System of Preferences Plus (EU-GSP+), and the United States' (U.S.) GSP.

The EU-GSP+ grants the country a duty-free access to two-thirds of 6,200 tariff lines while the U.S.-GSP grants the Philippines duty-free access to 3,500 U.S. tariff lines.

The US-GSP reauthorized its GSP grant to the country last June since the authorization expired in mid-2013.

Cristobal also met with the car and car parts manufacturers to discuss the country's Manufacturing Resurgence Program (MRP) and the Comprehensive Automotive Resurgence Strategy (CARS) Program that aims to increase auto production to a competitive scale of 200,000 yearly. The program covers motor vehicle production, auto parts manufacturing, and shared services and testing facilities.

Young population to propel PHL

The government's rising budget for human capital development to improve its quality workforce amid the rising number of young population would help groom the Philippines to become a major economic powerhouse over the long term, **Investor Relations Office (IRO) Executive Director Editha L. Martin** said.

Investments in health and education will help ensure that the Philippines seize the window of opportunity offered by its entry to the "demographic window" and make the economy reap the dividends, Martin said.

Starting this year until 2050, the Philippines is within the "demographic window," a period when a great majority of the population are of working age.

The country's working-age population (between 15 and 64 years old) this year accounted for 66.6% of the total population of 101.6M. It is expected to rise to 68% of 110M people in 2020, and further to 70.6% of 125.3M in 2030.

Govt. Budget for Health, Education, and Social Services for FY 2015

<i>Services</i>	<i>Amount in Billion Php</i>
Education	367.0
Health	108.2
Social Work and Development	62.3
Conditional Cash Transfer	

BPO revenue generation to grow faster

The business process outsourcing (BPO) sector's revenue generation beyond 2016 will grow between 15% to 18% and generate USD 3.7B annually or USD 33B over a nine-year period until 2025, real estate firm CBRE projected.

"The Philippine BPO sector will continue to thrive in the next years because the country provides a conducive environment for foreign investors - an excellent pool and low cost of skilled labor,

outstanding customer service, and quality destination," CBRE Philippines Chief Executive Officer (CEO) Rick M. Santos said.

Next year the BPO industry is expected to engage 1.3M full time employees (FTEs). CBRE forecasts that BPO FTEs will reach 2.23M by 2025 or 105,000 new hires annually, and will hit 3.3M by 2035.

BPO hotspots in the country include the National Capital Region (NCR), CALABARZON (Cavite, Laguna, Batangas, Rizal, and Quezon), Davao-General Santos Area, Cebu province, Dumaguete City, Bacolod, and Bohol province, CBRE said.

BPO FTEs in Selected Areas		
Area	Present	Additional Absorptive Capacity
NCR	500,000	800,000
Calabarzon	21,300	200,000
Davao-General Santos	10,000	42,000

Source: CBRE Philippines

Netherlands is top foreign investor in PHL for Q2

The Netherlands was the top foreign investor in the Philippines for the second quarter of 2015 with a P17-B investments pledge, followed by Singapore with P8.4B and Japan with P4B, the Philippine Statistics Authority (PSA) said.

Total foreign investments approved by seven investment promotion agencies (IPAs) inched up by 0.5% to P36.2B from P36B recorded in the same period last year.

Q2 2015 Investments (in Billion Pesos)	
<i>Investments by Selected Industry Sector</i>	
Manufacturing	21.8
Forestry and fishing	5.1
Construction	2.6
<i>Investments by Area</i>	
Region IV-A – CALABARZON	22.3
Region VII – Central Visayas	3.9
National Capital Region	2.4

The total approved investments of both foreign and Filipino nationals dropped by 65.1% to P90B in the second quarter of 2015 from last year's P257.8B. Filipino nationals

continued to dominate investments approved during the quarter, sharing 59.8% or P53.8B.

The approved investments by seven IPAs is estimated to generate 36,196 jobs but lower by 69.5% from last year's 118,835 tally for the same period. Out of the anticipated jobs, 71.5% would come from projects with foreign interest.

Investment Promotion Agencies

- Board of Investments (BOI)
- Clark Development Corporation (CDC)
- Philippine Economic Zone Authority (PEZA)
- Subic Bay Metropolitan Authority (SBMA)
- Authority of the Freeport Area of Bataan (AFAB)
- BOI-Autonomous Region of Muslim Mindanao (BOI-ARMM)
- Cagayan Economic Zone Authority (CEZA)

Women in transport sector framework launched

The Asia-Pacific Economic Cooperation (APEC) launched in Cebu City a framework during the 9th APEC Transportation Ministerial Meeting to increase women's participation in the transportation sector through innovative measures.

Six APEC economies have expressed interest in piloting the said framework in 2016.

APEC Women in Transportation Task Force Framework

- Promote education
- Remove barriers to hiring and entrepreneurship
- Enhance conditions for the retention of women's talent
- Advocate for the development of women leaders
- Encourage safe use and access to transportation systems.

APEC Business Advisory Council (ABAC) Chair Doris Magsaysay-Ho said ABAC proposed a model for a more efficient, systematic, and transparent framework for the management of the movement of workers.

Companies must create an environment that promotes equal rights regardless of gender, said Ho who is also the President and Chief Executive Officer (CEO) of Magsaysay Maritime Corp.

The Asian Development Bank (ADB) and International Labour Organization (ILO) estimate that women's limited access to employment results in USD 42B to USD 47B losses each year in economic growth to the Asia-Pacific region. U.S. Department of Transportation Assistant Secretary for Aviation and International Affairs Susan Kurland pointed out that women across the APEC region are a critical source of economic growth and prosperity but they must have the opportunity to contribute. She added that transportation is a unique sector as it offers two avenues for economic empowerment.

"Women are economically empowered when they work as transportation professionals—they begin as students and continue throughout their careers. Secondly, women are economically empowered when they have access to transportation systems, whether they are traveling to work or running errands to support their families and communities," Kurland said.

British firms optimistic on PHL

Bilateral trade between the Philippines and the United Kingdom (UK) is seen to expand by 30% to 50% to USD 2B this year.

UK is also expected to remain as the largest European investor in the Philippines this year with its foreign direct investments (FDIs) currently at USD 5B, UK Trade and Investment Office in Manila Director Ian Mansfield said. The projected trade growth is attributed to the increasing presence of UK firms in the country, lending their services and expertise to the Philippine infrastructure sector.

Other factor is the rising demand for consumer and lifestyle products from the UK, including vehicles, food, and apparel.

The Philippines' inclusion in the European Union's Generalized Scheme of Preferences Plus (GSP+), which allows the zero-duty entry of Philippine-made products across 6,200 lines within 10 years, will prop up trade, Mansfield said.

In the first half of the year alone, bilateral trade between the Philippines and the UK rose by 44%.

UK's Top Exports to PHL H1 2015 (USD Million)

Product	Amount
Medicinal and pharmaceutical products	27.14
Industrial machines and equipment	22.98
Cereal products and preparations	12.65

Last August, Lotus Cars Manila was launched, the authorized distributor of Lotus Cars Group, which is the British maker of world-class, high performance sports cars.

In July, renewable energy firm Proinso secured USD 107.95M worth of contracts with various local power distributors for some 110 megawatts (MW) of solar energy.

In May, John Lewis opened the first of its 11 planned stores through a partnership with SM Retail. Also, security firm Smiths Detection won a contract to supply 14 advanced people screeners to check passengers for concealed weapons or explosives.

In February, luxury sports car maker Aston Martin Lagonda Ltd. announced the appointment of its exclusive importer and distributor in the Philippines.

TRADE AND INVESTMENTS

AGRIBUSINESS AND FISHERY

Roxas group invests in S. Cotabato facility

Holding firm Roxas & Co. Inc. (RCI) has diversified into the coconut business by pouring P881M for a coconut processing facility in Tupi, South Cotabato.

RCI partnered with Sigma Xynergies Inc., an exporter of coconut milk, virgin coconut oil and frozen coconut concentrate, to set up the plant, which is targeted to be operational by the fourth quarter of 2016.

The joint venture company is named Roxas Sigma Agriventures Inc., which will operate the plant in the SOCCSKSARGEN region, an area with vast coconut plantations and strategically located near the General Santos port facilities.

The SOCCSKSARGEN region is comprised of the provinces of South Cotabato, Cotabato, Sultan Kudarat, Sarangani, and General Santos City.

"Once operational, the facility will be able to process at least 200 metric tons (MT) per day of coconuts to produce coconut water concentrate, coconut milk, coconut cream and virgin coconut oil (VCO), mostly for export," RCI Chairman Pedro E. Roxas said.

The Philippines is considered the world's biggest coconut exporter.

MANUFACTURING

SMC pouring USD 1B for new cement plants

San Miguel Corp. (SMC) is investing USD 1B to build five new cement plants by affiliates Northern Cement and Eagle Cement in Pangasinan, Bulacan, Quezon, Cebu, and Davao.

SMC President and Chief Operating Officer (COO) Ramon S. Ang said the five new plants would have a total annual capacity of 10 million metric tons (MMT) or 2MMT each plant.

"We are putting up new cement plants, and these should be up and running by 2017," Ang said.

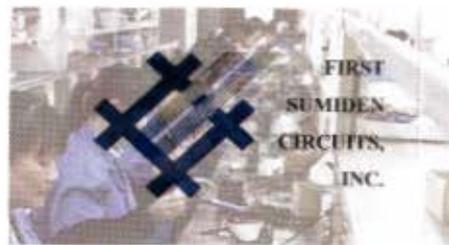
The additional 10MMT would bring the San Miguel group's cement capacity to roughly 16MMT a year.

He said the industry has a current capacity of 33MMT which would increase to roughly 43MMT once his group's new cement plants are in place.

Ang said now is a good time to invest in cement *"because a lot of people are investing in real estate."*

First Sumiden invests in Laguna

Electronics firm First Sumiden Circuits Inc. is investing P2.96B to expand its electronics manufacturing operation at the Light Industry Science Park in Cabuyao, Laguna, the Philippine Economic Zone Authority (PEZA) reported.



PEZA Director General Lilia B. De Lima said the new investments will translate to additional USD 118M in annual exports by First Sumiden, which produces printed circuit boards for use in radio, TV equipment, and apparatus.

"First Sumiden has been expanding its Philippine operations several times already," De Lima said.

With the additional investments, the Japanese firm is now employing 2,042 workers in the country.

First Sumiden is a joint venture between Sumitomo Electric Industries, Ltd. of Japan and First Philippine Holdings Corporation.

It was established in Cabuyao, Laguna in 1996 with initial employment of 1,200 people.

Japanese firms, De Lima said, are the most aggressive among foreign investors registered with PEZA, accounting for the bulk of firms and are mostly engaged in the electronics business.

ENERGY

210-MW power plant commissioned

The Sarangani Energy Corp. (SEC) of Alsons Power group has started commissioning the first 105-megawatt (MW) section of its 210-MW coal-fired power plant in the province, making available additional supply to the Mindanao grid by early 2016.

"We are on track to commence commercial operations in the first quarter of 2016," Alsons Power Head of Coal Operations Nicandro R. Fucyo said.

The Phase 1 of the SEC plant costs USD 309M and was constructed by Daelim Industrial Ltd. of Korea.

Soon after operating the first unit, SEC will start constructing the second 150-MW unit and be operating commercially by 2018 at a full capacity of 210 MW.

GBPC, RHI venture to put up 40-MW biomass facility

Global Business Power Corp. (GBPC) and sugar miller Roxas Holdings Inc. (RHI) are constructing a biomass facility under the feed-in tariff (FIT) scheme.

The development of the 40-megawatt (MW) biomass bagasse plant is already in the final stages and will be bidded out by December 2015 to engineering, procurement, and construction (EPC) contractors.

The biomass plant, which will be located within RHI's Central Azucarera de la Carlota Inc. in Negros Occidental, is being designed by Finnish consulting and engineering firm Pöyry Energy Inc.

GBPC and RHI will establish a joint venture to operate the facility which is expected to be completed by September 2017.

PUBLIC INFRASTRUCTURE AND LOGISTICS

Gov't presents P940-B mass transit plan

Some P940B worth of mass transit projects are either being planned or under implementation in Metro Manila as part of long-term efforts to ease congestion and boost economic growth, the Department of Transportation and Communications (DOTC) reported.

Mass Railway Projects

- Light Rail Transit (LRT) Line 1 Cavite Extension
- LRT-6 Dasmariñas Line
- Metro Rail Transit (MRT) Line 7 or Commonwealth Line
- LRT-2 East and West Extension
- LRT-4 Taytay Line
- North-South Railway (Manila to Legazpi, Albay)
- Bus rapid transit systems (C-5 and Manila)
- MRT-3 capacity expansion
- Manila Bay-Pasig ferry

The presentation by the DOTC showed that the mass transit budget also covered three additional terminals and 140 additional passenger stations.

Apart from mass transport, the DOTC has laid out plans to overhaul the airport system including key gateways such as Manila's Ninoy Aquino International Airport (NAIA), Clark International Airport, Mactan Cebu International Airport, and Davao International Airport.

SMC proposes P57-B NAIA expansion project

San Miguel Corporation (SMC) has proposed to build a new runway and terminal at the existing Ninoy Aquino International Airport (NAIA).

The new runway and terminal can be constructed for P5B and P2B, respectively, although the right of way for the project may cost around P50B at P50,000 per sqm.

According to the proposal, NAIA can have a third runway adjacent to its primary runway and a new 30-M annual passenger capacity terminal on top of the existing four.

BOI okays ICTSI's P5-B North Harbor expansion

The Board of Investments (BOI) has approved the P5-3 expansion project of International Container Terminal Services Inc. (ICTSI) to add more yard capacity at its flagship Manila International Container Terminal (MICT).

The project involves the construction of Berth 7 in North Harbor and a 300-meter wharf structure.

Phase 1 of its Berth 7 yard development has been completed while full development is estimated to be completed within 20 months.

4B Construction to upgrade Clark roads

American contractor 4B Construction Corporation has won the bid to improve and rehabilitate 19.4 km. of existing roads leading to and within Clark Green City, state-owned Bases Conversion and Development Authority (BCDA) said.

BCDA said 4B Construction's bid of P45.9M was declared the lowest, P32.4B lower than the P78.3-M approved budget for the contract.

BCDA said eight other firms tendered their respective bids, namely, D.K. Jocson Construction, Haidee Construction, IPM Construction Corp., Leadway Construction, New Kanlaon Construction, Subiccon Corp., Tokwing Construction, and WERR Corp.

PUBLIC-PRIVATE PARTNERSHIP PROJECTS

Gov't to bid out two LRT projects

Two major railway public-private partnership (PPP) projects, the Light Rail Transit (LRT) Lines 6 and 4, are seen to be auctioned by next month and first quarter of 2016, respectively.

The P65.09-B LRT Line 6 Project is a proposed 19-km. railway from Niyog, Bacoar to Dasmariñas City.

The proposed right-of-way (ROW) alignment is along the Aguinaldo Highway with seven stations, namely Niyog, Tirona, Imus, Daang Hari, Salitran, Congressional Avenue, and Governor's Drive.

Meanwhile, the P42.89-B LRT Line 4 project is a proposed 11.3-km. rail line running west from SM City in Taytay, Rizal to the intersection of

Ortigas Avenue and EDSA in Ortigas, Pasig City.

The proposed ROW alignment for the line is along Taytay Diversion Road and Ortigas Avenue with six stations, namely EDSA, Meralco Avenue, Pasig, Bonifacio Avenue, L Wood Road, and SM Taytay.

Gov't looking to award 14 PPPs worth USD 11.2B

Light Rail Manila Corp. (LRMC), the private sector consortium that won the right to operate and expand the Light Rail Transit (LRT) Line 1, said it would begin an improvement project on train stations starting next month ahead of the arrival of additional train cars between 2017 and 2018.



For station improvements such as better lighting, safety and passenger flow, LRMC expected to spend about P500M in 15 to 18 months for all the 20 stations of LRT Line 1.

LRMC said the station improvement project will start at the Doroteo Jose Station, followed by Central and Baclaran stations. The three smaller stations, R. Papa, Abad Santos, and Gil Puyat, will undergo improvement in March 2016 while remaining stations would start in May and August 2016.

BANKING

UOB to operate as commercial bank

Singapore-based United Overseas Bank Limited (UOB) is set to operate as a commercial bank in the Philippines as part of the second wave of bank liberalization program in the country.

From operating as a thrift bank, UOB Philippines' application to carry out as a commercial bank in the country has been approved by the *Bangko Sentral ng Pilipinas* (BSP).

UOB is the sixth foreign bank to be given the green light by the BSP to

operate in the country. These include Sumitomo Mitsui of Japan, Shinhan Bank of South Korea, Cathay United of Taiwan, the Industrial Bank of Korea, and Yuanta Bank of Taiwan.

ING Bank plans local expansion

Dutch ING Bank is increasing both business and resources in the Philippines to expand corporate and structured finance transactions particularly in the renewable energy sector.

ING Bank is focusing on local clients with capital requirements, bringing in resources and expertise from abroad, and supporting multinationals who want to invest in the Philippines.

ING Bank's local unit is increasing its number of employees to 500 next year from the current 250 for its shared services hub or ING Global Services and Operations Inc., its in-house back office for commercial banking operations in Asia and Europe.

HEALTH AND WELLNESS

Metro Pacific makes offer for major stake in Davao hospital

Metro Pacific Hospital Holdings, Inc. (MPHHI), a subsidiary of Metro Pacific Investments Corporation (MPIC), is making a tender offer to acquire 63.18% of Davao Doctors Hospital (Clinica Hilario), Inc. for up to P1.61B.

MPHHI has started the offer last month to acquire the remaining 587,154 shares of stock in Davao Doctors.

The company said they are aiming to double their total hospital capacity from the current 2,712 beds in the next five years at a cost of about P10B.

Big Apple spa putting up more branches

Filipino-owned franchise Big Apple Express Spa is increasing the number of its branches.

The firm's first branches were in Robinsons Galleria and Gateway

Mall where one of the clients took interest in the concept and later on opened the doors to franchising.

The company provides livelihood to almost 100 women mostly high school graduates and is now partnering with different barangay captains to reach out to women who are willing to be trained and learn how to make massage their means of livelihood.

IT-BPM

PEZA okays P1-B Accenture expansion

The Philippine Economic Zone Authority (PEZA) has approved Accenture's PHP 1.07-B expansion project in the software development segment.

PEZA Director General Lilia B. De Lima said that Accenture implemented its investment in five phases for software development capability expansion in Venvi IT Hub in Bonifacio Global City (BGC), Taguig City.

The first expansion phase pushed through between January and April this year, while the next four expansion phases took place in May, June, July, and August, respectively. Accenture expects to bring in USD 182M in exports and generate 7,607 new jobs.

IBPAP holds 2015 International IT-BPM Summit

The country's information technology and business process management (IT-BPM) stakeholders aims to expand the industry by addressing the issues of information maximization and influence of connectivity technologies during the 2015 International IT-BPM Summit (IIS) held last October at the Grand Ballroom of the Marriott Hotel Manila in Pasay City.

Speaking at the this year's IIS, President Benigno S. Aquino III highlighted the IT-BPM industry's "breakneck" growth under his administration, having generated USD 18.9 B and 1.07 M jobs in 2014 from \$8.9 B and 527,000 jobs in 2010.

Aquino went on to praise the IT-BPM industry's role in catalyzing job creation for support services, which he said is in line with his administration's inclusive growth agenda. He pointed out that one-third of the industry's workforce is employed outside Metro Manila - long considered as the industry's nerve center in the country.

The IT-BPM industry's continued success in the country, aptly emphasized in this year's event, is further highlighted by the government's support for facilitating training programs. Aquino cited the Training for Work Scholarship Program (TWSP), which is IBPAP's collaboration with the government through the Technical Education and Skills Development Authority (TESDA), as among benchmark contributions to further promote industry growth in the country.

Themed "Harnessing Information, Powering Nations, Connecting the World," the IIS covered various sessions relevant to the growing trend of connectivity and information exchange in business.

Among the issues discussed were:

- Shifts in IT-BPM business models and the ways stakeholders adapt to changes
- How stakeholders manage to harness related innovations
- Best practices for disaster preparedness
- Impact of digital technologies in challenging one-size-fits-all human resource (HR) models
- Promoting the country as a potent market for investments.

REAL ESTATE

Rockwell Land unveils P11-B Makati condo

Real estate developer Rockwell Land has introduced the P11-B Proscenium Residences, its newest residential project set to be built on its Rockwell Center property in Makati City.

The Proscenium Residences is slated to have 59 floors, making it the landmark and the tallest of all five

planned towers under Rockwell Land's Proscenium development plan.

Rockwell Land Assistant Vice President for Residential Sales Jovie Jade V. Lim noted that the project will have a total of 563 units, with sizes ranging from 29 sqm. to 147 sqm. Units from the tower will be priced between P7M and P30M.

Rockwell Land noted that "a mix of 100 studio units, 122 one-bedroom units, 241 two-bedroom units, and 100 three-bedroom units" will make up the Proscenium Residences, alongside "a hectare of amenities."

A planned Proscenium performing arts theatre, with a capacity of 500 people, will be among the amenities of the Proscenium Residences.

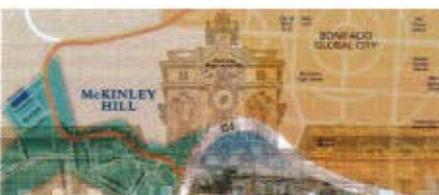
The Lopez Museum, another amenity included in the project, will house archives and collections by masters and National Artists such as Juan Luna, Carlos "Botong" Francisco, and Cesar Legaspi, among many others.

Moreover, the tower will include a connection to the Powerplant Mall, the prime shopping complex of Rockwell Center.

RESEARCH AND DEVELOPMENT

UST to open graduate school in McKinley Hill, Taguig City

The University of Santo Tomas (UST), in partnership with the Philippine Chamber of Commerce and Industry (PCCI), is set to open its Graduate School in McKinley Hill, Taguig City, its first off-campus site.



PCCI President **Alfredo M. Yao** said the PCCI supports UST's mission to shape competent nation-builders through quality education. Starting

January 2016, the UST Graduate School will be holding classes for its Masters in Business Administration (MBA) program at the third floor of the PCCI Building.

"PCCI is the home of the largest business organization in the country and in four months . . . it will also be the home of the UST . . . PCCI considers it a great honor to be hosting Asia's oldest-existing university and one of the topnotch academic institutions in the country," said Yao.

Upon opening, UST will start holding classes for the second term of Academic Year 2015-2016. Two halls have been allocated to accommodate 50 graduate students, who will be attending classes every Tuesday to Friday, from 6 to 9 pm.

UST Graduate School Dean **Dr. Marilu R. Madrunio** said that the off-site facility in the PCCI Building serves as an extension of the main campus in Manila, which will continue holding classes for the regular MBA program.

RETAIL

Toby's P20-M expansion pushes through

Toby's Sports, the Philippines' largest sports retail chain, is set to expand its retail network in 2016, following the decision of its parent company to invest around P20M to open new stores.

Quorum Group of Companies (QGC) Chairman **Roberto S. Claudio Sr.** said his company is planning to open four new stores in 2016, two of which will be Toby's branches while the other two will be for its other brands.

"The sports market is increasing because Filipinos are getting to be sports minded and fitness conscious. That's our mission. We're not just selling sporting goods. We're selling a healthy lifestyle," said Claudio.

QGC forecasts an 8-% growth in its gross revenues this year, higher than its yearly average of 3%-5%, as its

brands continue to expand through continuous distribution of major sports and fitness brands in the country.

Cherry Foodarama opens under SM management

Cherry Foodarama, a pioneer in the Philippine supermarket industry, has reopened its doors to shoppers under the management of the SM Group, through SM Investments Corporation (SMIC) and SM Retail, Inc.

Two branches of Cherry Foodarama - Cherry Shaw and Cherry Congressional - welcomed back shoppers on October 13 and 15, 2015, respectively. Earlier in June, SM gained a controlling stake in the supermarket chain from its original owners.

Both Cherry Shaw and Cherry Congressional are now following the footsteps of SM supermarkets, with wider product offerings that feature a balanced mix of local and imported goods at affordable prices.

Health and wellness products inside the new Cherry Foodarama supermarkets are now offered by SM's anchor pharmacy, Watsons. Bills payments counters are also made available to provide greater convenience to shoppers.

Metro Retail plans 7 new stores in 2016

Metro Retail Stores Group Inc. is set to open seven new stores across Luzon and Visayas in 2016. Metro Retail has already secured 10 new sites for stores slated for completion between 2016 and 2017.

Metro Retail's plan to go public through a P6.17-B initial public offering (IPO) was approved by the Securities and Exchange Commission (SEC).

"Current store network will be expanded by opening new stores and acquiring existing retail chains. Metro Retail intends to use 71% of the net proceeds from the firm's offer to fund the capital requirements," said Metro Retail.

Two of the 10 sites allotted for the new Metro Retail stores will be in Metro Manila, while the remaining eight will be in various regions of Visayas: five in Western Visayas, two in Central Visayas, and one in Eastern Visayas.

Metro Retail is currently evaluating around 30 other sites located both within Luzon and Visayas. The company currently runs 45 stores in several parts of the Philippines, excluding Mindanao.

Metro Retail said it plans to build 10 malls annually through a P10B to P15B five-year plan. The company plans to open its first store in Mindanao by 2017.

COMPANY NOTES

53rd SM Mall in PHL opens in Cabanatuan

SM Prime Holdings, Inc. (SM) opened SM City Cabanatuan, its 53rd mall in the Philippines on October 8, 2015. With a gross floor area (GFA) of 154,020 sqm., the new mall brings SM Prime's total retail space to 6,762,419 sqm.



SM Prime President Hans T. Sy said SM City Cabanatuan's opening is part of his company's commitment to contribute to Nueva Ecija's growth. The new mall is set to serve over 270,000 residents and is already 90% lease-awarded.

"We at SM Prime will continue to expand in the provinces that are enjoying high growth, like in Cabanatuan City, where we see significant development and huge unserved demand for shopping experiences," said Sy.

SM City Cabanatuan has four stories housing anchor tenants such as

The SM STORE, Ace Hardware, and Uniqlo. The new mall will also have two new Sky Gardens: the Garden Park and Roof Park, six cinemas, and 2,500 parking slots.

SM Prime will open two other malls by the end of 2015, namely SM Center Sangandaan in Caloocan and SM Seaside City Cebu. SM City Lipa in Batangas and SM City Iloilo are both slated for expansion this year.

Datem unveils plans to expand to renewable energy

Construction firm Datem, Inc. is diversifying its business interests by investing in renewable energy (RE). Datem President Levy V. Espiritu said his company is considering investments on base-load and peaking plants.

"We're looking at what is needed for the country, like power. We're looking at a mix of power sources but it will be renewable, basically to address environmental issues. We're preparing studies right now to prepare us for that eventually," said Espiritu.

Espiritu noted that Datem is planning to build hydropower, solar, and biomass plants. Prior to RE, the company has since expanded to industries related to construction such as housing and water treatment.

In light of the ongoing Association of Southeast Asian Nations (ASEAN) integration, Datem is considering to expand in the Southeast Asian region through a P4.6-B initial public offering (IPO).

Shakey's to open more PHL store

Shakey's Pizza is investing P450M to open 30 new stores in the Philippines in five years. The popular pizza chain currently has 165 stores in the country since its opening 40 years ago.

Shakey's Company General Manager Jorge Q. Concepcion said the pizza chain has been focused on service quality and customer experience over quantity. He added that around one-third of

all Shakey's stores in the country are franchised.

Concepcion noted that a Shakey's store costs between P15M and P25M to set up. Free-standing stores, according to Concepcion, are costlier than mall stores due to the pizza chain's traditionally roomy interiors.

COUNTRY-TO-COUNTRY

PHL, Hong Kong forge new deal

The Philippines and Hong Kong signed a Memorandum of Intent (MOI) for a joint cooperation on investment promotion exchanges and best practices of the two economies.

"The Philippines and Hong Kong are close partners and we are here to further enhance our relationship for the mutual benefit of the two economies. The MOI will enable both parties to exchange information on investment environment and opportunities and also to share experiences in attracting foreign investment as well as best practices," Hong Kong Commerce and Economic Development Secretary Gregory So said.

Hong Kong is the Philippines' sixth largest trade partner, fourth largest export market, and 13th largest import's source, in 2014.

Department of Trade and Industry-Foreign Trade Service Corps (DTI-FTSC) Assistant Secretary Maria Roseni M. Alvero mentioned that investments from Hong Kong qualified for incentives are now among the biggest in the country.

"It would provide a platform for encouraging interested local companies in setting up and expanding their businesses in both our economies," Alvero said.

PHL-UK trade to grow 50%

More British firms are interested to continue investing in Philippine infrastructure projects, making the

bilateral trade target between the two countries on track in the first half of year.

The UK Trade and Investment Manila Director Iain Mansfield said the bilateral deal between the two countries has already grown 44% in the first six months of the year from USD 1.8B in 2014.

"The trend so far is it is significantly up compared to last year. The likelihood is we'll have 30% to 50% increase from last year. Looking at the trend, I don't see any reason for that not to continue for the rest of the year. We're going to aim for over USD 2B. That's a conservative estimate," Mansfield said.

He noted that UK is confident it would retain its position as the number one investor from Europe to the Philippines as British companies continue to actively consider investments in the country.



PCCI supports new PHL-Netherlands business council

The Philippine Chamber of Commerce and Industry (PCCI) supports the establishment of the Philippines and Netherlands' business council.

The Philippines-Netherlands Business Council's (PNBC) executive board has been working closely with the Netherlands Embassy to build up activities that upkeep the economic relations between the two countries.

The new PNBC will expand access of individuals and Filipino companies interested in doing business with or in Netherlands.

"The PNBC will continue to work closely with the PCCI and the Netherlands Embassy to provide opportunities to promote and enhance bilateral relations between the Philippines and the Netherlands," the PCCI said.

PHL, Israel ink treaty on tourism

The Philippines and Israel target to toughen the tourism's promotion and development between the two countries with the signing of a bilateral agreement.

Department of Tourism (DOT) Secretary Ramon R. Jimenez Jr. and **Israel Tourism Minister Yariv Levin** both approved to improve a bilateral cooperation on tourism within the framework of the agreement signed by their respective governments in 1987.

Both officials agreed to explore projects on community-based programs focusing on agri-tourism and eco-tourism, among others.

Both officials also considered opening new routes from Manila to Tel Aviv, Israel and vice versa, to provide direct flights to the existing chartered flights.

Moreover, Israel's projections from the Philippines are around 5%-10% increase in tourism by 2015. Statistics from Israel's Ministry of Economy showed 11,156 Filipinos visited Israel in 2014.

The DOT reported that for the first seven months of 2015, Israel tourist arrivals increased by 44.35% compared with the same period of 2014.

"But, I think in 2016 we would see more because we are now investing in the Philippines. And we want to expose Israel's niche markets to the Filipinos," Israel National Tourism Office Director Hassan Madah said.

The country is Israel's sixth largest market in Asia, with pilgrimage tourism as the most popular kind. The exemption from visas to Israel since 1969 has helped develop outbound travel to the country.

INTERNATIONAL/REGIONAL WATCH

DTI backs development of econ corridor in Asia

The Department of Trade and Industry (DTI) supports the growth of an economic corridor in Asia for

this improvement would enhance sub-regional cooperation programs and further guarantee inclusive growth.

“The development of an economic corridor is more than just defining geographic interrelation, but more on establishing connectivity within the region to maximize effective use of economic geography towards inclusive growth and comprehensive economic accessibility within the region,” DTI-Special Concerns Group Undersecretary Prudencio M. Reyes Jr. said.

According to the Asian Development Bank (ADB), the economic corridor targets to advance a highly efficient transport system that permits goods and people to move around the sub-region without excessive cost or delay.

“This is expected to translate to further economic growth and regional development, and thus contribute to poverty reduction. The development of economic corridors has proven to be a holistic strategy which improves the quality and reach of intraregional infrastructure, benefiting both a sub-region and the individual economies under it,” the ADB said.

PHL promotes innovation in APEC transport system

The Philippines is promoting innovation in transport systems in the Asia-Pacific Economic Cooperation (APEC) and help promote inclusive mobility in the region.

It also aims to address transportation requirements especially to the vulnerable sectors of society such as persons with disability, women, children, and the elderly.

Furthermore, the Philippines is recommending a framework that would promote within APEC member economies cost-effective modes of transport including biking and walking, among others.

“Improving mobility translates to increased productivity, which helps accelerate economic progress. Inclusive mobility would mean that

everyone’s needs are incorporated in the transport plans, programs, activities and projects of their economies and of the region,” said Department of Transportation and Communications (DOTC) Secretary Joseph Emilio A. Abaya.

PHL economy still Asia’s ‘bright star’

According to Hongkong and Shanghai Banking Corp. (HSBC), the Philippines is still resilient despite weak demand in Asia.

HSBC Economist Joseph Incalcaterra said that the country is in a different position as it is less sensitive to the drop in external demand and is not as dependent as other Association of Southeast Asian Nations (ASEAN) members.

“The Philippine economy is still a bright star in a dim sky,” Incalcaterra said.

“Exports did detract from overall growth, but the drag was easily offset by robust household consumption, private investment, and government spending. In short, the Philippine economy is firing on several cylinders,” he added.

EU urges PHL to maximize GSP+ scheme

The Department of Trade and Industry (DTI) and the European Union (EU) are urging local firms to fully utilize the benefits of the EU’s Generalized System of Preferences Plus (EU-GSP+) scheme.

In terms of information campaign, the DTI, through the Export Marketing Bureau, has already conducted info sessions to 3,236 attendees as of October 2015.

While significant improvements have been seen in machinery and agri-food industries, there are still much more untapped development potential in trade following the GSP+ status grant, EU said.

Despite the promising benefits of the grant in trade, the Philippines pales in comparison with India, Bangladesh, and Pakistan which

are seen to be the largest EU GSP+ users, EU noted.

The Philippines became the only beneficiary country of the scheme in Southeast Asia after securing the grant status in December last year. It allows beneficiary countries to export 6,274 products to any of the 28 members of the EU bloc at zero tariff for a period of 10 years.

PHL products that may avail of the duty-free access

- Coconut and marine products
- Processed fruit
- Prepared food
- Animal and vegetable fats and oils
- Textiles
- Garments
- Headwear
- Footwear
- Furniture
- Umbrellas
- Chemicals

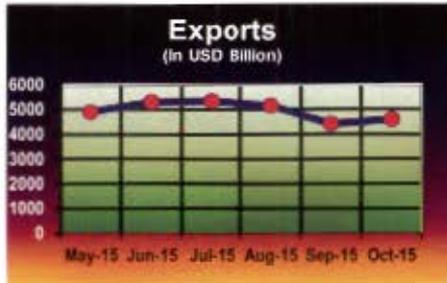
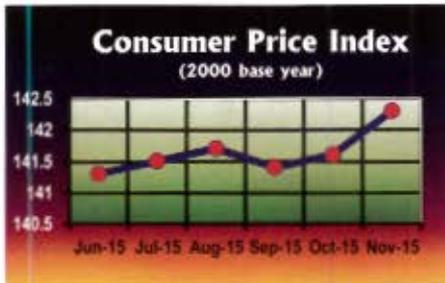
Prior to securing the EU GSP+ status, the Philippines was a beneficiary of the regular GSP program which covered 6,209 products, with 2,442 products subject to zero duty and the rest subject to lower tariffs.

However, the EU GSP+ grant comes with a price, as beneficiaries are expected to comply with 27 international conventions as well as the EU reporting and monitoring procedure, EU stressed.

For further info on EU-GSP+, please visit: www.dti.gov.ph/emb/index.php/emb-focus-2/eu-gsp.

Philippine Postal Permit No. 504

ECONOMIC INDICATORS



Sources: *Bangko Sentral ng Pilipinas (BSP)*
Philippine Statistics Authority (PSA)

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Philippine Business Report

November 2015

Philippine Business Report

APEC 2015 Summit Issues Declaration on Inclusive Growth

AsiaPacific Economic Cooperation (APEC) Leaders concluded their 23rd Summit in Manila by issuing their Declaration on "Building Inclusive Economies, Building a Better World: A Vision for an Asia-Pacific Community."

Philippine President Benigno S. Aquino III was the chair of the 2015 APEC Economic Leaders' Meeting which was held at the Philippine International Convention Center, Pasay City on 18-19 November 2015.

The Declaration outlines APEC members' new commitments in the coming years to build inclusive economies; foster micro, small, and medium enterprises' participation in regional and global markets; build sustainable and resilient communities; invest in human capital development; and enhance the regional economic integration agenda.

APEC Leaders expressed confidence that member economies will continue to drive prosperity in the regional and global economy through quality economic growth.

The Declaration was accompanied by two Annexes, these are; Strategy for Strengthening Quality Growth and APEC Services Cooperation Framework.

21 APEC Member Economies APEC Members

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| <input type="checkbox"/> Brunei Darussalam | <input type="checkbox"/> New Zealand |
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| <input type="checkbox"/> Chile | <input type="checkbox"/> Peru |
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| <input type="checkbox"/> Republic of Korea | <input type="checkbox"/> Thailand |
| <input type="checkbox"/> Malaysia | <input type="checkbox"/> The United States |
| | <input type="checkbox"/> Viet Nam |

APEC Leaders also issued the statement supporting the Multilateral Trading System and the 10th World Trade Organization (WTO) Ministerial Conference which was recently held in Nairobi, Kenya last 15 to 18 December 2015.

The WTO conference was chaired by Kenya's Cabinet Secretary for Foreign Affairs and International Trade, Amina Mohamed. Department of Trade and Industry Secretary Gregory L. Domingo served as vice-chair.

Next year, Peru will chair the APEC throughout 2016 and host the 24th APEC Economic Leaders' Meeting.

23rd APEC Economic Leaders' Declaration - Building Inclusive Economies, Building a Better World: A Vision for an Asia-Pacific Community

Building Inclusive Economies

1. To support comprehensive and ambitious structural reforms; achieve positive economic, social, and environmental outcomes; and promote good governance.
2. To deepen our financial markets and mitigate risks.

Fostering Micro, Small and Medium Enterprises' Participation in Regional and Global Markets

3. To foster an enabling trading environment that is responsive to new ways in which goods and services are produced and delivered and that promotes inclusiveness, especially for MSMEs.

Building Sustainable and Resilient Communities

4. To build sustainable and disaster-resilient economies.
5. To make urbanization work for growth.

Investing in Human Capital Development

6. To redouble our efforts to empower our people with the tools to benefit from and participate in economic growth.

Enhancing the Regional Economic Integration Agenda

7. To achieve our vision for an integrated community in a comprehensive and systematic manner.
8. To develop the services sector as an enabler of economic growth and inclusion.

Strengthening Collaboration

9. To work with stakeholders to address common challenges.
10. To strongly support the work of our Ministers, the APEC Process, and all its Committees and Fora.



INDUSTRY TRENDS

DTI readies roadmap for F&B industry

The Department of Trade and Industry (DTI) - Board of Investments (BOI), together with the private sector, will soon finish the roadmap for processed food industry sub-sectors such as carrageenan, processed shrimps, dried mangoes, and cacao with the conclusion of workshops conducted in November 2015.

Industry workshop sites chosen were Cebu City for carrageenan, processed shrimp, and processed mangoes, given its strategic proximity to major industry players and manufacturers.

Davao City, on the other hand, was chosen for the cacao sector as the whole Davao Region accounts for about 80% of cacao tablea production in the country.

The workshops were held in consultation with respective stakeholders to validate preliminary industry roadmap drafts presented last July 2015 which include strategy setting, target planning, action program identification, as well as implementation and monitoring.

A roadmap for the condiments and sauces industry was completed and finalized in September this year.

DTI fully supports the global competitiveness of processed foods and beverage industry given the industry's huge contribution to the country's economy.

The DTI spearheaded the Industry Roadmapping Project to chart the direction, goals, and strategies of various industry sectors for sustained economic development and growth.

According to the Philippine Statistics Authority (PSA), food manufactures and beverage industries comprised almost half of the total manufacturing gross value added in the country last year.

About 99.6% of the country's food manufacturers are considered micro, small, and medium enterprises (MSMEs) which are located in the National Capital Region, Region 4, Region 7, Region 9, Caraga and the Autonomous Region in Muslim Mindanao (ARMM). These regions have abundant raw materials such as fresh fruits and vegetables and fishery products.

Processed food and non-alcoholic beverage

Export Value	US\$2.4 billion
Average Growth Rate (2006-2014)	12.5%

PHL vehicle sales zoom 21.5% in 9 months

Philippine motor vehicle sales was the third fastest in the Association of Southeast Asian Nations (ASEAN) region from January to September 2015, growing 21.5% year-on-year to 206,284 units, the ASEAN Automotive Federation reported.

SE Motor Vehicle sales Growth in Selected Countries (Jan-Sept 2015)

	<u>Growth Rate (in percentage)</u>
Viet Nam	60.5
Singapore	58.7
Philippines	21.5
Brunei	19.3
Indonesia	18.0

In vehicle production, Thailand is the highest in ASEAN with 1.43M units while the Philippines produced 73,764 units for the first nine months of the year.

ASEAN vehicle production Jan - Sept 2015

	<u>Vehicles Produced (in thousand units)</u>
Thailand	1,430
Indonesia	843
Malaysia	463
Philippines	74

Total vehicles produced in the ASEAN region during the period in review stood at 2.93M or 2.4% less from the 3M produced in the same period last year.

The Philippine government aims to ramp up local vehicle production through the Comprehensive Automotive Resurgence Strategy (CARS) program. Approved in May this year, the program aims to encourage local car assembly to become more competitive and tap opportunities in the regional supply chain.

Residential units seen doubling in 5 years

The country's supply of residential units will double over a period of five years as a result of continuous mergers of international hotel brands and Filipino property developers, global hospitality consulting firm C9 Hotelworks' latest study showed.

The study reported that there are 11,000 residential units for a total of P158B worth of properties for sale in the Philippines and will grow at a minimum of 20% per annum.

The opportunities in the luxury segment of the real estate sector industry will be in Cebu City, Davao City, Palawan, and Metro Manila.

More mergers are also expected to happen next year resulting in the resort markets' faster growth and the increase in urban high-end development.

C9 Hotelworks foresees Southeast Asian region's real estate boom in the coming years, particularly the Philippines, Thailand, Singapore, Indonesia, Malaysia, Cambodia and Viet Nam.

"The Philippines is unique in terms of the 10M Filipinos working abroad. These are property buyers. This is unique compared to other countries in the Southeast Asian region," C9 Hotelworks reported.

Obama promotes business opportunities in climate change

Asia-Pacific Economic Cooperation (APEC) leaders and business executives are urged to use renewable energy instead of current energy sources in a bid to mitigate climate change while boosting economic growth, **United States (U.S.) President Barack H. Obama** said.

"The old rules that said that we cannot grow our economies and protect our environment at the same time—those are outdated. We can transition to clean energy without squeezing businesses and consumers," Obama said in his address to the delegates of the APEC 2015 CEO Summit held at the Makati Shangrila Hotel.

He said investments in renewable energy sources can spur the global economy that "frankly needs a boost right now."

"There is not a contradiction between growth, development, and being good stewards of the planet—they are complementary. We have to break out of the mindset that says that if we are doing something about the environment, that slows growth," he said.

Abu Dhabi investors keen on doing business in PHL

Abu Dhabi businessmen have expressed strong interest to invest in the Philippines, -the Center for International Trade Expositions and Missions (CITEM) reported.

Board members of the Abu Dhabi Chamber of Commerce and Industry (ADCCI) expressed interest for joint business and investments venture with Philippine businessmen during an OBMM (outbound business matching meeting) which included representatives from the Philippine interior design and furniture export firms, hotels, and real estate developers.

The OBMM had 10 firms representing Philippine furniture exporting firms at the meeting - six from Luzon and two each from Visayas and Mindanao.

The United Arab Emirates (UAE) is one of the Middle East's premier upscale tourism destinations, generating huge demand for Philippine high-end furniture products, CITEM Executive Director Rosvi C. Gaetos said.

CITEM, the export promotions arm of the Department of Trade and Industry (DTI), has the core function of promoting Philippine products

and services in the world market. This includes export expansion and branding the Philippines as an exporting nation.

PHL pharma ranks 3rd most innovative in Southeast Asia

The Philippine pharmaceutical industry ranked third most innovative in Southeast Asia following Thailand and Singapore in clinical trials, the Singapore-based IMS Consulting Group reported.

According to the report, the Philippines was also cited by the European Medicines agency in 2009 as the eighth among the top 10 countries in the world with an annual growth in clinical trials at 30.9%.

The Philippine pharmaceutical industry has developed 55 vaccines to prevent childhood diseases and 76 molecules to reduce mortality from the top non-communicable disease killers, a study commissioned by the Pharmaceutical & Healthcare Association of the Philippines (PHAP) showed.

Local pharmaceutical companies as well as large multinationals are enhanced by partnerships with research-based pharmaceutical companies doing clinical trials and local contract research organizations (CROs). These firms have made great strides in making new medicines for measles, pneumonia, diarrhea, rubella, and other diseases.

The Department of Health (DOH) reported that pneumonia is the number two cause of infant mortality in the Philippines, accounting for almost 12% of all infant deaths.

The 55 vaccines developed by Philippine pharmaceutical companies were specifically made to reduce child mortality and combat communicable diseases, 17 for bacterial infections prevention while 26 to combat viral infections.

In the past decade, non-communicable diseases (NCDs) with cardiovascular disease, cancer, diabetes, and respiratory disease were ranked as the top killers.

In 2014 alone, the industry developed 76 new molecules or combinations to battle NCDs with five anti-cancer molecules developed in 2014 alone.

Presently, cancer patients can choose among over 100 molecules to help them in their treatment. Patients having cardiovascular conditions also have over 160 molecules to choose from for their medication.

UK firms keen on PHL telco, broadcast sectors

Eleven British companies engaged in the telecommunications and broadcast sector are looking to set up offices in the country or are aiming to sell equipment to major telecom players or business process outsourcing (BPO) firms in the Philippines, said UK Trade and Investment (UKTI) for Manila Director Mr. Iain Mansfield.

Mansfield said now is a good time to explore opportunities in the telecommunications, broadcast, and BPO industries in the Philippines.

Earlier, the UK Embassy organized an infrastructure roadshow in Hong Kong which was also participated by Philippine companies engaged in projects covering airports, energy, and water treatment.

ARMM investments hit P6B in 2015

The Autonomous Region in Muslim Mindanao (ARMM) has attracted P6B worth of investments as of end-October this year.

ARMM Big Tickets Projects

- Matling Industrial and Commercial Corp's P600M from Matling Industrial and Commercial Corp.
- Maguindanao Energy Farms Inc.'s P400M for a napier grass biofuel plantation

The ARMM expects another investment project to be registered before the year ends.

ARMM has a booming mining industry and sees the setting up of petroleum business to spur growth

in the region, said **ARMM Governor Mujiv Hataman**.

Davao Region attracting IT-BPM firms

Davao is emerging as a top information technology-business process management (IT-BPM) destination in the country, local real estate consultancy firm KMC Mag Group said.

Several micro-districts for the office sector have already been established in the area, just about three years after developers considered to tap Davao's potential for office development. Micro-districts are modern business hubs/complexes third in terms of area size after central business districts (CBDs) and secondary business districts (SBDs).

Established micro-districts

- ❑ Lanang BizPark,
- ❑ Damosa IT Park
- ❑ SM Lanang Premier
- ❑ Davao Finance Center
- ❑ Abreeza Complex
- ❑ Pryce Business Park
- ❑ Filandia IT Center
- ❑ Matina IT Park
- ❑ Matina Town Park
- ❑ Felcris Centrale.

BPM companies in Davao

- ❑ Convergys
- ❑ Concentrix
- ❑ Ibex Global
- ❑ VXI Global

Davao's BPM services have expanded into software development, graphics design, and content development, as well as engineering and design.

Some 47,000 square meters (sqm) of office space are being added yearly to the present stock in the next couple of years, local real estate consultancy firm KMC Mag Group, the Philippine associate of London-based property advisor Savills, reported.

Davao Office Space (in sqm)

2013	66,000
2015	92,400
2017 projected	139,000

In the first half of the year, office vacancy rates in Davao rose to 15.89% due to the completion of new office spaces.

New office developed in Davao

- ❑ 4,810-sqm Ayala Business Center at Matina Town Square in Q1 of 2016
- ❑ 14,000-sqm Matina IT Park Building 2 in Q3 of 2016
- ❑ 28,620-sqm Davao Finance Center at the Davao Park District in Q4 2017

Davao boasts of lower cost of doing business with office rentals ranging from P350 to P480 per sqm.

"Developers should not just build offices with modern business amenities and 24/7 support facilities, but should also aim to create a live-work-play environment. Putting together various residential options, office spaces, shopping outlets, and leisure venues just in one easily accessible area would make Davao a forward-thinking BPM destination," the KMC Mag Group recommended.

MIMAROPA eyes farm goods, tourism

The government aims to promote and develop the agro-processing and tourism industries in Region IV-B (also known as MIMAROPA - Mindoro comprising of Occidental and Oriental, Marinduque, Romblon and Palawan) and be a source of export products for the Association of Southeast Asian Nations (ASEAN) region.

"By identifying interventions and initiatives to upgrade our industries and MSMEs [micro, small and medium enterprises] and strengthening the competitiveness of our regional economies, we can make our country's economic growth more sustainable and inclusive," DTI-Industry Development Group (IDG) Assistant Secretary **Rafaelita M. Aldaba** said during the Industry Roadmaps and the ASEAN Economic Community (AEC) Game Plan: Regional Roadmaps for Competitiveness and the Investments Priorities Plan (IPP) 2014-2016 Conference.

The conference was held on 15-16 October 2015 at The Legend Hotel, Puerto Princesa City, Palawan, which was attended by 150 stakeholders in the region.

"We cannot leapfrog industrialization, we need to upgrade and transform our industries. Through a new industrial policy, we can make our industries competitive and create an environment conducive to private sector development. This could lead to more investments, more and better jobs, sustainable and inclusive growth," Aldaba emphasized.

The DTI has shifted towards an industrial policy which envisions globally competitive and innovative industry and services sectors that will contribute to the country's goal of inclusive growth.

According to the NEDA Regional Development Plan, MIMAROPA is rich in agriculture, fishery and forestry resources but products are traded in neighboring regions as raw materials and at low values.

Coconut, banana, cashew, palay, corn, kalamansi and mango are main produce of the region.

Businesses urged to invest in disaster preparedness

The National Disaster Risk Reduction and Management Council (NDRRMC) urged businesses to invest more on disaster preparedness to strengthen the country's resilience to calamities and ensure continuity of business operations.

Businesses are encouraged to contribute resources or expertise before and not just after a disaster strikes, NDRRMC Executive Director **Alexander P. Pama** said.

"Their CSR (corporate social responsibility) should not only about relief goods. . . . Investments on disaster resilience will not only help them recover fast. It will also engender goodwill between them and the people, their market," Pama added.

Meanwhile, the Alliance for Risk Sensitive Investment (ARISE) led by the United Nations Office for Disaster Risk Reduction (UNISDR) was introduced for the first time in Southeast Asia during the 2015 Top Leaders Forum at the SMX Mall of Asia in Pasay.

Business leaders pledged to be members of ARISE which will serve as a platform for information sharing on disaster risks. The framework advocates for informed public and private investments that are more cost-effective than primary reliance on post-disaster response and recovery.

ARISE members form a main advocacy group that commits to drive solutions for resilience and disaster risk-sensitive investment.

The Philippines has lost more than 13,000 lives and has suffered economic losses worth P285B due to disasters that hit the country since 2010, NDRRMC data showed.

TRADE AND INVESTMENTS MANUFACTURING

Marubeni to expand PHL operations

Japanese firm Marubeni Corp. seeks to expand its automotive business in the Philippines through the creation of a wholly-owned unit in the country.

Marubeni Automotive Department General Manager Atsushi Suzuki said the company is considering forming a new group in the Philippines that could bring in new vehicle brands to the local market.

At present, the company's only involvement in the country's automotive industry is its 20% shareholdings in commercial vehicle manufacturer and assembler Hino Motors Philippines Corp.

"The Philippine market is doing very well, so we are very interested," Suzuki said.

Data from the Association of Southeast Asian Nations (ASEAN) Automotive Federation showed motor vehicles sales in the Philippines remained among the fastest growing in the region next to Viet Nam and Singapore.

The country's motor vehicle sales jumped 21.5% year-on-year as of September this year to 206,284 units.

Hino Motors doubling capacity of Laguna plant

Vehicle manufacturer and assembler Hino Motors Philippines Corp. plans to double the capacity of its plant in Canlubang, Laguna to cater to the growing local demand for brand-new trucks and buses.



Hino Motors Ltd. Deputy General Manager Masashi Imaoka said the company is keen on pouring additional investments in the Philippines to expand its plant's capacity, currently at 2,000 units per year.

"We have plans to expand so definitely we will be increasing investments in the Philippines. Investments will be for increase of our production capacity, to double it by 2020," Imaoka said.

With an expanded plant, Imaoka said Hino Motors is eyeing stronger sales of about 5,000 units in the country by 2020.

The company expects its sales to reach 2,000 units this year from 1,250 units in 2014.

Hino Motors' confidence in the Philippine commercial vehicle market is based on its expectations that demand for brand new trucks and buses would eventually catch up with that of second-hand vehicles.

"Because the Philippine economy is getting better and better, when you look at commercial vehicles,

price gap between brand new and second hand is getting smaller. In the Philippines, 20% to 30% of demand is for brand new, while 80% is for second hand. Since price gap is getting smaller and smaller, we are confident the brand new market will grow," he said.

The firm believed the Philippines has a potential of becoming one of its biggest markets in Southeast Asia should the trend of increasing demand for brand new commercial vehicles continue in the coming years.

Hino Motors Philippines is mainly engaged in the assembly and distribution of Hino trucks and buses, spare parts, and other automotive-related products.

Hino Motors Philippines Chairman Vicente Mills Jr. said the company had earmarked P80M for capital expenditures this year.

Sumitomo expands in Bataan Japanese firm Sumitomo Wiring Systems, (SWS) Ltd. is expanding its operations at the Hermosa Economic Zone Industrial Park (HEIP) in Bataan and is expected to hire another 2,500 workers.

SWS manufactures and sells wiring harnesses, harness components, and other electric wires for automobiles and office equipment.

HEIP now has more than 10,000 workers and some more have expressed their desire to invest in the coming years due to the accessibility of the province to Metro Manila.

The first SPWS plant facility in Hermosa was constructed in 2011 and presently employs more than 3,000 workers.

Mindanao eyed as PHL's rubber manufacturing hub

Some 750 rubber farmers all over the country converged in Davao City last month for the conduct of the Philippine Rubber Investment and Market Encounter (PRIME 2015) which is positioning Mindanao to become the rubber manufacturing hub of the country.

DTI -9 Regional Director Sitti Amina M. Jain, PhD said Zamboanga Peninsula is producing about 99% of the country's natural rubber production.

The government's vision for the rubber industry is for local producers to venture into manufacturing and that Mindanao businessmen invest in the industry.

PRIME 2015 gathered rubber industry players from nine regions in the country - six regions in Mindanao (Regions 9 to 13 including the Autonomous Region in Muslim Mindanao); two from Luzon (Regions 4A and 4B); and Region 7 from Visayas.

"We are now shifting our priority to positioning Mindanao as a manufacturing hub for rubber products. All the six regions in Mindanao are rubber producing regions, so we are offering the opportunity for manufacturing first to our businessmen in Mindanao," Jain said.

"We are looking at Zamboanga Ecozone as a good destination for rubber product manufacturing because they have incentives that we can dangle (offer?) to our potential investors. We are also promoting Zamboanga Sibugay being the biggest rubber producer in Region 9," she added.

Based on Philippine Statistics Authority (PSA) Industry and Trade Department data, some 217,687 ha. of land in the country is planted to rubber. Notably, 99% or 214,404 ha. is found in Mindanao.

Zamboanga Peninsula has the biggest share in terms of rubber area in the entire country at 40% or around 86,542 ha., followed by SOCCKSARGEN (South Cotabato, Cotabato, Sultan Kudarat, Sarangani and General Santos) with 60,516 ha., ARMM (Autonomous Region in Muslim Mindanao) with 38,115 ha., CARAGA (Region 13) with 11,837 ha., Northern Mindanao with 8,876 ha., and Davao Region with 8,518 ha.

Philippine production of dry rubber reached 114,900 metric tons (MT) in 2014. The country placed as top 10 among the world's rubber producing countries.

HOSPITALS

MPIC invests in Manila Doctors

Infrastructure holding firm Metro Pacific Investments Corp. (MPIC) is acquiring a 20-% stake in the 300-bed Manila Doctors Hospital to further boost its healthcare services portfolio.

The new investment expands MPIC's nationwide chain of hospitals to 10 with a total bed count of 2,600.

MPIC signed a memorandum of understanding (MOU) with Metrobank Foundation Inc. to acquire a fifth of Manila Medical Services Inc. (MMSI), the entity that owns and operates Manila Doctors Hospital.

Located in Ermita, Manila, Manila Doctors was founded in 1956 by a group of pioneering doctors and was taken over by the Metrobank Foundation in 1979.

Just last year, Manila Doctors poured in P1.2B for the construction of a new 18-story building that would provide 200 additional patient rooms, 64 more doctors' clinics, and 160 more parking slots.

ENERGY

AES constructing energy storage in Zambales

AES Philippines has started the establishment of an energy storage facility called the Masinloc Advancion Energy Storage Array in Zambales - its first of such a plant in Asia.



The plant, which is said to be the first battery-based energy storage facility in the Philippines, is located next to the Masinloc power plant in the province.

Site work will commence by end-2015 and is slated for completion by mid-2016. Once completed, the facility will provide 10 megawatts (MW) of interconnected capacity onto the Luzon grid.

The energy storage array is expected to enhance grid reliability by providing fast response ancillary services like frequency regulation. The plant is seen to lower energy costs to consumers, help meet renewables targets, and improve the stability of Luzon's transmission system.

AES Philippines Managing Director Neeraj Bhat said energy storage brings significant benefits for customers in the Philippines, which is known to be short on energy reserve capacity.

The company is also developing other battery-based energy storage systems across the Philippines, including a project in Negros Occidental.

AES Philippines is a subsidiary of The AES Corp., a Fortune 200 global power company based in the United States (U.S.) with a diverse portfolio of generation and distribution businesses.

PHL to get first ocean tidal power plant

France-based Sabella SAS has tied up with Filipino company H&WB Asia Pacific (Pte Ltd) Corp. to put up the first ocean tidal power plant project in the country.

The two companies signed a memorandum of agreement (MOA) last October for the development and financing of the project, which will start with a 5-megawatt (MW) demonstration plant that will supply two cooperatives in Sorsogon province.

In 2013, the Department of Energy (DOE) granted H&WB four ocean energy service contracts covering three areas in the San Bernardino Strait between Matnog, Sorsogon; and Capul and Dalupiri, Leyte; and one in Sta. Ana, Cagayan.

The demonstration plant will provide power to the Sorsogon Electric Cooperative I and II.

The project is considered as a scaleable proof of concept that would enable the ramping-up of tidal in-stream energy conversion technologies next year.

Tidal in-stream energy is generated when streams of water flow between landmasses as a result of tidal height differences.

H&WB said ocean energy—which includes tides, waves, tidal streams, ocean currents, thermal gradients and salinity gradients—presents a significant resource for renewable energy.

PUBLIC INFRASTRUCTURE AND LOGISTICS

Maynilad constructs P1.4-B STP

Maynilad Water Services Inc. started building a P1.43-B sewage treatment plant (STP) in San Dionisio, Parañaque City.

The new facility which will provide sewerage and sanitation services to nine barangays of the city, can treat up to 76,000 cubic meters (cu.m.) of wastewater per day.

The project is funded by the Japan International Cooperation Agency (JICA) through the Development Bank of the Philippines (DBP).

Maynilad is allocating a total P2.8B for its wastewater programs. Other STPs will be constructed in Pasay City, Muntinlupa City, and Valenzuela City, while a septage treatment facility will be put up in Las Piñas City.

DHL Express opens Las Piñas service center

DHL Express Philippines started the operation of its P80-M South Service Center in Las Piñas City last October to meet the growing logistics demand of businesses in Parañaque City, Pasay City, and Cavite Province.

DHL Express opened its Clark Service Center in Northern Luzon in February 2015. The company had invested P30M in its facility in Clark.

December 2015

LRT-1 stations set for P500-M upgrade

Light Rail Manila Corp. (LRMC), the private concessionaire of the LRT Line 1 Cavite Extension Project, is commencing its P500-M station improvement project this month.

The station improvement project will start with the Doroteo Jose Station and the interchange terminal of LRT Lines 1 and 2 in Sta. Cruz, Manila. This will be followed by the Central, Baclaran, R. Papa, Abad Santos, and Gil Puyat Stations in March 2016.

The rest of the 14 stations will have the improvement works by August of next year.

Bohol port gets new passenger terminal

Philippine Ports Authority (PPA) inaugurated Port of Tagbilaran's two-storey P57-M passenger terminal.

The facility, constructed by Dakay Construction and Development Corp., sits on a 1,900-sqm. parcel of land, with a seating capacity of 500 passengers and is equipped with X-ray machines, nursing rooms, a ballistic exam room, and prayer room, among other amenities.

The Port of Tagbilaran is the main gateway to and from the province of Bohol.



PUBLIC-PRIVATE PARTNERSHIP PROJECTS

Notice of award to ALI ready for ITS-South Terminal project

The Department of Transportation and Communications (DOTC) is readying to issue the notice of award to Ayala Land, Inc. (ALI) for the Integrated Transport System (ITS)-South Terminal public-private partnership (PPP) project.

DOTC is securing the necessary documents from the Department of Budget and Management (DBM) for

the purchase of the National Food Authority (NFA)'s property covered by the project.

ALI bid and won the project for offering P277.9M. The ITS-South Terminal Project covers the construction of a terminal within a 4.7-ha. area in the Food Terminal Inc. (FTI) Compound in Taguig City.

MWC and Tagum City Water District inks JV for P527-M facility

Davao del Norte Water Infrastructure Company, Inc. (Davao Norte Water), formalized its 15-year joint venture agreement with the Tagum City Water District for the construction of a P527-M bulk water supply system.

The project involves an intake structure through river bank filtration, a water treatment plant, a transmission pipeline, and a 5,000-cubic meter (cu.m.) water reservoir.

This is Manila Water's second project in Mindanao after securing a joint venture with Zamboanga City Water District to improve water network efficiency.

Davao Norte Water is the consortium of Ayala-led Manila Water Company (MWC) and iWater, Inc. based in Mindanao.

AVIATION

PAL spending up to USD 700M for new planes

Philippine Airlines (PAL) is spending up to USD 700M next year for seven new aircraft as well as spare parts.

The company is also evaluating a plan to purchase new aircraft to replace its Airbus A340s, but is yet to choose between the A350 or Boeing 787 as replacement.

For this year, the carrier has already taken delivery of five new A321 aircraft.

The company is also evaluating a plan to purchase new aircraft to replace its Airbus A340s, but is yet to choose between the A350 or Boeing 787 as replacement.

BANKING

EastWest opens 7 new branches

EastWest Banking Corp. opened seven new branches.

The new branches were located in Mangaldan and Alaminos, Pangasinan; Sta. Maria, Bulacan; Concepcion, Tarlac; Pallocan, Batangas City; McArthur Highway, Tarlac; and Davao Diversion Road in Davao City.

The bank now has 420 branches nationwide.

EastWest plans to open 20-30 more branches next year.

Taiwan's Cathay United Bank latest foreign entrant in PHL

Taiwan firm Cathay United Bank Co. Ltd. started commercial operations in the Philippines in October 2015. It has received the the Bangko Sentral ng Pilipinas (BSP) license in April 2015.

The branch is located at Paseo de Roxas in Makati City.

Aside from Cathay United Bank, the BSP has also allowed five more foreign banks to set up shop in the Philippines. These include Sumitomo Mitsui of Japan, Shinhan Bank of South Korea, the Industrial Bank of Korea, Yuanta Bank of Taiwan, and United Overseas Bank Limited (UOB) of Singapore.

IT-BPM

Schneider Electric eyes bigger IT presence in PHL

French multinational firm Schneider Electric sees the Philippines as among the potent growth areas for its information technology (IT) business, given the increasing usage and expansion of data centers by small and medium enterprises (SMEs) as well as large companies.

Schneider Electric Vice President for Asia Pacific and Japan Pankaj Sharma said the firm looks to benefit from the exponential growth of digital data worldwide.

American IT firm EMC said 30B devices will be connected to be Internet worldwide by 2020.

Sharma said Schneider Electric deems the Philippines, with its rapid economic growth fuelled by heightened consumer spending from overseas Filipinos' (OFs) remittances and the continued expansion of its business processing management (BPM) sector, as an ideal investment ground.

Schneider Electric IT Managing Director Leonardo H. Santos noted that the firm's plan to invest heavily in the country is brought forth by the strength of its BPM sector, which is widely anticipated for further expansion. He added the increasing usage of mobile phones for Internet connectivity among Filipinos as another consideration.

"We're very bullish of the opportunity we have in the Philippines. We believe it's going to be a growth area in the next few years, particularly in the enterprise space, while maintaining our presence in the home and business community," said Santos. He also lauded the growing interest in cloud data storage among small and medium enterprises (SMEs) in the country.

Compass Offices starts PHL operations

Hong Kong-based global service office provider Compass Offices has started its operations in the Philippines, as part of its bid to speed up its growth in the Association of Southeast Asian Nations (ASEAN) region.



Occupying roughly 14,600 sqm. of office space throughout two floors, Compass Offices' modern office in Makati City houses 235 small, medium, and large workstations, all supported with high-speed Internet connection, an information technology (IT) infrastructure, front desk staff, and common areas

that include kitchen pantries and meeting rooms.

Compass Offices Chief Executive Officer (CEO) Andrew Chung said the firm's short, long, and flexible-term office space offerings cater to all business sizes, alongside products, services, and support made available to support all its customers' business needs.

"Compass Offices in Manila is the latest proof point in the ongoing expansion of our network across the Asia Pacific region, helping to support our aggressive growth and ensuring we are delivering a consistent and world-class customer experience in fast growing markets like the Philippines," said Chung.

Being an established name for service offices worldwide, Compass Offices currently has 40 centers in 15 cities across 12 countries. The firm currently has operations in countries such as Australia, China, Hong Kong, Japan, Kazakhstan, Malaysia, and Singapore.

REAL ESTATE

Megaworld to build new P65-B township

Real estate firm Megaworld Corp., in partnership with Travellers International Hotel Group, Inc. is set to spend P65B for the development of the 31-ha. Westside City the firm's township within Pagcor Entertainment City in Paranaque City that includes the second Resorts World property in the Philippines.

Megaworld envisions Westside City as the "Broadway of Asia," with its development centered on performing arts facilities, including the country's first grand opera house capable of seating 3,000 people. International hotel groups such as Okura Hotels and Resorts and the Genting Group are set to open hotels in the township.

Complementing Westside City's entertainment and leisure amenities are Megaworld's residential developments within the township. The firm is planning to construct upscale condominium buildings as

well as a luxury shopping center to enhance the township's retail activity.

Westside City is set to become Megaworld's 20th integrated urban township development, and the firm's second entertainment and leisure community next to Newport City, home of the country's first Resorts World property.

Currently, 80% of the firm's 4,000-ha. portfolio consists mainly of townships which encapsulate the live-work-play lifestyles of home-seekers.

Asian private equity firms to invest USD 150 M in Clark

ADM Capital and BPE Asia Real Estate, two of Asia's major private equity firms from Hong Kong, are both set to invest USD 150M for the construction of five Grade A office towers within Clark Freeport Zone's Global Gateway Logistics City (GGLC), a 177-ha. property envisioned as the Philippines' next office and logistics hub.

The office towers, the first buildings to be built on GGLC, will provide 5.8M square miles of office, hotel, support service, industrial, and logistics space after completion.

Kuwaiti firm KGL Investment Co. (KGLI) is tapped to develop the property, which is located right next to Clark International Airport.

Construction of the office towers is slated to begin in November 2015, complete with pre-leasing arrangements. The firm also oversaw the construction of the state-of-the-art The Medical City Clark Hospital in GGLC.

Currently, the GGLC has attracted a host of multinational firms. The likes of Texas Instruments, Convergys, Samsung and iQor have already begun their operations in the property. It also has attracted the attention of other multinational firms, particularly those from the business processing management (BPM) sector.

Gaisano invests P2B in Legazpi

The Gaisano Grand Group of Companies, through its real estate arm Taft Properties, has invested

P2B for the construction of a condo hotel and commercial facilities in Legazpi City, Albay. The firm has been bullish in the city's growth prospects, citing its rapid growth due to increasing tourist arrivals.

Taft Properties Business

Development Manager Eric G.

Tan noted that it is ripe to receive such an investment with the city's growing tourist arrivals, the city government's development plan and its support for private investments.

The Department of Tourism (DOT) said that Legazpi City's tourist arrivals can increase from 450,000 during the first half to 900,000 by the end of 2015. Tan is even more optimistic in his forecast, saying that the city can go beyond 1M tourist arrivals by 2016.

Taft Properties' project consists of a three-building condo hotel with 10 stories each built within Gaisano's Landco Business Park, a business district anchored by the firm's Pacific Mall Legazpi, the first integrated shopping center in the Bicol region. The firm plans to operate the project as a hotel with full-service condominium units as rooms.

"[The project] will be a 600- to 900-room condotel built based on the green economic development...which includes green building regulations paired with preference purchasing clauses or marketing programs such as green certification programs for local businesses," Tan said.

Robinsons bares plans to open more malls in provinces

Robinsons Land Corporation (RLC) is planning to open 10 new malls in the Philippines' provincial areas for the next two years. The firm bids to bolster the firm's competitive stance in the retail industry by targeting areas outside of Metro Manila, where the competition is much stronger.



RLC Vice President for Lease Lourdes T. Alano, speaking before the 4th Asia Pacific Real Estate Investment Summit Philippines, said that the firm is planning to complete the construction of five malls and expansion of two malls in 2016. She added that the firm is planning to open five more malls in 2017.

RLC is currently considering the following cities for its new malls: Ormoc City (Leyte), Tuguegarao City (Cagayan), Naga City (Camarines Sur), Valencia City (Bukidnon), Kabankalan City (Negros Occidental), Cabanatuan City (Nueva Ecija), Calbayog City (Samar), as well as the municipalities of Abucay (Leyte), and Pavia (Iloilo).

"These are greenfield areas. Like in Tacloban, the only mall in town before was Gaisano. We were the second big player in Tacloban. It's a greenfield market. It has proven to be successful. All the demographics have shown positive signs," said Alano, who pointed out that many of the chosen areas have yet to have malls.

RETAIL

Uniqlo aims to be PHL's largest fashion retailer by 2020

Japanese fashion giant Uniqlo, through operator Fast Retailing Philippines, Inc., is aiming to become the Philippines' number one fashion retailer through a five-year plan that targets the opening of 120 stores in the country by 2020.

"Our five-year goal is 120. By 2020, I want to have 120 stores here in the Philippines... We will try to be No. 1 in this country by 2020 in terms of the business, in terms of the affinity of the people," said Fast Retailing Philippines, Inc. Chief Operating Officer (COO) Katsumi Kubota.

Kubota noted that Fast Retailing Philippines, Inc. will focus first on expanding Uniqlo's presence in the Philippines before bringing the firm's other brands.

Uniqlo first opened its doors in the country in 2013 through its flagship branch at SM Mall of Asia. The brand's bullish prospects in the country is anchored on Filipinos' healthy consumption on fast fashion fuelled by the continuous expansion of the middle class, sustained growth of the business processing and outsourcing (BPO) sector, and steady influx of remittances from overseas Filipinos (OFs).

TELECOM

Telstra to invest almost USD 1B in PHL telco

Australia's biggest telecommunications provider Telstra will invest nearly USD 1B in the Philippines for a wireless business through a partnership with San Miguel Corp. (SMC).

"It's a good market," Telstra Chief Executive Officer (CEO) Andrew Penn said.

Under the Philippine Constitution, foreign investors could only take up to 40-% interest to any existing or new company, while the 60% should be owned by a Filipino entity.

"The earnings before interest, taxes, depreciation, and amortization (EBITDA) margins in the Philippines have been relatively strong," Penn further said.

Telstra is now working with SMC in terms of design and network rollout. It offers a wide range of services globally, with focus in the Asia-Pacific region.

SMC, on the other hand, is engaged in the telecommunications business through the companies Eastern Telecommunications Philippines Inc., Bell Telecommunications Philippines Inc., Liberty Telecoms Holdings Inc. and Vega Telecom, Inc.

In 1995, the government privatized the telecommunications industry and created the Public Telecommunications Policy Act of 1995 (RA 7925) in the hopes of creating a more level playing ground for all companies.

The Act was defined as the new legal, policy, and regulatory framework for the promotion and governance of Philippine telecommunications development. This has challenged the private sector to keep up with competition by meeting the demand for basic telecommunications as well as providing new IT technologies available.

COMPANY NOTES

ALI, EDC, Petron top sustainable firms

In the 2015 Channel News Asia Sustainability Ranking, Ayala Land Inc. (ALI), Energy Development Corp. (EDC), and Petron Corp. were the Philippines' top three publicly-listed companies in terms of pursuing sustainable business practices and corporate social responsibility.

Sustainability Ranking Reason for Selection

- ❑ ALI - Employs sustainable land development through active local community engagement initiatives
- ❑ EDC - Exclusively pursuing renewable energy (RE) developments
- ❑ Petron - The country's biggest oil refiner with environmental management system which is certified to ISO-14001 standard with periodic monitoring and auditing of its environmental performance.

The ranking is a collaborative effort between regional broadcaster Channel News Asia and research firm CSR Asia. CSR Asia is a provider of advisory, research and training services on sustainable business practices in the region.

According to the indicators and methodology developed by environmental, social and governance (ESG) and corporate ratings and research provider Sustainalytics, the ranks identified the top 100 companies in the region with the highest sustainability performance.

It also highlights the top 20 companies and top three businesses per country. Countries covered in the ranking include China, Hong Kong, India, Indonesia, Malaysia, Philippines, Singapore, South Korea, Thailand, and Japan.

PHL artisanal ice cream ventures into export market

Carmen's Best International Co. is developing an ice cream factory at the Laguna Technopark to export its handcrafted product to Asian countries.

Philippine Economic Zone Authority (PEZA) Director General Lilia B. De Lima said that Carmen's Best will primarily export their handcrafted ice cream to the United Arab Emirates (UAE), Singapore, and Hong Kong.

Carmen's Best's (founded by Paco Magsaysay) is to make the most use of the Magsaysay family's farm, fresh cow's milk particularly in Bay, Laguna.

COUNTRY-TO-COUNTRY

PHL, France push for aero sector's promotion

The Philippines and France committed to pursue aerospace and aeronautics sector's promotion to support the country's potential as a regional aircraft maintenance and production hub.

DTI Secretary Gregory L. Domingo and France Minister of State for Foreign Trade Mathias Fekl met in Paris, France in October to resume the Philippines-France Joint Economic Committee (JEC).

DTI-Industry Development Group (IDG) Undersecretary Adrian S. Cristobal Jr. said the JEC focuses on expanding the cooperation in creative industries, tourism, sustainable development, aerospace, and aeronautics' areas.

"The aerospace and aeronautics sector is an area that both Philippines and France are eager to pursue," Cristobal said. "We welcome the commitment to deepen existing cooperation between the civil aviation agencies of the Philippines and France and the companies in the aerospace sector."

The Philippines' domestic aerospace industry has an estimated 0.15% share of the 2013 gross domestic product (GDP), and a projected 0.57% share of the 2022 GDP. It contributes 2,200 in direct employment, generating an estimated USD 10M as salaries of direct and allied workers. It expects to generate USD 1.5B in revenues in the next 10 years.

PHL, Japan cooperate on transport roadmap

The Philippine government and the Japanese International Cooperation Agency (JICA) agreed to cooperate on infrastructure development.

Socioeconomic Planning Secretary Arsenio M. Balisacan said that the formulation of the Cooperation Roadmap for Quality Infrastructure Development in the Transport Sector in Metropolitan Manila Area was an offshoot of President Benigno S. Aquino III's state visit to Japan last June.

"These initiatives intend to harmonize cooperation efforts and guide the development of policies, design, and prioritization of transport-related programs and projects in Metro Manila," Balisacan said.

The feasibility study will be completed before the Aquino Administration ends, according to Balisacan.



PHL intent on joining TPP

The Philippines aims to join the new Trans Pacific Partnership (TPP)

agreement once it opens its doors to new members.

The recently-concluded TPP agreement will be a timely development for the country as it is a noteworthy factor of the international trade strategy the country has been aspiring for in the past four years.

"Even before the TPP was concluded, the Philippine government had already undertaken technical consultations with six out of the 12 TPP countries, and the talks will continue," DTI-Industry Development Group Undersecretary Adrian S. Cristobal said.

The TPP is a landmark agreement that reduces tariffs, lowers the cost of trade, and sets new and high standards for global trade while addressing next-generation issues. It is envisioned to promote economic growth, create jobs, raise living standards, reduce poverty, promote good governance and enhance labor and environmental protections among its member countries.

The Philippines will need an endorsement from the 12 parties of the trade agreement consisting of Australia, Brunei, Canada, Chile, Japan, Malaysia, Mexico, New Zealand, Peru, Singapore, the United States, and Viet Nam to become part of TPP.

"Joining the TPP will provide more opportunities to further strengthen our foothold in the global market with our local enterprises, workers and consumers benefiting from bigger markets and increased foreign investments," Cristobal said.

PHL, EFTA launch 4th round of talks

The Philippines and the European Free Trade Associations (EFTA) have launched their fourth round of negotiations as both trading partners will hit their goal of signing bilateral free trade organizations before the end of the Aquino Administration in June 2016.

DTI-Industry Development Group Assistant Secretary Ceferino S. Rodolfo said the fourth round of talks wrapped up on 27 October in Geneva, Switzerland with the Philippine negotiating team led by DTI-Industry Development Group (IDG) Undersecretary Adrian S. Cristobal Jr.

The Philippines contends on gaining access in the EFTA countries for its agricultural products like rice and meat products, which are protected areas in EFTA.

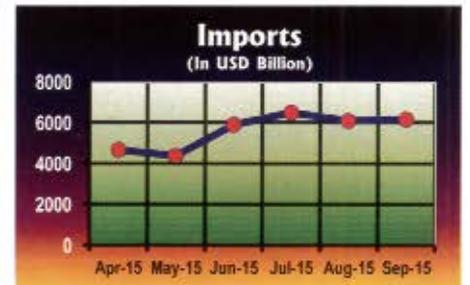
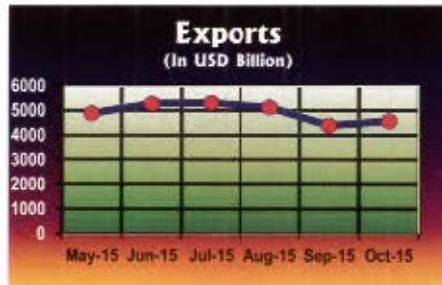
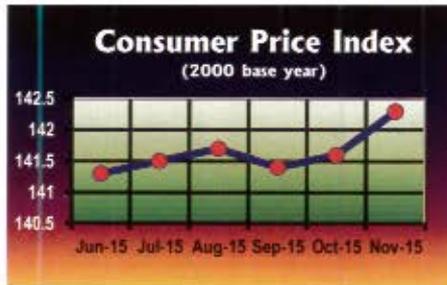
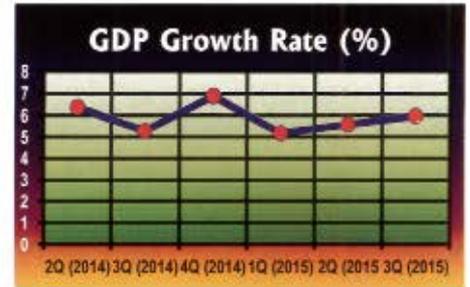
Issues on intellectual property rights have been solved but EFTA has raised concerns on Philippine foreign ownership rules in some industries and on land ownership.

The Philippines is looking at advancing from EFTA's vast industries in the areas of shipbuilding, iron and steel, automotive and automotive parts and components, aerospace, information technology-business process management (IT-BPM), and chemicals.

In terms of shipbuilding, Norway has the most advanced industry and the Philippines hopes to tap this opportunity to build the capability of its booming shipbuilding and ship repair sector.

The Philippines also sees potential exports in creative services which include editing, sound mixing, dubbing, animation, and computer graphics.

ECONOMIC INDICATORS



Sources: *Bangko Sentral ng Pilipinas (BSP)*
Philippine Statistics Authority (PSA)

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Focus
 PHL climbs
 competitiveness ladder

The Philippines further improved its competitiveness ranking in the latest Global Competitiveness Report 2015-2016 of the World Economic Forum (WEF), placing 47th out of 140 economies this year – up from 52nd out of 144 from the previous survey.

The report assessed economies on 12 “pillars of competitiveness” that drive productivity.

The Philippines’ score improved in five of the 12 pillars.

“We are happy with the upgrade, which puts us in the top-third of the global rankings,” **National Competitiveness Council (NCC) Private Sector Co-chairman Guillermo M. Luz** said.

PHL’s improved scores in 5 pillars
Global Competitiveness Report 2015-2016
World Economic Forum (WEF)

<i>Pillars</i>	<i>2014-2015</i>	<i>2015-2016</i>
Higher education and training	4.4	4.5
Labor market efficiency	4.0	4.1
Technological readiness	3.8	3.9
Market size	4.7	4.9
Health and primary education	5.4	5.5

The WEF reported that “most of the Southeast Asian countries are performing well,” particularly the Philippines which has “leapfrogged 17 places” since 2007.

“It’s good to see the country’s further improvement in the survey,” **European Chamber of Commerce of the Philippines (ECCP) Executive Vice-President Henry J. Schumacher** said.

On the same note, **American Chamber of Commerce of the Philippines Senior Adviser John D. Forbes** said,

“That is excellent news and would place [the Philippines] in the top third of WEF (World Economic Forum) rankings globally.”

Emerging and developing Asia is the world’s fastest-growing region since 2005 and now accounts for about a third of global gross domestic product (GDP), the WEF reported.

“In general, liberalization has worked very well in the Philippines. It definitely made many of our sectors very competitive not only regionally, but also globally,” **Department of Trade and Industry (DTI) Secretary Gregory L. Domingo** said.

Rankings of Select ASEAN economies
Global Competitiveness
Report 2015-2016
World Economic Forum (WEF)

<i>Country</i>	<i>Rank</i>
Singapore	2
Malaysia	18
Thailand	32
Philippines	47
Viet Nam	56
Cambodia	90
Myanmar	131

Most Competitive (Ranking in Descending Order)

- Switzerland
- Singapore
- United States (U.S.)
- Germany
- Netherlands
- Japan
- Hong Kong
- Finland
- Sweden
- United Kingdom (U.K.)

to be held in Nairobi, Kenya from 15-18 December 2015.

In the conference, the Philippines, through, the DTI, will pitch its roadmap for micro, small, and medium enterprises (MSMEs) using the Boracay Action Agenda (BAA) as its framework for international trade, particularly in helping small businesses to export their products, Domingo said.

The Boracay Action Agenda builds on the extensive work of the Asia-Pacific Economic Cooperation (APEC) on regional economic integration and ensures that efforts are relevant and responsive to the needs of MSMEs. Towards this end, it serves as a roadmap to assist MSMEs in terms of trade facilitation, e-commerce, and financing, among others.

2. PHL is world's 83rd most innovative country

The Philippines improved its ranking in the list of the world's most innovative economies, moving up 17 notches and placing 83rd compared to 100th out of 143 economies last year.

According to the Global Innovation Index (GII) 2015, published by the World Intellectual Property Organization, Cornell University, and INSEAD business school, the Philippines' overall score went up to 31.05 out of 100 from 29.87 a year earlier.

The report noted that the Philippines' strengths in areas such as:

- Ease of resolving insolvency
- Gross domestic product (GDP) per unit of energy use
- Market capitalization of listed companies
- Total value of stocks traded
- Gross domestic expenditure on research and development (R&D) financed by business enterprise
- Royalties and license fees payments
- Growth rate of GDP per person engaged
- Communications, computer and information services exports
- Role of information and communications technology in organizational model creation

"A range of policies can help spur the commercialization of research, but one indispensable policy enables

vesting the intellectual property (IP) rights of government-funded research with the university or research institution, as a wide range of economies -- including Brazil, China, Indonesia, Malaysia, the Philippines, the Russian Federation, Singapore, South Africa, the Republic of Korea, and the United States of America -- have done," according to the report.

National Competitiveness Council (NCC) Private Sector Co-chairman Guillermo M. Luz

said the country needs to work out for "consistency" in science, technology, and innovation which, he said, are the future drivers of growth.

Presently, the country is improving its infrastructure and education,

Top Innovators

<i>Country</i>	<i>Ranking/ Points</i>
■ Switzerland	88.30
■ United Kingdom (UK)	82.42
■ Sweden	82.40
■ Netherlands	61.58
■ United States (US)	60.10

Top Asia Pacific Innovators

<i>Country</i>	<i>Ranking/ Points</i>
■ Singapore	7 th
■ Hong Kong	11 th
■ Korea	14 th
■ New Zealand	15 th
■ Australia	17 th
■ Japan	19 th

3. Iloilo draws investors after APEC hosting

Iloilo's hosting of Asia-Pacific Economic Cooperation (APEC) events in September has resulted in economic benefits to this city, including the entry of new investments, increase in tourism bookings, and rise in employment generation activities.

The APEC meetings showcased the city's available facilities and ongoing infrastructure developments, thus encouraging potential investors to consider setting up shop in the area, **Iloilo City Mayor Jed Patrick E. Mabilog** said.

"Many businessmen who attended the side meetings saw the development of the city in terms of infrastructure. So they saw an opportunity to put up businesses here," Mabilog said.

"Most of the delegates were surprised and impressed with what Iloilo has become, particularly its urban development," he added.

APEC Business Advisory Council Chair Doris Magsaysay-Ho, who is also the

President and Chief Executive Officer of Magsaysay Maritime Corp., was among those delighted with the developments in the city, Mabilog said.

Also, the bookings for conventions and conferences at the newly built Iloilo Convention Center (ICC), where the 22nd APEC Small and Medium Enterprises Ministerial Meeting was held among other APEC activities, have significantly increased.

"For every six tourists, at least one job is generated," Mabilog said, noting that the concluded APEC meetings brought in some 5,000 visitors.

Among the APEC meetings that were recently concluded in Iloilo City include the 22nd Small and Medium Enterprise Ministerial Meeting and Related Activities from 21 to 25 September, the 9th Senior Disaster Management Officials Forum from 22 to 23 September, and the Ministerial Meeting on Food Security and Blue Economy.

MSME News

1. 107 Negosyo Centers opened

The Department of Trade and Industry (DTI) has already opened 107 *Negosyo Centers* across the Philippines as of 26 October this year, significantly surpassing the initial target to establish 100 Centers by the end of 2015.

Senator Paolo Benigno "Bam" Aquino IV said the 107 Centers, built three months ahead of schedule, will provide micro, small, and medium enterprises (MSMEs) with greater support.

"We continue to monitor the progress of the [Negosyo Centers]. Anecdotally, we've seen that they've been able to help micro and small entrepreneurs," said Aquino during the P&G Leadership College 2015 at the Dusit Thani Manila.

Republic Act 10644 or the *Go Negosyo Law*, authored by Sen. Aquino IV, mandates the establishment of *Negosyo Centers* in every province, city, and municipality in the country. These shall serve as hubs designed to assist entrepreneurs with business registration, financial and market promotion training, information access, and progress monitoring, among others

DTI Secretary Gregory L. Domingo said in the same forum that the country may open around 140 to 150 Centers by the end of 2015. Such is a welcome development for MSMEs, which comprise 99% of the 820,255 business in the country, hiring 66% of the country's entire labor force.

Last September 2015, provinces in Luzon launched new Centers: two were established in Ilocos Norte's largest cities – the provincial capital of Laoag and Batac, and one in Dagupan City in Pangasinan, the second in the province after the one in Alaminos City.

Batanes, deemed as one of the most far-flung provinces of the country, also

had its first *Negosyo* Center in its capital, Basco.

Moreover, **DTI-Laguna Provincial Director Susan R. Palo** said "four more [*Negosyo*] centers are expected to open in Laguna next year in Sta. Rosa, Calamba, San Pablo, and, Sta. Cruz" after the one in Los Baños, which is the first of its kind in the province. *(BWD 9/17)*

2. Bahandi 2015 generates P24M

Eastern Visayas regional trade fair *Bahandi* 2015 generated P24M in total sales, exceeding the P13M target.

A total of 88 micro, small, and medium enterprises (MSMEs) from Region 8 showcased their products, such as processed food items, decors, handicrafts, furniture, furnishings, fashion accessories and tourism destinations, at SM Megamall in Mandaluyong City in September.

"We brought back to Manila to show to everyone that small and medium entrepreneurs in Region 8 are back to business, transact with old buyers,

and connect with new buyers," DTI-8 Regional Director Cynthia R. Nierras said.

"There was leveling up in terms of quality and packaging for this year's showcase," Nierras said.

Bahandi 2015 is Eastern Visayas' first regional trade fair after super typhoon Yolanda ravaged the region in November 2013. The annual trade fair was launched in 1998. *Bahandi* is a local term for treasure.

This year's trade fair was supported by the United States Agency for International Development (USAID) and the Regional Development Council (RDC).

Sales Generated

<i>Province</i>	<i>Cash</i>	<i>Booked</i>	<i>Negotiated</i>	<i>Total</i>
Leyte	P2,408,246	P2,803,258	P4,361,878	P9,573,382
Southern Leyte	50,877	-	5,010,000	5,060,877
Biliran	102,900	49,000	-	151,900
Samar	1,364,989	1,743,374	286,630	3,394,993
Eastern Samar	257,775	2,499,440	320,000	3,077,215
Northern Samar	370,059	580,085	1,783,820	2,733,964
Total	4,554,846	7,675,157	11,762,328	23,992,331

Following the staging of the *Bahandi* 2015, the selling of Eastern Visayas products continued with the conduct of an exhibit at the DTI OTOP (One Town, One Product) Makati Showroom at the DTI Main Office in Makati City.

3. P2.11-MSSF projects turned over to MSMEs

The Department of Trade and Industry (DTI)-Zamboanga del Sur has turned over shared service facilities (SSF) worth P2.11M to four micro, small, and medium enterprises (MSMEs) in the province last September.

DTI- Zamboanga del Sur Provincial Director Ma. Socorro M. Atay said the abaca processing SSF will be turned over to the Molave Abaca Strippers Association (MASA) and Josefina Abaca Strippers Association (JASA).

The organic fertilizer processing SSF, on the other hand, was granted to the Labangan Farmers First Consolidated Multi-Purpose Cooperative (LAFFICO) and *Kahugpungan sa mga Mamumuo/Mag-uuma Kababayan-an* (KASAMMAKA).

"It aims to address the gaps in the supply chain of an identified project by providing processing or manufacturing tools, equipment, and machines for the common use of MSMEs," Atay added.

The project also seeks to enhance the competitiveness of the priority industry clusters through the use of quality and productivity enhancing machinery and equipment in support of the National Industry Capacity Enhancement Program, she said.

After two years of successful operations, these equipment and facilities will be donated to the beneficiaries at no cost through a deed of donation.

Consumer News

1. DTI warns public against solicitation

The Department of Trade and Industry (DTI) is warning the public against individuals soliciting financial assistance for an event of the Department.

DTI received reports that certain individuals are posing as **DTI Secretary Gregory L. Domingo** and using his name and office to solicit money for an event or party that the official will allegedly hold.

The DTI strongly denied making any solicitation, emphasizing that the

Secretary and the Department do not solicit cash and goods from any individual or entity.

The public are forewarned from dealing with this kind of fraudulent activity to which similar incidents have been reported in the past years.

The DTI enjoins the public to immediately report any incident of the same nature to the agency's hotline at (02) 751.3330 or cellphone 0917.834.3330.

2. House panel OKs bill for broader consumer protection

The House Committee on Trade and Industry approved a bill that amends certain provisions of the Consumer Act of the Philippines (Republic Act No. 7394) to impose stringent measures and protect the interest of Filipino consumers.

"One of the salient provisions is the adoption of the United Nations (UN) Guidelines on consumer protection as guiding principles to enhance and strengthen consumer protection," Las Piñas Representative Mark A. Villar, principal author of the bill, said.

Villar said the measure will be harmonized with current developments in line with technological advancements that directly affect consumer transactions.

The eight consumer rights will also be promoted to address common complaints of consumers. To be guaranteed are the right to choose, right to representation, right to redress, right to consumer education, right to safety, right to healthy environment, and right to information and five consumer responsibilities which include critical awareness, action, social concern, environmental awareness, and solidarity.

The bill also stipulates that the DTI will have the power to close business premises or establishments found in the act of selling products that are harmful to health and cause injury to people. (MAE 09/14)

3. EcoWaste warns public vs toxic gadget accessories

The EcoWaste Coalition is urging consumers to exercise caution when buying accessories made of or adorned with polyvinyl chloride (PVC) plastic, including hazardous earphones and cord holders for electronic gadgets.

EcoWaste recently bought five cord holders and five round earphone cases. All of the cord holders and four of the cases' embossed PVC cartoon characters were laden with high levels of lead.

The accessories were bought from Juan Luna Street, Manila.

It used a handheld X-ray fluorescence device to screen the products for toxic metals.

EcoWaste in March 2015 also found high levels of lead in 14 out of 15 samples of China-made cord holders bought from Divisoria.

The World Health Organization (WHO) has listed lead as one of the "ten chemicals of major public health concern." It can harm the brain and the central nervous system and damage other body organs, with children under six most at risk, WHO reported.

The group advised consumers to go for properly labeled and registered non-toxic children's products.

The EcoWaste Coalition also reminded the public to dispose of unwanted PVC products with caution as burning PVC plastic waste will cause the release of extremely harmful by-product pollutants.

The group is a public interest network of community, church, school, environmental and health groups pursuing sustainable solutions to waste, climate change and chemical issues facing the country. *(TPS 9/23)*

Feature

APEC Women and Economy For ends with 3-year strategic plan

APEC WE goals

- Access to capital
- Access to markets
- Access to skills, capacity building, and health
- Access to leadership, voice, and agency
- Access to innovation and technology

The Asia-Pacific Economic Cooperation Women and the Economy (APEC WE) 2015 Fora recently adopted the Strategic Plan 2015-2018 that sets a vision for strong, sustainable, and balanced economic growth in the region.

"The Policy Partnership on WE, the working group arm of APEC WE, came up with its own strategic plan, which lays down specific targets to support integration of gender-responsive policy and program and for stronger fora collaboration," APEC WE 2015 Fora Chair and Department of Trade and Industry-Management Services Group (DTI-MSG) Undersecretary Nora K. Terrado said.

Terrado also noted that enhancing women's participation in economic activities will enable them to become an economic driver in the region.

"These annual gatherings give us all an invaluable opportunity to deliberate

and reason together on the many possibilities for cooperation and collaboration in policy directions, programs and strategies to advance our common objectives for Women and the Economy," Terrado said.

During the fora, DTI Secretary Gregory L. Domingo expounded how the economic empowerment of women are vital in achieving an inclusive growth.

"With the promotion of micro, small, and medium enterprises (MSMEs) in the region, women enterprises stand to benefit as APEC is now also giving special focus to realizing the full economic potential of women. The Philippines has a special advocacy for greater focus on MSMEs in which a significant number of women are engaged as enterprise owners, managers, and workers, particularly in micro enterprises," DTI Secretary Gregory L. Domingo said.

Business Updates

1. DTI urges local businesses to practice PHL Quality Challenge

The Department of Trade and Industry (DTI) has called on local businesses to practice the Philippine Quality Challenge (PQC) in preparation for the economic integration of all countries under

the Association of Southeast Asian Nations (ASEAN).

Speaking during the Philippine Quality Award on September 15, 2015, **DTI-Industry Promotion**

Group (IPG) Undersecretary Ponciano C. Manalo, Jr. noted that local businesses must vie for organizational excellence for them to become more competitive in the global market amid economic integration.

The PQC, being a framework that enables local businesses to assess themselves on performance excellence, enables organizational improvement towards competitiveness in an integrated economic community.

"With the ASEAN Economic Community coming into full force at the end of the year, competition will continue to get tough as companies across the region are gearing up...[for] a future of borderless trade and the free exchange of information, goods and services. The Philippine Quality Challenge is one of the ways by which the DTI helps Philippine businesses become more competitive..." said Manalo. (BMA 9/15)

2. DTI holds investment conference in Zamboanga

The Department of Trade and Industry (DTI) held the two-day Zamboanga Peninsula Investment Conference (ZAMPEN ICON) on 8 to 9 October 2015 in Zamboanga City. The ZAMPEN ICON showcased the various investment opportunities available in the Zamboanga Peninsula region (Region IX).

According to **DTI-Region IX Regional Director Dr. Sitti Amina Jain**, the ZAMPEN ICON promoted the six champion products and an emerging industry of the region. The six champion products are rubber, seaweeds, mango, processed fish, coconut, and abaca, while the emerging industry heavily involves cacao.

Throughout the course of two days, the ZAMPEN ICON, made to accommodate more than 350 participants from various industries in Region IX, have organized three activities: plenary session, business matching, and investment exhibit. The conference engaged participants from various industry fields, including farming and manufacturing, as well as from financial, research, and government institutions.

Apart from the six champion products and emerging industry of Region IX, the plenary session included discussions on topics such as Association of Southeast Asian Nations (ASEAN) Investment Opportunities, ASEAN Economic Community Game Plan, and the National Development Agenda, among many others.

The business matching activity, which enabled micro, small, and medium enterprises (MSMEs) in Region IX to look for potential business partners, was facilitated by the DTI and the Board of Investments (BOI).

Participants were from industries involved in Region IX's six champion products (rubber, seaweeds, mango, processed fish, coconut, and abaca) and one emerging industry (cacao).

The exhibit, meanwhile, highlighted the investment initiatives presented by the Zamboanga Information and Communication Technology Council, the Department of Tourism, and the Zamboanga City Special Economic Zone Authority (Zamboecozone).

3. E-commerce roadmap to improve speed, tax system for MSMEs

The E-Commerce Roadmap 2015-2020 targets faster Internet speed for the Philippines, as well as a tax system streamlined for micro, small, and medium enterprises (MSMEs), according to E-commerce Advocate and **DigitalFilipino.com founder Janette C. Toral**.

Speaking before the Asia-Pacific Economic Cooperation (APEC) Public-Private Dialogue on Women and the Economy held at the Philippine International Convention Center on September 17, Toral showcased various e-commerce issues in the country that need to be addressed.

"Improving our infrastructure for the Internet and setting up businesses and making it easier for [entrepreneurs] — making it easier for them to pay for their government dues — have to be enabled by the government," said Toral.

Toral emphasized that the roadmap, initiated by the Department of Trade and Industry (DTI), contains recommendations for improving the Internet speed in the country. At the same time, the roadmap also proposed to reform tax and tariff rates to benefit MSMEs.

The foregoing adjustments, Toral noted, should lead MSMEs towards greater compliance to their obligation to pay taxes, as e-commerce is continuously enhanced to ease the process.

To improve further participation of MSMEs in Mindanao to e-commerce, the DTI launched the Brunei-Indonesia-Malaysia-Philippines East ASEAN Growth Area (BIMP-EAGA) Submarine and Terrestrial (BEST) Cable System.

Regional/ International News

1. PHL to implement APEC policy toolkit

Key Categories of the Policy Toolkit

- Workplace health and safety
- Health access and awareness
- Work-life balance
- Sexual and reproductive health
- Gender-based violence

The Philippines will pilot test an Asia-Pacific Economic Cooperation (APEC) Healthy Women, Health Economies Policy Toolkit in the country, specifically in 10 selected private companies inside the Clark Economic Zone (CEZ) in Central Luzon starting January 2016.

Department of Health (DOH) Assistant Secretary Paulyn Jean B. Rosell-Ubial announced the initiative during the launch of the Toolkit, held as part of the recently concluded APEC Women and the Economy Fora.

The toolkit is designed to promote women protection at the workplace and address barriers that hinder women's productivity at workplace, as well as increase women's participation in the economy, Ubial added.

Together with the Department of Trade and Industry (DTI) and the Department of Labor and Employment (DOLE), the DOH will be developing the scorecard

to rate companies' implementation of the toolkit.

Under the scorecard, the public sector will rate the companies according to colors: green for 90 points and up; yellow for 71 to 89 points; and red for 70 points and below.

Ubial said the government will be providing a grant of P500,000 per company, or a total of P5M for the entire pilot testing which shall be used by companies to document and create an impact study of the policy toolkit on how it benefited the company.

"Those rated green will be provided grants so that they can actually document the interventions and the effect on their businesses, whether there have been significant gains in their financial and commercial interest," she said

For more information, visit: www.apec.org/Press/News-Releases/2015/0916_Toolkit.aspx (5M/09/16)

2. DTI pushes trade deals due to tuna supplies decrease

The Department of Trade and Industry (DTI) aims to push for more aid with other Asia-Pacific economies to resolve the decreasing domestic tuna catches and supplies.

DTI-Industry Development (IDG) Group Undersecretary Adrian S. Cristobal Jr. said they plan to create deals with some

countries in the Association of Southeast Asian Nations (ASEAN) and the Asia-Pacific to help resolve the tuna industry's supply crisis.

Cristobal cited Palau, Papua New Guinea, and Indonesia as countries that the Philippines is trying to have a deal with for these have huge tuna-rich waters.

3. PHL ready for 2015 ASEAN integration

STATWATCH



P24M
 Sales generated by Bahandi 2015, exceeding the P13M target.



107
 Negosyo Centers established in the country as of end-September 2015



47th PHL's ranking in the Global Competitiveness Report 2015-2016 of the World Economic Forum (WEF) out of 140 economies, up from 52nd spot in the previous report



83rd PHL's position in the list of the world's most innovative economies, according to the Global Innovation Index (GII) 2015, moving up 17 notches from 100th place out of 143 economies in 2014

"Regional cooperation is currently the most viable solution to our supply problems with tuna," he said.

Cristobal said tuna industry investors should work together with the DTI, Department of Agriculture (DA), and the Department of Foreign Affairs

(DFA) in the pursuit of the trade agreements.

According to Cristobal, rather than looking at ASEAN and Asia-Pacific as an area of competing nations, they should consider each other as potential partners for cooperation.

The Philippines is ready to take advantage of the upcoming full integration of the Association of Southeast Asian Nations (ASEAN) Economic Community (AEC) in 2015.

"The country is in a sweet spot. We have been experiencing robust economic growth, consistent upward rankings in competitiveness, and successive credit rating upgrades. In fact, last year, the Philippines achieved an average growth rate of 6.3%, the highest five-year average during the past 40 years. That's a very decent number which is probably one of the highest growth rates in this part of the world," **Department of Trade and Industry (DTI) Secretary Gregory L. Domingo** said.

The Trade Chief also shared the projections of HSBC and Goldman-Sachs which stated that the country will be ranked as the 14th largest economy in the world, the 5th largest economy in Asia and the largest economy in the Southeast Asian Region by 2050.

The key priority, he said, is advancing specific and concrete interventions to promote the participation of micro, small, and medium enterprises (MSMEs) in regional and global markets, either through global value

chains (GVCs) or as direct exporters of finished goods and services.

During the APEC Ministers Responsible for Trade (MRT) Meeting held in May which Secretary Domingo chaired, member economies agreed to bolster the ability of MSMEs to participate in cross-border business through the 'Boracay Action Agenda to Globalize MSMEs.'

He stressed the importance of placing MSMEs at the front and center of regional trade agenda.

In the Philippines, MSMEs account for about a third of the gross domestic product (GDP), represent 98% of all registered businesses, and employ more than 50% of the entire domestic workforce.

He also mentioned that the government continues to invest in infrastructure.

"Believe it or not, even though we have this terrible traffic, we do invest in the right infrastructure. We have tripled our infrastructure budget from around P165B in 2010 to P535B this year. That explains why we now see many trains, bridges, much better roads, and skyways. Traffic will not get better much soon. But, by the end of next year, we will already feel the benefits of an improved infrastructure system," he added.



A synopsis of acquisitions at the DTI-Library and selected online resources

Unless otherwise indicated with a URL address, copies are available for loan to DTI employees and for research purposes only to external clients. Resources are also available at www.elibrary.dti.gov.ph. For inquiries/reservation, please call 751.0384 local 2130 or email dti.elibrary@dti.gov.ph.



Title: IT and Business Process Management in the Philippines offshoring and outsourcing directory 2015

Publisher: Asiatype Inc. an IT and Business Process Management of the Phils. Makati City, 2015

This material profiles information technology and business process management (IT-BPM) companies, industry support companies, and industry associations with the following information: contact details, description of business, services offered and office locations, industry affiliation, company size, year established, capital and revenue. The Directory is presented by type of service which includes, among others, Animation, Graphics and Publishing; Customer Contact Centers; Engineering Design; Healthcare Information Management; Information Processing and Management; Software Development; Game Development; IT Support Services; BPO Support Services; and Shared Services Companies. 1 CD, 962 pages, PDF format.



Title : Women entrepreneurship studies in the Philippines; an inventory

Authors: Edralin, Divina M. et al

Publisher: Women's Business Council Philippines, De La Salle University-Center for Business Research and Development Manila, 2015

Call Number : 45 608/06.08.02/ EDR/2015 20150924_153615

This document contains an inventory of data on women entrepreneurship in the Philippines. It also presents annotated bibliography of information materials on Filipino women in business and entrepreneurship which include books, reports, feature stories, theses and dissertations, and articles in newspapers from 1970 to 2015. 118 pages

Legend

- BWD - Business World
- MAB - Manila Bulletin
- PDI - Philippine Daily Inquirer
- TPS - The Philippine Star

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Focus
PHL gains from APEC

The Department of Trade and Industry (DTI) pointed to the benefits of trade liberalization as among the country's gains as a member economy of the Asia-Pacific Economic Cooperation (APEC).

DTI Secretary Gregory L. Domingo said lower cost of goods and better quality of goods were among the outcomes of a more open cross-border trade.

Free and open trade and investment is one of the pillars of APEC to build a dynamic Asia-Pacific region.

Sec. Domingo said trade liberalization enabled domestic producers to be globally competitive and prompted the government to implement better policies to facilitate local businesses.

"When engaging in free trade, we always keep the interest of local producers. We need to ensure that our industries continue to benefit as well and co-exist with foreign goods," he said.

Domingo stressed that APEC provides the country more opportunities to enter trade agreements with other member economies in order to boost trade and investments.

For instance, he cited the country's bilateral trade agreement with another

APEC economy Japan. Two-way trade between the Philippines and Japan has doubled in the past few years through the free trade pact.

"Definitely APEC is very important because this is one of the few opportunities for our leader, for the Philippines to interact with other economic leaders," Domingo said.

He said the country can pursue trade cooperations with other member economies through APEC hosting.

"They (economic leaders) do have bilateral meetings. You hardly get that unless you will have state visit," he said.

On 18-19 November 2015, economic leaders or heads of states of APEC member economies gathered in Manila for the APEC Economic Leaders' Meeting (AELM).

APEC Member Economies

- Australia
- Brunei Darussalam
- Canada
- Chile
- China
- Hong Kong, China
- Indonesia
- Japan
- Republic of Korea
- Malaysia
- Mexico
- New Zealand
- Papua New Guinea
- Peru
- **Philippines**
- Russia
- Singapore
- Chinese Taipei
- Thailand
- United States (U.S.)
- Viet Nam

2. Now PGS institutionalized: DTI wins Islands of Good Governance

The Department of Trade and Industry (DTI) bagged the Islands of Good Governance (IGG) Award and at the same time earned the Performance Governance System's (PGS) institutionalization status Gold Governance Trailblazer Seal – conferred by the Institute for Solidarity in Asia (ISA) during the awarding ceremony held at the Philippine International Convention Center on 21 October 2015.

A total of 20 public sector institutions applied for the prestigious recognition

but only DTI and 11 other agencies were the first Philippine institutions to be given the IGG award for transforming their organization through good governance. The 11 others include:

Public sector institutions:

- *Bangko Sentral ng Pilipinas* (BSP)
- Philippine Army
- Armed Forces of the Philippines
- Philippine Navy
- Philippine Heart Center
- National Electrification Administration

Local government units (LGUs):

- Balanga City, Bataan
- Butuan City
- Dipolog City, Zamboanga Del Norte
- Mandaue City, Cebu
- Talisay City, Cebu

The Department was honored for its work as exemplified in IGG's two criteria, namely transformation work and continued public service delivery and sustainability.

During the revalida session on 20 October 2015, **DTI-Management Services Group (MSG) Undersecretary Nora K. Terrado** presented the Department's three breakthrough goals in line with a 'More Prosperous Philippines by 2016' which include:

- Improve the Philippines' competitiveness from lower 3rd to upper 3rd ranking in the Global Competitive Index
- Promote the ease of doing business through the next generation Philippine Business Registry
- Heighten consumer awareness from 66% (2012) to 80%

The ISA initiative began in 2013, when several national government agencies, government-owned or -controlled corporations, and local government units, pledged to deliver breakthroughs that would represent the visible impact of good governance on institutions, communities, and individuals.

Since then, these public sector institutions have been put through a rigorous selection process by respected firms such as KPMG International, Deloitte Touche Tohmatsu, and the Institute of Internal Auditors Philippines (IIA-P).

The PGS is the ISA's approach in enabling national government agencies, local government units,

professional associations, and academic institutions to work hand in hand to achieve best results in their long-term development goals.

Having received the PGS institutionalization status Gold Governance Trailblazer Seal, the Department has manifested that it is guided by a strong culture of governance, reinforced by sustainable mechanisms, and serving as an inspiration to other institutions.

The Gold Governance Trailblazer Award, the highest seal, is conferred to government agencies or units that garner 9.21-10 in the public revalida or performance report. For those that score between 8.5-9.2, a silver trailblazer seal is conferred.

"Our journey started when our leader, Secretary Gregory L. Domingo said back in 2010 to do good, be felt, and make a difference," Usec. Terrado said.

"How can we make a difference with only a few people and limited resources? We decided to bring out the best in our people. We had to pass the four stages of PGS and we have to ensure that the Civil Service Commission's (CSC) Strategic Performance Management System (SPMS) is imbedded in our hearts and soul," she added.

Furthermore, the DTI completed the four stages of PGS, namely initiation, compliance, proficiency, and institutionalization.

ISA is working closely with the National Competitiveness Council (NCC) and the Department of Foreign Affairs (DFA) to showcase the results of the initiative during the country's hosting of the 2015 Asia-Pacific Economic Cooperation (APEC) meetings.

Good News, Philippines!

1. PHL among growth leaders in Asia-Pacific in 10 years

The Philippines would be one of the fastest-growing economies in Asia-Pacific, achieving an average 6% to 6.5% gross domestic product (GDP) growth over the next decade, **London-based Capital Economics Ltd. Research Economist Gareth Leather** said.

Previously labeled as the "sick man of Asia," the Philippines reversed its fortunes in recent years after it bucked the economic slowdown in emerging Asia while growing an average of just over 6% since 2010, Leather said.

Likewise, First Metro Investments Corp. (FMIC) and University of Asia

and the Pacific (UA&P) expect the country's GDP to expand at 6.2% this year from 6.1% last year.

The robust outlook is seen next year due to higher consumption during the May 2016 national elections period and improved government spending.

Positive Economic Data

- Investment growth averages just under 10% since 2010 after recording an annual average of just 3.6% from 2000 to 2009
- Ratio of investments to gross domestic product (GDP) rose to 22% although lower compared to other countries in the region

Source: Capital Economics Ltd.

2. Q3 2015 PHL growth reaches 6%

The Philippines' real gross domestic product (GDP) hit 6% in the third quarter of this year, making the Philippines one of the fastest-growing Asian economies, **National Economic and Development Authority (NEDA) Secretary Arsenio M. Balisacan** said.

This is an improvement from 5.8% in the previous quarter and from 5.5% in the third quarter in 2014. This is certainly an encouraging sign of a steadily growing economy, Balisacan said.

Growth in the first nine months of 2015 was at 5.6%, making a 6.0-% 2015 growth very much likely, he said.

The country's GDP growth was the third fastest in Asia after China's 6.9% and Viet Nam's 6.8%.

Strong domestic demand fueled output growth, led by significant improvements in government spending and household consumption.

Likewise, both public and private sector investments remained strong as capital formation rose, mainly supported by public construction. Private investments in durable equipment showed strong business confidence in the country, amid slowdowns among Asian economies.

3. Personal optimism still 'very high'

There are more Filipinos who feel their lives have improved since last year and that there are less pessimistic on the economic prospects, the third quarter Social Weather Station (SWS) Survey showed.

Respondents who expect the general economy to fare better in the year ahead increased in Metro Manila and Mindanao.

In addition, the number of respondents who said their lives have improved from a year ago rose in Mindanao particularly in the "E" and "ABC" social classes.

The count of respondents who expect the general economy to fare better in the year ahead rose particularly in Metro Manila and Mindanao across social classes.

Respondents who said they expected their lot to improve in the year ahead rated "very high" with net personal optimism score of +33.

"The rise in Filipinos' optimism reflects a recognition of the

tangible impact of reforms and good governance in improving their well-being." **Presidential Communications Secretary Herminio B. Coloma, Jr.** said.

4. PHL seen among 'brighter spots' in global economy

The Philippines, Pakistan, Panama, Paraguay, Peru, and Poland are deemed the "brighter spots" in the global economy with common factors for growth, **Official Monetary and Financial Institutions Forum (OMFIF) Managing Director David Marsh** said in a commentary titled "Message for the Future: Peruse the P Group" released last October.

These countries' most important strength was that "they have overcome the 'tyranny of geography,' using the advantages of globalization to escape regional drawbacks," the OMFIF reported.

Notably, in the Philippines' case, the country "does not need to fear ripples from a Chinese slowdown."

Common Factors of the 6 P Countries

- Registering annual growth rates comfortably above 3%
- Benefiting from growing populations, especially of the middle class
- Having weathered softer commodity prices relatively well
- Introducing beneficial programs to improve the workings of product and labor markets
- Implementing generally sensible monetary and fiscal policies

MSME News

1. SB Corp. offers new loan packages for MSMEs

The Small Business Corporation (SB Corp.), an attached agency of the Department of Trade and Industry (DTI), recently introduced a new loan package to assist micro, small, and medium enterprises (MSMEs) in increasing production for global markets.

DTI-Regional Operations Group (ROG) Assistant Secretary Blesila A.

Lantayona said MSMEs seeking to obtain a Food and Drug Administration (FDA) License and Production Site Compliance are entitled to a loan package amounting up to P2M. The loan package covers the costs MSMEs need to obtain their FDA License, as well as direct and overhead expenditures for purchasing new and high-quality production equipment.

The SB Corp. is also offering a new loan package for MSMEs looking to participate in regional, national, and international trade fairs and expositions. The loan package pays for costs relating to booth and space rentals, and air and cargo shipment fees. MSMEs participating in local fairs can loan

up to P500,000, while those joining international fairs can borrow beyond P500,000.

Other loan facilities of the SB Corp. provide for innovation in local and international trade fairs and expositions with an amount of P1M. Among them is the Commercialization of Innovation Awardees Equity Fund, which MSMEs may avail of. Agro-entrepreneurs can also loan up to P1M from the Loan Fund for Farm Development for Pocket Farmers Entrepreneurs.

MSMEs and cooperatives specializing under the DTI's prioritized industries such as banana, pineapple, mango, coffee, cacao, and rice production, are entitled to loan up to P2M from the Equity Financing for Corporatized Micro Enterprises.

Lastly, MSMEs are entitled to loan up to P1M under the Lending to MSMEs Clientele of DTI Share Service Facility (SSF) Program, which seeks to enable equipment modernization to increase production.

2. DTI, Germany to develop energy-efficient MSME app

The Department of Trade and Industry (DTI) and the German government's international cooperation organization *Deutsche Gesellschaft für Internationale Zusammenarbeit* GmbH (GIZ), have expressed full support for developing a mobile application designed for micro, small, and medium enterprises (MSMEs) to lower their electric bills by 40% monthly and avoid power outages.

Called OneWatt, the app is designed to select the most energy-efficient and cost-efficient energy sources at different times of the day for MSMEs. The app assists MSMEs to choose alternative energy sources in case

of power outages. The app won the grand prize in the GreenOvation ideation contest hosted by both DTI and GIZ to help MSMEs to become more environment-friendly and competitive.

OneWatt was developed by Filipino information technology (IT) professionals from the University of the Philippines (UP) and De La Salle University (DLSU). The GIZ's Promotion of Green Economic Development (ProGED) project, with funding from the German Federal Ministry for Economic Cooperation and Development, is set to augment DTI's role in further developing and commercializing the app for MSMEs in the Philippines.

3. DTI-12, DOLE collaborate for GenSan MSMEs

The Department of Labor and Employment (DOLE) and Department of Trade and Industry (DTI)-12 have joined forces to improve livelihood and employment, and promote inclusive growth through micro, small, and medium enterprise (MSME) development in General Santos City.

DOLE and DTI-12 held Continuing Labor Education Seminars throughout September 2015, all of which focused on productivity, 5S, and general labor standards. The seminars garnered 100 participating business owners, managers, and human resource professionals.

The 5S module emphasized on the importance of organizing workspaces to maximize efficiency and effectiveness for greater productivity. The general labor standards module focused on motivating business owners and managers to comply with the labor standards, towards maintaining industrial peace.

The *Negosyo* Center in the city, jointly collaborated by DOLE and DTI-12, provides services such as business registration and assistance for project fund sources including among others the DOLE Integrated Livelihood and Emergency Program Employment (DILEEP).

4. DTI BUB projects take off in Regions 4A and 6

The Department of Trade and Industry (DTI)- 4A granted P2.1M under its Bottom-Up Budgeting (BUB) program to cooperatives in Calamba City, Laguna. **DTI-4A Regional Director Marilou Q. Toledo**, represented by **DTI-Laguna Provincial Director Susan R. Palo**, authorized the release of funds.

Cooperative and Livelihood Development Office (CLDO) Head Leonardo F. Opulencia Sr. said the DTI-BUB funds are allotted for the city's

livelihood programs. He added that cooperatives, supported by the local government and national agencies, have contributed greatly to the city's economic growth.

"We continuously send people to training, summit, conferences and conventions where there are sharing of best practices of various cooperatives and livelihood fairs," said Opulencia. Moreover, he noted that the CLDO is cooperating with the University of the Philippines – Los Baños (UPLB) in training cooperatives on marketing and product

development to make their products globally competitive.

Sagay City in Negros Occidental also saw the completion of five DTI-BUB projects worth P350,000 in 2015. Packaging and labelling trainings were held on 28 October 2015, being the fifth part of DTI-BUB projects in the city under DTI-6. The first four trainings focused on food processing, which include meat, Indian mango, and squid.

The P350,000 worth of DTI-BUB funds were also used to benefit around 600 residents from different

barangays in the city, including Old Sagay, Bulanon, Poblacion, and Molocaboc, who participated in a fashion accessories training. Sagay residents have also started to supply squid to Virgie's Homemade Products in Bacolod City.

Bacolod City, Negros Occidental's capital, also has an allocation of P1.4M in DTI-BUB funds for 2015. The funds, which will be used for various livelihood trainings and skills for food processing, including fish deboning and soap-making, has been released in the first week of November 2015.

5. New Bicolano entrepreneurs graced *OK Bicol* trade and travel fair

The *OK Bicol* Annual Trade and Travel Fair held at SM Megamall in Pasig City on 8 to 11 October 2015 showcased the products of 38 new entrepreneurs from the Bicol Region. The trade and travel fair featured the best of Bicol's products, including handicraft, foods, apparels, homestyle products, ceramics, pottery, and jewelry.

According to **DTI-5 Information Officer Jocelyn R. Berango**, the 38 new Bicolano entrepreneurs underwent extensive training sessions under DTI's tutelage. She said that

the entrepreneurs are determined to boost the Bicol Region's local industry and global competitiveness.

Berango said that aspiring entrepreneurs who joined *OK Bicol* were required to undergo trainings conducted by DTI to ensure that their products are made more competitive and marketable, both locally and internationally. She added that foreign tourists and companies also participated in the trade and travel fair.

Business Updates

1. Gov't to extend perks to women-friendly locators

The government is planning to provide incentives to 10 export manufacturing firms in the Clark Freeport Zone (CFZ) that will score high on women-friendly workplaces and practices.

Department of Health (DOH) Assistant Secretary Dr. Paulyn Jean B. Rosell-Ubial said that CFZ locators will get an initial assessment on their women-friendly practices to qualify for the grant.

Together with the Department of Trade and Industry (DTI) and the Department of Labor and Employment (DOLE), the DOH will come up with a scorecard to assess locators' readiness on women-friendly policies.

Firms with score of 90 or higher are classified as green; companies scoring 70 to 89, yellow; and those below 70, red. Ten companies with green rating will receive a grant of P500,000 each.

The DOH has allocated P10M for this grant for the pilot companies to enhance their programs and document the changes and impact from the implementation of the "APEC (Asia-Pacific Economic Cooperation) Healthy Women, Healthy Economy Policy Toolkit" on their work productivity and business improvements.

The Toolkit, launched during the recently concluded APEC Women

2. DTI preparing TRF guidelines

and the Economy 2015 Fora, seeks to address issues to improve women's health in the region across five categories. These are workplace health and safety; health access and awareness; work-life balance; sexual

and reproductive health; and gender-based violence.

Implementation of the program will start in January 2016.

The Department of Trade and Industry (DTI) is finalizing the guidelines for the use of the newly created Trade Remedy Fund (TRF).

the government as injurious to local counterparts. RA 8800 likewise requires that the collected amount be deposited to the TRF.

"Based on our monitoring of trade remedy duty collections, the first half of 2015 reflected around P10M. We need to check with Bureau of the Treasury (BTr) whether the duties collected were deposited in the fund code created for the purpose," DTI-Bureau of Import Services (BIS) Director Luis M. Catibayan said.

Under the law, 50% of the revenues collected from such fees, charges, and safeguard duties shall be set aside in a remedies fund, which shall be earmarked for the use of the government in implementing the trade remedies.

The Safeguard Measures Act (Republic Act 8800) states that the DTI, the Department of Agriculture (DA), and the Tariff Commission are empowered to collect fees, charges, and safeguard duties on imports of commodities deemed by

The remaining half shall be deposited under a special account to be created in the BTr and given to the private sector to help increase their competitiveness. Collected antidumping duties will also be directed to this fund, as provided for in the Anti-Dumping Act of 1999. The fund code under the BTr was created in June 2014.

Consumer News

1. DTI sees bread price cut in Nov.

Prices of bread and instant noodles are expected to go down this month with the declining value of wheat in the international market.

The move to slash the prices of bread was agreed upon during a meeting called by DTI with local flour millers and bakers.

DTI-Consumer Protection Group (CPG) Undersecretary Victorio Mario A. Dimagiba said prices of bread will be reduced by 50 centavos to one peso per loaf.

Dimagiba said the DTI has been closely monitoring the declining trend in world market prices of wheat since July 2015 based on the Minneapolis Grain Exchange (MGEX) data.

"Bakers will rollback prices of their bread products from 50 centavos to one peso per loaf of all sizes including the Pinoy Tasty and Pinoy Pandesal effectively by the middle of November," Dimagiba said.

He said costs of locally milled flour had been reduced from a range of P25 to P40 per 25 kilogram in September, following the decline in the value of wheat in the international market.

Pinoy Tasty is currently sold at P36 per loaf while the Pinoy Pandesal at P22 per pack of ten.

"The DTI takes note that prices of wheat in the world market have gone down by 19% from July to September 2015. These observations prompted the Department to schedule a meeting with the flour milling industry to discuss the updates on prices of flour," he said.

Bakery owners are also asked to add one piece per ten pieces of pandesal for the same price, Dimagiba said.

2. Airlines asked to be more customer friendly

The Department of Justice-Office for Competition (DOJ-OFC) has called on air carriers to be more transparent in their procedures for rebooking and cancellation.

In its Report on Airlines' Cancellation and Refund Policy, the OFC stated that air carriers should be obliged to inform consumers, in a clear and concise manner, which service charges or fees may be refunded in case of rebooking or cancellation.

The Report highlighted the major consumer protection issues related to air travel such as the following:

- Lack of transparency, accessibility and clarity in air carriers' contract conditions
- Implications of purchasing non refundable, non-reroutable or non-endorseable airline tickets which, if unused, are forfeited
- Prevalence of delayed airline refunds brought about by unclear rules and procedures

- Deduction of service fees on amounts refunded

The OFC also called for the adoption of a Customer Service Plan (CSP) by air carriers, consistent with international best practices, and align complaints-handling mechanisms in the airline industry so that passengers could seek effective redress in case of service lapses.

"The issue on cancellation and refunds is a perennial source of passenger complaints. Thus, we welcome OFC's Report as we continue to work together towards regulatory reforms for the benefit of passengers." **Civil Aeronautics Board (CAB) Executive Director Carmelo L. Arcilla** said.

Consultation meetings were held between OFC and CAB officials to ensure that regulatory issues and industry players' perspectives were considered in crafting the CSP.

3. PHL signs 3 IPR MOUs

USPTO agreements

- Office administration, human resource development, patent and trademark examination and IP rights protection and enforcement
- IP information and best practice exchange by sharing information and best practices to improve the IP registration process, IP office operation, IP policies and laws and enforcement of IP rights
- Promotion of the importance of IP in innovation and economic growth through seminars, roundtables, workshops and conferences

The Philippines has signed three memorandum of understanding (MOU) on intellectual property rights (IPR) with the United States Patent and Trademark Office (USPTO), European Patent Office (EPO), and the United Nations Conference on Trade and Development (UNCTAD) to further bolster the country's improved intellectual property (IP) rights protection regime.

Intellectual Property Office of the Philippines (IPOP) Deputy Director General Atty. Allan Gepty signed the three agreements at the recent 55th World Intellectual Property Organization (WIPO) General Assembly in Geneva.

"As we enter into a new phase of our bilateral cooperation in IP, we agreed to not only focus on IP protection and enforcement but also work together to promote innovation which is

dependent on a strong IP system," Gepty said.

"The clause on the promotion of the importance of IP in innovation and economic growth includes cooperation activities in the areas of IP management and cooperation such as the sharing of patent information and analytics and technology transfer laws, regulations, policies and practices and other related matters; and IP education, right holder awareness and public outreach activities for small and medium-sized enterprises, industry and right holder groups, IP practitioners and the general public," Gepty added.

The EPO agreement areas

- Patent examination and administration procedures
- Human resource development
- Automation
- Patent databases and data exchange
- Holding of regional events and sharing of consultants during expert missions

The IPOPHL and the EPO also see the agreement as one way of increasing the use of the Patent Cooperation Treaty (PCT). Both handle applications through the PCT which allows a patent filer in one signatory state to have their application recognized in other states that are party to the treaty.

"With this agreement, we can request for EPO's assistance to further

enhance our patent grant procedure as we get ready to handle more patent applications." Gepty said.

The EPO intends to draw on IPOPHL's expertise and infrastructure, and make the Philippines the site of its future regional activities such as the conduct of courses and seminars. (MAB16/14)

4. Filipinos need to monitor weekly expenses

Filipino consumers need to monitor closely their budgets to avoid high rate weekly expenses, a survey conducted by international market research firm YouGov for Visa showed.

Filipinos spend an average of P2,416 per week but lose track of P1,010, or 42% due to "mystery spending."

This means that more than P54,000, considered a substantial amount, is unaccounted for per year, the survey showed.

Mystery spending is different from misplaced or stolen cash. It is about the consumer being unsure of where the money had been spent, Visa explained.

The survey said 70% of Filipino respondents believed their mystery

spending went into the purchase of snacks, well above the Asian region average of only 45%.

The survey highlighted the likelihood of financial setbacks arising from continued mystery spending. **Visa Country Manager for the Philippines and Guam Stuart Tomlinson** said.

"It also tells us that Filipino consumers need to closely monitor their budget to better manage their finances," Tomlinson added.

Among the Asian markets covered in the study, Hong Kong had the biggest weekly estimated expenses of USD 113.03 and the biggest mystery spending at an average of USD 58.39 weekly. (MA110/14)

5. DTI demands VW's report on units for recall

In light of the global recall of certain units of German auto brand Volkswagen (VW), the DTI-Consumer Protection Group (CPG) has directed VW Philippines to immediately furnish the agency with the report on the investigation being conducted by its mother unit, especially if the country is on the global recall list.

Some VW units reportedly were equipped with laboratory emissions tests. These units were produced from 2009-2015 and were carrying the Type EA189 common rail diesel engine. VW's local unit is determining how many units with this engine were shipped to the Philippines.

"On the side of the DTI, what we want is for Volkswagen to send us the official notice of the vehicles and the diesel-engine models that are affected after they undergo the official investigation being carried out by the principal. These are if there are any that are affected," **DTI-CPG Undersecretary Victorio Mario A. Dimagiba** said.

"We want the number of affected units, the year model and possibly the owners," Dimagiba said.

The VW local unit said it is also waiting for the results of the investigation, but have not yet been given a timeline as to when the coverage report will be transmitted to them. (DM 09/29)

6. IPOP HL urges furniture makers to protect industrial designs

The Intellectual Property Office of the Philippines (IPOP HL) is urging furniture manufacturers to protect their industrial designs by registering with the agency.

IPOP HL defines industrial design as an ornamental or aesthetic aspect of an item. When an industrial design is protected, the owner – the person or entity that has registered the design – is assured an exclusive right against

unauthorized copying of the design by third parties.

"This helps to ensure a fair return on investment. An effective system of protection also benefits consumers and the public at large, by promoting fair competition and honest trade practices, encouraging creativity and promoting more aesthetically attractive products," IPOP HL said.

7. DTI-BPS releases PNS on plastic shopping bags

The DTI-Bureau of Philippine Standards (BPS) has issued the Philippine National Standards (PNS) on the specifications of plastic shopping bags.

The standards PNS 2097:2014, provides the general characteristics, safety, and labeling requirements for plastic shopping bags used for containing and transporting goods.

It applies the terms and definitions of biodegradable, biodegradable plastic, compostable plastic, composting, degradable plastic, oxidatively degradable plastic, plastic, polymer, and recyclable.

PNS 2097:2104 lists the maximum allowable concentration of heavy metals and other toxic hazardous substances and the degradation requirements of a plastic shopping bag.

The BPS Technical Committee on Packaging and packaging materials or BPS/TC 40, in collaboration with the BPS Technical Committee on Plastics and plastic products or BPS/TC 45, prepared the said PNS.

In preparation of PNS 2097:2014, the said committees referred to the following PNS:

- PNS 2102:2013 - specifications for compostable plastic;
- PNS 2104:2011- standard specification for plastics that degrade in the environment by a combination of oxidation and biodegradation; and
- PNS/ Bureau of Health Devices and Technology (BHDT) ISO 8124-1:2008 - safety aspects related to mechanical and physical properties.

The DTI-BPS, as the National Standards Body, is the Philippines' member to the International Organization for Standardization (ISO).

A copy of the standard may be obtained for a minimal fee from the BPS' Data Center through telephone number (02) 751.4736 or email standardsdatacenter@bps.dti.gov.ph.

Interested clients may also visit the Center located at the 3F Trade and Industry Building, 361 Senator Gil Puyat Avenue, Makati City.

Feature APEC moves to advance women representation

Economic development and gender officials from member economies of the Asia-Pacific Economic Cooperation (APEC) have introduced new individual action plans for advancing women's representation in leadership over the next five years.

The APEC member economies, prompted by the APEC Women and the Economy (WE) Forum,

are developing their own set of measurable and aspirational voluntary goals toward enhancing the role of women in leadership, decision-making, and management in the public and private sectors.

Fourteen of APEC's 21 members have already submitted their respective individual action plans.

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3. 'ASEAN integration' pledges standard labels

The Department of Trade and Industry (DTI) assured Filipino consumers that labeling rules are one of those agreed to be followed by importers in view of the Association of Southeast Asian Nations (ASEAN) economic integration.

According to DTI, there will now be standard labelling rules which will be followed by importers.

With this development, free trade agreements between the Philippines and other ASEAN member states would permit foreign products to come in the country's markets with simple procedures.

Products with labels as such upon entering the Philippine markets must have labels translated in English or Filipino.

Together with the National Consumers Affairs Council (NCAC), the DTI has set up monitoring systems to ensure that foreign products entering the Philippine market have conformed to the minimum labelling requirement.

Also, DTI advised consumers to report any violation so their office can warn the distributors and importers to comply or promptly pull out the products from the market.

For concerns regarding product labeling, the public may call the DTI Direct Call Center at 751-3330.

STATWATCH



+33 Filipinos' net personal optimism score based on Q3 Social Weather Station (SWS) Survey



21 APEC Member Economies



Just under **10%** PHL's average investment growth rate since 2010 up to present after recording an annual average of just 3.6% from 2000 to 2009



6.0% PHL's gross domestic product (GDP) growth in Q3 2015

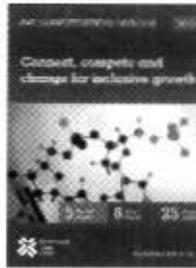


5.6% PHL's Gross domestic product (GDP) growth rate in January-September 2015



A synopsis of acquisitions at the DTI-Library and selected online resources

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Title: **SME competitiveness outlook 2015; connect, complete and change for inclusive growth**

Publisher: International Trade Centre Geneva, 2015

URL: <http://www.intracen.org/publication/SME-Competitiveness-Outlook-2015/>

The first annual flagship report of ITC on the topic of SME internationalization. The report highlights the fundamental role SMEs have in addressing global income inequality and presents a new analytical framework to measure, identify and enhance SME competitiveness. The report also features profiles of 25 countries (5 of which are Asian) and contains SME competitiveness pilot assessments. 268 pages.



Title: **Top 1,000 corporations in the Philippines**

Publisher: BusinessWorld Publishing Corporation Quezon City, 2015

Call No. : 45 608/00.07/BUS/2015

Annual listing of companies who made it to last year's top corporations ranked according to gross revenues. Shows how competitors compare; includes corporate profiles, a directory and snapshots on the performance of various industry sectors. Features the ASEAN Economic Community (AEC), and the competitiveness of the country, ready or not as the age of AEC nears. 247pp.

Legend

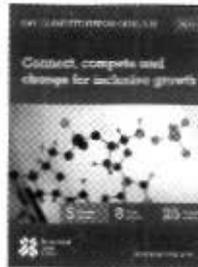
- BMI - Business Mirror
- MAB - Manila Bulletin
- MAT - Manila Times

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Focus MSMEs take centerstage in APEC 2015

Micro, small, and medium enterprises (MSMEs) were the centerpiece of discussions during the Asia-Pacific Economic Cooperation (APEC) 2015 Summit in Manila.

With the theme "Building Inclusive Economies, Building a Better World," APEC 2015's focus on MSMEs was the first in APEC history, with member economies highlighting small business contributions to world economic development. This sector has a combined gross domestic product (GDP) that almost doubled from USD 16T in 1989 to USD 31T in 2013.

APEC 2015 Initiatives

The Boracay Action Agenda

The Philippine-led initiative Boracay Action Agenda put in place concrete and detailed action plans for APEC member economies to increase MSME participation in global value chain.

The Boracay Action Agenda aims to address trade and investment barriers for MSMEs particularly by reducing and eliminating tariffs and non-tariff measures in the region.

It also strives to simplify and streamline rules for MSMEs, provide timely and accurate information on export and import procedures and requirements, and strengthen institutional support for the sector.

Focus on Micro Enterprises

The Philippines put the agenda on micro enterprises to promote inclusive growth in the region by extending to MSMEs the benefits of free and open trade.

Department of Trade and Industry (DTI) Secretary Gregory L. Domingo said

MSMEs should not be treated as an afterthought of policies given their significant contributions to APEC member economies.

APEC MSMEs Fact Sheet

- Over 97% of enterprises in the region
- 70% of the total employment
- 13% to 60% share to GDP which varies across countries
- Contribute up to 35% of exports

Trade facilitation key to engage MSMEs to global trade

The SME Ministerial Meeting discussed trade facilitation to MSMEs to assist them meet global standards. Trade facilitation can offset the costs due to non-tariff measures through reforms in business environment such as cutting rates, getting certificates, and implementing paperless transactions.

The Iloilo Initiative supports the Boracay Action Agenda

SME Ministers adopted the Iloilo Initiative which supports the implementation of the Boracay Action Agenda items such as:

- Provide a bigger voice and better opportunities for MSMEs
- Advance policy frameworks and international trade through APEC MSME Marketplace

The APEC MSME Marketplace will be an interactive online portal for APEC member-economies to promote cooperation and linkages to develop MSMEs. It has three pillars, namely:

1. Facilitating MSME business networking and matching
2. Enhancing MSME awareness and feedback on trade regulations
3. Knowledge sharing on trade facilitation, business support, partnerships, and capacity building activities for MSMEs

MSMEs still face key issues in regional and global trade

During the APEC SME Finance Forum, it was noted that there are four issues that hamper MSME participation in regional and global trade, namely:

1. Access to capital
2. Access to know-how or skills
3. Access to markets

4. Infrastructure including physical infrastructure as well as intangible infrastructure like governance, contract law, and dispute resolution mechanisms, among others

APEC recognizes the role of women in the economy

The APEC Women and the Economy (WE) Fora 2015 was held in Manila to boost women's participation in the Asia-Pacific economy. It has come up with its Strategic Plan 2015-2018 to increase women's economic participation in the region by achieving deliverables in five key areas, namely access to capital; access to markets; capacity building, health, and leadership; technology and innovation; and voice and agency.

Recognizing that women's participation in the economic activities will work as catalyst to economic growth, a plan is ongoing to help encourage APEC economies promote women's participation in the economy. The project particularly concentrates on leadership, decision making, and management, while taking into account the individual economic and social circumstances of each economy.

First SME Summit in APEC

The APEC Business Advisory Council (ABAC), the voice of the business community in the region, hosted the APEC SME Summit on 17 November. It aims to challenge the traditional framework and mindset of MSMEs to further innovate their businesses.

Rise of start-ups changing the playing field

New business start-ups are perceived as the next big thing in APEC. They have the potential to further drive economic growth by promoting inclusive growth through innovative ideas and by tapping the digital economy.

An initiative for start-ups in the fora is the APEC Accelerator Network (AAN) launched by Chinese Taipei in 2013 aimed at nurturing businesses to go global by giving them access to accelerator programs and resources. Start-ups can tap the 50 accelerator partners from 15 APEC member economies. Accelerators focus on

start-ups with potential of growing in the domestic and global markets.

Slingshot MNL, the official start-up event of APEC Philippines 2015, was held in July 2015 to bring together entrepreneurs from the region with innovations, mentors, and venture capitalists who share a common cause. The event kicked off opportunities for start-ups to share and showcase their ideas, products, and services.

MSMEs need to be more resilient

With the challenges posed by climate change to businesses, MSMEs need to be more resilient and should have capacity to cope with natural disasters.

Since 2013, Chinese Taipei has collaborated with the Philippines, Indonesia, Mexico, and Viet Nam on the conduct of APEC Business Continuity Planning (BCP) Workshops which trained government, non-profit, and private sector organizations to develop a business continuity plan tailored to their unique needs.

The SME Ministers has likewise noted the role of public finance, such as credit guarantee systems designed for MSMEs' operational continuity, rather than the rescue of financial institutions.

The Philippines uses APEC as a platform to pitch MSME initiatives to Association of Southeast Asian Nations (ASEAN) and World Trade Organization (WTO)

The Philippines, through DTI

Secretary Gregory L. Domingo who chaired the SME Ministerial Meeting, stressed the crucial role of pushing MSME initiatives in the region, which accounts for about 60% of the world GDP and close to 50% of the global trade.

As APEC recognizes the significant role of MSMEs for sustainable and inclusive economic growth, other economic groupings worldwide are now giving more focus to the sector.

ASEAN, where the Philippines is a founding member, also targets to strengthen MSMEs and expand their contribution to the region's economy.

Inside DTI

SB Corp gets high credit mark

The Small Business Corporation (SB Corp), an attached agency of the Department of Trade and Industry (DTI), obtained an issuer credit rating of PRS Aa minus, the second highest rating from Philippine Rating Services Corp.

This gives SB Corp a grade with a strong capacity to meet its financial commitments relative to that of other Philippine corporations. The rating is a measure of a company's overall creditworthiness, relative to obligations maturing within one year.

The agency is mandated to provide access on finance, financial management, and capacity building to micro, small, and medium enterprises (MSMEs).

In 2014, SB Corp's audited pre-tax income was P14.8M, or 14% lower compared with the P16.9M recorded in 2013.

SB Corp's Programs for MSMEs

- Wholesale lending to smaller financial institutions, cooperatives, and foundations
- Retail or direct lending to micro, small and medium enterprises (MSMEs)
- Guarantee for larger banks to cover MSME loans without collateral or with insufficient collateral

To sustain its operations, SB Corp obtains support from various international financial institutions such as the Asian Development Bank (ADB), International Fund for Agricultural Development, and *Kreditanstalt für Wiederaufbau (KfW)*. These organizations aim to support MSME development to contribute to broad-based economic growth and generate employment opportunities. (TIPS 10/20)

Good News, Philippines!

1. Survey shows Filipinos satisfied in terms of income, employment

Filipinos are generally satisfied in terms of their regular income and employment, according to MasterCard's first Asia-Pacific Cities Well-Being Index.

The survey revealed that Filipinos with a 66.7 index are most positive when it comes to "Work and Finances" (71.5), specifically in terms of regular income (84.7), and employment (79.0).

According to the study, an index of zero is most negative, 100 as most positive and 50 as neutral. The survey covered almost 9,000 people across 33 cities in 17 markets in Asia-Pacific which measures people's attitudes

toward four components, namely Work and Finances, Safety from Threats, Satisfaction, and Personal Well-Being.

People in Asia Pacific's developed cities are more stressed than counterparts in emerging market cities like Manila, the survey reported.

It was assumed that economic development leads to less financial, family, and work-related stress.

However, the survey revealed that developed markets are feeling under significant pressure both at work and at home compared to developing markets.

2. 90% of businesses back in 'Yolanda'-hit areas

Some 90% of existing businesses in 'Yolanda'-hit areas have renewed their business permits and restarted their operations, **Department of Trade and Industry-Regional Operations Group (DTI-ROG) Undersecretary Zenaida Cuison Maglaya** said.

The affected areas expect full recovery of business and livelihood by 2017.

To help the distraught areas to recover, the government crafted the Livelihood Cluster under the Comprehensive Rehabilitation and Recovery Plan (CRRP) with a P19.23-B fund for roll out until the next two years.

Livelihood Cluster Members

- Department of Trade and Industry (DTI)
- Department of Agriculture (DA)
- Department of Science and Technology (DOST)
- Department of Social Welfare and Development (DSWD)
- Bureau of Fisheries and Aquatic Resources (BFAR)
- Department of Labor and Employment (DOLE)
- Technical Education and Skills Development Authority (TESDA)

Livelihood Seeding Program

The DTI has initiated a Livelihood Seeding Program (LSP) that provides start-up capital or a grant-in-kind assistance averaging to P5,000 per beneficiary which includes entrepreneurs engaged in *sari-sari* stores, trading, handicrafts and furniture making, food processing, native delicacy making, food vending, and marine-based production.

The program includes training in basic entrepreneurship to ensure sustainable livelihood activities in typhoon-hit areas. As of end-October 2015, a total of 3,719 beneficiaries from Regions 6, 7, and 8 were trained and provided with livelihood starter kits amounting to P18.41M.

The DTI still has 678 livelihood starter kits to expand its program.

Shared Service Facility (SSF)

DTI has distributed in Regions 6 and 9 some 55 SSFs amounting to P66.74M to cooperators which include industry

or trade associations, cooperatives, non-government organizations, and people's organizations.

The SSF Project aims to improve the competitiveness of MSMEs by providing them with machinery, equipment, tools, systems, skills and knowledge under a shared system. Some 43 SSFs are under procurement for targeted beneficiaries.

Enterprise Rehabilitation Financing (ERF)

As of 1 October 2015, DTI has released P417.99M in relaxed terms and condition loans to micro, small, and medium enterprises (MSMEs) through the Small Business Corporation's (SB Corp) Enterprise Rehabilitation Financing (ERF).

The amount was released to borrowers in Region 4B, Region 6, Region 7, and Region 8 under the ERF.

MSMEs in Region 6, Region 7, and Region 8 were able to avail of small loan size of P100,000.

Negosyo Centers

As of December 2015, some 18 out of 106 *Negosyo Centers* were established in *Yolanda*-affected areas. Eight out of 18 of these Centers were located in the local government premises while the rest are based in the DTI Regional or Provincial offices. These Centers will help provide assistance in business registration, advisory, counseling, and other related services.

3. SKorea firms eye increased PHL investments

South Korean firms are aiming to boost trade with the Philippines as they seek for local business partners to bring and distribute their products in the country.

Some 55 South Korean companies participated in the Overseas Korean Traders' Association of the Philippines' (OKTA) *Feel Korea 2015* held from 6 to 8 November in Taguig City

to promote trade relations between the two countries.

Most of these firms are engaged in the food and beverage, cosmetics, electronics, automotive parts manufacturing, and agricultural machinery sectors.

Also, South Korea's Jinju City held its trade mission in Manila.

Jinju City Enterprise and Commerce Department Director Seong-Jin Park said Jinju-based firms have seen business opportunities in the Philippine market particularly in automotive, agriculture, and cosmetics sectors.

"Our MSMEs (micro, small, and medium enterprises) want to capture this potential in the Philippine market as they target to expand in the south part of Korea," Park said.

Moreover, **Myunglim Co. Ltd. Chief Executive Officer Sung-Jin Jang** said the Philippines is a growing market for his company, which manufactures engine parts and supplies to auto industry, as well as agricultural equipment.

Jang said his firm may look into investing in the country in the future as the low labor cost in the Philippines is very attractive to investors.

MSME News

1. SB Corp wants banking sector to finance MSMEs

The Small Business Corporation (SB Corp), an attached agency of the Department of Trade and Industry (DTI), spots the whole banking sector to bankroll the country's micro, small, and medium enterprises (MSMEs).

SB Corp Chairman Jesus P. Tambunting emphasized the important role of the entire banking system for the country's MSMEs to grow.

"What we really need is to develop a credible, strong guarantee program because we could not do the financing and help support the MSMEs all by ourselves. We need the whole banking sector to do that but most of them are afraid of MSMEs because it is risky and difficult," Tambunting said.

SB Corp intends to get to at least P10-B capitalization to assure its trustworthiness.

"So by coming out with a credible guarantee program, we hope to get

the whole banking system to begin lending to MSMEs with our guarantee. To me that is the biggest task, and we can do it. We will do it," he added.

The agency is now in the process of making its guarantee program more credible for banks. Part of the efforts, Tambunting said, is to get the world's largest lenders, World Bank (WB) and International Monetary Fund (IMF), involved in the program.

"Our capital for the last 20 years is only P1.9B. That's very small considering the sector is very important. And if we will propose to guarantee the loans of all the banks, they even have higher capital than us. That's why we need to raise capital," he said.

SB Corp., which can guarantee as much as 80% of MSME loans, is specifically mandated to develop MSMEs in the country. It primarily helps the small businesses by guaranteeing the loans they source from banks.

2. FIDN to help boost MSMEs

The Philippines has launched the Financial Infrastructure Development Network (FIDN), an initiative to make financial services in the Asia-Pacific region more accessible to micro, small, and medium enterprises (MSMEs).

As host to the 2015 meetings of the Asia-Pacific Economic Cooperation

(APEC), the Philippines has collaborated with leading international organizations to transform financial systems in the region to ultimately benefit MSMEs.

The FIDN aims to expand the reach of credit and other financial-services for a more vibrant MSMEs in the region.

"We've always said MSMEs are the life-force of the regional economy, contributing to over 60% of total employment, over 40% to gross domestic product (GDP), and over 15% to total exports among APEC economies," **Department of Finance (DOF) Secretary Cesar V. Purisima** said.

Initiatives to be promoted through the FIDN will be geared toward credit information systems, secured transactions frameworks, insolvency frameworks, and factoring.

The establishment of the FIDN is one of the deliverables under the Cebu

Action Plan (CAP), a finance-related development roadmap for the region that was drafted by the Philippines with inputs from other APEC member economies.

CAP has four pillars, namely financial integration, fiscal reforms and transparency, financial resilience, and infrastructure development and financing.

CAP was launched on 11 September in Mactan, Cebu, during the APEC Finance Ministers' Meeting.

3. DTI, Megaworld, PCCI to assist MSMEs

The Department of Trade and Industry (DTI) has partnered with the city government of Manila, the Philippine Chamber of Commerce and Industry (PCCI), and Megaworld Corp. to help boost the competitiveness of micro, small, and medium enterprises (MSMEs).

Under the memorandum of agreement (MOA), Megaworld will provide the DTI with a space at Lucky Chinatown Mall for the *Negosyo* Center, the establishment of which is provided under Republic Act No. 10644, or the *Go Negosyo Act*.

The *Negosyo* Center at Lucky Chinatown will be a one-stop shop catering to Manila-based MSMEs. Among the services that will be offered by the new *Negosyo* Center are business registration through

the Philippine Business Registry (PBR); business advisory services, including product development, trade promotion, financing facilitation, investment promotion and SME counseling; business information and advocacy; and monitoring and evaluation to track the progress of MSMEs assisted by the center.

Meanwhile, the PCCI Manila Chapter will provide technical and professional services to the entrepreneurs, including business counseling and skills training.

This year, the DTI targets to put up 150 *Negosyo* Centers to hasten the business application process of MSMEs in coordination with the local governments and other concerned agencies.

Business Updates

1. DTI pushes for inclusive business

The Department of Trade and Industry (DTI) identified three level areas where the government can promote inclusive business (IB), namely policy changes, facilitation, and direct intervention.

"In addition to leadership in the private sector, there is a need for policy change somewhere," **DTI-Industry Development Group (IDG) Adrian S. Cristobal Jr.** said

at the press conference for the High-Level Dialogue on Inclusive Business on 12 November 2015 at The Peninsula Manila, Makati City.

On the policy level, Cristobal said the DTI has already led the way by incorporating IB as one of the criteria of the Board of Investments (BOI) in evaluating projects for incentive purposes.

"It is part of our strategy under the Investment Priorities Plan (IPP) to evaluate projects seeking incentives with the DTI," he said.

He said the Department is working with the Asian Development Bank

(ADB) to conduct 20 case studies that will link with the agency's industry roadmaps to determine the gaps in policies.

2. DAR, DTI push for FDA accreditation of farmers' products

The Department of Trade and Industry (DTI) and the Department of Agrarian Reform (DAR) partnered to help farmers produce quality products that would meet the safety standards of the Food and Drug Administration (FDA).

The DTI and DAR conducted a three-day synchronization planning workshop in Palawan where participants from both agencies presented the current status of food safety and issues that need to be addressed in preparation for the establishment of the Association of Southeast Asian Nations (ASEAN) Economic Community (AEC).

"As development partners, we will facilitate trainer's training for DAR and DTI technical staff so that they will be accredited as deputized food

safety inspectors. Sooner or later, we can also include some staff of our local government units," DTI-4B Regional Director Joel B. Valera said.

"The DAR and the DTI are joining hands to assist farmers' organizations and eventually win the nod of the FDA for product licensing and accreditation," Palawan Provincial Agrarian Reform Program Officer Conrado S. Guevarra said.

The three-day planning workshop was done with the DTI-Comprehensive Agrarian Reform Program (CARP) partners. The DAR and the DTI agreed to conduct planning sessions every semester to thresh out food safety issues.

3. SEC files cases vs 3 alleged Ponzi firms; warns againts online investment scams

The Securities and Exchange Commission (SEC) has filed before the Department of Justice (DOJ) two cases against the group behind EmGoldex, Global Intergold, and Prosperous Infinite Philippines Holdings Corp. for selling unregistered securities in violation of the securities law.

To prevent these companies from further victimizing more people, especially overseas Filipinos (OFs), the SEC issued a cease-and-desist order prohibiting any and all persons acting on their behalf from soliciting, accepting, or receiving from others money for the purpose of investing in any contract.

EmGoldex, Global Intergold, and Prosperous Infinite were charged for selling shares without the prior registration and the necessary license.

Each violation of the Securities Regulation Code is punishable, upon conviction, with a fine of not more than P5M or imprisonment of seven to 21 years, or both.

The filing of the cases followed months-long investigation by the SEC.

The entities operate a classic Ponzi scheme of getting cash investments and giving high return payouts thru the recruitment of people, SEC's **Enforcement and Investor**

**Protection Department
Assistant Director Lalaine P.
Monserate** said.

"As more people are recruited into the scheme, it eventually reaches a point wherein it can no longer sustain its payouts, and payments will stop thereby leaving investors penniless," Monserate said.

Meanwhile, SEC warned against the continued proliferation of investment scams on the Internet. Regulators are currently faced with problems on containing online investment scams, given their global scope.

Monserate, speaking before a Sun Life Asset Management Co. Inc. (SLAMCI) forum, said that the difficulty in going after online investment scam perpetrators is due to their lack of a paper trail and frequent changes to payment methods such as bank account, debit, or credit cards.

"The scammers are two steps ahead of the Philippine regulators. We have asked the help of information technology (IT) experts of the National Bureau of Investigation (NBI) and other agencies for intervention," said Monserate.

She noted that the SEC has received several complaints from overseas Filipinos (OFs) victimized by online investment scammers, many of

whom are victims of either Ponzi or pyramiding schemes. She expounded that many of them have been victimized due to greed, too much trust, easy-money syndrome, and general lack of financial literacy.

SEC earlier released a list of companies that are soliciting investments without a license. These are HPI Hyper Program Intl. Direct Sales and Trading Corp.; HPI Direct Sales and Trading Corp.; Gold Extreme Trading Company; Wealth Builder Advertising; Mutual Universe Inc.; and One Lightning Corp. Regularly check the SEC website at www.sec.gov.ph for updated advisories to avoid falling victim to investment scams.

The SEC has advised the public to check the Investment Scam Checklist posted on its website and report any online scams. Last November, the SEC issued a cease-and-desist order against EmGoldex for violating the Securities Regulation Code.

Other online scams have also been reported to the police. In Naga City, Camarines Sur, **City Police Director Senior Superintended Narciso D. Domingo** said that his office is currently investigating reports on Save and Earn, an "online *paluwagan*" scheme based in the city that promises a return of investment (ROI) of P1000 for every P100 investment in 15 days through money transfer or online banking. (TPI 115)

**4. Online payments
now available
for Manila ports**

The Manila International Container Terminal (MICT) has launched an online facility for port-related payments facility. This is set to reduce the need for companies and individuals to come to the port to pay their port charges.

The facility is the second and last of two phases of the computerized Advanced Customer Transaction System (ACTS) that rationalizes all MICT-related billing and collection

processes, allowing companies and individuals to pay port charges remotely.

The ACTS now provides companies and individuals with a more convenient way to pay port charges through its online payment facility. The International Container Terminal Services, Inc. (ICTSI) website (<http://www.ictsi.com/>) allows companies and individuals to settle their port charges under the "Payments and Bills" options.

From there, companies and individuals may choose their bank for paying port charges, fill in the required information, and print their receipt and gate pass. The entire process allows companies and individuals to pay their port charges anywhere in as fast as five minutes.

Apart from allowing online payments, the MICT is also enhancing the client dashboard to allow customers to view

the complete real-time status of all their cargoes in just a single window.

"Selected customers will be given access to a secured portal where they will be logging onto to retrieve these data. This will also allow you to generate statistics/reports that will show your KPIs (key performance indicators) to further assist you to improve your transactions at the terminal," said MICT in its statement. (MAB 11/8)

Consumer News

1. PHL home to 3rd most confident consumers in Q3 2015

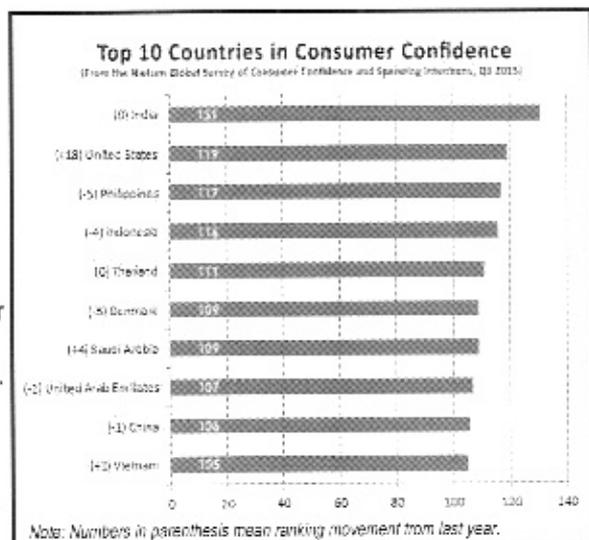
Survey Methodology

For this survey, Nielsen employed an online survey methodology on respondents from 61 countries who have online access. The firm noted that while the methodology allows for "tremendous scale and global reach" in determining consumer confidence across global markets, it doesn't fully represent the habits of total populations, as it represents mostly the standpoint of existing Internet users. Moreover, the firm detailed that respondents coming from developing markets - where online penetration is still at its early stages, are relatively younger and wealthier than the rest of the general population. The firm added that survey responses were gauged on claimed behaviour, not on actual metered data. Furthermore, the firm emphasized that while cultural differences may have influenced the measurement of economic outlook across countries, the survey findings are not meant to control those differences.

Consumer confidence among Filipinos has been ranked the third-highest in the world for the third quarter of 2015, according to Nielsen's Global Survey of Consumer Confidence and Spending Intentions.

Despite posting a quarter-on-quarter decline of five points to a Consumer Confidence index score of 117, the figure reflects a two-point increase for its year-on-year trend. India, with a 131 index score, is named as the home of the world's most confident consumers, with the United States (U.S.) coming in at second with a 119 index score.

Three other Southeast Asian countries join the Philippines in the survey's top ten for consumer confidence: Indonesia (fourth, 116 index score),



Thailand (fifth, 111 index score), and Viet Nam (10th, 105 index score).

The survey listed the following key concerns among Filipino consumers: job security, work-life balance, and health. Most notably, the survey cited Filipino consumers' preference for prioritizing financial security, with 67% of respondents saying that they allot their spare cash into savings.

(FOI 11/13)

2. PHL to have higher consumer spending in H2 2015

Consumer spending in the Philippines is set to increase throughout the second half of 2015 due to greater government spending and lower inflation rates, according to a report published by the First Metro Investments Corp. (FMIC) and the University of Asia and the Pacific (UA&P).

"With the global economy in a state of uncertainty, the pace of domestic economic activity will likely take the front seat once more. Consumer spending, which had remained fairly muted in H1, looks ready to expand starting Q3 as government spending rebounds and falling inflation rates boost real income," said FMIC and UA&P in their October Market Recall report.

Government spending reached P1.4T between January to August 2015 – a figure likely to increase due to the upcoming elections, lower inflation, and higher infrastructure spending in 2016, said FMIC and UA&P in the October 2015 edition of their monthly Market Recall.

Some P829.6B of the proposed P3T 2016 national budget has been earmarked for public works and communications infrastructures. Inflation rates are seen to average below 1% throughout the fourth quarter this year. *(M&B 11/02)*

Feature

DTI joins other countries to promote econsumer.gov website

The Department of Trade and Industry (DTI) joined 33 other International Consumer Protection and Enforcement Network (ICPEN) member-countries in promoting the improved version of ICPEN's econsumer.gov website. This is to help law enforcement authorities gather and share cross-border consumer complaints for investigation and action against international scams.

Number of ICPEN Member-Countries per Region

Europe	30
Asia-Pacific	8
North America and the Caribbean	8
Africa	5
South America	4
Middle East	1

ICPEN aims to protect consumers' economic interests around the world by sharing information about cross-border issues and encouraging global cooperation among law enforcement agencies.

It announced the updated econsumer website during its semi-annual, network-wide meeting held from 13 to 16 October 2015 in Manchester, United Kingdom (UK). Launched in 2011, the site is now easier to use with its user-and reader-friendly interface that suits tablet and smart phone browsing.

"The econsumer.gov is a portal in which Filipino consumers, whether here or abroad, can report international

scams. The information that they will share will be used by consumer protection agencies from around the world as basis to develop mechanisms to combat and prevent such scams from proliferating." **DTI-Consumer Protection Group (CPG) Undersecretary Victorio Mario A. Dimagiba** said.

In Southeast Asia, the Philippines and Viet Nam are the only Association of Southeast Asian Nations (ASEAN) Member States (AMSs) that are members of the ICPEN, but only the Philippines, through DTI, has access to said database.

The DTI can use the complaints in the secure database to investigate cross-border issues, uncover new scams, pursue regulatory or enforcement actions, and spot trends on emerging consumer issues, Dimagiba added.

Three easy steps in filing a complaint

- Go to URL address 'econsumer.gov'
- Choose the appropriate complaint subject or category
- Fill-out the complaint form

If the filing of complaint was successful, a confirmation email will be sent to the consumer. Consumer complaints filed through econsumer.gov are entered into a secure consumer complaint database, and are made available to enforcers and regulators in countries with participating agencies.

ICPEN is a highlight development in DTI's continued effort to strengthen cross-border redress especially in today's time when threats against the rights and welfare of consumers are no longer isolated in one's country, but can emanate from any part of the world through the use of Internet technology.

**Languages in the
econsumer.gov website**

- English
- French
- German
- Japanese
- Korean
- Polish
- Spanish
- Turkish

The website also contains an updated, user-friendly complaint form which provides information for consumers to resolve their complaints, gather complaints trend data, and read consumer news from ICPEN members. The website will eventually feature additional consumer education resources.

"The DTI encourages all consumers to report international scams through the econsumer.gov website to aid consumer protection agencies in addressing such scams. For other

complaints against local business establishments, consumers may contact DTI Direct 751.3330 or 0917.8343330 while complaints against any establishment in ASEAN may be coursed through the DTI-Consumer Protection and Advocacy Bureau through email address, cpab@dti.gov.ph," Dimagiba said.

To facilitate cross-border redress, the ASEAN Committee on Consumer Protection formed the National Focal Points for Consumer Complaints which consists of consumer protection agencies in the AMSs.

ASEAN consumers can now file a complaint against any business establishment in the region through their respective country's designated focal point. For more information on the econsumer.gov website, you may send an email to e-consumerwb@ftc.gov or visit www.econsumer.gov. To download a copy of the ASEAN Consumer Complaints leaflet containing the National Focal Points for Consumer Complaints in ASEAN, go to www.dti.gov.ph/dti/index.php/Resources/publications.

**Regional/
International
News**

**1. DTI prepares
for PHL-EFTA trade deal**

The Department of Trade and Industry (DTI) discussed with local stakeholders last 10 November the potential trade agreement with European Free Trade Association (EFTA) countries.

Business sector's members and civil society organizations attended the event to consult on issues regarding free trade agreement (FTA) such as technical barriers to trade, sanitary and phytosanitary measures, trade facilitation, intellectual property rights, public procurement, competition, and trade and sustainable development.

"Our goal is to maximize benefits of our trade agreements with Europe. An FTA with EFTA is a logical next

step to expand market access of the Philippines in the continent," DTI-Industry Development Group (IDG) Undersecretary Adrian S. Cristobal Jr. said.

The Department perceives vast possibilities to enter in FTA with EFTA since bilateral trade and EFTA investments in the country's remain small.

Moreover, in 2014 the bilateral trade between the Philippines and EFTA reached USD 636M.

Hence, the Philippines aims to increase its trade with EFTA and attract more investments from the economic bloc through FTAs.

2. PHL completes APEC tariff commitment

The Philippines has fully implemented an initiative under the Asia-Pacific Economic Cooperation (APEC) Vladivostok Declaration before its deadline.

DTI-Industry Development Group (IDG) Assistant Secretary Ceferino S. Rodolfo said **President Benigno S. Aquino III** signed Executive Order (EO) No. 185 in June 2015 which indicates the commitment of reducing tariff on 54 environmental goods to 5% or less by end of this year.

"After it underwent public hearing and consultation, the EO was signed and we reduced tariff of 54 environmental goods to 5.0%. We're fully compliant on that goal," Rodolfo said.

In 2012, during the APEC Economic Leaders' Meeting in Vladivostok, Russia, there was an initiative to increase trade in environmental goods by helping APEC businesses and citizens to access environmental technologies at lower cost.

In line with this, APEC leaders were committed to push for green growth objectives, addressing climate change, and securing sustainable economic development. Such commitment, among others, was stated in the Declaration, which will build a more integrated society and ensure innovation-based economic growth that will contribute to the common goal of achieving APEC economies' prosperity.

"We've been benefitting from this APEC initiative. Export of solar panels is one of our interests. We've seen increase in exports (of solar panels)," Rodolfo noted. (12/1/15)

STATWATCH



USD 31T
 Contribution of micro, small, and medium enterprises (MSMEs) to the gross domestic product (GDP) in the Asia-Pacific region in 2013, almost doubled from USD 16T in 1989



P1.4T Government spending between January 2015 and August 2015



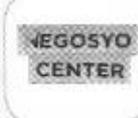
P417.99M
 Loans released to MSMEs through the Small Business Corporation's (SB Corp) Enterprise Rehabilitation Financing (ERF) as of October 2015



97% Presence of MSMEs in the Asia-Pacific region



70% Employment by MSMEs in Asia-Pacific region



18 Negosyo Centers set up in Yolanda-affected areas as of October 2015



3rd World Ranking of consumer confidence among Filipinos in Q3 2015 according to Nielsen's Global Survey of Consumer Confidence and Spending Intentions



A synopsis of acquisitions at the DTI-Library and selected online resources

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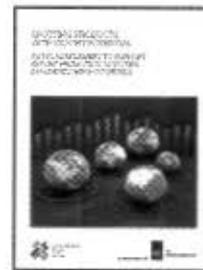
Title: **Cutting down red tape: compendium of DTI laws**

Author/Philippines. Department of Trade and Industry

Publisher: Makati City, 2015

Call No.: 45 608/05/PHIL/2015

An inventory of active official issuances of the Department of Trade and Industry. Contains Department Administrative Orders (DAOs), Implementing rules and Regulations (IRR), Joint Administrative Orders (JAOs) and Memo Circulars (MCs) grouped by topic: business name registration, accreditation of repair shop and services, freight forwarding, product standards, price related, e-commerce among others. The compendium serves as a guide for external stakeholders for clearer and easier compliance with requirements and access to the services of the department. Varicus pages (6 cms. thick)



Title: **Spotting products with export potential; an ITC assessment to support export promotion activities in 64 developing countries**

Publisher: International Trade Centre Geneva, December 2015

URL: <http://www.intracen.org/uploadedFiles/intracenorg/CBIpolicyreport.pdf>

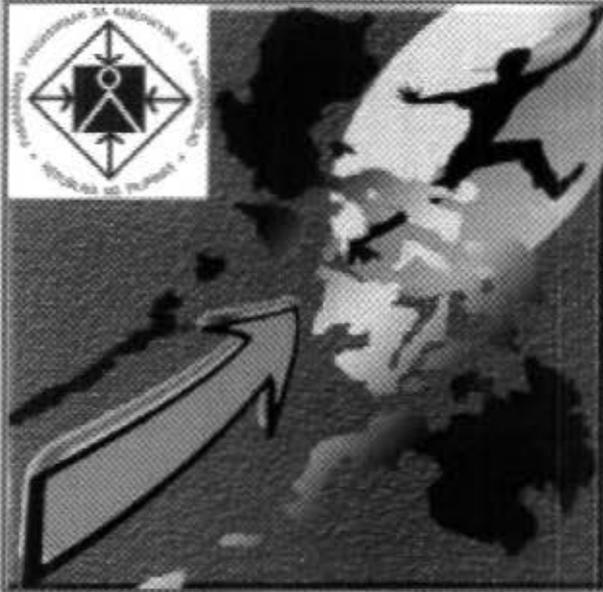
The study provides regional analysis, country and sector fact sheets to assess the existing export potential and diversification opportunities of 64 developing countries in European, emerging and regional markets. ITC has applied and customized its methodology to support the Centre for the Promotion of Imports from developing countries in its selection of value chains with the aim of achieving better targeted and more effective interventions. 38 pages

Legend

- MAB - Manila Bulletin
- PDI - Philippine Daily Inquirer
- TMT - The Manila Times
- TPS - The Philippine Star

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PHL export growth jumps 15.7%



Exceeding growth of most economies in the region, the Philippines' merchandise exports grew by 15.7% in September 2014, the National Economic and Development Authority (NEDA) reported.

The Philippines surpassed one of its top trading partners, China, whose merchandise exports growth for the review period was 15.3%.

Growth of exports in other Asian countries in the review period were as follows: Viet Nam (14.4%); Republic of Korea (6.9%); Taiwan (4.7%); Indonesia (3.9%); Thailand (3.2%); Malaysia (3%); and Hong Kong (1%).

"The Philippines' latest merchandise export growth signals the rebound of the exports sector," **NEDA Officer-In-Charge (OIC) and Deputy Director-General Rolando G. Tungpalan** said.

It also reflects a positive mood across some markets, including Singapore, Germany, South Korea, Thailand, and the Netherlands.

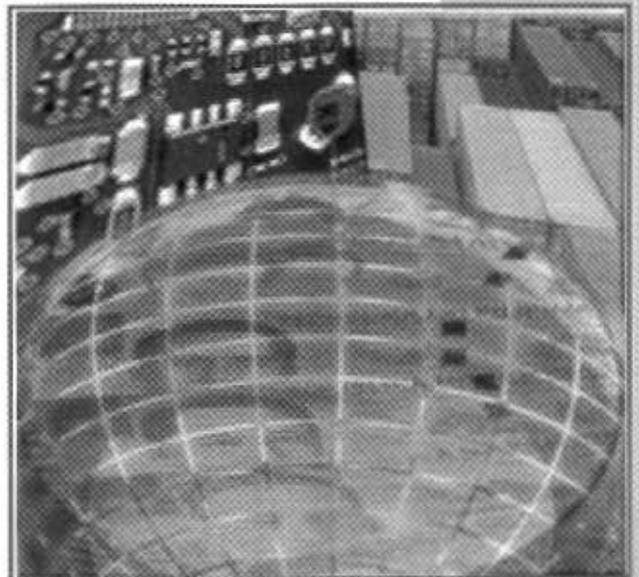
Japan remained as the country's top export market, accounting for 29.6% of the total merchandise exports revenue during the period, followed by the United States (U.S.) at 13.6% and China at 10.5%.

Bulk of the exports (56.3%) went to East Asia like China, Hong Kong, Taiwan, Japan, the Republic of Korea, Macau, Mongolia, and North Korea; followed by the Association of Southeast Asian Nations (ASEAN) member-countries (13.9%); and the European Union (EU) market (10.4%).

Robust gains from machinery and transport products and the continued electronics exports' solid expansion, especially in semiconductors and electronic data processing (EDP), were the main growth drivers.

Manufactured products registered its highest year-on-year (YoY) revenue growth this year at 19.7% to reach USD 5B from USD 4.2B in September 2013. Meanwhile, outward shipment for petroleum products was higher by 53.2%, from USD 54.7M to USD 83.8M in the same month last year.

Chemical products leaped by 94.6% in export volume and contributed 7.2 percentage points to exports growth. ■



PHL economic growth seen to top 7% in 2015

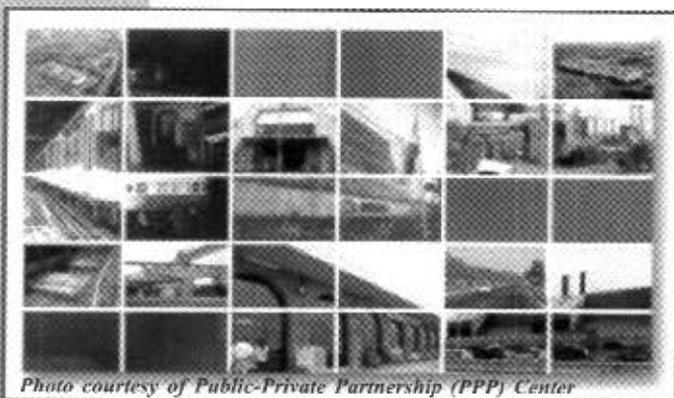


Photo courtesy of Public-Private Partnership (PPP) Center

The Philippine economy is seen to grow over 7% next year spurred by higher infrastructure spending, cheaper crude oil, lower inflation rates, and preparations for the 2016 elections, the Department of Trade and Industry (DTI) said.

DTI Secretary Gregory L. Domingo said the lower global oil prices, resulting from the reduced demand from slowing economic growth in Europe and China, will help drive growth as the Philippines is an oil-importing country. The declining fuel costs can lead to lower inflation.

“Construction growth next year could be in double digits because our budget for infrastructure continues to grow, especially with the PPP [public-private partnership] projects,” he said.

“We have a goal to increase infrastructure spending from 2.5% of GDP [gross domestic product] to 5% until 2016. Maybe next year, it could hit 3.5% or 4% of GDP already,” he added.

On the same note, **National Economic and Development Authority (NEDA) Director-General Arsenio M. Balisacan** cited more factors that will propel the country's economy next year.

"There are bright prospects to look forward to as the year ends. Our macroeconomic fundamentals remain strong," Balisacan said.

The country's strong export performance, he said, has been sustained for the year, especially for high-value products. The Philippine export growth is expected to hit 10% this year.

Balisacan said that since the second half of 2012, industry sector growth has outpaced that of the services sector, consistent with the government strategy to promote the country's manufacturing industry.

"The services sector continues to be robust, especially the IT-BPM [information technology-business process management] sector," he said.

Balisacan also cited the growing household consumption which also indicates strong consumer confidence. ■



Photo courtesy of investvine.com



► **Tips para maiwasan ang mga financial scams**

Ang pagkakaroon ng dagdag ng pagkakakitaan ay makatutulong sa pinansiyal na pangangailangan ng sarili o pamilya. May iba't ibang klase ng *sideline* na maaaring subukin subalit nararapat lamang na maging maingat sa pagpili ng negosyong sasalihan. May mga pagkakataon na hindi inaasahang ikaw ay malinlang ng mga nagsasabing makatatanggap ka ng malaking premyo. Maaari rin namang mahikayat kang sumali sa isang uri ng *get-rich-quick scheme* na isa palang *financial scam*. Narito ang ilang mga *tips* upang maiwasan ang iba't ibang uri ng *financial scams*.

- **Dagdagan ang kaalamang pinansiyal.** Magtanong sa mga kakilala at mga eksperto. Magbasa ng mga artikulo tungkol sa tamang paggamit ng pera. Maaari ring manood ng mga programa sa telebisyon o makinig sa mga istasyon ng radyo na nagtatalakay ng mga ganitong usapin.
- **Maging matiyaga at masikap.** Ang pagtamasa sa tunay na tagumpay ay hindi basta-basta nakukuha. Kailangan ang sapat na tiyaga at pagsusumikap dahil hindi biglaan ang pag-abot sa tagumpay. Sa gayon, huwag maniwala sa mga nanghihikayat tungo sa mga madadaling paraan ng pagyaman.
- **Kilalaning mabuti ang sasalihang negosyo.** Huwag basta-basta papasok sa isang negosyo na nagsasabing "*No Risk Investment*" dahil ang mga negosyong nagtatagumpay ay dumaraan muna sa ilang mga pagsubok. Huwag ding sasali kung nanghihingi ang kompanya ng malaking *membership fee*.
- **Iwasan ang mga mapanlinlang na mga ads.** Ang mga *ads* na nagpapakita ng mga *entreprenyur* na napalilibutan ng magagarang sasakyan, bahay, at pera ay maaaring nanlilindang lamang. Alamin kung ang sasalihang negosyo ay may mas mataas na kita kung magbebenta ng produkto sa pamamagitan ng "*direct selling*" kaysa sa *pagre-recruit* ng mga bagong miyembro.
- **Alamin ang wastong paggamit ng credit card.** Huwag itong gamitin sa pagsali sa mga negosyong iniaalok ng *Internet* dahil maaaring isa itong uri ng *scam*.

► **Tips sa pagtatayo ng sariling negosyo**

Ang isang *empleyado* na nagnanais magtayo ng sariling negosyo ay maninimbang kung iiwan niya ang kanyang trabaho kung saan nakasanayan na niyang kumita ng buwanang sweldo o harapin ang mga pagsubok sa pagtatayo ng sariling negosyo na hindi sigurado ang patutunguhan. Marahil ito rin ang dahilan kung bakit hindi natutuloy ang iba sa pagnenegosyo. Narito ang ilang mga *tips* na maaaring subukin:

- **Piliin ang iyong prayoridad.** Alamin kung ano ang tunay na ninanais bago pa man simulan ang negosyo. Nararapat lamang na ikaw

ay sigurado kung ano ang pipilin mong gawin o higit na pahahalagahan sakaling hindi mo iiwan ang dati mong trabaho.

- **Humanap ng ka-partner sa negosyo.** Hindi lamang sila nagbibigay ng dagdag na kapital, bagkus nakapagbibigay rin sila ng mga bagong kaalaman at pananaw sa pagpapanatili ng negosyo. Tandaan lamang na dapat ay may pagkakatulad din ang inyong mga hilig upang maging matagumpay ang pamamalakad ng papasuking negosyo.
- **Pumili ng magandang lokasyon.** Kung mataas ang *foot traffic*, mas mataas ang tsansa na mapapansin ang iyong negosyo. Anumang produkto o serbisyo ang ihatid sa iyong mga konsyumer ay tiyak na mapapansin nila ito. Bilhin mo ang pwesto kung maaari sapagkat pwede itong maidagdag sa iyong *property investment*.
- **Obserbahan ang mga matatagumpay na negosyo.** Alamin kung ano ang mga pamamaraan ng pamamalakad sa katulad na negosyong nais itayo. Mag-isip ng paraan kung paano mahihigitan ang mga produkto at serbisyon ibinibigay ng kompetisyon.
- **Mag-hire ng mga nararapat na empleyado.** Maghanap ng mga tauhan na tutulong sa pagpapakita ng negosyo kung sa iyong palagay ay kulang ang iyong mga *skills* o kakayahan.
- **Paunlarin ang sariling kakayahan.** Makipag-ugnayan sa *Bureau of Small and Medium Enterprise Development (BSMED)* o sa *Philippine Trade Training Center (PTTC)* para sa mga nakalinya nilang *training* o *seminar* sa pagpapabuti ng sariling kakayahan o sa pagtatayo at pagpapalago ng negosyo.

► **Tips sa pagpapakilala ng produkto**

Maraming uri ng kompetisyon sa pamilihan. Ang tatak o *brand* ng produkto ay isa sa mga basehan na ginagamit ng mga konsyumer sa pagpili ng kanyang bibilhin. Narito ang mga *tips* para sa mga *entreprenyur* na handa nang makipagsabayan sa kanilang mga kakompetensiya:

- **Lagyan ng brand name ang produkto.** Gumamit ng *brand* o pangalan na madaling matandaan o mapansin kahit na mapahalo ito sa iba pang mga produkto. Mag-isip ng orihinal o sariling konsepto. Humingi rin ng opinyon sa mga kakilala upang makabuo ng mas magandang resulta.
- **Lagyan ng larawan ang brand name.** Makatutulong ito upang madaling maalala ng mamimili ang iyong produkto. Gawin itong simple subalit tiyakin na hindi agad malilimutan ng konsyumer.
- **Iparehistro ang brand name at logo.** Siguraduhin na hindi magagaya ng iba ang *brand name* at *logo* kaya iparehistro agad ito sa *Intellectual Property Office of the Philippines (IPOP)*.



► **DTI nag-isyu ng notice of violation sa 14 supermarkets**

Ayon sa *Department of Trade and Industry-Consumer Protection Group (DTI-CPG)*, ang mga tindahan ng mga pangunahing bilhin ay kailangan sumunod sa *Suggested Retail Prices (SRPs)* kahit tumaas ang presyo ng krudo at kuryente. Sa *price monitoring activities* na ginawa ng *Fair Trade Enforcement Bureau (FTEB)* nong 2-5 Pebrero 2015, 52 *supermarkets* at *grocery stores* ang napatunayang sumusunod sa *SRPs*. Sa kabilang banda, 14 *supermarkets* naman ang lumabag sa *SRPs*. Ang 14 *supermarkets* na may *Notice of Violation* ay ang mga sumusunod:

- 1) CVC Supermarket Caloocan (Caloocan)
- 2) Super 8 Supermarket Magallanes (Makati)
- 3) Ever Supermarket Concepcion (Malabon)
- 4) Ever Supermarket - Manila (Manila)
- 5) SM Hypermart (Muntinlupa)
- 6) Ever Supermarket - Agora (Navotas)
- 7) Super 8 Supermarket Sucat (Parañaque)
- 8) Puregold Sucat (Parañaque)
- 9) Puregold Cubao (Quezon City)
- 10) Rustan's Gateway (Quezon City)
- 11) San Roque Supermarket (Quezon City)
- 12) Super 8 Grocery Warehouse (Quezon City)
- 13) Wellcome Supermarket FCM Fairview (Quezon City)
- 14) Ever Gotesco Commonwealth (Quezon City)

Ang mga nabigyan ng *Notice of Violation* ay kinailangang magpaliwanag sa *FTEB* kung bakit hindi nakasunod sa *SRPs* ang mga produktong kanilang binebenta. Maaari nilang *i-adjust* ang presyo ng mga produktong binebenta o kaya ay magkakaroon sila ng mga *penalties*. Ayon sa *DTI Department Administrative Order No. 06, Series of 2007*, itong 14 *supermarkets* ay kailangan magbayad ng multa mula P20,000 hanggang P1M.

Makikita ang listahan ng *SRPs* ng mga pangunahing produkto sa *DTI website* <http://dti.gov.ph/dti/index.php/price-watch> (*BantayPresyo-Monitored Prices of Basic Commodities-Monthly Report*).

► **Tips sa pagiging matalinong konsyumer**

Sa panahon ngayon, mas wais at mapagmatyag na ang mga konsyumer sa bawat produkto at serbisyong kanilang binabayaran. Dahil na rin sa pagkakaroon ng mga *facebook* o *twitter accounts*, mas nagiging aktibo ang mga konsyumer sa paghahain ng reklamo o pagbibigay ng mga rekomendasyon. Narito ang ilang *tips* sa pagiging matalinong konsyumer sa lahat ng panahon:

- *Magkalap ng impormasyon sa mga produktong nais bilhin.* Magbasa muna ng mga *reviews* upang masiguro na maaasahan at naaayon sa kagustuhan ang *features* ng nais bilhin. Malaking tulong din ang mga *reviews* dahil sa mga *firsthand* na impormasyon sa mga nakagamit na ng produkto.

- *Magcanvass ng mga presyo ng produktong nais bilhin.* Minsan ay magkakaiba ang presyo ng produkto na nais bilhin sa merkado. Maaaring may produkto na mahal sa isang tindahan ngunit mura naman sa kabila. Siguraduhin lamang na ito ay orihinal at mapagkatitiwalaan ang bibilhan.
- *Maging maingat sa pagbibigay ng personal details kapag sa online bibili.* Mag-ingat sa mga nagkukunwaring lehitimong *online shops*. Mas mabuti rin kung bumili lamang sa mga *shops* na rehistrado sa *Department of Trade and Industry (DTI)* na may nakapaskil na *business permit*.
- *Itago ang resibo ng mga gadgets o appliances.* Kung magkaroon man ng problema sa nabiling gamit, maaaring ibalik ito agad kung naitago ang resibo. Ito ang patunay na nabili talaga ang produkto sa tindahan. Kung *thermal paper* ang ginamit, magpaphoto copy nito.
- *Magbigay ng feedback sa mga serbisyo at produktong nabibili.* Malaki ang maitutulong nito lalo na sa mga negosyo upang makita rin nila kung saang aspeto pa sila dapat mag-improve.

► **Tips upang mas maging productive sa trabaho**

Ang pagiging *productive* sa trabaho ay hindi lamang kapakipakinabang para sa pinagtatrabahuhan kundi maging sa sarili dahil sa *fulfillment* na dulot nito. Malaking tulong ang mga empleyadong *productive* dahil sila ay may kusang-loob na gawin ang mga bagay na makapagpapalago sa kumpanya. Ang mga sumusunod na *tips* ay maaaring makatulong sa pagiging mas produktibo at responsableng manggagawa:

- *Magkaroon ng timetable para sa sarili.* Ang bawat indibidwal ay may sariling *timetable*. Ang iba ay mas *productive* tuwing umaga; may iba namang mas maraming natatapos na gawain sa hapon. Gumawa ng sariling *to-do list*. Dito rin matutukoy ang mga *priorities*.
- *Magkaroon ng routine.* Maaaring magsimula sa pagcheck ng *emails* sa umaga at pagkatapos ay simulan na ang iba pang gawain. Nasa empleyado ang paraan upang mas mapadali ang mga gawain.
- *Pagsama-samahin ang mga magkakaparehas na gawain.* Halimbawa, lahat ng *research tasks* ay gawin nang minsanan upang hindi na pabalik-balik.
- *Bigyan ng focus ang isang gawain.* Madalas kapag pinagsasabay-sabay ang mga gawain, mas maraming nakaliligtaan.
- *Magset ng break para sa sarili.* Sa bawat yugto ng gawain, magkaroon ng break upang huwag masyadong ma-stress. Maaaring magcheck ng *cellphone* kung mayroong text, kausapin ang katrabaho (siguraduhin lamang na hindi ka makaaabala), o kaya'y magtimpla ng kape o *juice* para sa sarili dahil sa *job well done* at *on time*.

**➤ Mga tips sa pag-iipon**

Sa gitna ng pagtaas ng presyo ng mga bilihin, mahalagang meron tayong naitatabi para sa ating *savings* buwan-buwan. Ano nga ba ang mga pangkaraniwang dahilan kung bakit mahirap magkaroon ng *savings*? Isa na rito ang karampot na sweldo. Kaliwa't-kanang *credit card bills*. Kulang o wala man lang *investment plans*.

Sa una lamang mahirap ang pag-iipon. Kapag nasanay na, magiging *habit* na ito. Maraming paraan upang makapag-impok ng pera, nasa disiplina lamang ito. Narito ang ilang tips para may magamit na pera sa oras ng pangangailangan:

- **Simulan mag-save hangga't maaga.** Huwag nang ipagpabukas ang pagsisimula. Bukod sa disiplina, kailangan din ng *commitment* para makapagsimula nang tama sa pag-iipon.
- **Maglaan na ng para sa savings.** Pag-isipang mabuti kung magkano ang ilalaan sa *savings* mula sa buwanang sweldo. Kung maisip na magtatabi ng 10%, maaaring simulan sa 4% sa unang buwan. Itaas sa 6% matapos ang unang tatlong buwan, hanggang sa gawin itong 10% pagkalipas ng anim na buwan. Sarili n'yong desisyon kung magkano ang gusto ninyong *i-save*.
- **Savings muna bago ang expenses.** Mukhang mahirap gawin, ngunit posible ito kung talagang *committed* makaipon. Pagkakuha ng sweldo, unahin sa *budget* ang paglaan ng *savings* upang hindi na ito maisama sa mga panggastos. Kung maaari, gumawa ng sariling *bank account* para sa *savings* lamang.
- **Maganda ring gumawa ng listahan ng mga expenses.** Gumawa ng *wants versus needs*. Isiping mabuti na baka ang mga nakalista ay maaari munang ipagpaliban at sa halip na gastusin ay idagdag na lamang ito sa *savings*.
- **I-monitor ang savings plan.** Kapag malaki-laki na ang naipon sa bangko, maaaring magresearch pa ng ibang *savings plan* o kaya mag-*invest* upang mas mapalago pa ang pera.

➤ Mga tips upang mas lalo pang makatipid

School time na naman. After ng gastusan sa bakasyon, gastusan naman sa *school*. Heto ang medyo mahirap: ang baguhin ang matagal na nating habits sa paggastos. Pero alam n'yo ba na sa isang walis na *consumer*, hindi niya kailangang ipagkait sa sarili ang mga nakagawiang gastusan? Ang solusyon: humanap ng alternatibong paraan upang mapunan ang kanilang mga kinagawian.

Narito ang ilang *tips* upang makatipid sa mga gawaing nakasanayan na:

- **Pagkain sa labas.** Madalas nagkakayayaan ang mga magkaka-opisina o magkakaklase na kumain sa labas kung kaya mas mainam na maghanap ng mga *online deals*. Maaari nang bumili ng mga *vouchers* kung saan may mga *discount* sa *group meals*.
- **Pagpackage ng serbisyo ng Internet, cellphone, at telepono.** Mayroon na ngayong *ino-offer* ang mga *telecom companies* na *bundle deals*. Maaari nang *i-package* ang *landline*, *broadband connection*, at *mobile phone plan*. Mas makatipid dito kaysa sa pag-avail ng hiwa-hiwalay na serbisyo.
- **Paggawa ng listahan para sa grocery shopping.** Ang paggrocery ay madalas na pinaglalaanan ng malaking *budget* tuwing susweldo. Mas makatipid kung magkaroon ng listahan bago pumunta sa *grocery*. Itala na lahat ng mga kailangan sa isang buwan upang minsanan lang ang pagpunta. Mas makabubuti ito para makaiwas pa sa *temptation* na bumili ng mga hindi naman kailangan.

➤ Advantages ng pagkaroon ng sariling negosyo

Ang pagtatayo ng sariling negosyo ay isang pakikipagsapalaran. Kailangan mas maging matibay dahil maraming pagsubok ang maaaring dumating. Kaakibat din nito ang pagkaroon ng *fulfillment* at kasiyahan ng isang negosyante kapag naging matagumpay ang negosyo. Mahirap man sa simula, narito ang ilang kabutihan ng pagkaroon ng sariling negosyo:

- **Maaaring kumita nang malaki.** Kapag masipag at madiskarte, maaaring kumita ng malaki dahil walang limitasyon ang maaaring kitain. Depende rin ito kung mayroong tamang produkto sa tamang lugar at sa tamang panahon.
- **Mas magiging malikhain.** Kailangan sa negosyo ang pagiging malikhain lalo na ang pag-iisip ng mga ideya kung paano mas kikita ang negosyo at kung paano ito palalaguin.
- **Lalawak ang iyong networks.** Bilang negosyante, dapat ay marunong makisama at makisalamuha sa iba. Ang mga *customers* pati na rin mga *suppliers* ang makatutulong upang maging matagumpay ang negosyo.
- **Hawak ang sariling oras.** Kailangan maglaan ng mahabang oras lalo na kung nagsisimula pa lamang sa negosyo ngunit kapag naging *stable* na ang lahat, mas magkaroon na ng *flexible hours*.



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► **Tips sa All Soul's Day at All Saint's Day**

Bilang paggunita sa *All Soul's Day at All Saint's Day*, nakaugalian na ng mga Pilipino ang pagpunta sa sementeryo upang dalawin ang mga mahal sa buhay na namayapa na. Nangangahulugan na ang mga lugar na ito ay napupuno ng maraming tao. Narito ang ilang mga *tips* upang mabawasan ang abala sa pagpunta sa sementeryo sa panahon ng Undas:

- *Ihanda na ang lahat ng kailangan sa pagpunta ng sementeryo.* Ihanda na ang mga gagamitin at dadalhin sa sementeryo dalawang araw bago ang nakatakdang pagpunta upang walang makalimutan. Kung maaari ay magkaroon ng *checklist*.
- *Bumisita o pumunta ng maaga.* Kung ayaw makisabay sa dami ng mga tao, mas mabuti na kung aagahan ang pagpunta.
- *Maghanda ng easy-to-pack na pagkain.* Kung nagpaplanong magtagal sa sementeryo, higit na mabuti ang maghanda ng sariling pagkain upang makatiyak na malinis ito at hindi na rin mahirapan pang humanap ng makakainan.
- *Magdala ng mga inumin.* Ihanda ang mga inumin lalo na ang tubig dahil madalas na nakauhaw kapag marami ang mga tao at nagsisiksikan. Iwasan ang magdala ng mga *alcoholic drinks* dahil hindi naman ito pinapayagan sa sementeryo at upang mapanatili na rin ang kapayapaan sa pag-alala sa mga mahal sa buhay.
- *Magdala ng payong o kahit anong panabla sa ulan.* Minsan ay maaaring umulan o kaya maging matindi ang sikat ng araw. Pabago-bago ang klima kaya mas mabuting handa at makaiwas sa sakit.
- *Magdala ng first aid kit.* Hindi maiiwasan ang mga sakuna kung kaya maghanda na rin ng mga gamot. Maaaring mahilo o sumakit ang ulo kaya dapat may nakahandang mga gamot. Maghanda rin ng mga *tissues* at *sanitizing sprays*.
- *Huwag nang isama ang mga maliit na bata.* Kung maaaring iwan na lamang ang mga bata sa bahay ay mas makabubuti. Mas mahihirapan pang makipagsiksikan sa sementeryo kung iintindihin pa sila. Siguraduhin lamang na mapagkakatiwalaan ang pag-i-iwanan sa kanila.
- *Alamin ang mga emergency at police stations.* Alamin agad pagdating sa sementeryo ang mga *emergency stations* upang alam agad ang dapat puntahan kung sakaling magkaroon ng problema.
- *Ingatan ang mga gamit.* Huwag nang magdala ng mga gamit na hindi naman kailangan tulad ng mga *gadgets* na takaw tingin sa mga mapagsamantala. Isipin na lamang na ang pagpunta sa sementeryo ay paggunita para sa mga namayapa. Panatiliing makabuluhan ang paggunita ng araw na ito.

► **Tips sa pagpapahinga sa buhay-teknolohiya**

Normal na ang paggamit ng teknolohiya sa bawat minuto sa modernong panahon tulad ngayon. Madalas itong maging unang kaharap sa paggising pa lamang sa umaga at kahuli-hulihang tinitingnan bago naman matulog. Hindi naman masisisi ang iba dahil ito ay nakatutulong lalo na kung marami ang trabaho. Ngunit sa lahat ng mga tulong na nagagawa nito, minsan ay maganda rin kung pinagpapahinga natin ang ating mga sarili sa paggamit ng teknolohiya. Higit na makabubuti rin ito sa kalusugan ng bawat isa. Kahit gaano pa kadami ang ginagawa, maiintindihan naman ng mga katrabaho ang pagkakaroon ng *technology free day* kahit isang Sabado o Linggo lang. Narito ang ilang mga *tips* na maaring isaalang-alang:

- *I-disiplina ang sarili na hindi hahawak ng kahit ano mang gadget paggising sa umaga.* Simulan ang umaga na walang binubuksang telebisyon o *computer*. Minsan kahit ang mga napapanood na mga balita sa telebisyon ay nakagagawa ng malaking *impact* sa pagsisimula ng iyong araw lalo na kung puro negatibo ang nakikita dito. Tiyak na mas marami pang magagawang makabuluhan kung hindi uunahin ang panonood at *pagcheck* ng mga *facebook notifications*.
- *Maglaan ng isang oras na hindi gumagamit ng teknolohiya.* Isara ang *cellphone* at *computer*. Itago ang iba pang mga *gadgets*. Magbasa ng libro o *magazine*. Mas maganda rin kung personal na makikipag-usap sa mga kasama sa bahay, miyembro ng pamilya, o mga malapit na kaibigan.
- *Magplano ng panandaliang downtime.* Isa itong mahirap na gawain lalo na sa mga *workaholic*. Isa sa magandang halimbawa ang paglabas ng opisina tuwing *break time* at maglakad-lakad sa malapit na parke o lugar kung saan makahahanap ng katahimikan. Ang pansamantalang *pag-disconnect* ay nakapagbibigay minsan ng mas malawak na kaalaman at nagkakaroon ng *peace of mind*.
- *Bigyan ng bedtime ang mga gadgets.* Ibahin ang mga gawain na nakagawian bago matulog. Imbes na magcheck ng *viber messages* at *twitter mentions*, itago muna ang mga *gadgets*, magbasa ng libro, mag-*workout*, o kaya makipagkwentuhan sa mga kasama sa bahay.
- *Isipin na sa isang araw ay walang urgent na gawain.* Iwasan muna ang *e-mails*, *phone calls*, o *text messages*, maliban na lamang kung sobrang importante ito. Upang hindi maabala, mag-*set-up* ng *temporary automated e-mail response*. *I-enjoy* ang araw na walang ginagamit na teknolohiya.

► **Tips sa pagpunta sa mga restaurants**

Kaakibat ng pamamasyal ang pagkain sa mga *restaurants*. Paminsan-minsan ay masarap din kumain sa labas lalo na kung hindi ikaw ang maghahanda. Panahon ito upang makapag-*relax* lamang ngunit minsan iniisip pa rin ng mga *konsyumer* na dapat nasa *budget* ang paggastos. Narito ang ilan sa mga *tipid tips* na maaaring gawin:

- *Maghanap ng mga discounts at promos*. Marami na ngayon ang nagbibigay ng ganitong mga *promos*. Kadalasan ang mga bagong bukas na kainan ay mayroong mga ganitong pakulo.
- *I-avail ang group meals*. May mga *promo* ang mga kainan na nag-o-*offer* ng *group deals*. Minsan ay mas makatitipid dito dahil kumpleto na ito at may kasama pa kung minsan na inumin at panghimagas.
- *Magtanong kapag mayroong hindi maintindihan sa menu*. Huwag mahiyang magtanong kapag may nais pang malaman sa mga *ingredients* na nasa isang *recipe*. Maaari rin itanong kung ang ibang mga *meals* ay pwedeng *i-order* na *ala carte* lamang lalo na kung maliit na grupo lamang ang kakain.
- *Magsaliksik ng mga reviews*. Sa pamamagitan ng mga *reviews*, malalaman ang mga *bestseller* na maaaring orderin o kaya ano ang mga *possible orders* na makatitipid.

► **Mga negosyong maaaring simulan sa Kapaskuhan**

Pagsapit ng *–ber month* nagsisimula na ang iba sa paghahanap ng ma-i-reregalo at ang iba naman ay namimili na ng mga iluluto sa para sa *Noche Buena*. Nag-*dedecorate* na rin ang iba ng kani-kanilang mga bahay para sa darating na Pasko. Para sa mga *business-minded*, mag-iisip na sila ng mga bagong mapagkakakitaan. Narito ang ilang mga suhestiyon na maaaring simulan:

- *Pagbenta ng mga sweets at goodies*. Mabenta ng mga *cupcakes* at *cookies* kapag Kapaskuhan. Karamihan ay ginagawa din ang mga ito na *giveaways* sa mga *party*.
- *Paggawa ng mga office giveaways*. Kapag mga *office giveaways*, kadalasan ay gusto ang mga *personalized items* katulad ng *notebooks*, *notepads*, *pens*, at mga kalendaryo.
- *Mag-design at magbenta ng mga Christmas cards at scrapbooks*. Sa panahon ngayon, ang mga *greetings* ng mga tao ay sa *online* na lamang ngunit kung makagagawa ng mga kakaiba at magagandang *designs*, maaaring makakuha rin ng mga *customers*. Nagiging sentimental ang mga tao tuwing Kapaskuhan kung kaya mas nagugustuhan nila ang pagbati na taos-puso at bukal sa kalooban. Hindi ito mapapantayan ng *online greeting* lamang.
- *Magkaroon ng garage sale*. Matatapos na muli ang taon. Marami na namang mga kagamitang hindi ginagamit ang nakatambak sa mga kwarto, bahay, o bodega. Panahon na ulit upang magbenta ng mga ito kaysa masira ang mga *bags*, *sapatos*, *damit*, at iba pa. Maaaring magkaroon ng dagdag na kita at ito ay mapakikinabangan pa ng iba.
- *Magbigay ng catering services*. Magluto ng iyong mga *specialties* para sa mga kaibigan at iba pang

kakilala. Gawin silang mga kliyente at kapag nagustuhan nila ang iyong mga niluto, pakiusapan sila na irekomenda ka sa iba. Pag-aralan din ang *pag-table set-up* at *pag-decorate* ng *venue*.

► **Tipid tips sa pag-organisa ng house party**

Ang paghahanda sa bahay ay madalas ginagawa kapag sumasapit ang Pasko. Madalas ay nagkakaroon din ng mga *reunion* ang mga magkakamag-anak at magkakaibigan. Maaaring mag-*party* sa mga kainan o *restaurants* at ibang *mga function rooms* ngunit marami pa rin ang gustong mas makatipid kaya gustong maghanda na lamang sa bahay. Narito ang ilang mga *tipid tips* para sa paghahanda sa bahay:

- *I-maximize ang mga gamit sa bahay*. Para maiwasan ang pagbili ng mga bagong gamit, tingnan muna ang mga kagamitan na maaari pang gamitin para sa *house party*. Kung malaki ang bakuran, maaaring doon na lamang maglagay ng mga mesa at upuan para sa kainan. Makabubuti rin kung itatago muna ang ibang mga *furnitures* na hindi naman magagamit para sa *house party* upang maiwasan ang pagsisiksikan.
- *Ipagkatiwala ang mga gawain sa bawat miyembro ng pamilya*. Hatiin at huwag akuin lahat ang mga gawain. Bigyan ang bawat isa nang magagawa. Kung ang pagluluto ay gagawin ng nanay, maaaring si tatay at mga anak na ang maglinis at mag-ayos ng bahay.
- *Maglaan ng lugar para sa mga bata*. Magkaroon ng isang *area* sa bahay kung saan pwedeng maglaro ang mga bata upang hindi maistorbo ang kwentuhan ng mga matatanda. Hindi rin magkakaroon ng mga aksidente kapag naglaro na ang mga bata kung mayroon silang sariling *area*. Magiging maganda rin itong karanasan sa mga bata upang makipaglaro at makasalamuha ang mga kasing- edad nila.
- *Maging simple ngunit hindi malilimutan*. Ang mga kasiyahan na ganito ay dapat manatiling simple at *memorable*. Hindi kailangan ng magagarbong pakulo lalo na kung ang mga bisita ay malalapit na kapamilya at kaibigan. Maghanda ng pagkain na hindi madaling mapanis dahil siguradong ang kasiyahan ay madalas tumagal ng maraming oras. Maglaan din ng oras ng pakikipagkwentuhan sa bisita dahil ang dahilan naman ng pag-organisa nito ay para makapagsama-sama muli ang mga magkakapamilya.

► **Sikat Pinoy: National Furniture and Furnishings Fair**

Ang kauna-unahang *National Furniture and Furnishings Fair* ay magaganap sa Filinvest Tent, Spectrum Midway, Filinvest City, Alabang, Muntinlupa City, ika-5 hanggang 9 ng Nobyembre 2014.

Ang *event* ay inorganisa ng Department of Trade Industry (DTI) sa pamumuno ng Bureau of Domestic Trade Promotion at sa tulong ng mga DTI Regional at Provincial Offices. Ang limang araw na pagtitipon ay isang *retail at order taking event* na magtatampok ng iba't ibang *furniture* at *furnishings* mula sa mga *local manufacturers* sa Pilipinas.



► **Tips para sa stress-free at masayang holiday season**

Ang pagsalubong sa Pasko ay dapat nakapagbibigay ng saya sa ating mga damdamin. Hindi ito nararapat na magdulot ng *stress*, pagkataranta, pag-aalala, at iba pang mga negatibong emosyon. Ang bilang ng mga nagkakasakit ay tumataas din sa pagsapit ng *holiday season* na maiuugnay sa maling *lifestyle*. Narito ang ilang mga *tips* upang masiguro ang pagdiriwang ng isang *stress-free* at masayang Kapaskuhan:

- *Magkaroon ng sapat na pahinga o tulog.* Maliwasan ang pagkakasakit kung husto ang pahinga at tulog. Mabuti rin ito upang magampanan nang mas maayos ang mga gawain.
- *Panatilihin ang kalusugan.* Iwasan ang mga bisyo na nakapagdudulot ng masamang kalusugan tulad ng labis na pag-inom ng alak at paninigarilyo. Kumain din ng mga pagkaing may sapat na nutrisyon subalit nararapat din na hindi labis sa pangangailangan ng katawan. Ang regular na pag-eehersisyo ay bigyan din ng sapat na panahon bagaman maraming aktibidad na gagawin o pauunlakan.
- *Huwag uminom ng alak at magmaneho ng sasakyan pagkatapos.* Hindi inaasahan ang mga sakuna kaya dapat ay laging mag-iingat. Kung sakaling magkaroon ng pagkakataon na magkonsumo ng alak, iwasan ang pagmamaneho.
- *Disiplinahin ang sarili.* Dumalo sa mga handaan ngunit siguraduhin na sapat lang ang kakainin. Iwasan ang mga pagkain na matataba o nakapagpapataas ng *cholesterol level*, matatamis, at maaalat upang manatiling malusog.
- *Sundin ang mga tips sa pagbibigay ng mga regalo.* Ang pamimili ng regalo ay maaaring magdulot ng *stress*. Maaari namang maging mapagbigay at maalalahanin na hindi kailangang maaapektuhan ang iyong kalusugan.

► **Tips sa pagreregalo ngayong Pasko**

Ang pagdiriwang ng Pasko ay maaaring maging makabuluhan kahit na simple lamang ang magiging plano para sa araw na ito. Ang pag-alala sa mga mahal sa buhay sa pamamagitan nang pagbibigay ng kahit na munting regalo lamang ay magbibigay na ng saya sa kanila. Ang kailangan lamang ay maging matalino at malikhain sa pagpili ng ibibigay. Narito ang ilang mga *tips* na maaaring gawin:

- *Siguraduhin na ligtas ang mga bibihin na laruan.* Tiyak na magugustuhan at magagamit ng mga bata ang mga laruan. Gayunpaman, alamin munang mabuti kung ano ang mga materyales na ginamit sa paggawa nito upang masigurong ligtas ito para sa kanila at naaayong gamitin para sa kanilang edad.

- *Maging alerto sa mga anunsiyo sa telebisyon at radyo.* Ang mga ahensiya ng ating pamahalaan tulad ng *Department of Trade and Industry (DTI)* ay nagbibigay ng babala kung sakaling may masamang dulot ang mga laruan sa mga batang gagamit nito. Ang iba namang mga ahensiya ay nagbibigay rin ng impormasyon kung may mga negatibong dulot ang produktong sakop nila.
- *Humanap ng ibang alternatibo.* Hindi lamang mga laruan ang maaaring ibigay sa mga bata. Maaaring bigyan sila ng libro at iba pang gamit na makapagpapaunlad ng kanilang kaalaman sa literatura at kasanayan sa sining. Mapalalawak ang kanilang mga kaalaman sa pamamagitan ng mga naiibang uri ng regalong ibibigay sa kanila.
- *Gamitin ang pagiging malikhain.* Ang mga regalo na ginawa ng sariling kamay ay magbibigay ng karagdagang saya sa pagbibigyan nito. Alamin kung ano ang talentong mayroon ka at gamitin ito sa paglikha na iyong *personalized gift*.
- *Planuhin ang pamimili.* Maglaan ng sapat na oras at panahon sa pamimili ng mga regalo sa Kapaskuhan. Ilista ang lahat ng mga bibilhing regalo bago pa umalis sa inyong tahanan. Hatiin ito sa iba't ibang araw kung hindi kayang gawin nang minsan lamang.
- *Umiwas sa last-minute shopping.* Pwede itong iwasan kung paghahandaan ang pamimili ilang buwan bago pa sumapit ang Kapaskuhan. Simulan ang pamimili na paunti-unting mga regalo kung ikaw ay laging pumunta sa mga *malls*, lalo na sa pagkakataong may mga *sale items*.

► **Tips sa pagbabakasyon ngayong holiday season**

Maraming araw na walang pasok ngayong panahon ng Kapaskuhan. Higit na magiging kapakipakinabang ang pagbabakasyon kung magagamit ito sa mga makabuluhang bagay. Narito ang mga *tips* na maaaring gawin:

- *Maglinis ng bahay o sariling silid.* Maglaan ng ilang oras o araw sa paglilinis ng iyong mga kagamitan na maaaring hindi mo na nagagamit. Mas maayos ang pagpasok ng Bagong Taon kung organisado ang iyong mga kagamitan.
- *Magtayo ng garage sale.* Ibenta ang mga bagay na hindi na kailangan kung ninanais mong mapakinabangan ng iba ang iyong mga gamit o kung gusto mong magkaroon ng dagdag na ipon. Subukin mong maging *entreprenyur* kahit minsan lang sa isang taon.
- *Maglaan ng sapat na oras sa pamilya.* Magkaroon ng isang maayos na pagpupulong kasama ang bawat miyembro ng pamilya. Ang pakikipag-usap sa kanila ay maaaring makabuo ng isang magandang plano para sa pagpapaunlad ng inyong kabuhayan sa susunod na taon.



Kalipunan ng mga impormasyong tinipon at sinulat para sa mga *newscasters* at *broadcasters* sa mga himpilan ng radyo sa buong bansa para sa kaalaman ng sambayanang Pilipino.

► **Tips sa mga nais maging *entrepreneurs***

Ang Department of Trade and Industry (DTI) ang isa sa mga institusyon na pangunahing sumusuporta sa mga *micro, small, and medium enterprises* (MSMEs) na tinuturing na *backbone* ng ekonomiya ng Pilipinas. Ang bansa ay nangangailangan ng mas marami pang mga negosyo, maliit man o malaki, upang makapagbigay ng mas maraming trabaho sa mga Pilipino.

Bukod dito, marami na rin sa mga Pilipino ang nagnanais na sumubok na magnegosyo dahil nais nila ng mas malaking kita. Narito ang ilang mga *tips* sa pagsisimula ng bagong negosyo:

- *Magkaroon ng vision para sa negosyo.* Isiping mabuti ang bawat hakbang na gagawin. Huwag madaliin ang mga desisyon. Pag-aralang mabuti kung anong klaseng negosyo ang nais simulan at kung paano ito mapalalago. Magkaroon din ng *business plan* upang magkaroon ng *focus* sa itatayong negosyo.
- *Kumunsulta sa mga eksperto.* Magtanung-tanong sa mga taong pinagkatitiwalaan kung ano ang mga hakbang na dapat gawin para sa naiisip na negosyo. Marami na rin ngayon ang mga *seminars* o *trainings* na ginagawa para sa mga *aspiring entrepreneurs*. Maaaring bumisita sa website ng DTI: www.dti.gov.ph at Philippine Trade Training Center (PTTC): www.pttc.gov.ph para malaman ang mga *free demo skills training at business seminars* na pwedeng puntahan.
- *Tiyakin na interesado sa negosyong itatayo.* Madalas sabihin ng mga *entrepreneurs* na “*Know what you do. Do what you know.*” Mas makabubuti na interesado ka sa iyong ginagawa upang kahit mahirapan ka ay hindi mo bibitawan ang negosyo. Mas mahalagang gusto mo ang iyong ginagawa upang mas maging *dedicated* ka.
- *Magkaroon ng SMART goals.* Dapat maging *Specific, Measurable, Achievable, Relevant, and Time-bound* (SMART) ang bawat plano.
- *Irehistro ang business.* Kapag sigurado na sa negosyo, irehistro ito sa mga nararapat na *government agencies*. Para sa mga *sole proprietorships*, maaari nang *i-register* ang *business name online* sa: www.bnrs.dti.gov.ph. Maaari na ring magbayad *online* at ma-download ang *certificate of registration* sa pamamagitan ng pasilidad na ito. Sa mga mayroon ng *business name* na malapit nang mag-*expire*, maaari na ito ngayong *i-renew* tatlong buwan bago pa ito mag-*expire*.
- *Maging bukas sa mga komento ng iba.* Ito ang makapagbibigay ng mga bagay na makapagpabuti sa negosyo. Huwag agad panghinaan ng loob kung makarinig ng mga negatibong komento. Sa halip, gawin itong inspirasyon upang mas mapalago ang negosyo.

► **Tips sa paggawa ng *business plan***

Ang pagkakaroon ng *business plan* ay isang mahalagang gawain kapag magsisimula ng negosyo. Maaari rin itong balikan upang malaman kung ang *goals* ng iyong negosyo ay *aligned* pa rin sa *mission at vision*. Narito ang ilang *tips* sa pagbuo ng makabuluhang *business plan*:

- *Magkaroon ng malinaw na mission at vision.* Tiyakin na ito ay pinag-isipang mabuti. Dapat maging tiyak sa *target market* at tumutugon kung ano ang kanilang kinakailangan.
- *Tiyakin kung saan ihananay ang negosyo.* Magkaroon ng *focus* kung ano ang iyong *market* na papasukin. Pag-aralan itong mabuti upang hindi magkaroon ng kalituhan sa hinaharap.
- *Ilatag nang mabuti ang mga marketing strategies.* Ang matalinong pagmama-*market* ng negosyo ay makatutulong upang umunlad ito. Alamin kung gaano kalaking halaga ang ilalaan sa *promotion* ng iyong produkto. Pumili ng mga makabuluhan naistratehiya upang mas makilala ng *consumers*. Dapat ding ilagay sa plano kung ano ang mga *pros* at *cons* ng negosyo.
- *Magkaroon ng management at operations plan.* Ito ang tumutukoy sa magiging takbo ng negosyo kapag nagtuluy-tuloy na. Dito makikita ang *logistics* ng organisasyon at ang mga responsibilidad ng iyong *team at capital expense requirements* na kaakibat sa operasyon ng negosyo.

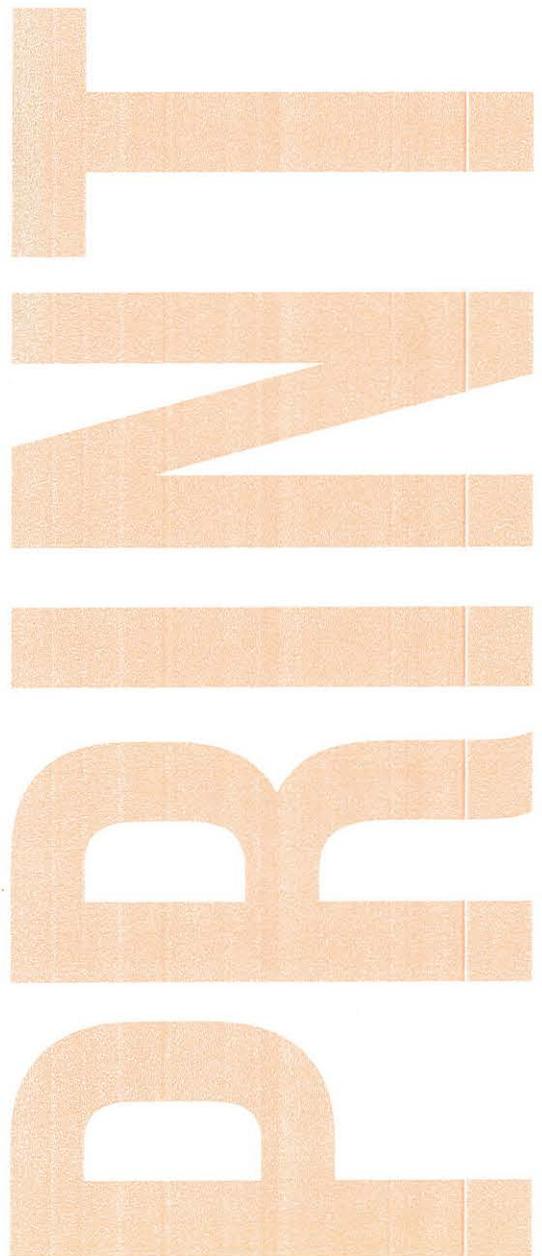
► **New Year tips para sa mga maliliit na negosyo**

Ang pagsapit ng Bagong Taon ay nagbabadya ng maraming *opportunities at challenges* para sa negosyo. Bago pa man magkaroon ng mga suliranin, dapat na itong paghandaan. Narito ang ilan sa mga *tips* para sa negosyo:

- *Basahin ulit ang business plan.* I-review ito at tingnan kung naka-align pa rin ang mga ginagawa sa *goals* ng kumpanya.
- *I-assess ang online brand.* Sa panahon ng teknolohiya, dapat magkaroon ng *online branding*. Tiyakin kung epektibo pa ang *online marketing strategies* ng negosyo.
- *Palawakin ang skills ng mga empleyado.* Bigyang panahon ang pagpapalawak ng kanilang kaalaman o bigyan sila ng bagong kaalaman. Ang pagpapadala sa mga empleyado sa *skills training at seminars* ay makabubuti para sa ikauunlad ng negosyo.
- *Gumawa ng promotions calendar.* Planuhin na nang maaga ang mga *events* na maaaring basehan buong taon upang mapromote pa ang negosyo.
- *Mas maging organized.* Alisin na sa opisina ang mga hindi na kailangan. Siguraduhin lamang na naka-*archive* ang mga mahahalagang dokumento. Makabubuti rin kung may nakatagong *soft copies*.

SAMPLE PUBLIC RELATIONS UNIT (PRU) MATERIALS

- **Press Releases**
- **Photo Releases**
- **News Clippings**
- **Monthly News Clippings Report**



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PH and Japan sign an Industrial Cooperation Action Plan

Following discussions between President Benigno S. Aquino III and Japan Prime Minister Shinzo Abe on strengthened industrial cooperation during the President's State Visit last month, Philippine Undersecretary for Industry Development Adrian S. Cristobal Jr. and Japan Deputy Director-General for Trade Policy Toshiyuki Sakamoto signed an Action Plan on Industrial Cooperation on 16 July 2015 at the Board of Investments, Makati City.

Last July 2014, DTI Secretary Gregory L. Domingo and then Minister of Economy, Trade and Industry Toshimitsu Motegi signed a Joint Statement on Industrial Cooperation where Japan expressed support to Philippine efforts in developing an Industrial Development Roadmap and elevating the country into ASEAN's manufacturing and human resources development (HRD) hub. This Statement set forth further collaboration and the development of an Action Plan to realize these objectives.

"The government's role is to pave the way towards industrial competitiveness by creating a business environment conducive for business to flourish. Building on partnerships and fostering closer cooperation with other governments and the private sector will also be crucial in attaining this," Secretary of Trade and Industry Gregory L. Domingo said.

Japan continues to be a top investor in the country and has been actively involved in the DTI's participative policy making processes through various mechanisms such as formal and informal industry consultations, the Industrial Cooperation Dialogue and discussions under the Philippines-Japan Economic Partnership Agreement (PJEPA) Sub-Committee on Improvement of the Business Environment. Japan contributes, as well, to the implementation of the ASEAN Strategic Action Plan for SME Development which intends to mainstream SMEs into ASEAN trade.

"The Philippines and Japan have a longstanding partnership in fostering economic development in the country. Japan contributes to our efforts in sustaining our socioeconomic growth as it continues to be a rich source of knowledge and experience in industry development and SME-centered policies and initiatives. These will help us initiatives in identifying gaps and designing measures that are in-line with our APEC Boracay Action Agenda to Globalize MSMEs," Trade and Industry Undersecretary Adrian Cristobal Jr. added.

The Action Plan outlines broad initiatives in key areas of interest and cooperation including automobile, manufacturing, micro, small and medium enterprises (MSMEs), services and human resource development (HRD). These initiatives are geared towards identifying and addressing supply chain gaps between the Philippines and Japan by providing technical and institutional capacity building to domestic industry players.

The signing of the Action Plan was preceded by the first stakeholder consultation which aims to identify specific programs that could be undertaken by the Philippine and Japanese governments to implement the Action Plan. This was attended by representatives from the private sector, business support organizations, Japan External Trade Organization (JETRO) and the Japan International Cooperation Agency (JICA). (END)

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Investment counselling in Ilocos Norte. The Board of Investment's (BOI) Investment Assistance Center (IAC) recently launched the fourth of its series of empowerment seminars entitled "Investment Counselling/ Briefing". In photo are the IAC team headed by IAC Director Domingo I. Bagaporo (seated, left), together with (seated, from left) Laoag City Administrator Cipriano Hilarion E. Martinez III, Ilocos Norte Vice Governor Angelo M. Barba, Department of Trade and Industry (DTI) Region 1 Provincial Director Benjamin M. Garcia, IAC Division Chief Edilberto C. Nunag, and the participants of the seminar on November 12, 2014 at the Fort Ilocandia Resort Hotel, Laoag City in Ilocos Norte. The seminar aims to boost the confidence of DTI and local government unit's (LGU) frontline officers in addressing investment-related inquiries. It also intends to promote ease of doing business in the Philippines and contribute to job creation and investment growth in Northern Luzon. (DTI-PRU)

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Addressing Social and Environmental Challenges.

Department of Trade and Industry Undersecretary Nora K. Terrado (second from left) speaks as a panellist in the discussion on understanding innovation hubs of Slingshot MNL 2015, a conference focused on startups on July 6, 2015 at the Philippine International Convention Center (PICC) in Pasay City. Terrado said that DTI is looking for people that can make a difference, providing a solution that will solve social and environmental problems. Joining her are (from left) Stanford University US- Asia Technology Management Center Director Richard Dasher, Department of Science and Technology Undersecretary Rowena Cristina L. Guevara, Plug and Play Co-founder and Vice President Jojo Flores, Tianjin TusPark Business Incubator Chief Executive Officer Song Wei, and Ayala Corporation Corporate Strategy and Development Group Head Paolo Borromeo. (DTI-PRU)

Department of Trade and Industry

Release Date: July 20, 2015

Reference: DTI-Public Relations Unit

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DTI Launches 54 More Negosyo Centers

"As of July 10, 2015, there are now 54 Negosyo Centers launched this year. This brings us to a total of 59 Centers now operating all over the country. Five (5) of these became operational on the 4th quarter of 2014," ARD Dorecita T. Delima, Negosyo Center Program Manager of the Negosyo Center National Program Office (NC-NPO), Department of Trade and Industry (DTI), said.

Of the 59 centers, 16 are located in Mindanao, 12 are in Visayas, and 31 are in Luzon, or a share of 27%, 20% and 53%, respectively. Majority of these centers are located in the various Local Government Units (LGUs) where the Centers are based, and in the DTI Regional and Provincial Offices nationwide. Only one Center is Academe-based while another is housed at a Chamber's Office.



In photo were Cor Jesu College President Bro. Ellkim Sosmeña, ARD Dorecita T. Delima, Negosyo Center Program Manager, and Sen. Paolo Benigno "BAM" Aquino IV

The Digos Negosyo Center hosted by Cor Jesu College and the Davao City Negosyo Center hosted by the Davao City LGU and the Davao City Investment Promotions Center (DCIPC) were launched on July 09, with Sen. Paolo Benigno "BAM" Aquino IV, author of RA No. 10644 or the Go Negosyo Act, gracing the event. The Malaybalay Negosyo Center has also been launched on July 10.

For the rest of the month of July, 26 more Negosyo Centers are likewise set for launching all over the country. It is expected that by month's end, Negosyo Centers will be present in all the regions of the country.

A total of 146 Negosyo Centers are set to be launched by end of the year, or 146% of the total target of 100 centers for 2015. Total Negosyo Centers operating by then would reach 151, to include the 4 centers already operating in 2014.

“Based on the numbers, we are on track in our goal of making sure that Negosyo Centers are set up in the areas where they matter the most, where they are felt the most. This is DTI’s commitment for the continued growth of our MSMEs, as enunciated by the DTI Secretary himself, Gregory L. Domingo,” DTI Regional Operations Group Undersecretary Zenaida C. Maglaya said.

DTI has been given the key responsibility and challenge of establishing Negosyo Centers in all provinces, cities, and municipalities nationwide, as provided for under Republic Act No. 10644, or the Go Negosyo Act, which seeks to strengthen MSMEs nationwide to create more job opportunities in the country. It was signed into law by Pres. Benigno S. Aquino III on July 15, 2014, with the DTI issuing Department Administrative Order No. 14-5 series of 2014: “Implementing Rules and Regulations for Republic Act No. 10644 “. (END)

Headline	DTI to address manufacturers concern on mandatory standards		
Media Title	Manila Bulletin		
Date	13 Aug 2015	Color	Black/white
Section	Business Bulletin	Circulation	343,316
Page No	B2	Readership	343,316
Language	English	Article Size	203 cm ²
Journalist	Bernie Cahiles-Magklat	Ad Value	PHP 22,822
Frequency	Daily	PR Value	PHP 68,466

DTI to address manufacturers concern on mandatory standards

The Department of Trade and Industry has agreed to review the concerns of at least three construction product groups - glass, processed wood and ceramic tiles, which had been delisted from the mandatory standards certification, but there will be no deferment in the implementation of Department Administrative Order 1501.

DTI Undersecretary for consumer welfare Victorio Mario Dimagiba said that of the three product groups only glass could be reinstated in the mandatory standards certification recognizing that accidents caused by substandard glass can really be life threatening.

But Dimagiba said that

DTI might only include structural glass in the mandatory standards, but not the entire tempered glass. The two other products - processed wood and ceramic tiles - will not be reinstated anymore as they are not really life threatening.

A product under mandatory standards certification is required to seek Import Commodity Clearance before the imported product is released from the Bureau of Customs.

Jesus L. Arranza, chairman of the Federation of Philippine Industries, also told reporters after meeting with DTI Secretary Gregory L. Domingo and Dimagiba that he was assured they will look into the issues raised by the three members of the FPI as Domingo also acknowledged the concerns as legitimate, particularly glass.

Arranza also concurred that there will be no deferment of the Department Administrative Order (DAO) 1501 and they did not ask for the deferment also.

The DAO was issued recently lifting

8 product groups from the list of products under Mandatory Standards.

During the meeting, Domingo said they are ready with the labelling and markings of the imported products to be done at the warehouses to ensure the items have the necessary labelling before they get to the market.

Domingo has also considered the FPI proposal to impose a bond on imports equivalent to the value of imports that can be forfeited once the products are found to be substandard.

During the meeting Arranza explained to Domingo that DTI should not only be concerned if the product could cause life-threatening incidents but on the protection of consumers on any untoward accidents.

"Consumers would always prefer cheaper products but what if the product ends up to substandard and even caused accidents. So DTI must consider also unnecessary costs caused by substandard imports," he said.

Headline	DTI appeals for price cuts
MediaTitle	Philippine Daily Inquirer
Date	13 Aug 2015
Section	Business
Page No	B1, B2
Language	English
Journalist	Amy R. Remo
Frequency	Daily

Color	Black/white
Circulation	356,376
Readership	356,376
ArticleSize	132 cm ²
AdValue	PHP 14,790
PR Value	PHP 44,370

DTI appeals for price cuts

By Amy R. Remo

THE DEPARTMENT of Trade and Industry yesterday urged manufacturers to slash retail prices of some basic goods and prime commodities to reflect the continued decline in diesel prices and, consequently, of transportation costs.

In a briefing yesterday, Trade Undersecretary Victorio Mario A. Dimagiba noted that while distribution costs comprised only 3 percent of a product's total cost, the 21-percent decline in diesel prices since the start of the year should still be reflected.

Based on the DTI's calculations, the price of 155-gram canned sardines could be reduced by 9

centavos, while that of a 410-milliliter evaporated milk could be cut by 25 centavos. For a 300-ml condensed milk, prices could still be reduced by 34 centavos; 150g powdered milk, by 32 centavos; 50g coffee refill, by 27 centavos; 55g instant noodles, by 7 centavos; 170g corned beef, by 22 centavos, and a 40-kilogram bag of cement, by P2.

These reductions might be marginal but the DTI was bent on convincing manufacturers to make the necessary adjustments. Dimagiba, for his part, was optimistic that local manufacturers would heed the DTI's call as what local flour millers did. Local bakers have also already implemented price adjustments of about 50 centavos to P1 for loaf

DTI/B2

DTI ...

From page B1

breads and pandesal earlier this month.

It was only last month that local flour millers started to cut prices of their products by about P15 to as much as P80 per 25-kilogram bag, given the continuing decline in global wheat prices.

In a related development, Dimagiba also reported that French Baker would be slashing the prices of all its bread products by P1 to P2 next week while Alasca Milk Corp. has implemented price rollback for two products.

Based on Alasca's letter to Dimagiba, the company has reduced the price of its 700g powdered milk drink by P8.70 to P212.80, and of the 900g pack by P9.45. However, the company raised the price of its 150g variant by P1.60 to P45.75 a pack.

Headline	DTI stands pat on decision to enforce order to lift certification requirement	Color	Black/white
MediaTitle	Philippine Daily Inquirer	Circulation	356,376
Date	13 Aug 2015	Readership	356,376
Section	Business	ArticleSize	212 cm ²
Page No	B6	AdValue	PHP 23,754
Language	English	PR Value	PHP 71,262
Journalist	Amy R. Remo		
Frequency	Daily		



DTI stands pat on decision to enforce order to lift certification requirement

By Amy R. Remo

THE DEPARTMENT of Trade and Industry (DTI) stood pat on its decision to implement a department order allowing certain products to be exempted from mandatory certification prior to release, despite the stiff opposition of the Federation of the Philippine Industries.

Trade Undersecretary Victorio Mario Dimagiba said on Wednesday that contrary to claims of FPI members, Department Administrative Order (DAO) No. 15-01, S.2015 entitled "Measures to Facilitate the Issuance of the Import Commodity Clearance (ICC)," will not only hasten the release of certain goods, but will more importantly help curb smuggling.

The said DAO was meant to facilitate the issuance of the ICCs by reducing the processing time to three days.

Only products considered "life threatening" will be kept on the

list of products requiring mandatory certification, while the rest of the products will be under "mandatory labeling."

Products listed under mandatory certification will be subject to test procedures based on specified requirements, while those under mandatory labeling will be subject only to visual inspection of markings or labels.

Products that will no longer require mandatory certification were ceramic tiles; plywood; flat glass; common nails; GI sheets; performance and labeling standards of self-ballasted lamps, single-capped fluorescent lamps, double-capped fluorescent lamps, and magnetic and electronic ballast.

The FPI, however, raised concerns of increased entry of sub-standard products, particularly for ceramic tiles, flat glass, and plywood without the mandatory certification implemented previ-

ously by the DTI.

Dimagiba pointed out, however, that the current backlog for one product category alone was about three months and without this DAO, the importers will only suffer further.

He, however, clarified that while the mandatory certification prior to release of the containers would be lifted, the DTI would still do random "sampling," and if a particular product fails to meet the standards, the agency will then order a recall to ensure the safety of consumers.

The trade official also noted that after a meeting among stakeholders on Tuesday, the DTI decided to consider the plea to reinstate mandatory certification for flat glass.

The FPI will have to submit its position paper to justify this move, Dimagiba added.

For ceramic tiles and plywood, the new DTI order will remain in effect.

Headline DTI urges goods producers to cut prices
Media Title The Philippine Star
Date 14 Aug 2015
Section Business
Page No B16
Language English
Journalist Richmond S. Mercurio
Frequency Daily

Color Black/white
Circulation 305,090
Readership 305,090
Article Size 165 cm²
Ad Value PHP 18,365
PR Value PHP 55,094



DTI urges goods producers to cut prices

By RICHMOND S. MERCURIO

The Department of Trade and Industry (DTI) is urging manufacturers to reduce prices of certain commodities to reflect the successive oil price rollbacks over the past few weeks.

Trade Undersecretary Victorio Mario Dimagiba said in a press conference Wednesday the DTI has decided to look into the impact of oil to certain commodities given the downward trend in diesel prices.

Based on estimates the cost of transporting accounts for three percent of total production cost, Dimagiba said prices of canned sardines should go down by nine centavos per can while that of corned beef should be reduced by 22 centavos.

For milk products, the DTI official said prices should be slashed by 32 cents per pack for powdered milk, 34 cents for

condensed milk, and 25 cents for evaporated milk.

Instant noodles and coffee sachets, meanwhile, should have price reductions of seven centavos and 27 cents respectively.

The DTI has also looked into cement prices and estimates prices per sack should go down an average P2.

Dimagiba said diesel prices have already plunged 21 percent year to date based on Department of Energy data.

"So we are calling our businessmen to study on how to pass to the consumers the year to date decline in prices of diesel," Dimagiba said.

Although the DTI cannot mandate the price reduction, Dimagiba said the agency is hoping for its enforcement.

"We are providing them with this data for them to consider but they are still the

ones to set the Suggested Retail Price (SRP). It is now up to them when they will implement it," Dimagiba said.

"If no action is done, we can go to the next stage as we normally do. Write them a letter and call their attention to review prices of their products," he added.

The DTI last June requested assistance from the National Bureau of Investigation (NBI) to conduct a probe on flour and bread prices, saying local prices were not reflective of declining prices of wheat in the world market.

"It will depend on NBI on what their assessment will be but so far I like to report that almost 100 percent complied both for bakers and for millers. So I would like to thank all of the industry for hearing the DTI request to transfer to consumer a better price of wheat," Dimagiba said.

Headline	DTI Sika!Pinoy National Art & Fashion Fair opens today	Color	Full Color
Media Title	Philippine Daily Inquirer	Circulation	356,376
Date	14 Aug 2015	Readership	356,376
Section	Front Page	Article Size	158 cm ²
Page No	A8	Ad Value	PHP 31,866
Language	English	PR Value	PHP 95,598
Journalist	n/a		
Frequency	Daily		



DTI Sika!Pinoy National Art & Fashion Fair opens today

DTI Secretary Gregory L. Domingo is slated to lead in ceremonies marking the formal opening today, of the Sika!Pinoy National Art & Fashion Fair, which will run from August 14 to 16, 2015, at the SM Megatrade Halls in SM Megamall, Mandaluyong City.

The opening program, scheduled at 2PM, will feature performances by Emmanuelle Adda, Noel Cabangon, and the Lahing Batangan Dance Troupe. Visual artist Joey Cobeobo will also collaborate with DTI officials in creating an art piece to commemorate the event.

The Sika!Pinoy National Art & Fashion Fair aims to provide marketing support to SMEs engaged in the creative industries, to help

them reach a wider domestic market.

Some 130+ art and fashion entrepreneurs are participating in the trade fair, which brings together different art forms including sculptures, paintings, prints, film, photography, pottery, literature, music, the performing arts, as well as artisanal products from 13 regions of the country.

On the fashion front, SMEs will offer garments, apparel and other wearables, handcrafted accessories, intricately woven fabrics, footwear, leather goods, bags and other accessories. There will also be a selection of fine and costume jewelry.

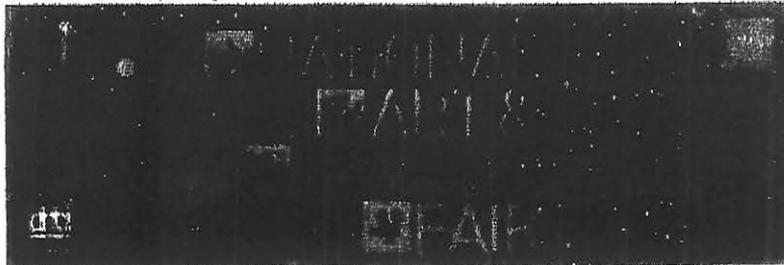
Trade statistics reveal that apparel and clothing accessories are among the

country's top 5 commodity exports, indicating that this is a category with excellent business prospects.

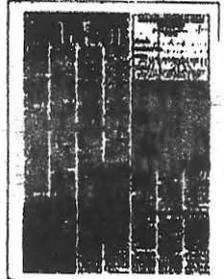
In addition to retail sales, the fair also aims to provide art and fashion entrepreneurs with networking opportunities to help them expand their market presence.

For the public, there will be free performances by various artists, as well as talks and workshops on different art-related topics for the duration of the fair.

For more information, contact the DTI-Bureau of Domestic Trade Promotion at telephone number 751-3223, fax number 751-3224, or email bdtp@dti.gov.ph. Please "Like" the Facebook page [sikatpinoyfairs](#) for updates.



Headline	Kampanya vs Investment scams pinalgitng ng DTI		
MediaTitle	Remate		
Date	17 Aug 2015	Color	Black/white
Section	NEWS	Circulation	474,055
Page No	2	Readership	474,055
Language	English-Filipino	ArticleSize	55 cm ²
Journalist	Kris Jose	AdValue	PHP 2,962
Frequency	Daily	PR Value	PHP 8,885



Kampanya vs Investment scams pinalgitng ng DTI

PINALGITNG ng Department of Trade and Industry ang mga hakbang para bahala ang mga mamamayan na huzag magpaloto sa mga naglipanang pyramid scam, Ponzi scam, at iba pang mga uri ng investment scam na nagkalamantala sa publiko.

Ayon kay Press Secretary Sonny Coloma Jr. pinaklos ng DTI ang Consumers' Protection and Advocacy Bureau, Securities and Exchange Commission at Enforcement and Investor Protection Department nito para magpalaganap ng habala sa sambayanang Filipino hinggil sa krimen na ito.

Sa mga ulat na natatanggap ng DTI, patuloy na duma-

rami ang mga online scam sa iba't ibang rehiyon sa bansa dahil dumarami na rin ang gumagunit ng Internet at online shopping.

Ang DTI at SEC aniya ay nagpalabas na ng mga habala at mga advisory laban sa mga scam na ito.

Katuwang aniya ng DTI at ng SEC ang Department of Justice, National Bureau of Investigation at Philippine National Police sa hakbang na ito. Sa katunayan aniya, nakasampa na ang kasong estalita laban sa mga sangkot sa mga scam na ito batay sa mga nakalap na ebidensya.

"Kaya nananawagan tayu sa ating mga kababayan na manatiling mapagmasid," ayon kay Sec. Coloma. KJ

Headline	D.T.I.'S 'SIKAT PINOY' PROMOTES CREATIVE INDUSTRIES, ENCOURAGES FILIPINO ART		
Media Title	Business Mirror		
Date	15 Aug 2015	Color	Full Color
Section	Bulletin Board	Circulation	82,600
Page No	4 of B2	Readership	82,600
Language	English	Article Size	191 cm ²
Journalist	n/a	Ad Value	PHP 27,117
Frequency	Daily	PR Value	PHP 81,351



D.T.I.'S 'SIKAT PINOY' PROMOTES CREATIVE INDUSTRIES, ENCOURAGES FILIPINO ART ENTREPRENEURSHIP

FILIPINO artists and designers are starting to make their mark in the global marketplace.

To promote creative industries and encourage art entrepreneurship, the Department of Trade and Industry (DTI)-Bureau of Domestic Trade Promotion is, once again, staging the Sikat Pinoy National Art and Fashion Fair from August 14 to 16, at the SM Megatrade Halls. Admission is free.

With the theme "Piling-Piling Produktong Pilipino," this retail and order-taking event aims to expand the market presence of, and open up business opportunities for, Filipino small- and medium-sized enterprises (SMEs)

in the arts and fashion categories.

The national fair will showcase some 130-plus art and fashion entrepreneurs to promote the creative industries and the best artisanal products from 13 regions of the country.

On August 15 the lineup consists of a talk on regional filmmaking in Luzon and Mindanao by Teddy Co; short film-showings; a performance by Jesse Lucas of Talent Company; a craft bloggers workshop; an artist's forum by the Artists Welfare of the Philippines; a performance by the Philippine Ballet Theatre; and the Luna Trip Band ending the day.

On August 16 Cinekasimanwa forum will start on regional filmmaking in

Western Visayas; a viewing of short films; a performance by The Rude Mechanicals Theater; a Ballet Manila performance; a pottery-making demonstration by Joey de Castro; a painting workshop by Fernando Sena with students; and a closing-day jam by the Lazaro Band.

The Sikat Pinoy National Art and Fashion Fair aims to provide marketing support to SMEs engaged in the creative industries, and help them reach a wider domestic market. It brings together different art forms, including paintings, sculptures, prints, film, photography, pottery, literature, music, the performing arts and more. There will also be fine jewelry and ethnic crafts from the regions.

Headline	D.T.I. PRESENTS THE NEW INDUSTRIAL POLICY TO CALABARZON STAKEHOLDERS		
MediaTitle	Manila Bulletin		
Date	15 Aug 2015	Color	Full Color
Section	Business Bulletin	Circulation	343,316
Page No	B1	Readership	343,316
Language	English	ArticleSize	209 cm ²
Journalist	n/a	AdValue	PHP 42,294
Frequency	Daily	PR Value	PHP 126,882



D.T.I. PRESENTS THE NEW INDUSTRIAL POLICY TO CALABARZON STAKEHOLDERS — The Department of Trade and Industry (DTI) and the Board of Investments (BOI) conducted the fifth in the series of roadmap localization conferences on August 6, 2015 at the Tani Vista Hotel, Tagaytay City. The "Industry Roadmaps and the AEC Game Plan: Roadmap Localization for Competitiveness" conference aimed to inform the stakeholders in the CALABARZON region of the importance of aligning regional plans with national strategies in order to take advantage of the opportunities for Philippine firms and SMEs in the ASEAN Economic Community (AEC) and the EU Generalized System of Preferences Plus (EU GSP+). From left are: Marilon Quinsac-Toledo, Regional Director, DTI-CALABARZON; Susan Parada, Director, Export Marketing Bureau-DTI; Atty. Rommel Gutierrez, President, Chamber of Automotive Manufacturers of the Philippines, Inc. (CAMPI); Homer Naranan, Executive Director, Association of Petrochemical Manufacturers of the Philippines (APMP); Dr. Bernd Gutierrez, German International Cooperation-Promotion of Green Economic Development (GIZ-ProGED) Project; Lito D. Numan, CIO-Regional Director, NEDA IV-A; Lolita Diesta, Tagaytay's Tourism and Information Officer; Dr. Rafaelita M. Aldaba, Assistant Secretary, DTI; Dr. Dan Luchon, President, Semiconductor and Electronics Industries in the Philippines, Inc. (SEIPI); and, Dr. Clotilde Habito, Chief of Party, USAID Trade-Related Assistance for Development (TRADe) Project.

Headline Diskwento Caravan 2015
 Media Title Manila Bulletin
 Date 18 Aug 2015
 Section Mindanao Bulletin
 Page No 13
 Language English
 Journalist Camcer Ordoñez Imam
 Frequency Daily

Color Black/white
 Circulation 343,316
 Readership 343,316
 Article Size 63 cm²
 Ad Value PHP 7,012
 PR Value PHP 21,036



• Diskwento Caravan 2015

CAGAYAN DE ORO CITY - The Department of Trade and Industry Misamis Oriental Provincial office (DTI-MOR), in cooperation with the Regional Inflation Wages and Productivity Board (RTWPPB), and the local government of Cagayan de Oro, is conducting a Pre-Fiesta Diskwento Caravan to cater to the fiesta needs of residents from August 14 at the Magsaysay Park Plaza Division, Cagayan de Oro City. Over 25 companies were invited to ensure that enough products are available during this year's caravan with the theme "Diskwento - Presyong Panalo para sa Mamimiling Pilipino." The public may enjoy a variety of basic goods and assorted for sale products at discounted rates and prices, unique premium offers on grocery items, or big discounts ranging from 10 to 50 percent off for dry goods and other basic and prime commodities. (Camcer Ordoñez Imam)

Headline ART AND FASHION AT THE MALL
MediaTitle Business Mirror
Date 19 Aug 2015
Section The Economy
Page No A4
Language English
Journalist Nonoy Lacza
Frequency Daily

Color Black/white
Circulation 82,600
Readership 82,600
ArticleSize 208 cm²
AdValue PHP 16,178
PR Value PHP 48,533



ART AND FASHION AT THE MALL Visual Artist Joey Cobcoho (left) teams up with Trade Secretary Gregory L. Domingo (center) and Trade Undersecretary Ponciano Manalo Jr. on Friday last week in creating an art piece to commemorate the Silkst Piny National Art and Fashion Fair held at Megatrade Hall, SM Megamall in Mandaluyong City. NONOY LACZA

Headline	BOI to launch online investor information facility		
MediaTitle	Manila Times		
Date	19 Aug 2015	Color	Black/white
Section	Business Times	Circulation	187,446
Page No	B2	Readership	187,446
Language	English	ArticleSize	216 cm ²
Journallist	Voltaire Palaña	AdValue	PHP 16,309
Frequency	Daily	PR Value	PHP 48,927



BOI to launch online investor information facility

THE Board of Investment (BOI)'s One Window Network (OWN) is all set for its soft launch of a cloud-based web portal and mobile application system, which will enable investors to lodge queries and concerns online, as well as access a databank of information related to business and investments.

The BOI-OWN project has also included a system that can track and monitor the real time status of investors' inquiries and concerns using personal computers or smart phones.

The soft launch is scheduled for today (August 19) at 2 pm in the BOI Audio Visual Room, located in the agency's headquarters at 385 Senator Gil J. Puyat Avenue in Makati City.

To promote full transparency and accountability, the system is designed to lodge all investment related requirements, policies and procedures "under one roof" and will be able to fast track the resolution of investors' issues and concerns through online coordination and facilitation.

OWN is part of the BOI's transformation program with the goals to better serve its stakeholders by encouraging a competitive business and investment environment in the country, and developing a more conducive atmosphere for industry development and global value chains.

OWN as an online investment facility will deploy a more efficient content management system, the agency said. The system design and development of OWN's web application is expected to ensure user or customer-friendly response by using the latest cloud applications. The BOI Investment Action Center (IAC) has been delegated full responsibility for maintaining the web application.

To date, Memoranda of Agree-

ments (MOA) related to the data project have been signed with four members of the Investment Promotions Unite (IPU) Network. These are Department of Environment and Natural Resources - Environmental Management Bureau (DENR-EMB), Securities and Exchange Commission (SEC), Food and Drug Administration (FDA), and Department of Tourism (DOT). The MOA will ensure the smooth and continuous flow of information and coordination among IPU Network members. This will also strengthen the operating procedure of OWN. With the MOA in place, network members will provide IAC with periodic updates of all relevant rules, regulations and procedures of all business and investment related information.

"The agency is committed to ensuring that investment applications and issue and concerns are efficiently address by all stakeholders. With the soft launch of OWN, it has redoubled its efforts to strengthen its Information and Technology platforms and systems to provide accurate, relevant and timely information to its stakeholders. As soon as it is formally in place, OWN hopes to generate the necessary mileage with timely and highly impactful services that are at par with international standards of investor awareness and facilitation," DTI Undersecretary and BOI Managing Head Adrian S. Cristobal Jr. said.

OWN was conceptualized by BOI Investment Assistance Service (IAS) and developed with the close collaboration of the University of the Philippines' Information and Telecommunications Development Center (UP-ITDC).

VOLTAIRE PALAÑA

Headline	Manila FAME to have Artisan Village in October	Color	Black/white
MediaTitle	Philippine Daily Inquirer	Circulation	356,376
Date	19 Aug 2015	Readership	356,376
Section	Life Style	ArticleSize	197 cm ²
Page No	C3	AdValue	PHP 21,926
Language	English	PR Value	PHP 65,778
Journalist	n/a		
Frequency	Daily		



Manila FAME to have Artisan Village in October

From Albay's abaca handbags to Mindanao's Yakan fabrics, it will have our heritage crafts

THE CENTER for Trade Expositions and Missions (Citem) and the local governments of Albay, provinces of Southern Mindanao (Region XI), Zamboanga Peninsula (Region IX), and their respective Department of Trade and Industry (DTI) units, are working on an extensive Partner Province program to encourage artisans to promote their heritage crafts using business strategies for local and international markets.

The products developed under the program will be shown

in the 62nd Manila FAME, Oct. 15-18, at the SMX Convention Center, Pasay City, Philippines.

The fair will have an Artisan Village for these products.

Albay craftsmen come from a strong community of weavers who create abaca handbags, houseware and home décor, furniture, carpets and rugs.

Mindanao artisans are devel-

oping a diverse set of crafts including exotic leather, jewelry, pearls, mats from natural fiber, soap and other organic products from the *madro de cacao* plant, and exquisite textiles by the Yakan people.

Citem, the owner and organizer of Manila FAME, believes that the value of fine artisanal crafts is not only monetary but

also social and cultural.

Intrinsic in these products are the beliefs, traditions and customs of the people who make them, so that they reflect the nation's identity.

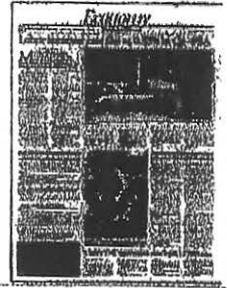
"Our goal is to reach out to the local makers and equip them with up-to-date business knowledge so that they can maintain the relevance of their crafts to the community, recreate their art, sustain livelihood, and be at par with the top players in the industry," said Citem executive director Rosvi C.

Gaetos.

With the help of the country's young designers, whose innovative ideas will modernize the crafts of local makers, the Artisan Village, with the entire Manila FAME show, will offer a curatorial and meaningful exhibition that displays the fine work of Philippine artisans.

A signature event of Citem, the export promotions arm of the Philippine Department of Trade and Industry, Manila FAME is the country's bi-annual design and lifestyle trade platform approved by Union des Foires Internationales, the global organization for the leading trade show organizers, fairground owners, and major national and international association of the exhibition industry.

Headline	DTI PROVIDES TRAINING TO FERNANDINO LANTERN MAKERS		
Media Title	Business Mirror		
Date	20 Aug 2015	Color	Full Color
Section	The Economy	Circulation	82,600
Page No	A4	Readership	82,600
Language	English	Article Size	70 cm ²
Journalist	n/a	Ad Value	PHP 9,800
Frequency	Daily	PR Value	PHP 29,400



DTI PROVIDES TRAINING TO FERNANDINO LANTERN MAKERS

CITY OF SAN FERNANDO, Pampanga—The city government, in partnership with the Department of Trade and Industry (DTI), has provided training to 72 Fernandino lantern makers in an effort to enhance their knowledge and skills on electrical installation and maintenance.

The lantern makers underwent training conducted by the Technical Education and Skills Development Authority to equip, give proper and basic instruments needed to ensure the quality of the lanterns being produced in the city.

The lanterns from this city are well known worldwide, as those were already exhibited in several countries like the United States, the United Kingdom, China and European states.

City Mayor Edwin Santiago, in his message to the graduates, emphasized the need of having proper training and skills to create a more stable product, and also enhance the capability of a person, further honing their talents and skills. *PMA*

Headline	DTI wants to return flat-glass imports to certification due to safety concerns		
MediaTitle	Business Mirror		
Date	20 Aug 2015	Color	Black/white
Section	Commodities	Circulation	82,600
Page No	B4	Readership	82,600
Language	English	ArticleSize	302 cm ²
Journalist	Catherine N. Pillas	AdValue	PHP 23,820
Frequency	Daily	PR Value	PHP 71,460



DTI wants to return flat-glass imports to certification due to safety concerns

By CATHERINE N. PILLAS

THE Department of Trade and Industry (DTI) is considering returning structural flat-glass imports to the mandatory certification process, after negotiations with the local flat-glass industry raised the issue of safety.

However, the DTI is standing pat on other products delisted from the mandatory certification.

The Cabinet agency and the private sector, through the Federation of Philippine Industries (FPI), have compromised to review the implementation of a recently issued Department Administrative Order (DAO 15-01) that delisted flat glass and seven other products from mandatory certification. "We had a meeting with FPI yesterday and talks are ongoing but as flat glass, maybe we can give them room since may issue,

pero sa structural glass lang. Baka injurious. They are going to submit a position paper," Trade Undersecretary for Consumer Protection Victorio Mario A. Dimagiba said on Wednesday last week in a chance interview with reporters.

Dimagiba said a meeting was held the previous week between the DTI chief, Gregory L. Domingo, and three industry associations representing the flat glass, plywood and ceramic tiles industry, to discuss outstanding issues of the groups.

Among the three, only import of structural glass is being given possible leeway to return to the previous certification scheme as this is the only one deemed as having an issue with safety.

Moreover, the DTI maintains that the product testing and sampling will still be done to ensure safety on the other delisted products.

The DTI-Bureau of Product

Standards (BPS) will now implement the labeling scheme while imports, now at the Bureau of Customs, will be released to importers' warehouses.

The DTI-BPS issued DAO 15-01, or "Measures to Facilitate the Issuance of the Import Commodity Clearance (ICC)," to hasten the processing of ICC applications of importers and to facilitate trade.

The three associations and local manufacturers were up in arms over the DAO, saying that an influx of substandard goods is bound to enter the local market since their certification process will be easier for their import counterparts.

The DAO transferred specific products from the mandatory certification scheme to the list of mandatory labeling.

These products are ceramic tiles, plywood, flat glass, common nail, galvanized iron sheet, performance and labeling standards of

self-ballasted lamps, single-capped fluorescent lamps, double-capped fluorescent lamps, and magnetic and electronic ballasts.

The DTI reasoned that such products were not necessary as these are not life threatening.

The FPI, which counts the three associations as member-industries, has been engaging the DTI in constant dialogue to reconsider the position of its members.

The delisted products are subject to the mandatory markings and labeling requirements such as trade name/brand name, trademark, model or type, name and address of importer or manufacturer, country of manufacture, and direction for use.

The mandatory markings/labeling shall be on a self-declaration basis and may be subjected to verification and/or validation by the BPS, if needed, according to the DAO in a post-market surveillance.

Headline Govt pushes growth of MSMEs in Zamboanga
Media Title Manila Times
Date 22 Aug 2015
Section Business Times
Page No B2
Language English
Journalist n/a
Frequency Daily

Color Black/white
Circulation 187,446
Readership 187,446
Article Size 172 cm²
Ad Value PHP 12,900
PR Value PHP 38,700



Govt pushes growth of MSMEs in Zamboanga

The Department of Trade and Industry (DTI) pushes for the growth of micro, small and medium enterprises (MSMEs) in Zamboanga Peninsula to spur economic activities in the region.

DTI Secretary Gregory Domingo, during the first Zamboanga Peninsula MSME Conference, mentioned that the government and private sector are now partnering to improve the business environment nationwide.

"The government and the private sector worked together to create an enabling business environment and make the country more competitive. We began by simplifying the business permits and licensing system, adopting one form and reducing the number of steps and required signatories," said Domingo.

He mentioned initiatives of the government to encourage establishment of businesses in the

country, particularly in regions in Mindanao, to promote inclusive growth.

For DTI alone, it has the Online Philippine Business Registry which cuts time to set up business to six steps in eight days, down from the previous 16 steps and 34 days.

The DTI chief also cited the establishment of Go Negosyo Act which mandates the Department to put up Negosyo Centers in all the provinces, cities and municipalities throughout the country to assist them in opening businesses.

He also cited other government initiatives such as support to education, human resources, infrastructure, economic reforms, the updating of the Barangay Micro Business Enterprises (BMBE) law, and DTI Support Programs for the MSMEs.

Domingo, likewise, highlighted the country's hosting of Asia Pacific

Economic Cooperation (APEC) meetings this year, in which during the Ministers Responsible for Trade (MRT) Meeting the Philippines along with other 20 APEC economies come up with the Boracay Action Plan Agenda to include MSMEs into the global value chain.

"Happily, the Ministers endorsed the action agenda and agreed to recommend its adoption to the APEC leaders who will meet here in the Philippines this November. With this, I am optimistic that before too long, the MSMEs here in Zamboanga Peninsula will be able to export their products directly," he said.

MSMEs are the backbone of the Philippine economy as they comprise 99 percent of total business establishments in the country and the generator of around 60 percent jobs locally. PNA

Headline	Strong showing for art entrepreneurs at DTI SikatPinoy art & fashion fair		
Media Title	Manila Bulletin		
Date	21 Aug 2015	Color	Full Color
Section	News	Circulation	343,316
Page No	2	Readership	343,316
Language	English	Article Size	196 cm ²
Journalist	n/a	Ad Value	PHP 39,663
Frequency	Daily	PR Value	PHP 118,989



Strong showing for art entrepreneurs at DTI SikatPinoy art & fashion fair

The SikatPinoy National Art & Fashion Fair, held last August 14 to 16, 2015, at the SM Megatrade Halls in Mandaluyong City successfully accomplished its mandate to promote art entrepreneurship and the creative industries, with excellent public attendance and robust sales.

Attracting some 14,765 art enthusiasts and buyers to the three-day event, the exhibitors were able to

generate P6.466-million in cash sales plus P2.878-million in booked sales for a total of P9.344-million in revenues. In addition, some P6.931-million worth of transactions are still under negotiation. Potentially, total sales are expected to reach P16.275-million for the exhibitors.

Confirming that there is a thriving market for the arts, participating galleries reported projected gross sales at P7.678-million.

The SikatPinoy National Art & Fashion Fair brought together different art forms, such as paintings, sculptures,

prints, film, photography, pottery, literature, music, the performing arts, and more. Free performances, talks and art workshops were also part of the three-day program.

On the fashion front, exhibitors from the regions offered fine jewelry and ethnic crafts, as well as handcrafted accessories, intricately woven fabrics, unique apparel and other wearables, footwear, leather goods, bags and accessories.

The DTI SikatPinoy series of national trade fairs is a regular activity of the DTI Bureau of Domestic Trade Promotion to provide

marketing support to SMEs and to help them reach a wider domestic market.

For more information, contact the DTI Bureau of Domestic Trade Promotion at telephone number 751-3223, fax number 751-3224, or email dtip@dti.gov.ph. Please "Like" the Facebook page [sikatpinoyfair](https://www.facebook.com/sikatpinoyfair) for updates.



To mark the formal opening of the SikatPinoy National Art & Fashion Fair, DTI Secretary Gregory L. Domingo (center) collaborated with visual artist Joey Cabocbo (3rd from left), singer Joey Ayala, DTI U.S. Liaison Manila, Jr., Mrs. Rowena Domingo, singer Noel Cabangon, and DTI Exec. Prudencio Reyes, Jr.

Headline	Stronger consumer protection sought		
Media Title	Malaya	Color	Black/white
Date	26 Aug 2015	Circulation	83,821
Section	Business	Readership	83,821
Page No	A2	Article Size	126 cm ²
Language	English	Ad Value	PHP 10,655
Journalist	n/a	PR Value	PHP 31,965
Frequency	Daily		



Stronger consumer protection sought

PROPOSED amendments to the 23-year-old Consumer Act will not only significantly increase penalties on violators but would also impose longer imprisonment.

Victorio Mario Dimagiba, undersecretary at the Department of Trade and Industry, said the agency is proposing to slap imprisonment of three years up to seven years, from one month to three years. Criminal fines would be raised to P50,000 up to P1 million, from P200 to P50,000.

The amendments to the Consumer Act aim to strengthen consumer protection and make the law attuned to the times, noted Dimagiba.

He added various bills in the Senate also propose to increase penalties for violations of the prohibited acts in the law to P50,000 per violation of the law from the current P500 which is hardly a deterrent.

"The proposed changes will add more powers to government agencies (in en-

suring) only safe products are on sale," Dimagiba said.

The Consumer Act, he noted, had to be revisited to cope with technology on electronic commerce as well as new innovations in consumer protection.

"Additional protection had to be legislated to ensure consumers are well protected in this digital age," said Dimagiba, adding that the prevalence of e-commerce as well as online marketing has changed the landscape of purchasing, doing away with physical inspection and interaction during the transaction.

Other specific proposals are exact change and one price for both cash and credit card payments.

Nine measures proposing to amend the Consumer Act (Republic Act 7394) were jointly heard yesterday by the Senate Committee on Trade, Commerce and Entrepreneurship with the Committees on Finance, and Public Information and Mass Media.

Headline	Bulacan co-op receives DTI P.5-M grant
MediaTitle	Manila Bulletin
Date	27 Aug 2015
Section	Agriculture
Page No	B7
Language	English
Journalist	Zac B. Sarian
Frequency	Daily

Color	Full Color
Circulation	343,316
Readership	343,316
ArticleSize	1033 cm ²
AdValue	PHP 209,042
PR Value	PHP 627,126



Bulacan co-op receives DTI P.5-M grant

The Kooperatibang Pangkabuhayan ng Sta. Maria (Bulacan) can now intensify its food processing project with the P500,000 grant that it is about to receive from the Department of Trade and Industry. The documents are being finalized.

The co-op is engaged in contract growing of pigs and chickens with farmers not only in Bulacan but also in other provinces. To make sure there is a market for the contract growers, the co-op buys back the harvest of the growers which it processes into various meat products.

As of now, the co-op makes longganisa, tocino, tapa, chicken roll, chicken pop and other products. The processing is currently done manually. With the DTI grant, the processing will be automated and the quality of the products will also be significantly enhanced, according to Gil SP Garcia, co-op chairman.

He expects the production to be more than doubled in the coming months once the new facilities are installed. With the new processing machines, other livestock and poultry growers can avail of toll processing of their own meat products. Gil and his group are planning to process new products like shanghai roll with chicken and pork plus sweet potato as carrier.

Under the contract growing scheme,

the co-op provides the grower with the weanlings which he can raise in improved growing pens floored partly with a mixture of rice hull and carbonized rice hull and partly with concrete. The pigs are not bathed and the pen does not need any washing with water until the fattened animals are marketed. With beneficial microorganisms, the pigpen is virtually without the usual foul odor in a piggery.

The co-op buys back the fattened pigs, some of which are processed into meat products while the rest is marketed in the local market. Under the scheme, when the fatteners are harvested, the cost of weaning and feeds are deducted. The remainder is shared by the co-op and the contract grower. The grower gets 60 percent of the profit while the co-op gets 40 percent.

The scheme has spread to many other places outside Bulacan. Contract growers are now found in Bataan, Zambales, Nueva Ecija, Quezon, Batangas and even Iloilo.

The pigs are fed with super premium feeds from Agrichexers, a feedmill also headed by Gil SP Garcia. The use of the premium ration results in pork that is preferred by viajeros and stallholders. The pork has thin fat, red in color and marbled. It means small fat layers are found inside the muscles, making the meat more tasty.

Because of the high quality of the meat, the co-op can sell the pork at par with the commercially fattened

animals. Normally, traders often offer a lower price for pork raised in the backyard.

Normally, the contract grower gets a share of at least a thousand pesos from each pig that he fattened. Hence it is a win-win scheme for growers who don't have enough capital to buy the weanlings and the feeds. He only has to provide the housing and the labor in raising the pigs.

QUAIL RAISING - Meantime, Agrichexers is intensifying its campaign to encourage farm families to get into quail production which is highly profitable. The company has been conducting free seminars on quail raising to show to the attendees how they can make money from quails.

Quails are advantageous to raise because they need a small capital to start with. The growing area is also very small. A 1,000-head flock can be accommodated in cages inside a garage. Quails also start laying eggs in just 35 to 45 days from hatching.

Quail pullets that are 24 days old cost an average of 24 pesos or two pesos per day. Quails have a high percentage of lay and the cost of producing an egg is about 70 to 75 centavos. Ex-farm each egg fetches a peso or more. Thus there's a 25-30% profit margin. Not only small farmers are getting into quail-raising. A doctor-couple in Batangas has started their own commercial quail production, according to Gil.

Headline	BOI-ONE WINDOW NETWORK SIGNING CEREMONY		
Media Title	Manila Bulletin	Color	Full Color
Date	28 Aug 2015	Circulation	343,316
Section	Business Bulletin	Readership	343,316
Page No	B2	Article Size	271 cm ²
Language	English	Ad Value	PHP 54,292
Journalist	n/a	PR Value	PHP 162,877
Frequency	Daily		



BOI-ONE WINDOW NETWORK (BOI-OWN) SIGNING CEREMONY - Shown (from left) are Board of Investments (BOI) Executive Director Raul V. Angeles; BOI-OWN Team Leader Ernesto Delos Reyes Jr., PCCI Chair for SME Development Committee Apollinar E. Auro, University of the Philippines Information and Telecommunications Development Center (UP-ITDC) OIC Director Paulo Noel Pajo, BOI Executive Director Efren V. Lanza, BOI Director and BOI-OWN Project Manager Domingo L. Bagapore gather for the ceremonial signing of the BOI-One Window Network (BOI-OWN) during its soft launch on August 19, 2015 at the BOI Penthouse in Makati City. BOI-OWN is a cloud-based web portal and mobile application system that enables investors not only to lodge queries and concerns online but also access a databank of information related to business and investments. It also includes a system that can track and monitor the real time status of investor's inquiry and concerns using personal computers or smart phones. It will fast-track the services the BOI and the Investment Promotion Unit Network (IPUNet) to its clients and stakeholders. (DTI-PRU)

Headline: MITSUBISHI BOOSTED AT GREENFIELD AUTO PARK
 Media Title: Business Mirror
 Date: 28 Aug 2015
 Section: Motoring
 Page No: E2
 Language: English
 Journalist: n/a
 Frequency: Daily

Color: Full Color
 Circulation: 82,600
 Readership: 82,600
 Article Size: 258 cm²
 Ad Value: PHP 36,120
 PR Value: PHP 108,360



MITSUBISHI BOOSTED AT GREENFIELD AUTO PARK

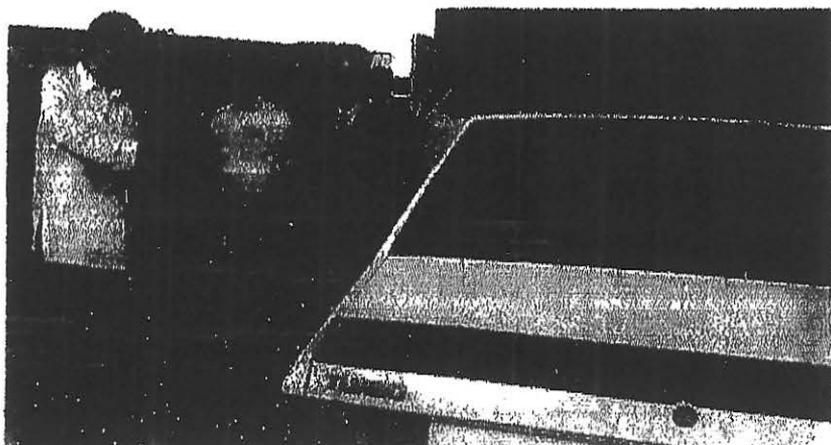
BUOYED by strong growth and performance in the Philippines last year, Mitsubishi Motor Philippines Corp. (MMPC) recently moved out of its Calinta plant and transferred to the Greenfield Auto Park (GAP) in Santa Rosa, Laguna.

At present, 21 hectares of the 65-hectare special economic zone serves as a manufacturing facility for Mitsubishi, one of the leading automotive brands in the country with over 50 years of experience in car making.

The new manufacturing plant in Santa Rosa can produce 50,000 vehicles annually, compared to a previous capacity of 30,000 units. It houses an automated plastic parts painting robot—a first of its kind in the Philippines—that complements top coat spray robots for quicker and more consistent automotive painting jobs. Various other state-of-the-art assembly and quality processes and equipment, such as a body measuring machine, will allow the facility to be at par with other Mitsubishi assembly plants in Singapore, Thailand, Indonesia and Cambodia, among other countries.

In his speech delivered during the plant's inauguration, MMPC President and CEO Hikosaburo Shibata said that their expanding presence only reflects the company's commitment to continue its vehicle manufacturing operations in the country.

"With a new and bigger plant, we now have more opportunities to study the production of new models. However, its production must also be supported by a sound auto manufacturing policy from the Philippine government that can strengthen the competitiveness of local vehicle



PRESIDENT Aquino, Trade Secretary Gregory I. Domingo and Mitsubishi Motors Philippines President and CEO Hikosaburo Shibata inspect an early model Lancer sedan on display during the inauguration of the new Mitsubishi plant at Greenfield Auto Park in Santa Rosa, Laguna.

and parts manufacturing operations among other Asean production facilities," Shibata said.

Mitsubishi projects a rapid increase in vehicle demand in the country in the coming years, triggered by a fast-growing local automotive industry and an increasing demand for brand-new vehicles brought about by the stable Philippine economy.

Last year Mitsubishi sold a total of 50,058 vehicles in the country, setting a new high for the Japanese auto firm. The company is targeting 62,000 units this year, and opening up five additional dealerships or outlets.

The company sees its expansion and transfer to GAP in Greenfield City, Santa Rosa, as part of a mid-term plan of reinforcing business in the Philippines as a core market, following Thailand and Indonesia. It is also in preparation for the

company's further business expansion and development in other Asean countries.

Jeffrey DY Campos, president and chairman of GAP developer Greenfield Development Corp., said: "Mitsubishi Motors Philippines's decision to join us here at Greenfield City in Santa Rosa, Laguna, is a welcome development and validates our plans to develop an auto park where manufacturers and suppliers can coexist and take advantage of synergizing in one industrial park."

Campos is optimistic that with Philippine Economic Zone Authority incentives accorded to locators and investors in GAP, the Santa Rosa area will further attract not only well-known car manufacturers but related businesses in the industry as well, such as car dealerships, car accessories and auto parts shops.

OTHER FUNCTIONAL GROUPS NEWS RELEASES JANUARY 2015

Headline / Tagline	FG	Date Issued	Date Published	Newspaper/Page	Headline / Tagline	Ad Value
Calabarzon assessors discuss enhanced PS Mark for improved consumer protection, competitiveness with EU and other experts	ROG	08-Jan-2015	09-Jan-2015	Malaya, A2	PH needs to improve certification	8,225.00
			09-Jan-2015	Business Mirror, A4	DTI receives help from EU in upgrading PHL products	10,656.00
DTI Laguna caps 2014 with 4 SSFs provided to women and church-based groups	ROG	09-Jan-2015				
Prospective women entrepreneurs of Unisan trained on basic food hygiene	ROG	13-Jan-2015	14-Jan-2015	Malaya, A2	Women entrepreneurs Unisan trained on basic food hygiene	5,967.00
DTI 12 launches " Treasures of Region 12" Pasalubong Center at SM Gensan	ROG	14-Jan-2015				
DTI warns public against un reputable freight forwarders	CPG	15-Jan-2015	16-Jan-2015	Philippine Daily Inquirer, B1	DTI blacklists 43 forwarders of 'balikbayan' boxes	17,815.00
			16-Jan-2015	Manila Standard Today, B3	Complaints filed vs. 43 freight forwarders	13,245.00
			16-Jan-2015	Malaya, A2	DTI blacklists 43 freight forwarders	20,539.00
			16-Jan-2015	Manila Times, B2	DTI warns public on erring forwarders	14,044.00
			16-Jan-2015	Daily Tribune, 9	Un reputable freight forwarders companies named	12,096.00
			17-Jan-2015	Manila Bulletin, B-14	DTI blacklists 43 freight forwarders	12,919.00
			18-Jan-2015	Philippine Star, B-5	DTI blacklists 54 foreign sea freight forwarders	22,458.00
DTI-SK supports LGU Tacurong's 2015 Business One Stop Shop	ROG	21-Jan-2015				
DTI recounts stable prices of basic and prime goods as 2015 starts	CPG	22-Jan-2015	23-Jan-2015	Philippine Daily Inquirer, A5	Prices of basic goods remain unchanged, says DTI	23,039.00
			23-Jan-2015	Philippine Star, B-10	DTI sees drop in price cap for some products	25,147.00
			23-Jan-2015	Manila Bulletin, B-1	DTI wants prices of some basic goods lowered	19,468.00
			23-Jan-2015	Manila Standard Today, B3	Lower milk, bread prices expected	12,988.00
			23-Jan-2015	Malaya, A3	Prices of bread, milk, noodles to go down: DTI	33,528.00
23-Jan-2015	Manila Times, B2	Govt sees stable prices	9,675.00			

			23-Jan-2015	People's Journal, 5	DTI sees cheaper basic food items	3,320.00
"Made in the Philippines" gets boost from EU-GSP+; DTI conducts info sessions for exporters	IDG	23-Jan-2015	24-Jan-2015	Philippine Star, B-5	DTI to conduct info sessions on EU GSP+	19,721.00
			24-Jan-2015	Manila Times, B2	Info sessions set for GSP+	14,874.00
			25-Jan-2015	Manila Bulletin, B-1	Made in PH gets boost from EU-GSP+	19,252.00
9 th Meeting of the Sub-Committee on Improvement of Business Environment convened under JPEPA	IDG	23-Jan-2015				
Government and private sector address red tape encountered for securing permits and licenses	IDG	23-Jan-2015	26-Jan-2015	Philippine Star, C-2	BOI hosts workshops to ease permits process for chem industry	16,591.00
			26-Jan-2015	Malaya, A4	Chemical industry seeks streamlined processes	5,242.00
DTI Urges Speedy Passage of Competition Law	Usec Reyes	28-Jan-2015	29-Jan-2015	Malaya, A3	Competition law will spur business	22,015.00
			29-Jan-2015	Business Mirror, A1	Competition law badly needed as Asean integration nears - DTI	24,766.00
			29-Jan-2015	People's Journal, 5	Swift OK of competition law pushed	17,684.00
			31-Jan-2015	Manila Times, B3	DTI urges speedy passage of competition law	2,925.00
			01-Feb-2015	Manila Bulletin, B-1	DTI urges speedy passage of Competition Law	63,734.00
DTI Region 2 maintains Level II Accredited Status under PRIME-HRM	ROG	28-Jan-2015				
DTI: milk, bread manufacturers agree to decrease SRPs	CPG	28-Jan-2015	29-Jan-2015	Malaya, A1	Prices of bread, milk to go down	16,209.00
			29-Jan-2015	Manila Bulletin, B-1	Nestle, bakers agree to reduce prices	23,505.00
			29-Jan-2015	Manila Standard Today, B3	Nestle, bakers to trim prices	8,660.00
			29-Jan-2015	Business Mirror, A4	Milk makers, bakers heed DTI call to lower product SRP	33,837.00
DTI to facilitate the formulation of E-Commerce 2020 Roadmap	Usec Reyes	29-Jan-2015	30-Jan-2015	Business World, 4/S1	DTI sees doubling of e-commerce market in 2015; pushes industry road map	14,587.00
			30-Jan-2015	Malaya, A2	Value of e-commerce to double	6,900.00
TOTAL						575,631.00

TOTAL NO. OF PRESS RELEASE – 14 press release

TOTAL NO. OF PICK-UPS – 33 news article

**OTHER FUNCTIONAL GROUPS PHOTO RELEASES
JANUARY 2015**

Headline / Tagline	FG	Date Issued	Date Published	Newspaper/Page	Headline / Tagline	Ad Value
Forging ahead for the crafting of an e-commerce roadmap	Usec. Reyes	07-Jan-2015	08-Jan-2015	Philippine Star, B-1	Forging Ahead For The Crafting O an E-commerce Roadmap	49,208.00
			08-Jan-2015	Manila Standard Today, B3	E-commerce roadmap	23,008.00
			11-Jan-2015	Manila Bulletin, B-3	Crafting Of An E-Commerce Roadmap	31,656.00
D2M2 Project: Partnership to Enhance Competitiveness	IDG	23-Jan-2015	26-Jan-2015	Philippine Star, B-2	D2M2 Project	17,634.00
TOTAL						121,506.00

TOTAL NO. OF PHOTO RELEASE – 02 photo release

TOTAL NO. OF PICK-UPS – 04 photo article

OTHER FUNCTIONAL GROUPS NEWS RELEASES FEBRUARY 2015

Headline / Tagline	FG	Date Issued	Date Published	Newspaper/Page	Headline / Tagline	Ad Value
DTI-AITECH Partnership On Construction and Academe Linkage Program	Usec Reyes	04-Feb-2015	05-Feb-2015	Malaya, A11	Construction, academe linkage pushed	10,554.00
DTI Greening Proponents Meet to Draft Climate-Smart Strategies for MSMEs	ROG	10-Feb-2015	11-Feb-2015	Malaya, A3	Strategies for resilient MSMEs crafted	8,387.00
Surigao del Norte and Agusan del Sur produces 28 New Constructors Performance Evaluators (CPEs)	Usec Reyes	11-Feb-2-15	12-Feb-2015	Malaya, A11	28 complete constructor accreditation program	8,605.00
DTI supports BEMAC in Providing Viable E-Vehicles for Filipinos	Usec Reyes	13-Feb-2015				
DTI issues Notices of Violation to 14 supermarkets	CPG	13-Feb-2015	15-Feb-2015	People's Journal, 2	Supermarket, grocery stores caught overpricing goods	5,667.00
			15-Feb-2015	Philippine Star, B-5	DTI flags 14 supermarkets for selling above SRP	21,377.00
			15-Feb-2015	Pilipino Mirror, 4	14 supermarkets lumabag sa SRP	3,309.00
			16-Feb-2015	Daily Tribune, 8	DTI identifies 14 overpricing supermarkets	14,288.00
DTI: Purchase only PS/ICC-marked construction materials	CPG	18-Feb-2015	22-Feb-2015	Philippine Star, B-8	DTI warns against substandard construction materials	26,301.00
			23-Feb-2015	Manila Bulletin, B-3	DTI warns safety of building materials	11,125.00
DTI: Quality is key to taking advantage of EU-GSP+zero tariffs	IDG	24-Feb-2015	25-Feb-2015	Philippine Daily Inquirer, B6	DTI aids small traders to access EU market	20,168.00
			25-Feb-2015	Manila Times, B4	Quality key to taking advantage of EU-GSP+ zero tariffs - DTI	16,837.00
Zambo exporters laud EU-GSP+; Exporters and SMEs gearing for EU market	IDG	27-Feb-2015				
DTI SSF on infants' accessories production to boost GDH sector in Nueva Ecija	ROG	27-Feb-2015				
TOTAL						146,618.00

TOTAL NO. OF PRESS RELEASE – 09 press release

TOTAL NO. OF PICK-UPS – 12 news article

**OTHER FUNCTIONAL GROUPS PHOTO RELEASES
FEBRUARY 2015**

Headline / Tagline	FG	Date Issued	Date Published	Newspaper/Page	Headline / Tagline	Ad Value
BEMAC opens Assembly Plant for made E-Tricycles	Usec Reyes	13-Feb-2015	14-Feb-2015	Manila Standard Today, B4	Local e-tricycles	38,103.00
			15-Feb-2015	Manila Bulletin, B-1	Company Opens Assembly Plant For Made E-Tricycles	33,154.00
			16-Feb-2015	Philippine Star, B-6	BEMAC Opens Assembly Plant For Filipino Made E-Tricycles	40,569.00
TOTAL						111,826.00

TOTAL NO. OF PHOTO RELEASE – 01 photo release

TOTAL NO. OF PICK-UPS – 03 photo article

OTHER FUNCTIONAL GROUPS NEWS RELEASES MARCH 2015

Headline / Tagline	FG	Date Issued	Date Published	Newspaper/Page	Headline / Tagline	Ad Value
The Department of Trade and Industry Unified Brunei-Indonesia-Malaysia-Philippines to Strengthen Sub-Regional Ties	Usec. Reyes	03-Mar-2015				
Department of Trade and Industry Crafts High Quality Construction Projects to Deliver Better Roads to Filipinos	Usec. Reyes	04-Mar-2015	05-Mar-2015	Malaya, A3	More agencies, LGUs eye construction accreditation	11,041.00
DTI urges investors to support growth opportunities in Agribusiness and Logistics in Northern Mindanao	IDG	06-Mar-2015	07-Mar-2015	Philippine Star, B-3	DTI pushes for agribiz, logistics investments in Northern Mindanao	20,556.00
			07-Mar-2015	Business Mirror, A8	Government urges businessmen to invest in Northern Mindanao	14,197.00
			10-Mar-2015	Manila Bulletin, B-12	Efficient logistics for N. Mindanao pushed	47,154.00
DTI SSF Cavite bio-compost facility targets 5000 household beneficiaries	ROG	06-Mar-2015	07-Mar-2015	Business Mirror, B4	DTI to put up bio-composting facility in Mendez, Cavite	16,879.00
Joint Statement by International Trade Ministers of Philippines and Canada	OSEC	20-Mar-2015	21-Mar-2015	Business Mirror, A5	Manila, Ottawa, Deepen trade ties	3,422.00
			23-Mar-2015	Philippine Star, C-3	Phl, Canada set exchange of trade, invest missions	17,217.00
			23-Mar-2015	Manila Bulletin, B-14	PH, Canada to enhance bilateral trade relations	11,960.00
TOTAL						142,426.00

TOTAL NO. OF PRESS RELEASE – 05 press release

TOTAL NO. OF PICK-UPS – 08 news article

OTHER FUNCTIONAL GROUPS PHOTO RELEASES MARCH 2015

Headline / Tagline	FG	Date Issued	Date Published	Newspaper/Page	Headline / Tagline	Ad Value
Brunei-Indonesia-Malaysia-Philippines Unified to Strengthen the Sub-Regional Ties	Usec. Reyes	03-Mar-2015	11-Mar-2015	Manila Standard Today, B1	BIMP-EAGA plan	35,219.00
BIMP-EAGA convened socio-cultural pillar	Usec. Reyes	06-Mar-2015				
DTI strengthens partnership with private sector on industry roadmaps	OSEC	20-Mar-2015	21-Mar-2015	Manila Standard Today, B3	Industry roadmaps	14,348.00
			22-Mar-2015	Philippine Star, B-7	DTI Strengthens Partnership With Private Sector On Industry Road Maps	37,229.00
PHL, Canada trade and investment missions	OSEC	23-Mar-2015	24-Mar-2015	Philippine Star, B-6	PHL-Canada Trade Investments Mission	10,539.00
			24-Mar-2015	Manila Bulletin, B-1	Enhancing PH-Canada Trade And Investment Relations	21,528.00
			26-Mar-2015	Manila Standard Today, B5	Enhanced relations	29,189.00
TOTAL						148,052.00

TOTAL NO. OF PHOTO RELEASE – 04 photo release

TOTAL NO. OF PICK-UPS – 06 photo article

OTHER FUNCTIONAL GROUPS NEWS RELEASES APRIL 2015

Headline / Tagline	FG	Date Issued	Date Published	Newspaper/Page	Headline / Tagline	Ad Value
Philippines to Tap the Untapped Halal Market through DTI's initiatives	Usec. Reyes	06-Apr-2015	07-Apr-2015	Philippine Star, B-3	DTI taps opportunities in halal market	19,496.00
			07-Apr-2015	Philippine Daily Inquirer, B3	Mindanao groomed as halal goods center	18,921.00
			07-Apr-2015	Manila Bulletin, B-2	Halal food dev't seen to improve inflow of Muslim tourists in PH – DTI	16,751.00
			07-Apr-2015	Malaya, A3	Tap Halal market, food industry told	6,552.00
			07-Apr-2015	Manila Times, B2	PH urged to tap billion-dollar halal market	10,117.00
DTI exposes SMEs to higher product standards	Usec. Reyes	07-Apr-2015	08-Apr-2015	Philippine Star, B-10	SMEs urged to raise product standards	14,230.00
			08-Apr-2015	Manila Times, B2	DTI calls on SMEs to join Sikat Pinoy fairs	13,742.00
BOI-approved investments increase 17% in Q1	BOI	10-Apr-2015	11-Apr-2015	Philippine Star, B-1	BOI-registered investments up 17% in Q1	28,715.00
			11-Apr-2015	Philippine Daily Inquirer, B1	BOI-approved projects up 17% in 1 st quarter	21,849.00
			11-Apr-2015	Manila Bulletin, B-3	New investments post 17% rise in Q1	29,343.00
			11-Apr-2015	The Standard, B4	Investments rise 17% to P54.6b in Q1	18,054.00
			11-Apr-2015	Manila Times, B1	BOI-approved Q1 investments rise 17% to P54.6B	24,237.00
IPP-strategic plan to grow industries	BOI	10-Apr-2015	11-Apr-2015	Philippine Star, B-3	BOI giving perks for biz strategies	14,006.00
			11-Apr-2015	Manila Bulletin, B-1	BOI promulgates 3-year IPP guidelines	24,508.00
			11-Apr-2015	The Standard, B1	BoI okays 3-year investment plan guidelines	9,200.00
			11-Apr-2015	Manila Times, B2	Gifts, houseware industry to complete roadmap by Aug	10,875.00
DTI and UP-ISSI Forge Partnership to Craft Gifts, Decors and Houseware Industry Roadmap	BOI	10-Apr-2015	11-Apr-2015	Business Mirror, B2	Gifts, décor businesses tocraft industry road map	10,422.00
			12-Apr-2015	Manila Bulletin, B-3	DTI, UP-ISSI to craft roadmap for the handicraft industry	16,951.00
			13-Apr-2015	Philippine Star, C-6	DTI, UP drawing up roadmap for gifts, decors, houseware	68,717.00
			14-Apr-2015	Malaya, A3	Replication of Region I's shared services facility recommended	6,888.00
Sec. Domingo visits SSF project; meets chamber, staff in Region 1	ROG	13-Apr-2015	14-Apr-2015	Malaya, A3	Replication of Region I's shared services facility recommended	6,888.00
Philippines to Put Forward BIMP-EAGA Economic Agenda	Usec. Reyes	21-Apr-2015	22-Apr-2015	Philippine Daily Inquirer, B4	DTI vows to pursue BIMP-Eaga initiatives	16,807.00

			23-Apr-2015	Malaya, A3	PH improves travel, communications link ink BIMP-EAGA	18,519.00
APEC Dialogue to Discuss the Convergence of SMEs into the Automotive Global Value Chains	IDG	21-Apr-2015				
CIAC Accredits New Construction Mediators	Usec. Reyes	22-Apr-2015				
Automotive Parts Supplier SMEs Link to the Global Value Chains	BOI	24-Apr-2015	25-Apr-2015	Business Mirror, A5	APEC eyes unified auto market for automotive sector	9,660.00
			26-Apr-2015	Manila Bulletin, B-2	Automotive parts contribute 3.5% to country's manufacturing sector	23,420.00
22 nd APEC Automotive Dialogue to Draw up Roadmap for Electric Vehicles	BOI	24-Apr-2015				
APEC Project to Integrate SMEs in the Auto Sector Global Value Chain	BOI	24-Apr-2015				
Asia Pacific auto industry experts discuss U.S. Automotive Standards and Technical Regulations	BOI	27-Apr-2015				
SMERA kicks off in Region 12	BOI	28-Apr-2015				
BOI OK's Typhoon Yolanda Guidelines	BOI	30-Apr-2015				
TOTAL						502,948.00

TOTAL NO. OF PRESS RELEASE – 15 press release

TOTAL NO. OF PICK-UPS – 25 news article

OTHER FUNCTIONAL GROUPS PHOTO RELEASES APRIL 2015

Headline / Tagline	FG	Date Issued	Date Published	Newspaper/Page	Headline / Tagline	Ad Value
Sec. Domingo visits SSF project in Region 1	ROG	14-Apr-2015	16-Apr-2015	Manila Bulletin, B-2	Domingo Visits SSF Project In Region 1	46,544.00
			18-Apr-2015	Philippine Star, B-4	DTI Head Visits SSF Project In Region 1	23,754.00
DTI-PDCB to train NAPOCOR and DPWH Engineers as Constructors' Performance Evaluators	Usec. Reyes	17-Apr-2015				
Department of Trade and Industry Launches its very first DTI Photography Club	Usec. Reyes	20-Apr-2015				
DTI welcomes ISO	CPG	30-Apr-2015	01-May-2015	The Standard, B4	ISO certification	51,078.00
			02-May-2015	Philippine Star, B-2	DTI Welcomes ISO	24,152.00
			02-May-2015	Manila Bulletin, B-1	DTI Welcomes ISO Secretary	31,253.00
TOTAL						176,781.00

TOTAL NO. OF PHOTO RELEASE – 04 photo release

TOTAL NO. OF PICK-UPS – 05 photo article

OTHER FUNCTIONAL GROUPS PHOTO RELEASES MAY 2015

Headline / Tagline	FG	Date Issued	Date Published	Newspaper/Page	Headline / Tagline	Ad Value
PH APEC 2015 Delegates gear up for SOM2 and MRT	IDG	15-May-2015	20-May-2015	Philippine Star, B-6	PHL APEC 2015 Delegates Gear Up For SOM2 And MRT	25,659.00
			20-May-2015	The Standard, B4	Apec meeting	30,361.00
DTI Taps Multi-Stakeholders in Business and E-commerce Outlook	Usec. Reyes	19-May-2015	20-May-2015	Business Mirror, E4	DTI Taps Multistakeholders In Business and E-Commerce Outlook	32,086.00
			22-May-2015	Manila Bulletin, B-6	DTI Taps Multi-Stakeholders In Business And E-Commerce Outlook	19,562.00
APEC Women and Economy	Usec. Terrado	20-May-2015				
DTI Photography Club launch	Usec. Reyes	21-May-2015				
Palawan Welcomes BMP EAGA Senior Officials on Transportation and Connectivity Talks	Usec. Reyes	28-May-2015				
TOTAL						107,668.00

TOTAL NO. OF PHOTO RELEASE – 05 photo release

TOTAL NO. OF PICK-UPS – 04 photo article

OTHER FUNCTIONAL GROUPS NEWS RELEASES MAY 2015

Headline / Tagline	FG	Date Issued	Date Published	Newspaper/Page	Headline / Tagline	Ad Value
Laguna SMEs attend awareness campaign on EU General Scheme of Preferences	ROG	05-May-2015				
Growing Global SMEs, a priority; DTI advances SME Action Agenda in APEC MRT	IDG	07-May-2015				
Philippines to Capacitate Philippines SMEs through CBET Workshop	Usec. Reyes	11-May-2015				
DTI Taps Multi-Stakeholders in Business and E-Commerce Outlook Seminar	Usec. Reyed	12-May-2015				
ZAMBALES set for Dinamulag 2015	ROG	19-May-2015				
DTI-3 has Php 61.44 Million BuB projects for 2015 for 54 LGUs	ROG	19-May-2015				
Local products featured in Galing Bataan Trade Fair	ROG	20-May-2015	21-May-2015	Malaya, A2	Local products featured in Galing Bataan trade fair	9,048.00
Regional IPP Roadshow to start May 22	BOI	20-May-2015	21-May-2015	Business World, 4/S1	BoI road show to pitch domestic investors on priority investments	12,348.00
			21-May-2015	Manila Bulletin, B-1	Regional IPP roadshow on May 22	10,618.00
			21-May-2015	Malaya, A2	BOI set regional IPP road show	10,248.00
			21-May-2015	Daily Tribune, 9	BoI sets nationwide roadshows for IPPs	12,502.00
			22-May-2015	Philippine Star, B-14	IPP road show starts	16,361.00
MSMEs gain ground in APEC's 2015-2019 TWG Strategic Plan	BOI	20-May-2015	21-May-2015	Malaya, A1	MSMEs gain ground APEC strategic plan	35,532.00
			22-May-2015	Philippine Star, B-4	DTI, DOT pushing for APEC initiative to support MSMEs	26,044.00
CLGCFI, DILG, DTI to confer Streamlining Awards	ROG	21-May-2015				
PH proposes initiatives to mainstream MSMEs in Green Supply Chains	IDG	21-May-2015	22-May-2015	Philippine Daily Inquirer, B2-4	'Green' framework for Apec SMEs pushed	12,800.00
			22-May-2015	Malaya, A1	Greening APEC supply chain	35,009.00
			22-May-2015	Manila Times, B2	PH highlights MSMEs' role in green supply chain	17,819.00

			22-May-2015	Business Mirror, A8	Manila presses 'greening' of MSMEs' at APEC meeting	34,783.00
BIMP EAGA Senior Officials visit Palawan to Strengthen Road, Air and Sea Linkages	Usec. Reyes	22-May-2015	23-May-2015	Mla. Times, B3	BIMP EAGA senior officials visit Palawan to strengthen road, air and sea linkages	12,836.00
			23-May-2015	Business Mirror, A5	BIMP-Eaga execs set Palawan visit to strengthen transportation linkages	13,172.00
DTI Supports Passage of Competition and Cabotage Bills on its 3 rd Reading	Usec. Reyes	25-May-2015	26-May-2015	Philippine Star, B-3	DTI urges immediate passage of Cabotage, Competition Law	20,505.00
			26-May-2015	Malaya, A2	Cabotage, competition laws pushed	15,560.00
			26-May-2015	Business Mirror, A5	DTI supports amendment of cabotage law, passage of Fair Competition Law	8,322.00
			27-May-2015	Manila Bulletin, B-2	DTI backs competition, cabotage measures	21,248.00
IFEX 2015 opens; 12 Calabarzon MSMEs to participate	ROG	25-May-2015				
DTI-3 releases Suggested Retail Price for School Supplies	ROG	26-May-2015				
Philippines to strengthen Construction Ties with European Free Trade Association	Usec. Reyes	26-May-2016				
Palawan Welcomes BIMP EAGA Senior Officials on Transportation and Connectivity Talks	Usec. Reyes	27-May-2015				
DTI conducts to back briefings on Industry Roadmaps and IPP in CAR	BOI	27-May-2015				
Electronics still top export for Central Luzon in 2014	ROG	28-May-2015	29-May-2015	Manila Times, A7	Electronics export up in 2014	15,705.00
Streamlining Awards rites held in Clark	ROG	28-May-2015				
DTI reminds OFW Families to use Balikbayan box tracker	ROG	29-May-2015				
DTI-3 lends meat processing equipment to Bataan SMEs	ROG	29-May-2015				
TOTAL						340,460.00

TOTAL NO. OF PRESS RELEASE – 22 press release

TOTAL NO. OF PICK-UPS – 19 news article

OTHER FUNCTIONAL GROUPS NEWS RELEASES JUNE 2015

Headline / Tagline	FG	Date Issued	Date Published	Newspaper/Page	Headline / Tagline	Ad Value
CARS Program Approved	IDG	01-Jun-2015	02-Jun-2015	Business World, S1/1	New auto industry plan approved	181,973.00
			02-Jun-2015	Philippine Star, B-4	P-Noy issues new EO on vehicle mfg perks	32,830.00
			02-Jun-2015	Philippine Daily Inquirer, B3	Palace Oks road map for automotive industry	22,633.00
			02-Jun-2015	Manila Bulletin, B-1	Palace okays tax perks for new car investments	32,603.00
			02-Jun-2015	The Standard, B1	Aquino approve auto program	14,526.00
			02-Jun-2015	Malaya, A1	Aquino issues EO on car plan	58,146.00
			02-Jun-2015	Business Mirror, A1	Palace Oks new auto industry program	59,912.00
			03-Jun-2015	Manila Times, B1	New car industry plan 'not enough'	40,696.00
DTI-NTC reminds cellphone and gadget dealers on consumer rights	ROG	02-Jun-2015				
Bulacan Packaging Center receives packaging equipment from DTI	ROG	03-Jun-2015				
June 09 is World Accreditation Day	CPG	03-Jun-2015				
Streamlining Awards winners announced	ROG	04-Jun-2015				
Negosyo Center in Batangas City to be launched June 25	ROG	04-Jun-2015	08-Jun-2015	Philippine Star, B-2	DTI to open Negosyo Center in Batangas	18,476.00
SSF beneficiaries in ARCs undergo SRA courses on site	ROG	05-Jun-2015				
DTI-NTC agreement to boost protection of telecoms users	ROG	08-Jun-2015	09-Jun-2015	Philippine Star, B-5	DTI, NTC ink pact on consumer protection	16,023.00
			09-Jun-2015	Manila Times, B2	DTI-NTC deal protects telecom users	8,625.00
Local Government of Basco, Batanes consults DTI for the improvement of BPLS	ROG	08-Jun-2015	09-Jun-2015	Manila Times, A7	Batanes eyes upgrading registration process	7,020.00
DTI nurtures entrepreneurial potentials of 62 OFWs	ROG	09-Jun-2015				
Diskwento Caravan, Business Name Registration showcased at Kalayaan 2015 Celebrations	ROG	11-Jun-2015				
15 Negosyo Centers Now Operational Nationwide	ROG	11-Jun-2015	13-Jun-2015	Philippine Star, B-2	DTI puts up 15 Negosyo Centers	17,808.00
			13-Jun-2015	Manila Times, A7	15 Negosyo Centers now operational	2,100.00

			14-Jun-2015	Abante, 2	Dagdag na DTI centers para sa malilinggit na negosyo	5,363.00
DTI probes prices of flour, instant noodles, and bread	CPG	11-Jun-2015	12-Jun-2015	Philippine Star, 9	DTI starts probe on flour, bread, noodle prices	30,365.00
			12-Jun-2015	Philippine Daily Inquirer, B2-1	DTI sets probe of 16 flour millers, 12 bakers	20,617.00
			12-Jun-2015	Manila Bulletin, B-3	DTI readies profiteering, collusion charges vs some flour millers, bakers	32,378.00
			12-Jun-2015	The Standard, B4	Lower flour prices eyed	3,320.00
			12-Jun-2015	Malaya, A3	DTI probes millers bakers for collusion	12,008.00
			12-Jun-2015	Manila Times, B3	DTI probes flour, instant noodles, bread prices	26,475.00
			12-Jun-2015	Business Mirror, A4	DTI investigate pricing behavior of millers, bakers	26,833.00
DTI continues reinforcement on product standards	CPG	11-Jun-2015				
Batanes Sangguniang Panlalawigan mulls incentives for Ivatan producers	ROG	15-Jun-2015				
DTI volunteers to join Brigada Eskwela	ROG	15-Jun-2015				
DTI and House alert retailers to follow SRPs for basic and prime goods	CPG	17-Jun-2015				
Regional Export Forum held at Clark	ROG	18-Jun-2015				
PCAB license applications increase in first quarter	ROG	19-Jun-2015	19-Jun-2015	Manila Bulletin, B-1	More contractors seek registration	11,219.00
			23-Jun-2015	Manila Times, B2	Contractor license Q1 applications jump	13,125.00
REMAI-led trade fair opens at SM Taytay; features Rizal's best homegrown products	ROG	22-Jun-2015				
DTI's SME Roving Academy offers new trainings for SMEs	ROG	22-Jun-2015	23-Jun-2015	Business World, 4/S1	MSMEs being primed for regional trade growth	51,144.00
			24-Jun-2015	Business Mirror, E4	DTI-Region 3 sets seminar series for CL entrepreneurs	10,885.00
Carmakers and parts manufacturers briefed on CARS Program	BOI	23-Jun-2015	24-Jun-2015	Manila Bulletin, B-1	CAR seen creating 200,000 jobs	10,017.00
			24-Jun-2015	Malaya, A3	Non-fiscal perks await assemblers, car parts makers	10,584.00
			24-Jun-2015	Manila Times, B2	BOI to release CARS program rules next month	15,327.00
DTI-Batanes Caravan provides business opportunities in Itbayat Island	ROG	23-Jun-2015				
DTI, PRDP develop Banana Industry in Quirino Province	ROG	24-Jun-2015				

PH hosts APEC workshops for Global Supply Chain Event in Atlanta	ROG	24-Jun-2015	29-Jun-2015	Manila Bulletin, B-1	Inhibiting policies hinder APEC SME growth - DTI	50,996.00
DTI Pushes SGL for SMEs	Usec. Reyes	25-Jun-2015	26-Jun-2015	Malaya, A3	Gov't to allow SME access to super green lane	20,295.00
			27-Jun-2015	Business Mirror, A4	DTI proposes inclusion of SMEs in SGL	6,862.00
TOTAL						871,184.00

TOTAL NO. OF PRESS RELEASE – 26 press release

TOTAL NO. OF PICK-UPS – 32 news article

OTHER FUNCTIONAL GROUPS PHOTO RELEASES JUNE 2015

Headline / Tagline	FG	Date Issued	Date Published	Newspaper/Page	Headline / Tagline	Ad Value
MoU on FTAs	PTTC	08-Jun-2015	09-Jun-2015	The Standard, B4	FTA preparation	24,921.00
			10-Jun-2015	Business Mirror, A4	FTA Deal	17,189.00
DTI I-Movers Project launch in Isabela	ROG	15-Jun-2015	16-Jun-2015	The Standard, B3	Isabela market project	19,960.00
			18-Jun-2015	Manila Times, A7	DTI I-Movers	5,475.00
15 th Anniversary of the E-Commerce Act and Roadmap final drafting	Usec. Reyes	23-Jun-2015	25-Jun-2015	Manila Bulletin, B-3	15 th Anniversary Of The E-Commerce act And Roadmap Final Drafting	31,937.00
TOTAL						99,482.00

TOTAL NO. OF PHOTO RELEASE – 03 photo release

TOTAL NO. OF PICK-UPS – 05 photo article

**SAMPLE NEGOSYO ATBP.
PROGRAM GUIDES**

BRAND



PROGRAM: NEGOSYO ATBP Episode 07/ Season 01 - Epi07
ANCHORS: ANGELO PALMONES & USEC ZENY MAGLAYA
DATE/TIME: 04 March 2015 / Wednesday, 6:00 – 7:30 PM

PROGRAM GUIDE

I. Start/ Opening

1st Gap (15 minutes with commercial) - OBB/CBB Sponsor

A. Greetings from Usec Zeny and Kuya Angel

1. Today is 04 March 2015!
2. Thank you for tuning in to DZRH, RHTV, and Radyo Natin!
3. This is our seventh episode for the DTI-DZRH partnership business radio program, Negosyo Atbp! We're in the 7th episode of our first season today!

B. Reiterate Introduction of Program

1. Schedule – Wednesdays, 6:00 – 7:30 PM
2. Tagline – “*May Asenso sa Negosyo!*”
3. Flow/ Segments – Good News, Gabay DTI (main segment), Sikat Pinoy (Sinong Sikat/ Diskarteng Pinoy), Tanungan Time

II. 2nd Gap (20 minutes with commercial) - OBB/CBB Sponsor

A. Good News para sa Negosyo sa Pinas

1. 11 Filipinos, Nasa Forbes; 2015 Billionaires' List
2. Filipina Executives, Kasama sa Forbes' Power Businesswomen

B. First Segment (Main) – Gabay DTI

(DTI Programs/ Projects for starting and growing businesses)

Topic: “*May Negosyo – sa Coco Coir!*”

Studio guest: **Provincial Director Marcelina Alcantara (0920.9063807)**
DTI-Quezon of Region IVA (CALABARZON)
National Coordinator, Coco Coir Industry Cluster

II. 3rd Gap (10 minutes with commercial) - OBB/CBB Sponsor

A. Second Segment – Sikat Pinoy at Diskarteng Pinoy

(Feature on business successes, livelihood/ skills, emerging products and technologies)

Sinong Sikat/ Diskarteng Pinoy/ Yamang Pinoy

Topic: “*Sikat ang Bunot*”

Phonepatch:

- **Dr. Justino R. Arboleda (0918.918.1875)**
President, Coco Technologies Corporation
- **Engr. Noel T. Florido (0939.597.2000)**
President, Cocos Nucifera Pacific Corporation

II. 4th Gap (15 minutes with commercial)

A. Third Segment – Tanungan Time (Feedback received from listeners and viewers)

B. Responses from anchors and guests

V. End / Closing (5 min)



PROGRAM: *NEGOSYO ATBP Episode 07/ Season 01-Epi07*
ANCHORS: *ANGELO PALMONES & USEC ZENY MAGLAYA*
DATE/TIME: *04 March 2015 / Wednesday, 6:00 - 7:30 PM*

SEQUENCE GUIDE

Negosyo Atbp OBB

I. Start/ Opening

1st Gap (15 minutes w/ commercial)

- ✔ Greetings from Kuya Angel at Usec Zeny! Today is 04 March 2015!
- ✔ Welcome to our new business radio program – NEGOSYO ATBP!
- ✔ Ito po ang ikalimang episode nang kooperasyon ng DZRH at ng DTI upang magbigay ng impormasyon, gabay at mga paalala para sa mga may negosyo na, sa mga magsisimula pa lamang ng kanilang negosyo, at sa mga gustong mag-negosyo pero hindi matuloy-tuloy!
- ✔ Tuwing Miyerkules, mula alas-sais hanggang alas-siyete y media ng gabi, ihahatid namin sa inyo ang Negosyo Atbp!
- ✔ Mula sa aming programa – si Kuya Angel at si Usec Zeny ng DTI-Regional Operations Group – ang tutulong sa inyo upang magkaroon ng pag-unawa sa mga programa para sa negosyante and ang kanyang negosyo; at nang ma-i-angat pa ang negosyo para sa mas masayang konsyumer at ekonomiya ng ating bansa.
- ✔ Dito sa Negosyo Atbp, aming patutunayan na – May Asenso sa Negosyo!
- ✔ Samahan nyo po kami sa aming talakayan. Ipadala ang inyong mga tanong o komento. I-text lamang ang inyong pangalan, space, tirahan, paaralan o opisina, space at mensahe at i-send sa 0917.8343330. Maaari ring magpadala sa DZRH hotline sa 2600.
- ✔ Mapapakinggan nyo ang Negosyo Atbp sa AM Radio sa DZRH nationwide!
- ✔ Mapapakinggan nyo rin kami sa FM Radio sa Radyo Natin, pumunta lamang sa radyonatin.com.



PROGRAM: *NEGOSYO ATBP Episode 07/ Season 01-Epi07*
ANCHORS: *ANGELO PALMONES & USEC ZENY MAGLAYA*
DATE/TIME: *04 March 2015 / Wednesday, 6:00 - 7:30 PM*

- Mapapanood nyo rin kami sa RHTV sa cable link channel 01 or 02 ng lahat ng local cable companies.
- Para naman sa mga kababayan natin saan mang bansa sa buong mundo, tumutok rin kayo dito sa Negosyo Atbp! Mag-online at pumunta sa dzhnews.com. I-click ang audio o video steaming link.
- Tuwing Miyerkules dito sa Negosyo Atbp, ihahatid namin sa inyo ang masayang balitaktakan tungkol sa negosyo!
- Negosyo Atbp – Programme Arrangements

A. Programme Flow

1. **Gabay DTI** (main segment; per episode)
Programs/projects of DTI for starting entrepreneurship and growing businesses
2. **Sikat Pinoy** (support segment; per episode)
 - a. **Sino'ng Sikat** (sub segment; every other episode)
A canned success story of rags to riches
 - b. **Diskarteng Pinoy** (sub segment; every other episode)
Feature of livelihood/skills
 - c. **Yamang Pinoy** (sub segment; every other episode)
Promotion/discussion of proven and emerging products and technologies
 - d. **Tanungan Time** (support segment; per episode)
Questions/ clarifications/ feedback from listeners and viewers through the Negosyo Atbp text number 0917.8343330 and through DTI Direct 751.3330

- Tutok na, mga ka-negosyo! Dahil may Asenso sa Negosyo!

(PAUSE FOR STINGER - ZAP)

EXTRO SEGMENT CBB:



PROGRAM: *NEGOSYO ATBP Episode 07/ Season 01-Epi07*
ANCHORS: *ANGELO PALMONES & USEC ZENY MAGLAYA*
DATE/TIME: *04 March 2015 / Wednesday, 6:00 - 7:30 PM*

II. 2nd Gap (20 minutes with commercial)
OBB/CBB Sponsor

➤ Good News para sa Negosyo sa Pinas
(INTRO ITEM # 1 / KUYA ANGEL TO READ)

11 FILIPINOS, NASA FORBES; 2015 BILLIONAIRES' LIST

INILABAS NA NG FORBES MAGAZINE ANG LISTAHAN NG 2015 WORLD BILLIONAIRES LIST AT LABING ISA DITO AY MGA FILIPINO AT NANANATILI ANG MALL AT REAL ESTATE MAGNATE NA SI HENRY SY AT ANG KANYANG PAMILYA BILANG PINAKAMAYAMAN SA PILIPINAS .

ANG MGA SY AY MAY KABUUANG YAMAN NA \$51.9 BILLION O P2.28 TRILLION NA MAS MABABA LANG NG KAUNTI SA NATIONAL BUDGET NG GOBYERNO PARA SA BANSA NA NAG NAGKAKAHALAGA NG P2.6 TRILLION PARA SA 2015. ANG 10-DIGIT NA PAGLAKI SA YAMAN NG MGA SY AY DAHIL SA EXPANSION NG SM INVESTMENTS CORPORATION SA REAL ESTATE DEVELOPMENT, SHOPPING MALLS AT BANKING SA NAKALIPAS NA TAON.

PUMANGALAWA NAMAN SI JOHN GOKONGWEI JR. NG SUMMIT HOLDINGS SA LISTAHAN NA MAY YAMAN NA \$5.8 BILLION, AT NASA PANGATLONG PUWESTO NAMAN SI ENRIQUE RAZON JR. NG SOLAIRE RESORT NA MAYROONG \$5.2 BILLION.

ANG MGA SUMUSUNOD AY ANG MGA ILAN PANG PANGALAN NA NAKASALI SA TALA NG FORBES MAGAZINE: 4. ANDREW TAN NG MEGAWORLD; 5. LUCIO TAN AND FAMILY NG ASIA BREWERY; 6. GEORGE TY AND FAMILY NG METROBANK; 7. DAVID CONSUNJI NG DMCI HOLDINGS; 8. TONY TAN CAKTIONG AND FAMILY NG JOLLIBEE FOODS; 9. LUCIO AND SUSAN TAN NG PUREGOLD; 10. ROBERT COYUITO JR. NG PRUDENTIAL GUARANTEE; AT 11. MANUEL VILLAR NG STARMALLS.

(PAUSE FOR STINGER - ZAP)



PROGRAM: *NEGOSYO ATBP Episode 07/ Season 01-Epi07*
ANCHORS: *ANGELO PALMONES & USEC ZENY MAGLAYA*
DATE/TIME: *04 March 2015 / Wednesday, 6:00 - 7:30 PM*

(INTRO ITEM # 2 / USEC ZENY TO READ)

FILIPINA EXECUTIVES, KASAMA SA FORBES' POWER BUSINESSWOMEN

NADAGDAGAN NAMAN ANG MGA FILIPINA EXECUTIVES NA SUMAMA SA LISTAHAN NG FORBES' 'POWER BUSINESSWOMEN.'

SI TERESITA SY-COSON, ANAK NG PINAKAMAYAMAN NG TAO SA BANSA NA SI HENRY SY, ANG NANGUNA SA LISTAHAN DAHIL SA KANYANG PAMAMAHALA BILANG VICE CHAIRMAN SA SM INVESTMENTS CORP., NA ITINUTURING NA MOST VALUED COMPANY SA PILIPINAS.

ITO ANG IKA-APAT NA TAON NI MS. SY-COSON NA MAKASAMA SA ELITE LIST MULA NOONG 2012. BUKOD SA KANYA, PUMASOK DIN SI HELEN YUCHENGO-DEE, ANG CHAIRMAN NG RIZAL COMMERCIAL BANKING CORP; AT SI ZENAIDA RUSTIA-TANTOCO, CHAIRMAN AT AND CHIEF EXECUTIVE OFFICER NG SSI GROUP INCORPORATION.

SA KABUUANG LISTAHAN NG 50 TOP FEMALE BUSINESS LEADERS, SIYAM ANG MULA SA CHINA; ANIM MULA SA INDIA; LIMA NAMAN SA HONGKONG/MACAU; TIG-APAT MULA SA THAILAND AT SINGAPORE; TIG-TATLO NAMAN MULA SA AUSTRALIA AT INDONESIA, SOUTH KOREA, VIETNAM AT PILIPINAS; AT TIG-ISA ANG MULA SA MALAYSIA, MONGOLIA, MYANMAR, NEW ZEALAND AT TAIWAN.

ANG PAGIGING AKTIBO SA MATAAS NA POSISYON SA BUSINESS WORLD SA ASIA AT PAGKAKARON NG MAHALAGANG KAPANGYARIHAN AT KAKAYAHAN SA PAGPAPALAGO NG FINANCIAL RESOURCES AY ANG ILAN SA MGA KATANGIAN UPANG MAPASAMA SA ELITE LIST NG "POWER BUSINESSWOMEN."

(PAUSE FOR STINGER - ZAP) EXTRO SEGMENT CBB



PROGRAM: *NEGOSYO ATBP Episode 07/ Season 01-Epi07*
ANCHORS: *ANGELO PALMONES & USEC ZENY MAGLAYA*
DATE/TIME: *04 March 2015 / Wednesday, 6:00 - 7:30 PM*

- First Segment (Main) – Gabay DTI
(DTI Programs/ Projects for starting and growing businesses)

Topic: **“May Negosyo – sa Coco Coir!”**

Studio guest:

- **Provincial Director Marcelina Alcantara** (0920.9063807)
DTI-Quezon of Region IVA (CALABARZON)
National Coordinator, Coco Coir Industry Cluster

Pointers:

Ang Pilipinas ay nasa posisyon na mabilang sa isa sa tatlong pinakamalaking exporter ng coconut coir, kasama ng Sri Lanka at India, pagdating ng 2016.

Kaya naman target ng coco coir sub-sector ng coconut industry ng Pilipinas ang \$50 million sa exports, P1.7 billion sa domestic sales, P2 billion sa investments, tulong sa 200,000 na magsasaka at 450 na maliliit na negosyo, at ang creation ng 100,000 na trabaho.

1. Ano itong coco coir?
2. Anu-ano ang gamit nito?
 - Coco coir or fiber is from coconut husks.
 - It is a major raw material for making high-value export products such as bed mattresses, mats, car seats, ropes and twines, wattles for orchids, pots and geotextiles, and bioengineered fascines.
 - There are two varieties of coir – brown coir and white coir.



PROGRAM: NEGOSYO ATBP Episode 07/ Season 01-Epi07
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DATE/TIME: 04 March 2015 / Wednesday, 6:00 - 7:30 PM

- Brown coir is used in floor mats and doormats, brushes, mattresses, floor tiles, and sacking.
- The major use of white coir is in rope manufacture, and in making fishing nets due to its strong resilience to salt water.
- New industrial products such as binderless boards, cement-bonded boards, concrete roof tile, resin-bonded boards, and insulator pads are expected to boost the demand for coir.

3. Saan sa ating bansa matatagpuan ang coco coir?

4. Magbigay ng statistics tungkol sa subsector na ito ng coconut industry.

5. Ano ang market ng coco coir?

- China is the biggest market for baled fiber, along with Japan, Taiwan, and United States of America.
- The country also exports peat and dust to South Korea and Singapore, and twine or cordage to other Asian countries.
- Demand for coco coir and coconut by-products is reportedly increasing in Europe, particularly in the Netherlands which uses coco peat for cutflowers.

6. Ano ang tulong ng DTI para sa mga may negosyo at gustong mag-negosyo ng coco coir?

- Two government programs support the targets
 - Shared Service Facilities (SSF) of Department of Trade and Industry
 - and the Coco Tufting Facility of the Philippine Coconut Authority (PCA)
- There are 30 identified SSFs in the 13 regions of the country.
- The PCA develops the sector in the countryside by deploying manually operated twinning machine to farmers' groups and setting up a tufting facility. Coco twine making is a simple process which can be done by farmers and women, even children, in their homes.

7. Ano ang networking ng mga ahensya ng gobyerno upang makatulong sa mga negosyante ng coco coir?



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8. Paano makakakuha ng mga tulong na ito? May bayad ba ito?
9. Anu-ano ang requirements sa pagsali sa mga programa?
10. May libre bang mga seminar para dito?
11. Ano ang status ng mga programa para sa mga negosyong coco coir?
12. Anu-ano ang mga sikat na Pinoy na coco coir?
13. Anu-ano ang plano ng DTI para sa coco coir sub-sector?
14. Saan maaaring tumawag o pumunta sa pagsali?

(PAUSE FOR STINGER - ZAP)

EXTRO SEGMENT CBB:



PROGRAM: *NEGOSYO ATBP Episode 07/ Season 01-Epi07*
ANCHORS: *ANGELO PALMONES & USEC ZENY MAGLAYA*
DATE/TIME: *04 March 2015./ Wednesday, 6:00 - 7:30 PM*

III. 3rd Gap (10 minutes with commercial)

OBB/CBB Sponsor

A. Second Segment – Sikat Pinoy at Diskarteng Pinoy

(Feature on business successes, livelihood/ skills, emerging products and technologies)

Topic: **“Sikat ang Bunot”**

Phonepatch:

- **Dr. Justino R. Arboleda** (0918.918.1875)
President, Coco Technologies Corporation
- **Engr. Noel T. Florido** (0939.597.2000)
President, Cocos Nucifera Pacific Corporation

Pointers:

Coco coir? Ano yon? Aba, sikat ang Pinoy pagdating dito. Lumaki na ang industriyang ito at nakatulong na sa ating mga kababayan.

Kilalanin natin sila!

(PAUSE FOR STINGER - ZAP)

EXTRO SEGMENT CBB:



PROGRAM: *NEGOSYO ATBP Episode 07/ Season 01-Epi07*
ANCHORS: *ANGELO PALMONES & USEC ZENY MAGLAYA*
DATE/TIME: *04 March 2015 / Wednesday, 6:00 - 7:30 PM*

IV. 4th Gap (15 minutes with commercial)

- A. Third Segment – Tanungan Time
(Feedback received from listeners and viewers)
- B. Responses from anchors and guests

V. End / Closing (5 min)

- Salamat po sa inyong pakikinig at panonood. Sana po ay nakapulot kayo ng impormasyon na mahalaga para sa inyong negosyo at bilang negosyante.
- Para sa inyong iba pang katanungan, reklamo o report tungkol sa negosyo at pagiging negosyante, tumawag sa DTI Direct sa 751.3330 o sa 0917.8343330.
- Magsama-sama po tayong muli sa susunod na Miyerkules.
- Ito po si Usec Zeny ng DTI-ROG; si Kuya Angel – May Asenso sa Negosyo dito sa Negosyo Atbp!

Extro/ closing

Negosyo Atbp CBB

SAMPLE DTI DIRECT REPORT

FRONTLINE

DTI Direct

MONTHLY REPORT JULY 2015

PROGRAM TITLE	MODE OF COMMUNICATION	TYPE OF CALL	SUB-TOTAL	TOTAL
1. DTI Direct (Call Center)	1.1 Telephone calls	1.1.1 Queries received	3,016	3,632
		1.1.2 ARTA complaint filed	0	
		1.1.3 Complaint filed	0	
	1.2 Cellular phone calls	263		
	1.3 SMS (text)	353		
2. Public Assistance Desk (PAD)	2.1 Walk-in	2.1.1 Queries received	161	179
		2.1.2 ARTA complaint filed	0	
		2.1.3 Complaints filed	18	
3. Contact Center ng Bayan (CCB)	3.1 Telephone calls	3.1.1 Queries received	32	36
		3.1.2 Agency related complaint filed	0	
	3.2 Tickets	2.1 Queries received	4	
		3.2.2 ARTA complaint filed	0	
GRAND TOTAL				3,847

The total for the month of July was 3,847, an increase of 19.07% compared to June 2015. Of the total, 94.41% was received through the DTI Direct Call Center; 4.65% was received via Public Assistance Desk (PAD), while 0.94% from Contact Center ng Bayan (CCB).

- DTI DIRECT CALL CENTER (751.3330).** For July, a total of 3,016 calls were served by the call center and no ARTA complaint was received. Of this, 1,847 (61.24%) business names; 555 (18.40%) consumer welfare; 16 (0.53%) MSMEs; 3 (0.10%) exports; 2 (0.07%) investment and 593 (19.66%) other concerns.
- CELLULAR PHONE CALLS AND SMS (0917.834.3330).** Total for the month was 616, broken down between cellular phone call inquiries 263 (42.69%), and SMS 353 (57.31%).
For cellular phone call inquiries: 134 (50.95%) business names; 63 (23.95%) consumer welfare; other concerns 66 (29.10%) and no query on export, investment and MSME.
For SMS (text) inquiries: 92 (26.06%) business name; 140 (39.66%) consumer welfare; 11 (3.12%) MSMEs; 1 (0.28%) exports; 109 (30.88%) other concerns and no query on investment.
- PUBLIC ASSISTANCE DESK.** For July, a total of 179 walk-in clients were served by the public assistance desk, while no ARTA complaint was received. Of this, 102 (59.08%) business names; 25 (13.97%) consumer welfare; 1 (0.56%) exports; 51 (28.49%) other concerns and no query investment and MSME.
- CONTACT CENTER NG BAYAN (CCB).** The Call Center responded to a total of 4 escalation tickets, 34 telephone calls and no ARTA complaint was received.

ESCALATED TICKETS

Business Name: New

- 1) Client inquired regarding procedures on registering a business name.

Business Name: Verification

- 2) Client verified if Lazada Philippines online selling is registered and legit company.
- 3) Client verified if Bentellog Foodcart Franchise Business is registered with DTI.

Non-DTI Related Concern

- 4) Client verified if SWA networking business online is legit and registered.

RECEIVED CALLS

Consumer Welfare: No Return No Exchange Policy

- 1) Query on NRNE policy; Caller bought tasty bread and wanted to return to change to a bigger size but she was refused.

Consumer Welfare: Sales Promo

- 2) Query on guidelines for sales promo permit application.
- 3) Query on how to lodge complaint against Resorts World Hotel regarding alleged unfair on sales promotion of the vouchers.
- 4) Query regarding guidelines and procedures for sales promo application.
- 5) Query on requirements for sales promo application.
- 6) Query on requirements and procedure for sales promo permit application.

Business Name: New

- 7) Query on procedures and fees for applying new business name.
- 8) Query on procedures and requirements for business name change/transfer of ownership.
- 9) Query on requirements and procedures for business name change/transfer of ownership.
- 10) Query on requirements for applying new business name registration.
- 11) Query regarding payment procedure for the new business name application reserved thru online.
- 12) Query on payment procedure for new business name application reserved thru online using bancnet.
- 13) Query on payment procedure for new business name application reserved thru online using bancnet.
- 14) Caller applied new business name thru online service but was not able to get the transaction reference number. She asked assistance to retrieve her TRN.
- 15) Query on the list of participating banks for new business name application payment applied thru online.
- 16) Caller tried to apply new business name thru online application and asked assistance on proposed business names.

- 17) Query on DTI offices near Mandaluyong City to pay new business name applied thru online service.
- 18) Caller applied new business name thru online application but was not able to get the transaction reference number (TRN). Caller asked assistance to retrieve his TRN.

Business Name: Renewal

- 19) Query on processing procedure for business name renewal.
- 20) Query on requirements and procedures for business name renewal.
- 21) Query on requirements for business name renewal application.
- 22) Query on requirements and procedures for business name renewal.
- 23) Query on processing fees for business name renewal.
- 24) Query on requirements and procedures for business name renewal.

Business Name: Verification

- 25) Query regarding amendment of business location/address on business name certificate.
- 26) Caller verified her business name registration with DTI.
- 27) Query on procedure to request list of pharmacy businesses registered with DTI.

MSME: Training

- 28) Query regarding available trainings at Philippine Trade Training Center (PTTC).

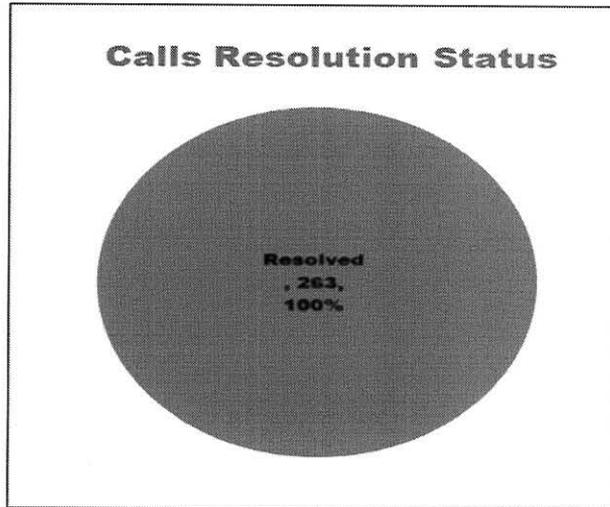
DTI Internal

- 29) Query regarding renewal of Spa service accreditation.
- 30) Query on procedures and requirements for importing water filters equipment from Russia.
- 31) Caller wanted to ask legal advice from DTI regarding contract of franchising business.

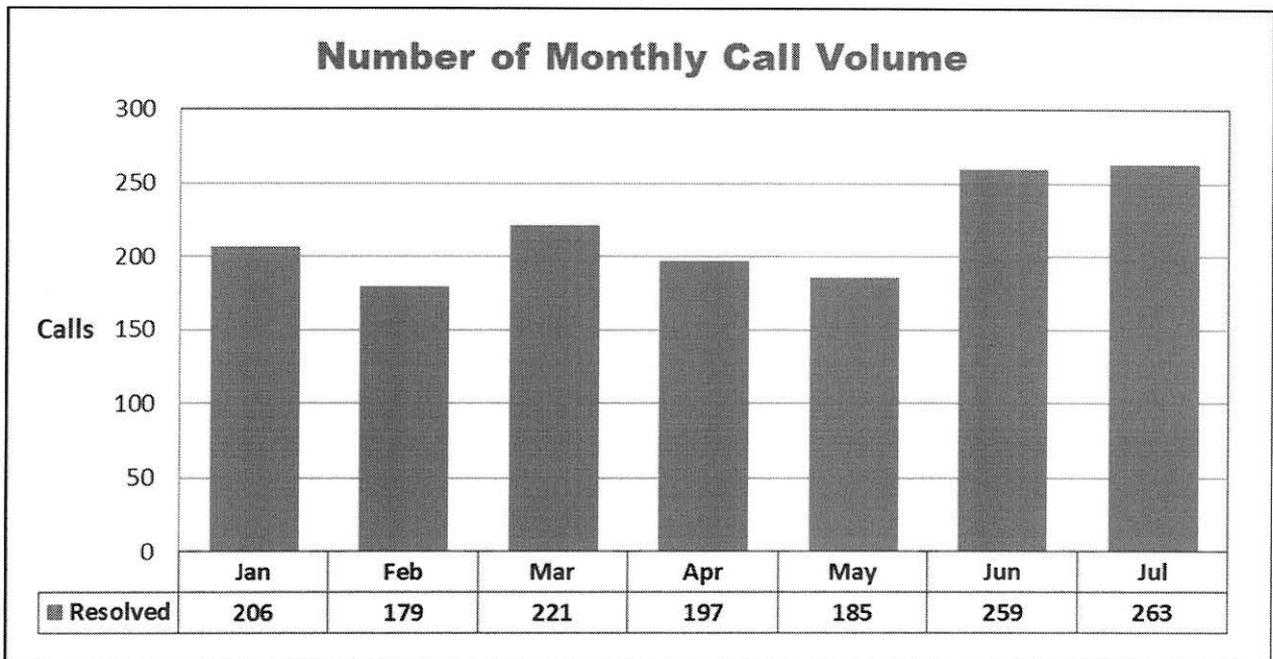
DTI-Non Related Concern

- 32) Complaint regarding cooking oil bought at Puregold with alleged bad taste.

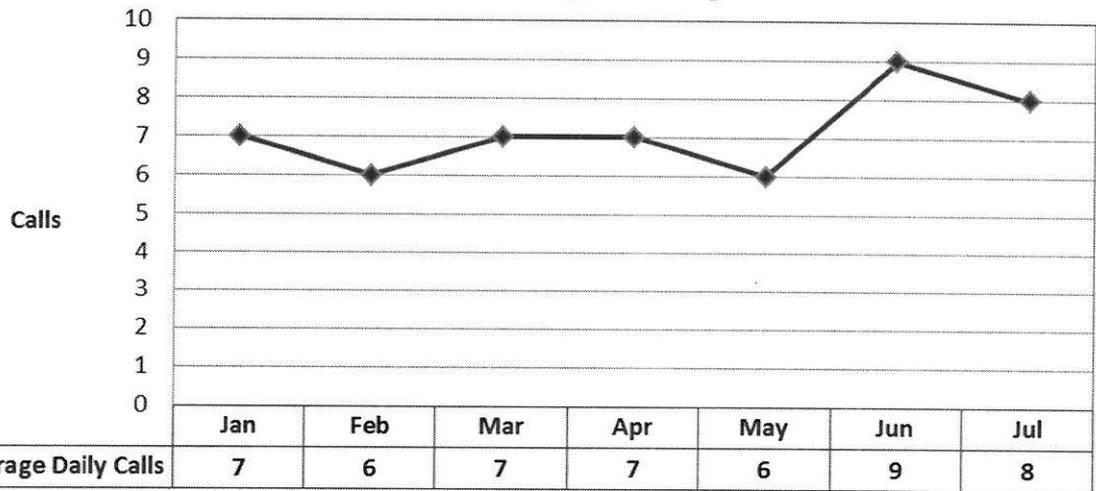
Call resolution status as of July 2015



Monthly Call Volume 2015:

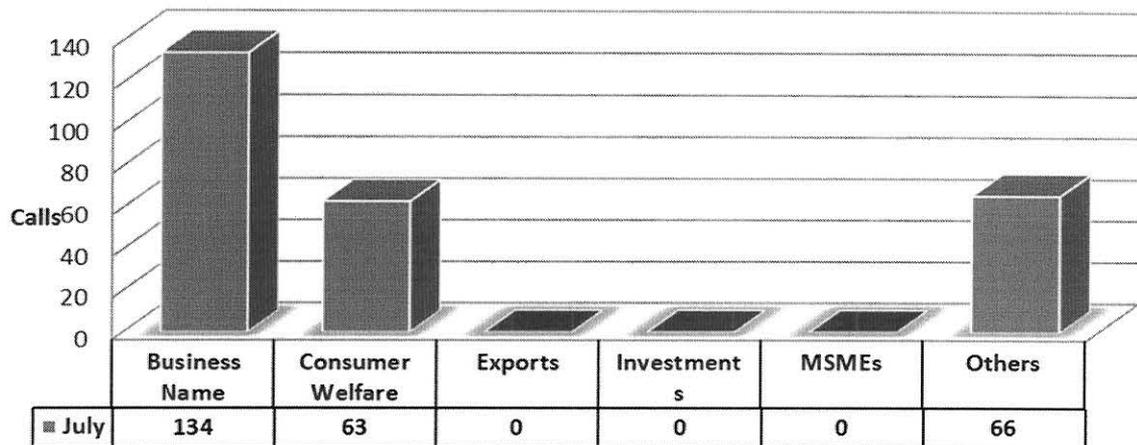


Number of Average Daily Calls



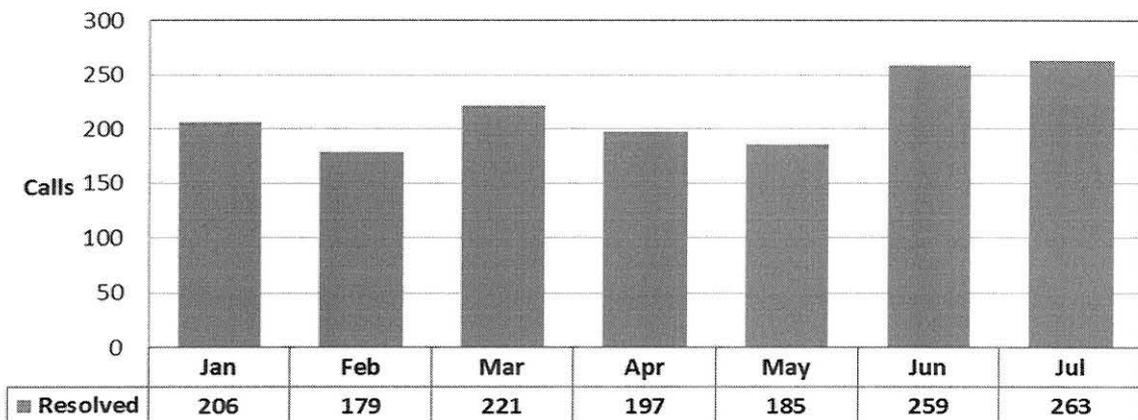
Breakdown of Types of Call per month:

Number of Calls Received by type

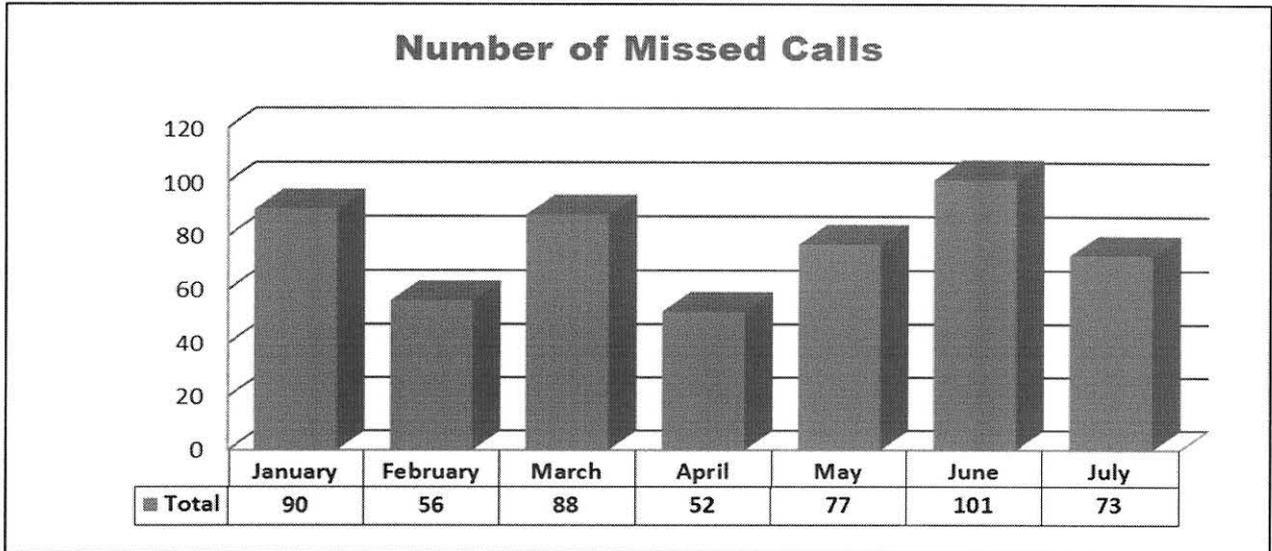


Ratio of resolved calls:

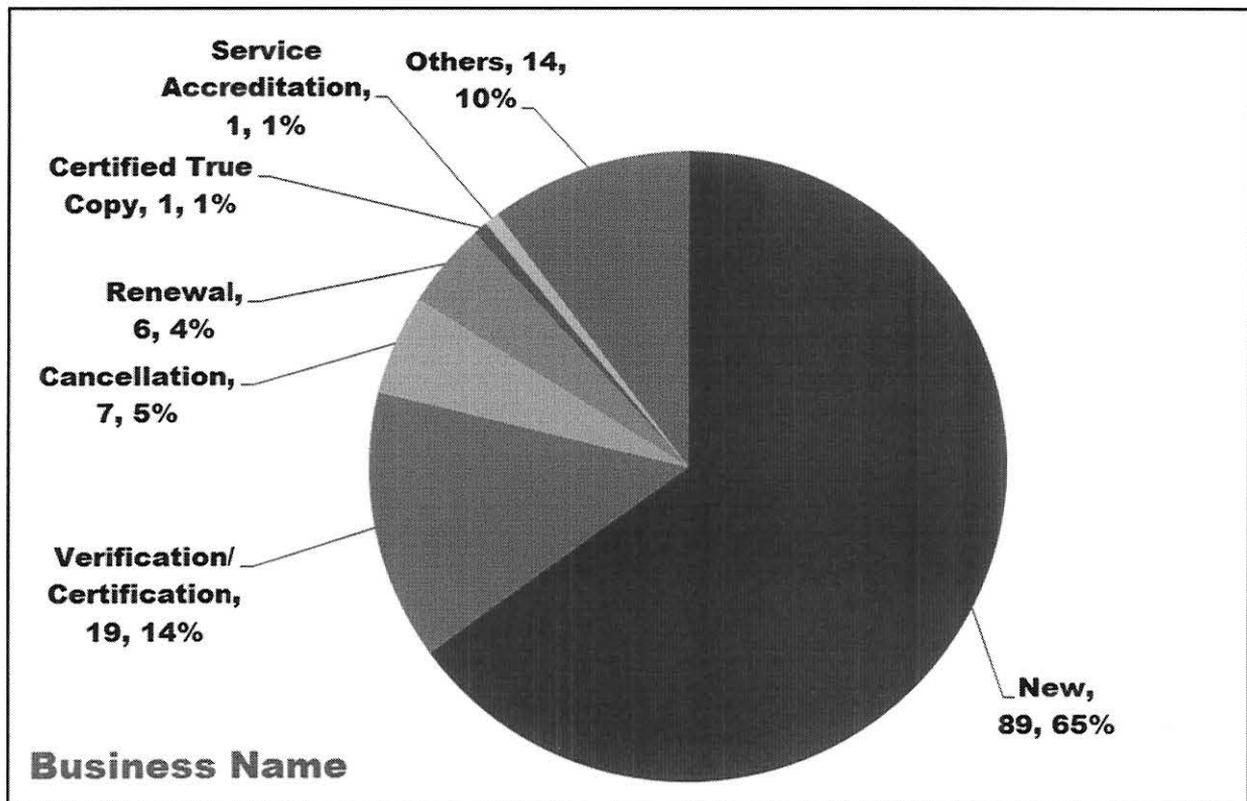
Number of Monthly Call Status

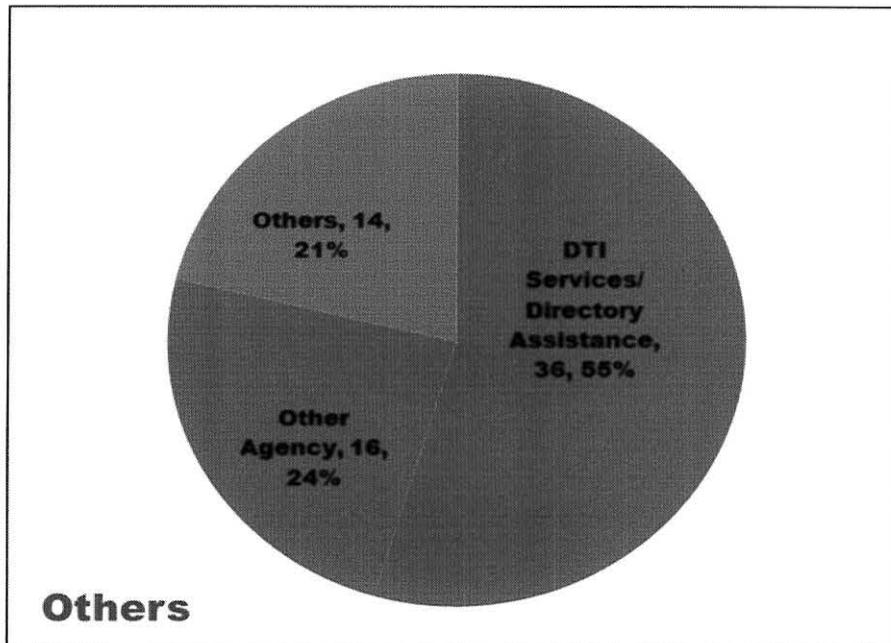
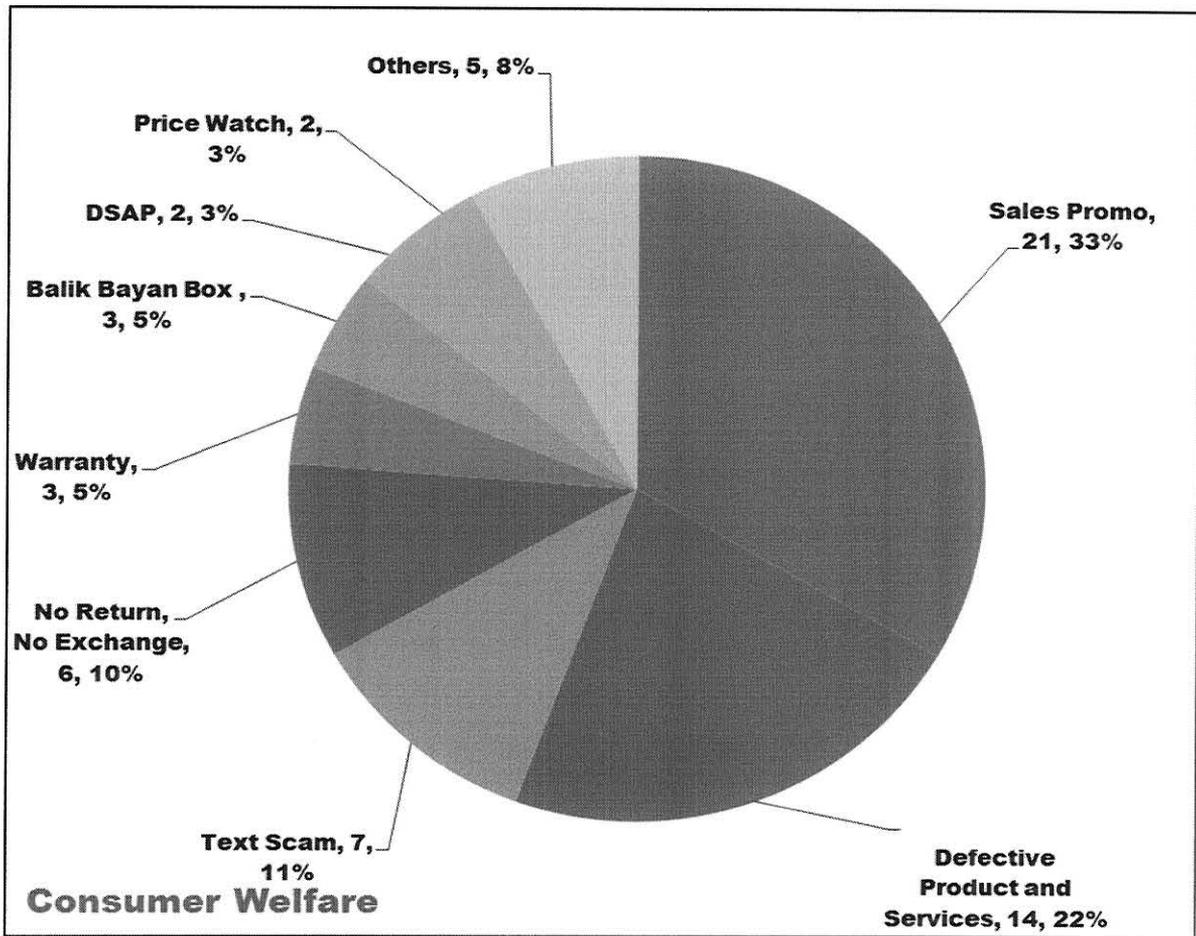


Missed Calls:



Calls Received by Sub-Types:





DTDirect

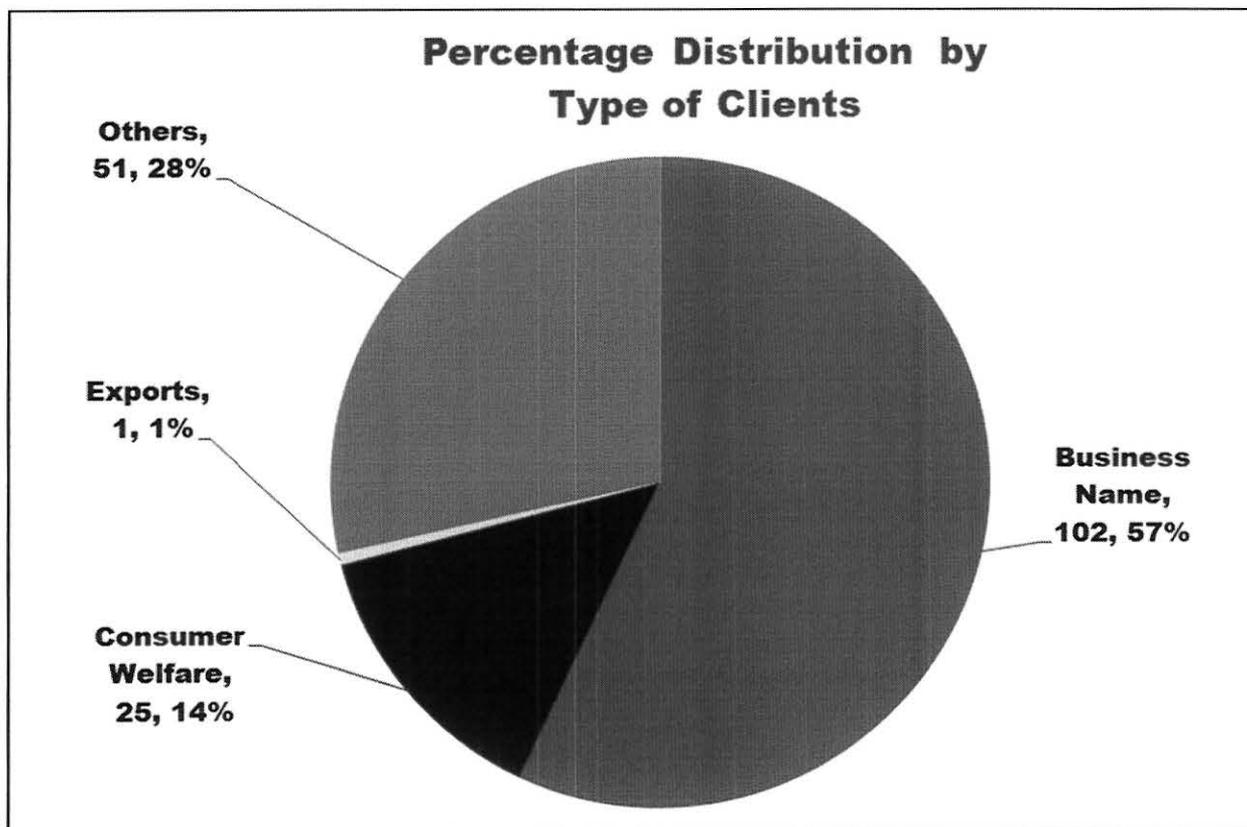
PUBLIC ASSISTANCE DESK (PAD) MONTHLY REPORT 01 – 31 July 2015

Cumulative Total (since January 2015) :	1375
No. of days in operation this month:	22
Daily Average for this month:	8
Highest walk-in client for this month:	13(July7&14)
Lowest walk-in client for this month:	5(July 6,20&23)
Assisted walk-in client	179

Clients By Type (Cumulative and Month-on-Month)

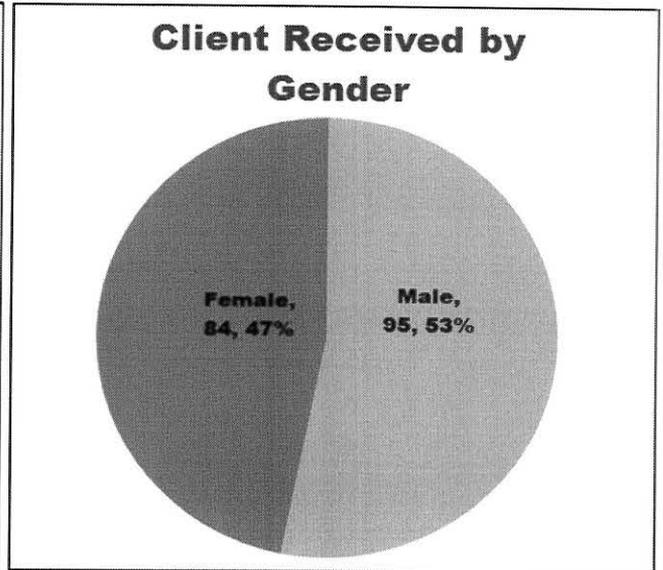
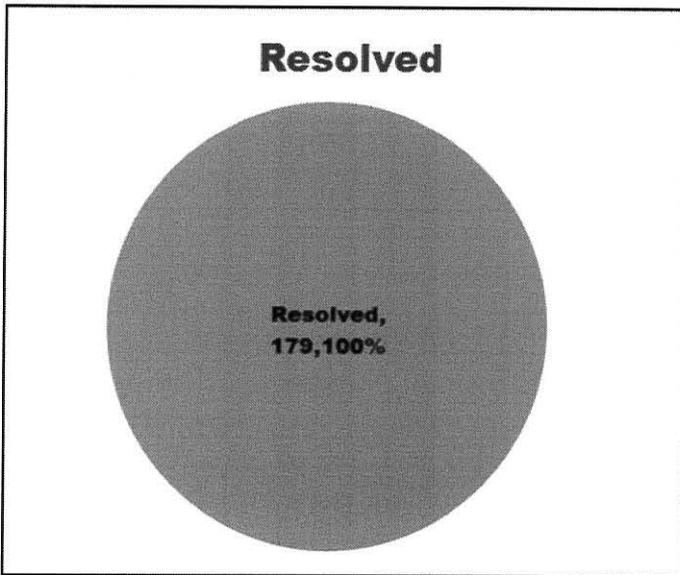
	Cumulative Total	% vs. Total	June 2015	July 2015	% Increase/Decrease
Business Name	664	48.29	101	102	0.99
Consumer Welfare	343	24.95	47	25	-46.81
Exports	10	0.73	2	1	-50.00
Investments	1	0.07	0	0	0.00
MSMEs	24	1.75	4	0	-100.00
Others	333	24.22	40	51	27.50

Total Client, for July 2015:

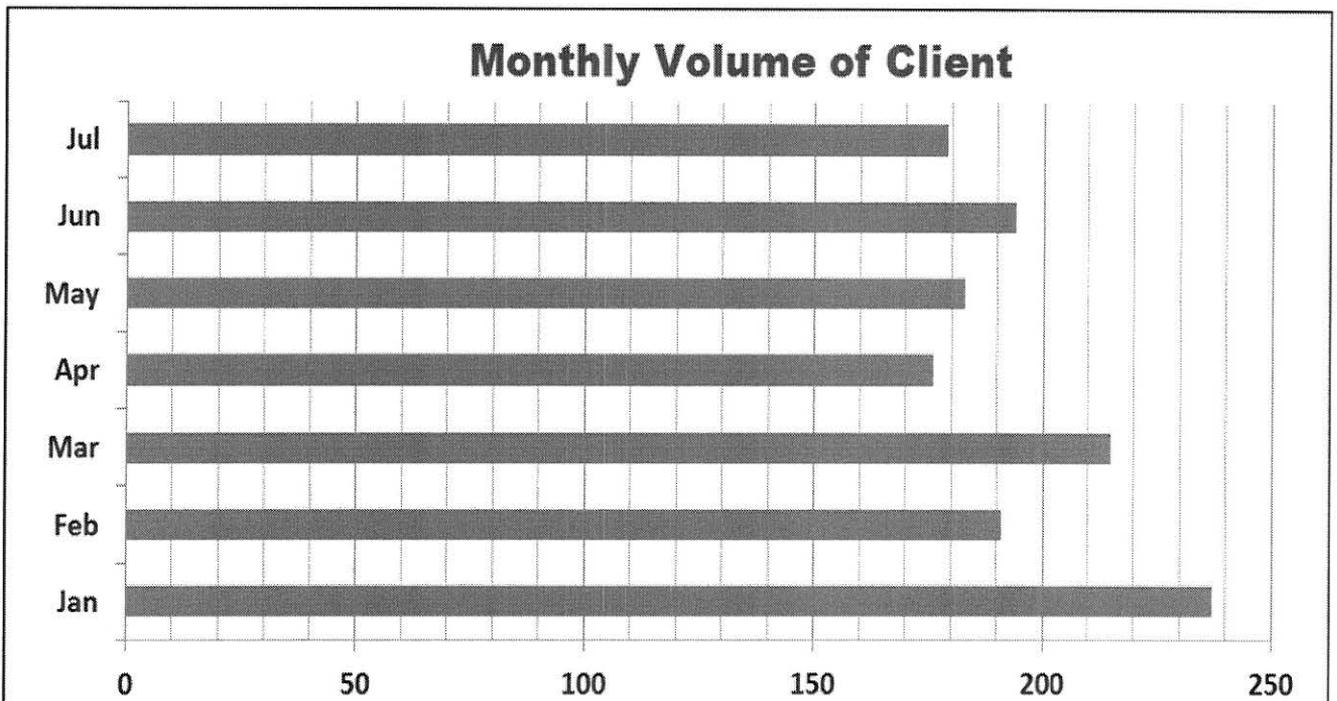


Client resolution status since July 2015:

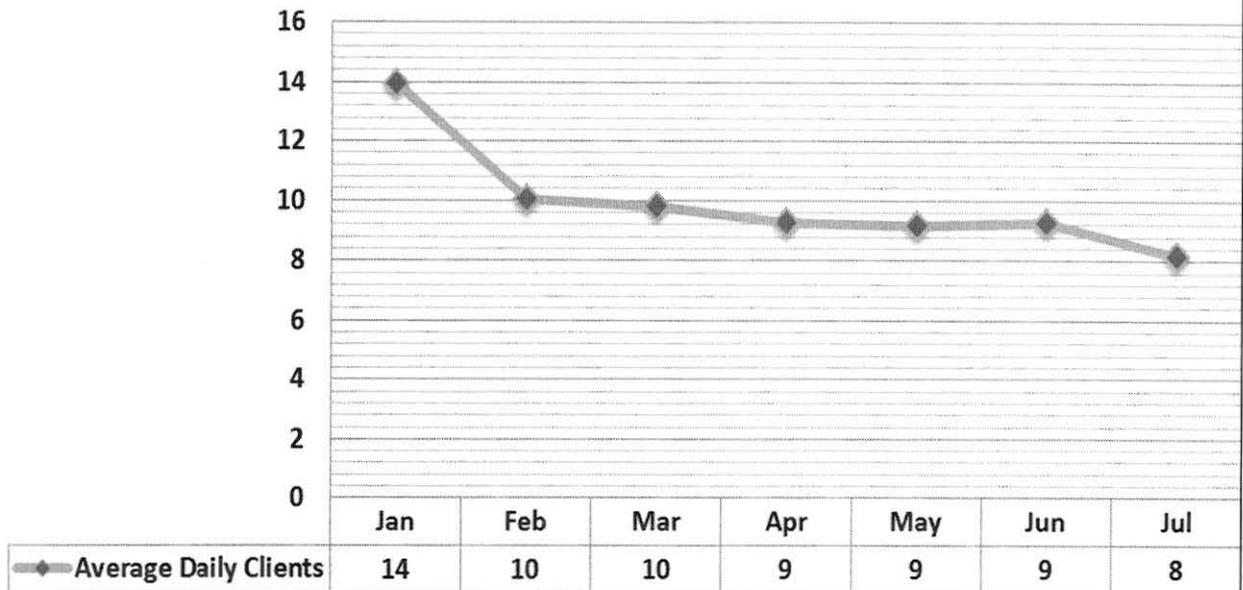
Ratio of client received by gender:



Monthly Client Volume 2015:

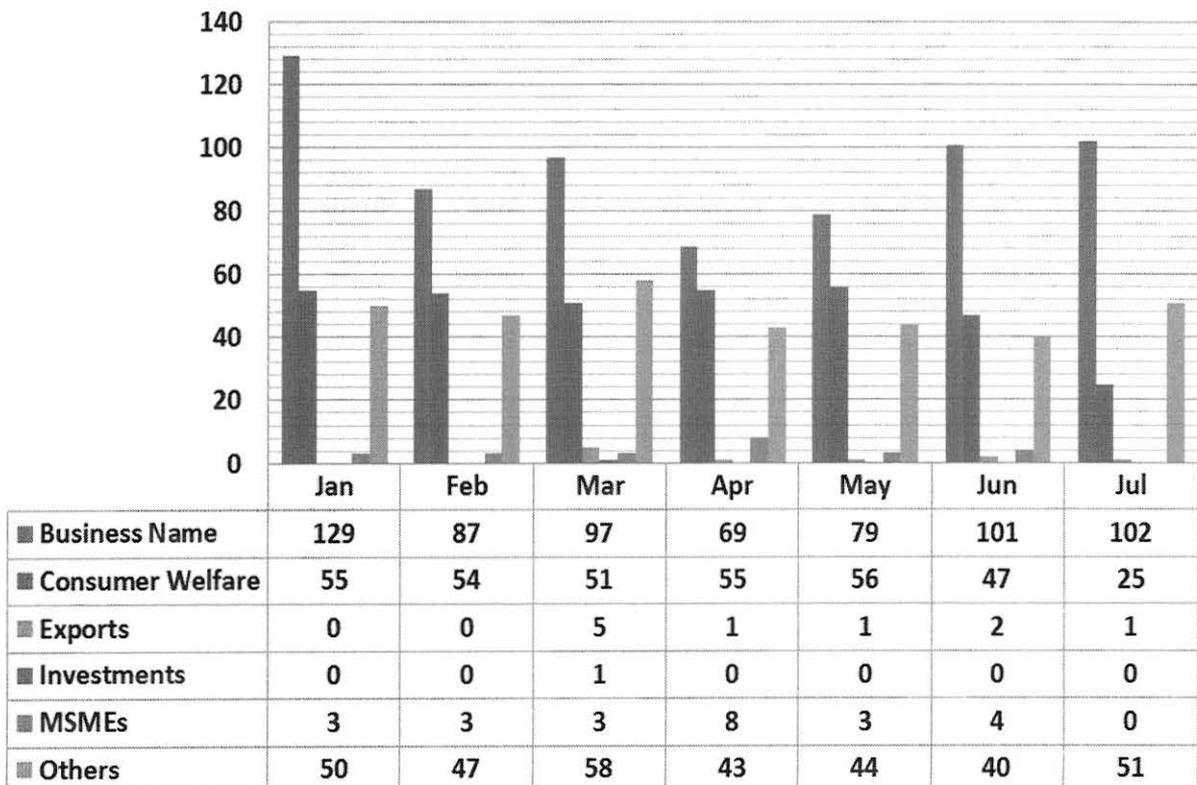


Average Daily Client

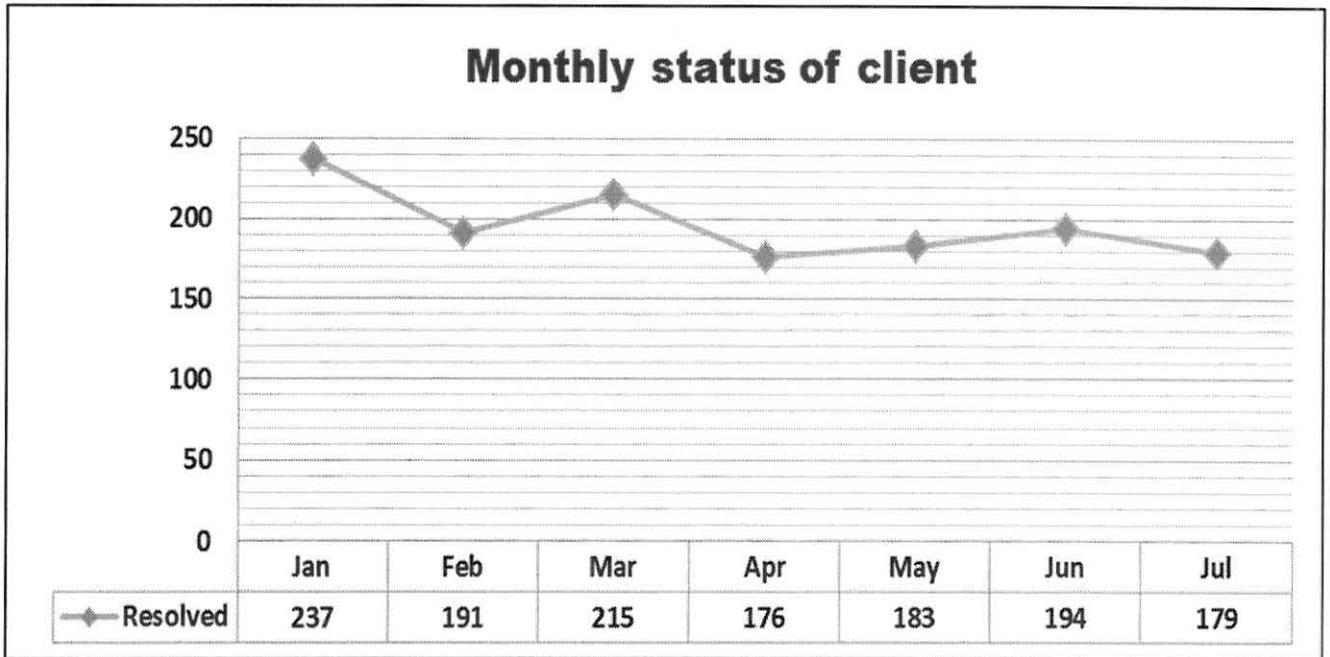


Breakdown of Types of Client per month:

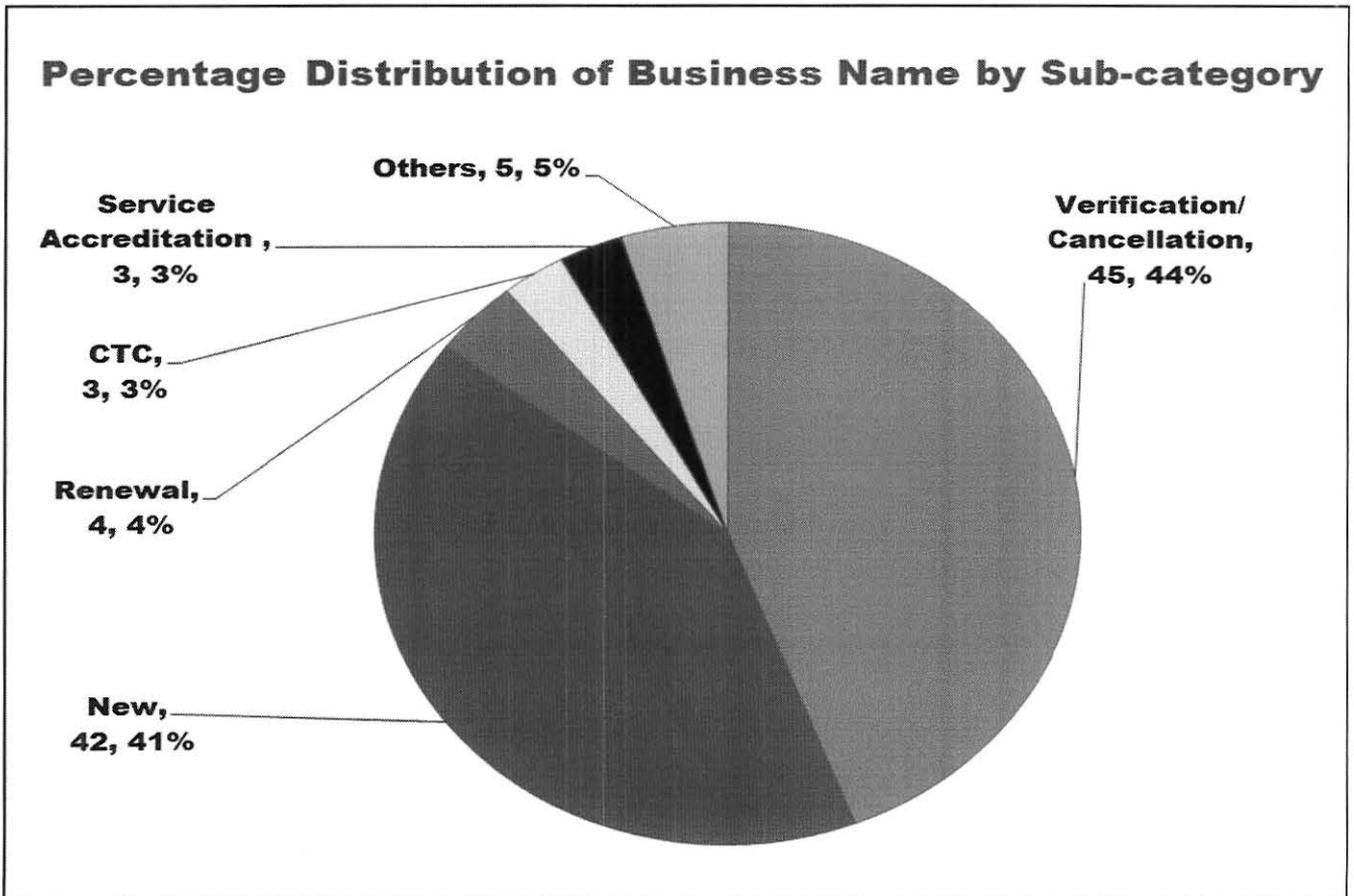
Client by type per month

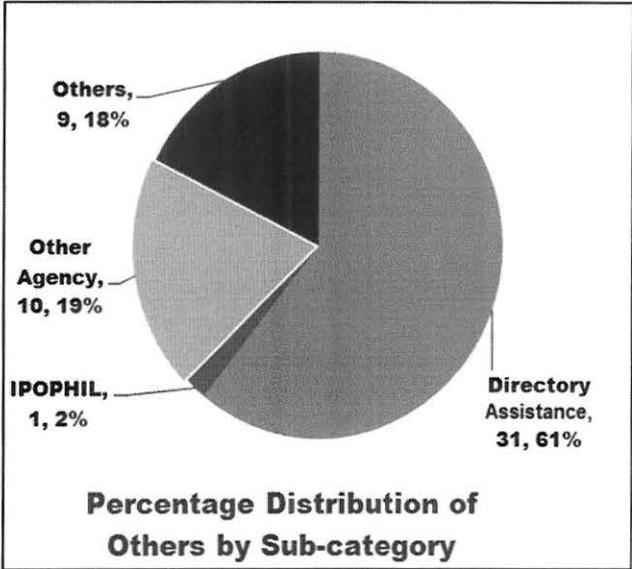
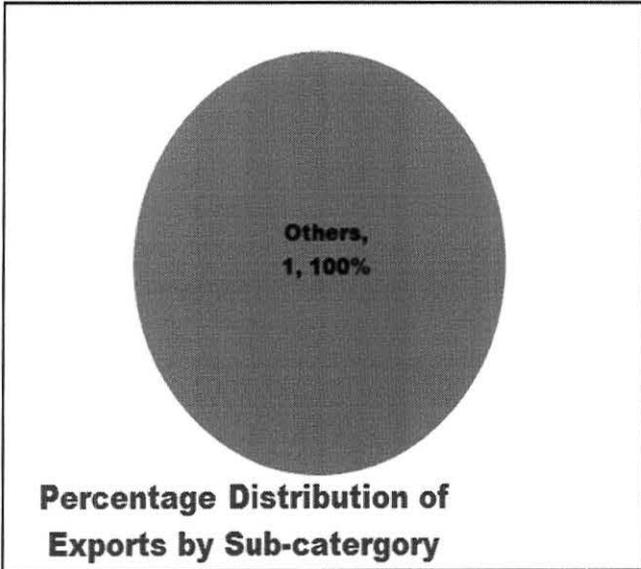
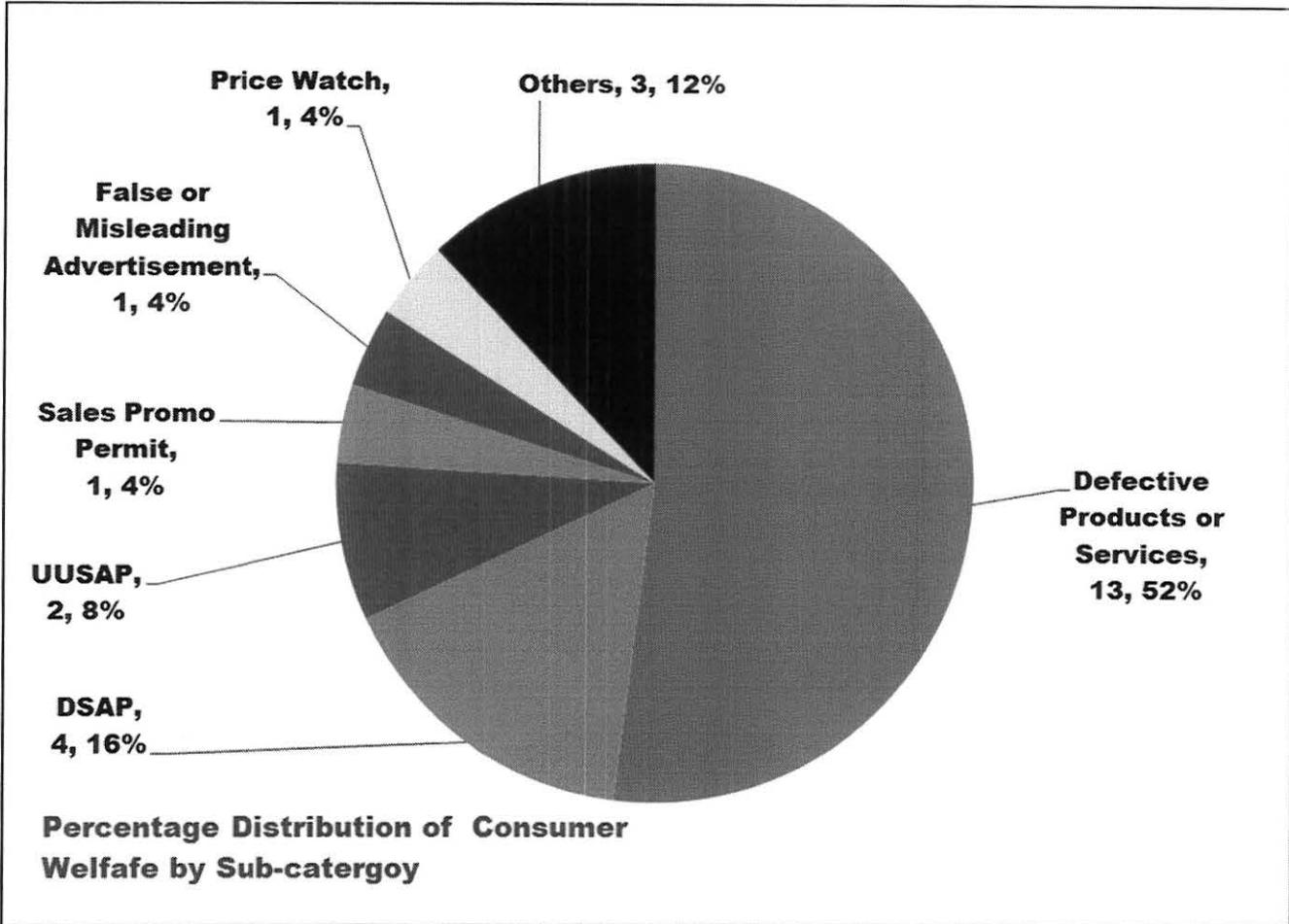


Ratio of resolved clients:



Clients Received by Sub-Types





CLIENT TYPE	Jan	Feb	Mar	Apr	May	Jun	Jul
Business Name	129	87	97	69	79	101	102
Consumer Welfare	55	54	51	55	56	47	25
Exports	0	0	5	1	1	2	1
Investments	0	0	1	0	0	0	0
MSMEs	3	3	3	8	3	4	0
Others	50	47	58	43	44	40	51

SUB TYPES							
Business Name	Jan	Feb	Mar	Apr	May	Jun	Jul
BN Search	0	0	0	0	0	0	0
Service Accreditation	1	3	0	4	2	2	3
Documentary Requirements	0	0	0	0	0	0	0
Verification/Cancellation	47	40	36	30	25	30	45
New	68	37	51	21	40	54	42
Renewal	7	2	4	7	3	5	4
Certification	0	0	0	0	0	0	0
Affirmative/Negative Certificate and CTC	0	0	1	3	1	2	3
Others	6	5	5	4	8	8	5

Consumer Welfare							
	Jan	Feb	Mar	Apr	May	Jun	Jul
No Return, No Exchange	1	1	0	0	0	2	0
Text Scam/Pyramiding/Time Sharing	0	0	1	1	0	0	0
Sales Promo Permit	4	4	4	4	3	2	1
Others	1	3	0	3	2	2	3
Price Watch	0	0	1	0	1	1	1
Warranty	3	1	0	1	2	1	0
Senior Citizen	0	0	1	0	1	0	0
PWD	0	0	0	0	0	0	0
Price Tag	0	1	1	0	0	1	0
Gift Certificate	0	0	0	0	0	2	0
Unfair, Unconscionable Sales Act or Practice	3	2	6	8	5	5	2
Product Quality and Safety	0	0	0	0	0	0	0
Defective Products or Services	34	37	30	24	32	24	13
Labeling and Fair Packaging	0	0	0	0	0	0	0
False or Misleading Advertisement	0	1	0	1	1	0	1
DSAP	7	3	7	7	7	6	4
Balikbayan box	2	1	0	6	2	1	0

Investments							
Investor Inquiry	0	0	1	0	0	0	0
Market Research	0	0	0	0	0	0	0

Exports							
Business Matching	0	0	0	0	0	0	0
Product/Market Research	0	0	2	0	0	1	0
Others	0	0	3	1	1	1	1

MSMEs							
Financing Inquiry	0	0	0	0	0	0	0
Training Inquiry	3	3	3	8	3	4	0
Local Supplier Inquiry	0	0	0	0	0	0	0
Local Market Research	0	0	0	0	0	0	0
Others	0	0	0	0	0	0	0

Others							
Real Estate Licensure	0	0	0	0	0	0	0
IP/Trademark	5	4	7	5	7	2	1
Transfer Call/Directory Assistance	25	27	32	31	27	22	31
Other Agency	16	13	17	6	6	8	10
Others	4	3	2	1	4	8	9

Prepared by:

CHARO O. CANDILADO
DTI Direct Agent

DTI Direct

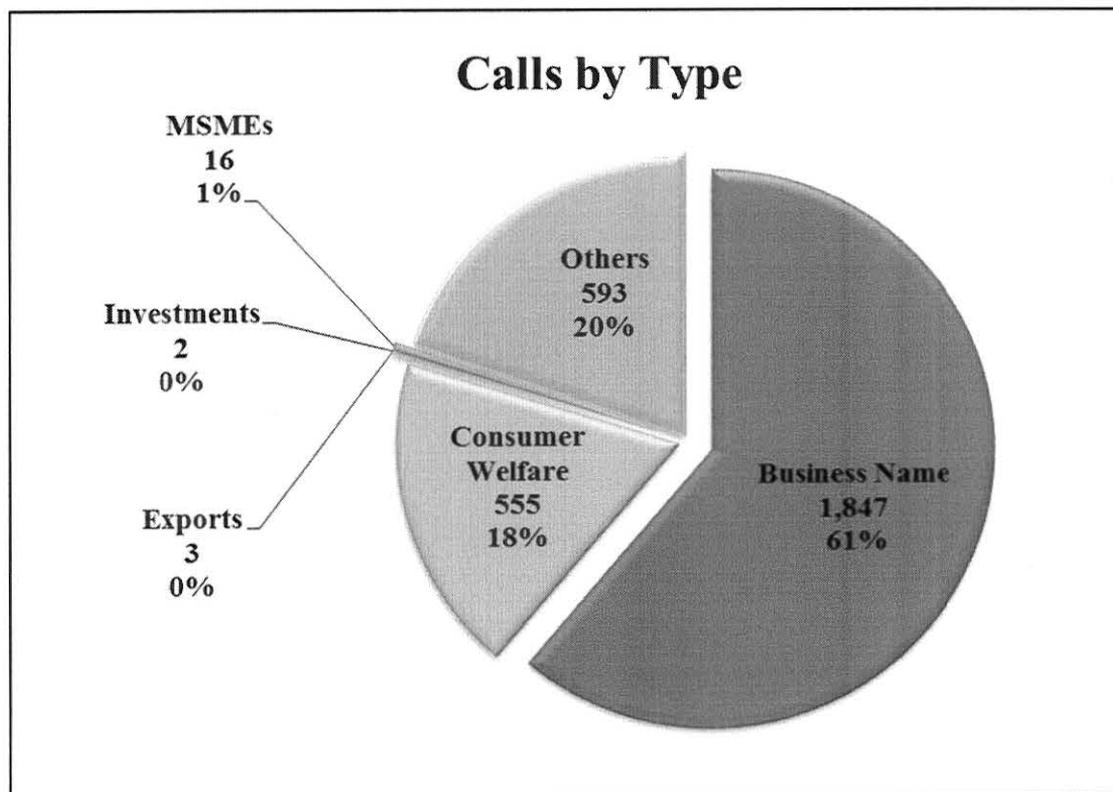
CALL CENTER MONTHLY REPORT 01 – 31 July 2015

Cumulative Total (since January 2015) :	18,730
No. of days in operation this year:	291
Daily Average Call for this month:	97
Highest call for this month:	172 (Jul.7)
Lowest call for this month:	1(Jul.26)
Resolved Calls	3,016

Calls By Type (Cumulative and Month-on-Month)

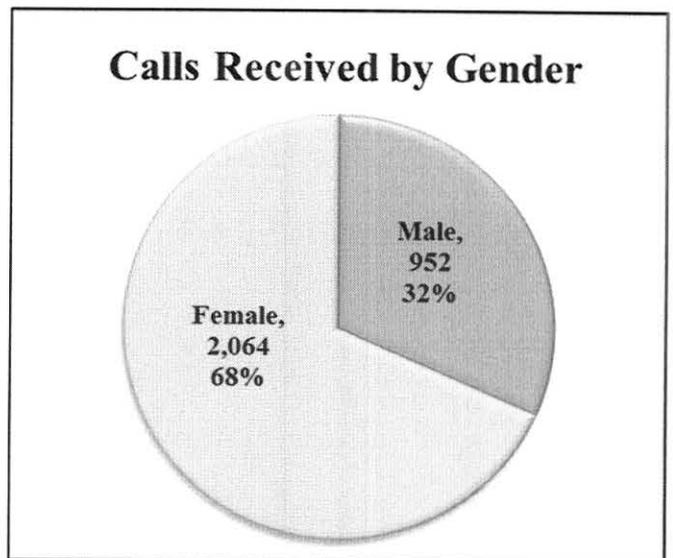
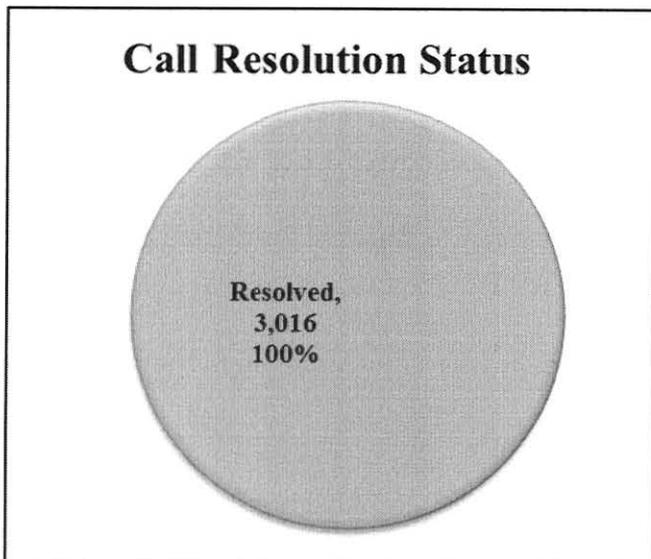
	Cumulative Total	% vs. Total	June 2015	July 2015	%Increase/Decrease
Business Name	11,144	59.50	1,330	1,847	38.87
Consumer Welfare	3,511	18.75	491	555	13.03
Exports	20	0.11	2	3	50.00
Investments	8	0.04	0	2	0.0
MSMEs	133	0.71	20	16	-20.00
Others	3,914	20.90	588	593	0.85

Total Calls, for July 2015:

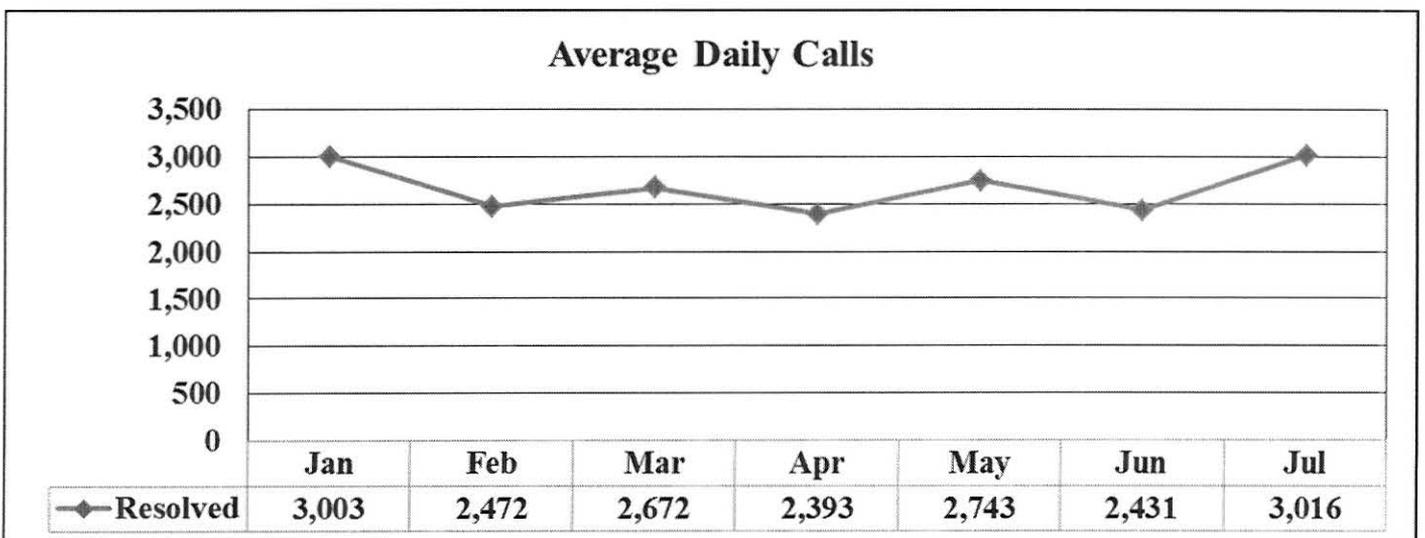
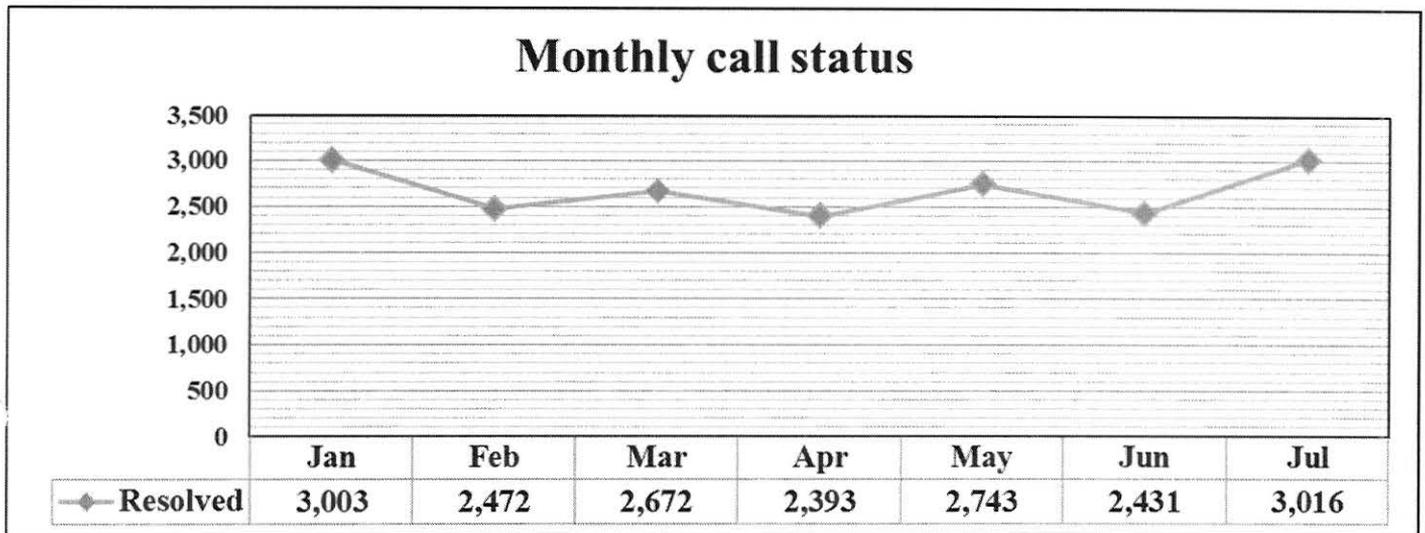


Call resolution status as of July 2015:

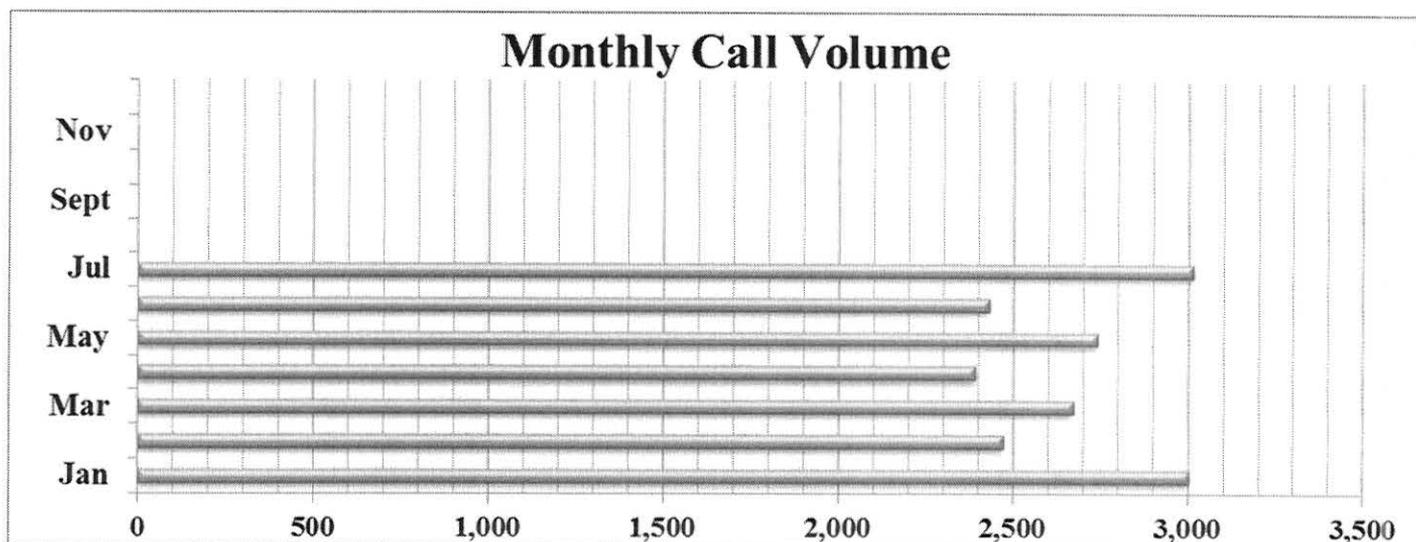
Ratio of calls received by caller's gender:



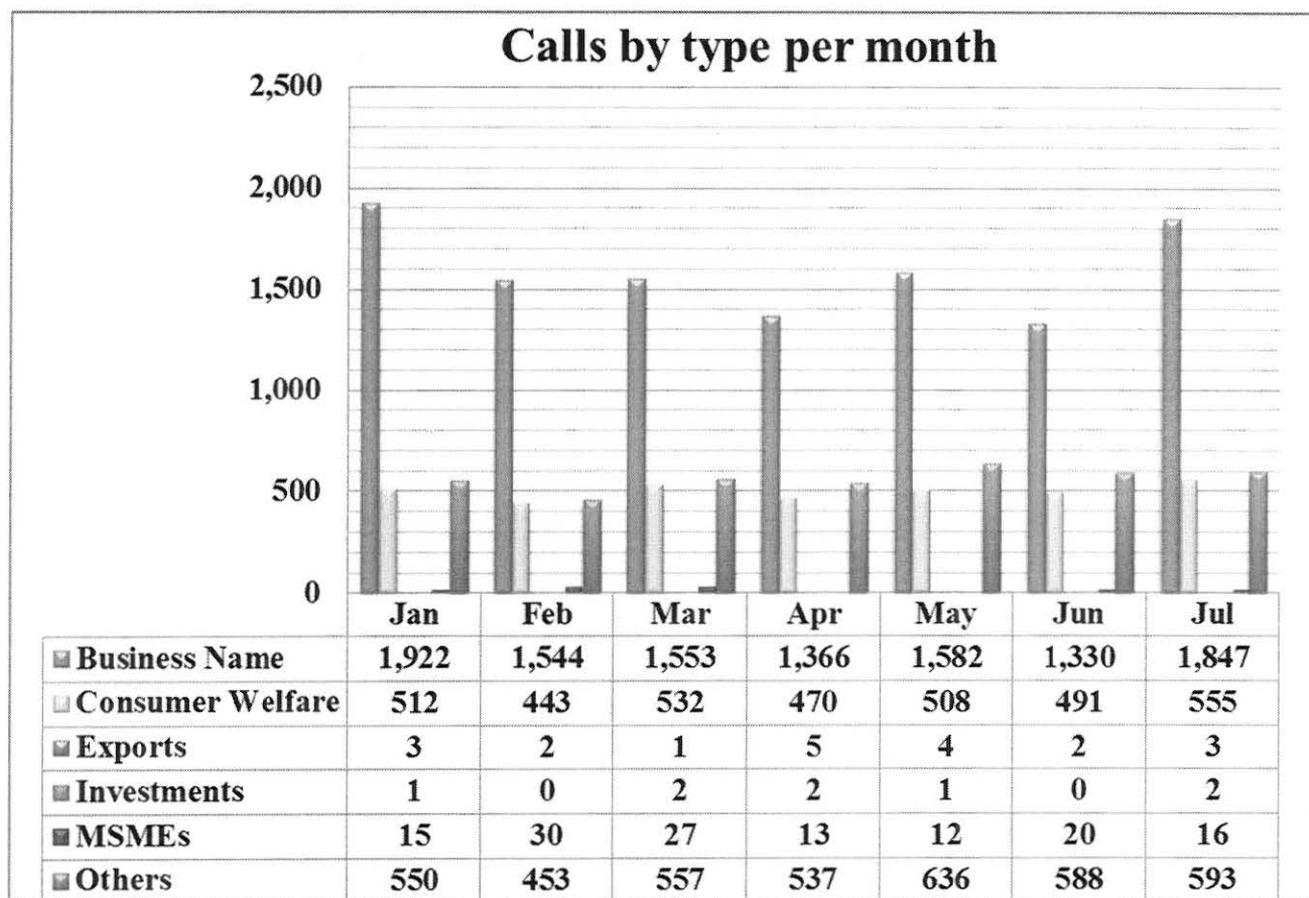
Monthly Call Volume 2015:



Ratio of resolved calls:

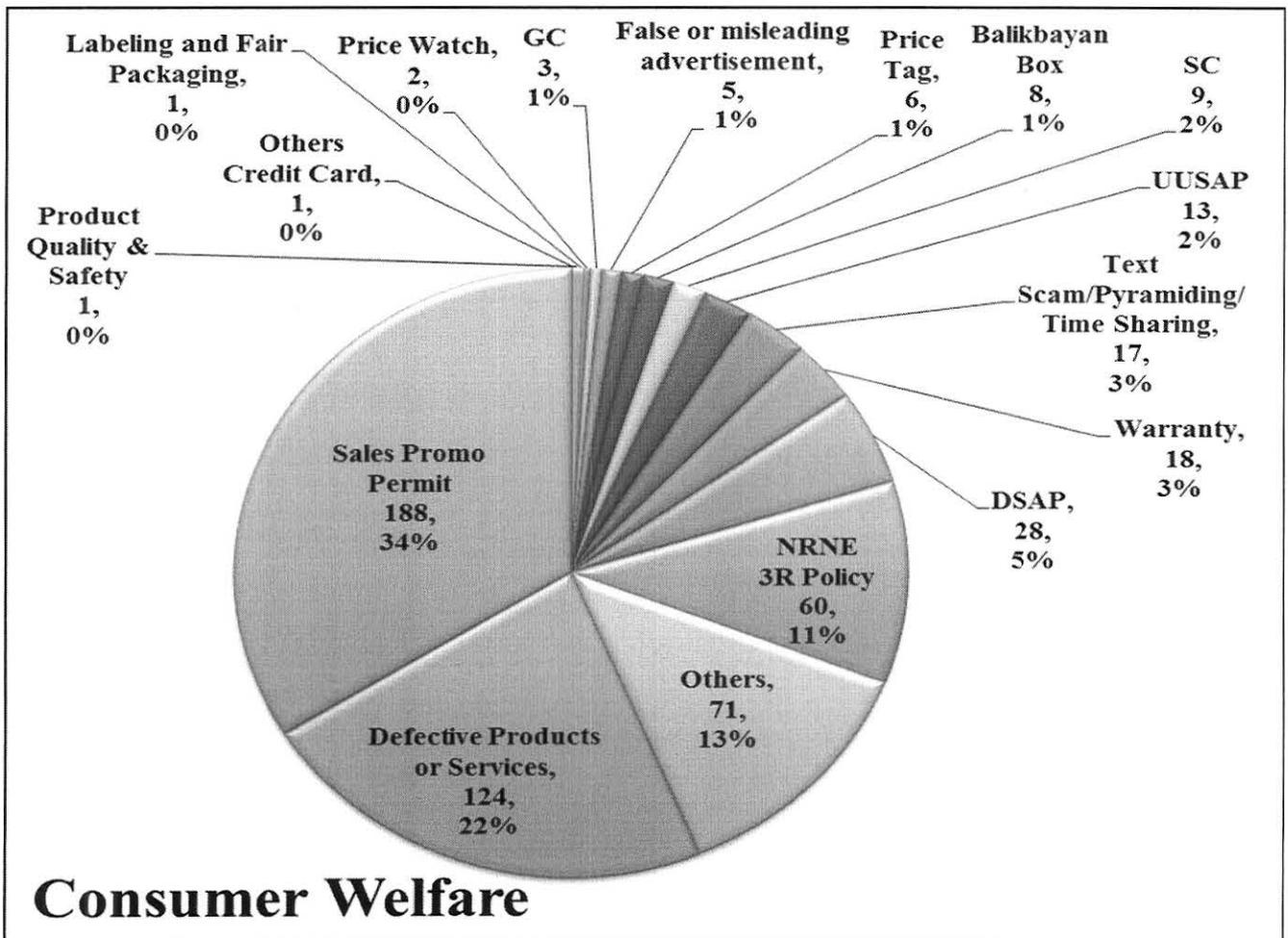
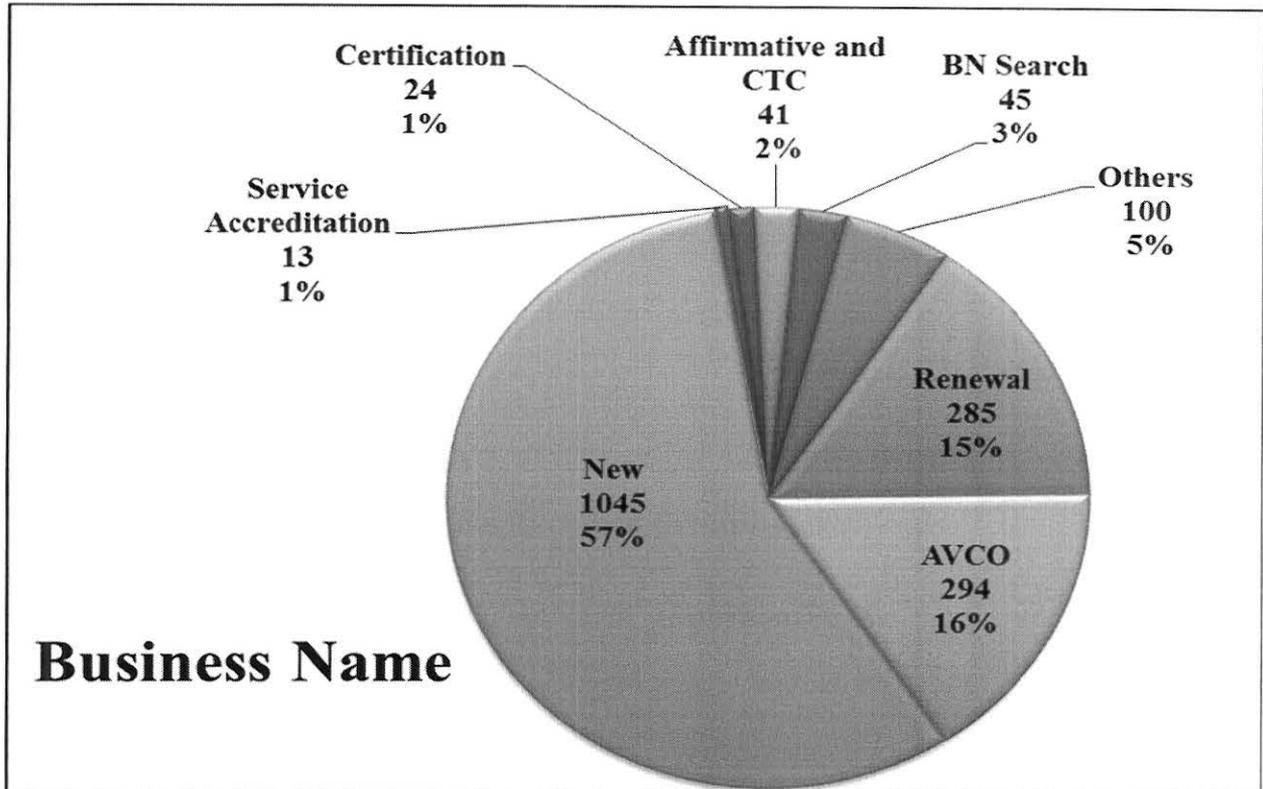


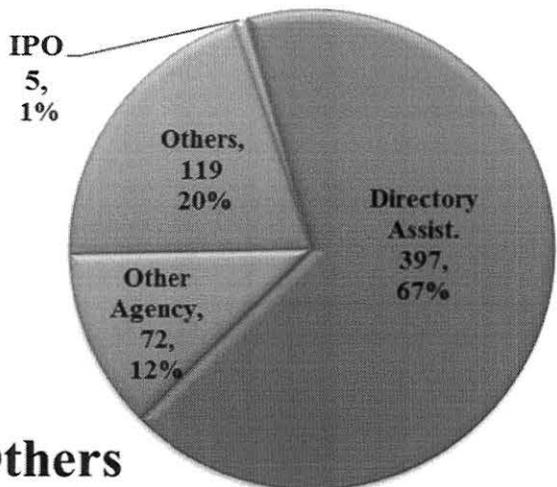
Breakdown of Types of Call per month:



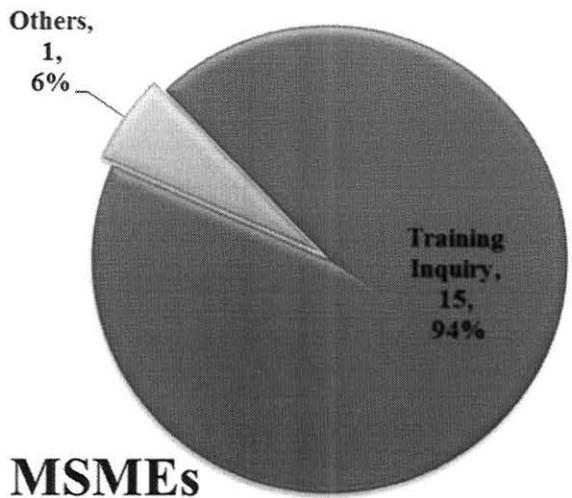
Breakdown of Types of Call per month:

Calls Received by Sub-Types

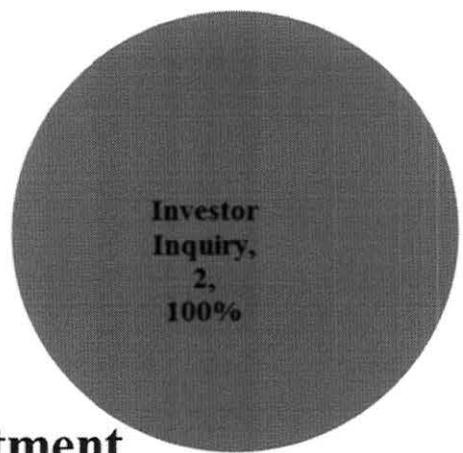




Others



MSMEs

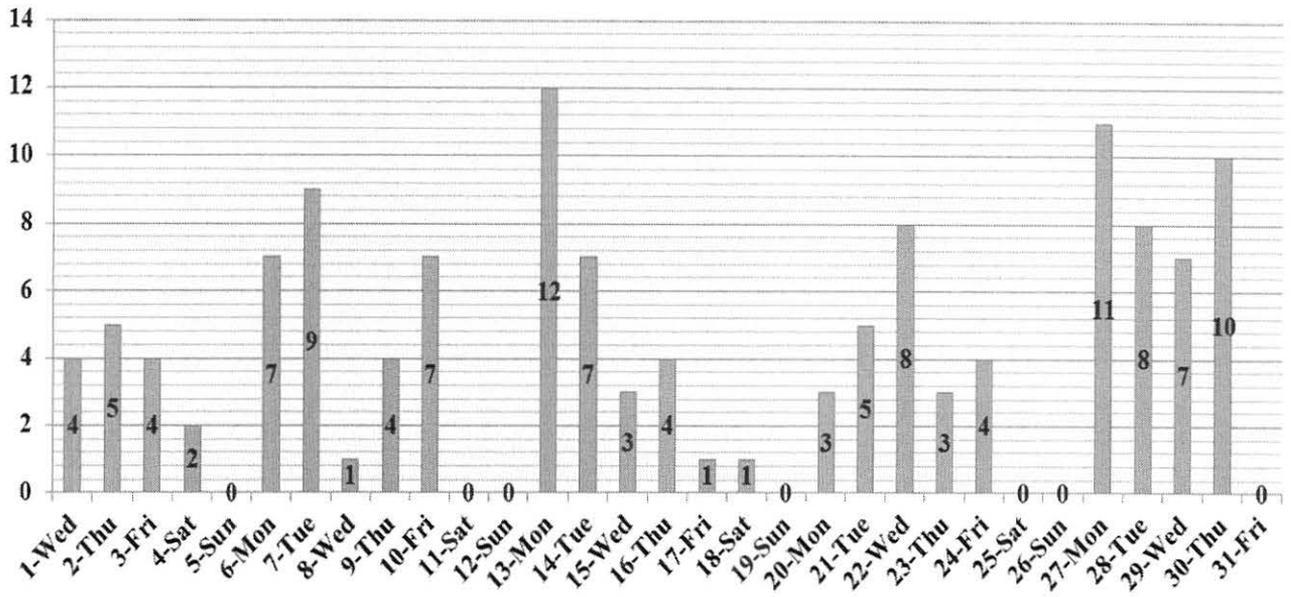


Investment

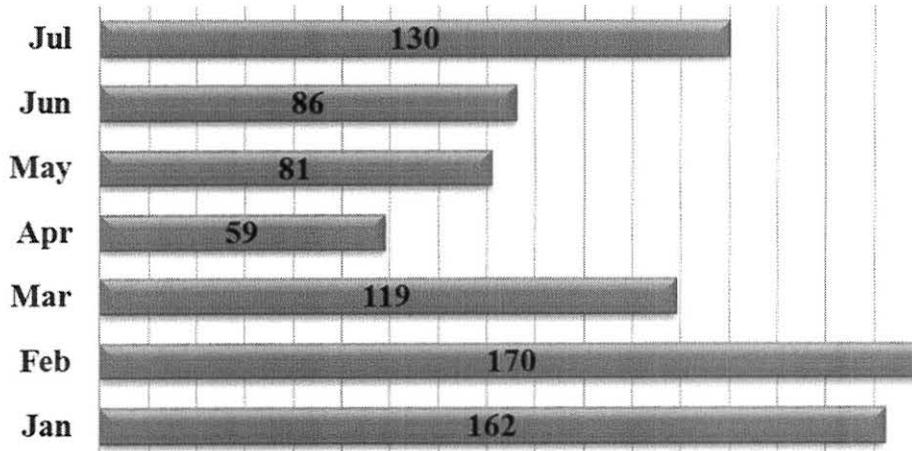


Export

Missed Calls Per day as of July 2015



Monthly Missed Call Volume



Report Break Down

	Jan	Feb	Mar	Apr	May	Jun	Jul
Monthly Call Volume	3,003	2,472	2,672	2,393	2,743	2,431	3,016
Male	1,009	803	866	718	897	728	952
Female	1,994	1,669	1,806	1,675	1,846	1,703	2,064
	Jan	Feb	Mar	Apr	May	Jun	Jul
Resolved	3,003	2,472	2,672	2,393	2,743	2,431	3,016
Referred							
	Jan	Feb	Mar	Apr	May	Jun	Jul
Average Daily Calls	100	88	86	80	88	81	97
operational days in a month	30	28	31	30	31	30	31
highest call day (volume)	222 (Jan. 8)	163(Feb.2)	145 (Mar.10)	152 (Apr.20)	165 (May.8)	139 (Jun 22)	172 (July 7)
lowest call day (volume)	2 (Jan. 25)	0 (Feb.8)	3 (Mar.22,29)	0 (Apr. 3)	4 (May.24)	2 (Jun 7)	1 (July 26)

CALL TYPE	Jan	Feb	Mar	Apr	May	Jun	Jul
Business Name	1,922	1,544	1,553	1,366	1,582	1,330	1,847
Consumer Welfare	512	443	532	470	508	491	555
Exports	3	2	1	5	4	2	3
Investments	1	0	2	2	1	0	2
MSMEs	15	30	27	13	12	20	16
Others	550	453	557	537	636	588	593
TOTAL	3,003	2,472	2,672	2,393	2,743	2,431	3,016

SUB TYPES

Business Name	Jan	Feb	Mar	Apr	May	Jun	Jul
TRN Follow-Up/Email/TRN	1	0	0	0	0	2	0
BN Search	24	46	36	38	45	39	45
Technical	0	0	0	0	0	0	0
E-Payment	0	1	0	0	0	0	0
Service Accreditation	30	35	24	20	17	17	13
AVCO	286	233	247	206	200	206	294
New	1175	924	890	758	933	743	1045
Renewal	271	191	217	224	251	194	285
Certification	7	12	11	4	10	7	24
Affirmative and CTC	29	21	19	16	34	40	41
Others	99	81	109	100	92	82	100
TOTAL	1922	1544	1553	1366	1582	1330	1847

Consumer Welfare							
NRNE 3R Policy	60	48	65	58	49	62	60
Text Scam/Pyramiding/Time Sharing	24	14	23	15	16	24	17
Sales Promo Permit	75	101	114	100	107	133	188
Others	55	38	48	53	47	55	71
Others Credit Card							1
Price Watch	1	7	8	7	10	6	2
Warranty	22	14	22	13	13	12	18
Senior Citizen	8	4	11	7	10	11	9
PWD	0	1	0	0	1	1	0
Price Tag	15	12	10	8	7	5	6
UUSAP	17	15	24	30	13	10	13
Product Quality and Safety	1	6	1	2	0	2	1
Labeling and Fair Packaging	0	1	0	0	2	0	1
DSAP	21	21	28	34	38	22	28
Defective Products or Services	175	129	160	127	171	127	124
False or misleading advertisement	5	9	3	1	5	1	5
Gift Certificate Concerns	3	3	0	1	0	2	3
Business Name				1	0	0	0
Balikbayan Box/Freight Charges	30	20	15	13	19	18	8
TOTAL	512	443	532	470	508	491	555
Investments							
Investor Inquiry	1	0	1	1	0	0	2
Market Research	0	0	1	1	1	0	0
TOTAL	1	0	2	2	1	0	2
Exports							
Business Matching	0	0	0	0	2	1	0
Product/Market Research	1	2	1	3	1	0	0
Others	2	0	0	2	1	1	3
TOTAL	3	2	1	5	4	2	3
MSMEs							
Financing Inquiry	0	2	1	0	0	1	0
Training Inquiry	12	25	26	10	10	15	15
Local Supplier Inquiry	0	0	0	0	0	0	0
Local Market Research	1	0	0	2	0	0	0
Others	2	3	0	1	2	4	1
TOTAL	15	30	27	13	12	20	16
Others							
Directory Assistance	306	293	343	329	344	388	397
Other Agency	101	68	79	78	123	83	72
Others	140	87	131	127	166	108	119
IPOPHIL	2	5	4	2	2	9	5
Real Estate	1	0	0	1	1	0	0
TOTAL	550	453	557	537	636	588	593
Grand Total	3,003	2,472	2,672	2,393	2,743	2,431	3,016

Missed Calls Break Down

DATE	JULY
1-Wed	4
2-Thu	5
3-Fri	4
4-Sat	2
5-Sun	0
6-Mon	7
7-Tue	9
8-Wed	1
9-Thu	4
10-Fri	7
11-Sat	0
12-Sun	0
13-Mon	12
14-Tue	7
15-Wed	3
16-Thu	4
17-Fri	1
18-Sat	1
19-Sun	0
20-Mon	3
21-Tue	5
22-Wed	8
23-Thu	3
24-Fri	4
25-Sat	0
26-Sun	0
27-Mon	11
28-Tue	8
29-Wed	7
30-Thu	10
31-Fri	0
TOTAL	130