

PTTC CONTACT DETAILS



**Department of Trade and Industry
PHILIPPINE TRADE TRAINING CENTER**



*“Registered Center of Excellence in the ASEAN Economic Ministers-Ministry of Economy,
Trade and Industry, Economic and Industrial Cooperation Committee (AMEICC)
Working Group on Human Resource Development”*

*Accredited Training Institution by the Civil Service Commission and
Professional Regulation Commission*

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PTTC @
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2012 ANNUAL REPORT
Philippine Trade Training Center

Farewell to Executive Director ADELAIDA L. INTON



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MESSAGE



Twenty-five years ago saw the transformation of a VISION that quickly took shape as the need to strengthen the competitiveness of Filipino exporters became an urgent priority by the government. With a cooperation agreement and grant from the Japanese government in 1987, the Philippine Trade Training Center was born. Today, this institution resiliently continues this VISION with sheer commitment and dedication as we further strengthen and sustain the competitiveness of all entrepreneurs, be they domestic sellers or export producers.

As we celebrate our 25th year in the service of Filipino entrepreneurs, we are proud to present the significant milestones that we have achieved. Looking at our performance outcomes for the last two decades, the Center implemented 8,411 seminars and training interventions for 345,553 participants from micro, small, medium as well as large enterprises, including those from business support institutions and the government sector. We have strengthened our networking capability with local and international partner institutions that provided PTTC the much-needed expertise and experience in the organization and delivery of training programs throughout the country and the ASEAN region. The unqualified and fervent support of PTTC's pioneering staff and all the employees who have been a valued part of our VISION has inspired each one of us to pursue further our capability-building and networking programs for the clients that we serve, the partnerships that we nurture, and the future customers that we will reach out to.

Perhaps the most significant breakthrough PTTC has achieved in twenty-five years was its recognition in 2001 as a Center of Excellence (COE) in the Philippines and Southeast Asia by the ASEAN-Ministry of Economy, Trade and Industry of Japan's Working Group on Human Resource Development. This positions PTTC as a premiere training institution with international status, providing training not only for Filipinos but for Asians as well.

The successes and achievements of PTTC for the last twenty-five years could not be compressed in a few paragraphs. With our clients, partner institutions and employees having molded PTTC to what it is today, we reaffirm our commitment to pursue and preserve our shared VISION in the years to come.

A handwritten signature in blue ink, appearing to read 'Adela L. Inton'.

ADELAIDA L. INTON
PTTC Executive Director

dti
DEPARTMENT OF
TRADE & INDUSTRY
PHILIPPINES

Ripples



KITA-KITS SME WEEK

SME MONTH 2012

Kita-kits Business Trainings

DATE	TIME	TOPIC	TRAINER
JULY 16	9:00 AM - 12:00 PM	Business Plan Development	Dr. Romeo M. Alonzo
JULY 16	2:00 PM - 5:00 PM	Marketing Strategy	Dr. Romeo M. Alonzo
JULY 17	9:00 AM - 12:00 PM	Financial Management	Dr. Romeo M. Alonzo
JULY 17	2:00 PM - 5:00 PM	Human Resource Management	Dr. Romeo M. Alonzo
JULY 18	9:00 AM - 12:00 PM	Legal Aspects of Business	Dr. Romeo M. Alonzo
JULY 18	2:00 PM - 5:00 PM	Customer Service	Dr. Romeo M. Alonzo
JULY 19	9:00 AM - 12:00 PM	Product Development	Dr. Romeo M. Alonzo
JULY 19	2:00 PM - 5:00 PM	Quality Management	Dr. Romeo M. Alonzo
JULY 20	9:00 AM - 12:00 PM	Operations Management	Dr. Romeo M. Alonzo
JULY 20	2:00 PM - 5:00 PM	Inventory Management	Dr. Romeo M. Alonzo
JULY 21	9:00 AM - 12:00 PM	Procurement Management	Dr. Romeo M. Alonzo
JULY 21	2:00 PM - 5:00 PM	Supply Chain Management	Dr. Romeo M. Alonzo
JULY 22	9:00 AM - 12:00 PM	Logistics Management	Dr. Romeo M. Alonzo
JULY 22	2:00 PM - 5:00 PM	Transportation Management	Dr. Romeo M. Alonzo
JULY 23	9:00 AM - 12:00 PM	Warehousing Management	Dr. Romeo M. Alonzo
JULY 23	2:00 PM - 5:00 PM	Inventory Control	Dr. Romeo M. Alonzo
JULY 24	9:00 AM - 12:00 PM	Customer Relationship Management	Dr. Romeo M. Alonzo
JULY 24	2:00 PM - 5:00 PM	Business Ethics	Dr. Romeo M. Alonzo
JULY 25	9:00 AM - 12:00 PM	Business Law	Dr. Romeo M. Alonzo
JULY 25	2:00 PM - 5:00 PM	Business Negotiation	Dr. Romeo M. Alonzo
JULY 26	9:00 AM - 12:00 PM	Business Communication	Dr. Romeo M. Alonzo
JULY 26	2:00 PM - 5:00 PM	Business Writing	Dr. Romeo M. Alonzo
JULY 27	9:00 AM - 12:00 PM	Business Presentation	Dr. Romeo M. Alonzo
JULY 27	2:00 PM - 5:00 PM	Business Interview	Dr. Romeo M. Alonzo
JULY 28	9:00 AM - 12:00 PM	Business Networking	Dr. Romeo M. Alonzo
JULY 28	2:00 PM - 5:00 PM	Business Development	Dr. Romeo M. Alonzo
JULY 29	9:00 AM - 12:00 PM	Business Growth	Dr. Romeo M. Alonzo
JULY 29	2:00 PM - 5:00 PM	Business Expansion	Dr. Romeo M. Alonzo
JULY 30	9:00 AM - 12:00 PM	Business Success	Dr. Romeo M. Alonzo
JULY 30	2:00 PM - 5:00 PM	Business Legacy	Dr. Romeo M. Alonzo



OIC NESTOR PALABYAB'S MESSAGE FOR 2013



Local businesses are facing enormous challenges as the country prepares for the forthcoming ASEAN economic integration. We are focused as ever in directing the micro, small and medium entrepreneurs to attain global excellence through our training programs and services. This is our contribution to the government's drive in doubling the nation's export growth by year 2016.

Our human resources apply competency and integrity-based initiatives to educate entrepreneurs on courses dealing with export management, market information, entrepreneurial development, IT and e-commerce, and foreign business languages.

For 2013, our vision points to two (2) key words, quality and productivity which are covered in our trainings on quality management, food safety management system, laboratory standards, and environmental management. These are fields which MSMEs have to master to becoming competitive, thus to comply with the stringent international standards.

Aside from conducting regular seminars, we develop customized modules suited to the specific requirements of local companies. All of our training programs are delivered by a roster of highly-esteemed resource speakers. Our reach to clients has greatly widened nationwide. Hence, there is a need to accredit a local pool of trainers to facilitate access of more participants to PTTC training programs.

The Center also partners with other DTI and government agencies, private institutions, NGOs and academe for special programs dedicated to MSMEs. Among the existing tie-up projects are: Doing Business in Free Trade Areas (DBFTA) with DTI-Bureau of Export Trade Promotion (BETP) and Bureau of International Trade Relations (BITR) together with the Professional Regulation Commission (PRC), Bureau of Customs (BoC) and Tariff Commission (TC); Regional Interactive Platform for Philippine Exports (RIPPLES) with DTI's BETP and Regional Operations Development Group (RODG); One Country, One Voice (OCOV) with the DTI-Office of Industry Development Trade Policy Group; ISO Documentation of DTI Bureaus with DTI's Bureau of Product Standards, and other MSME training programs dealing with business registration, product development and design, raw materials sourcing, local trade fair participation, financing access, organizational development, research and development, intellectual property protection, e-commerce and internet marketing.

For the delivery of our Center's programs and trade-related events in Manila, the PTTC Building, a grant from Japan, is equipped with exhibition and training facilities making it a preferred venue among trade fair and convention organizers. Our venue accommodates social events especially trade fairs as well as conventions, symposia, conferences, product launchings, and company functions.

We want to harness the creativity and talents of the Filipino entrepreneur to excel in the domestic and international markets with our carefully designed and relevant training programs. These efforts will hopefully translate into job creation, increased income level, and sustainability.

NESTOR P. PALABYAB

PTTC Deputy Executive Director

MANDATE

Under Executive Order No. 133 signed by President Corazon C. Aquino on February 27, 1987, PTTC's mandate is stated under Section 13, sub-heading (g), page 12 of the Order, as follows:

- To develop training modules on export and import techniques and procedures.
- To raise the level of awareness of Philippine businessmen on export opportunities and the availability of alternative sources of import products or diversified markets for export.
- To offer specialized courses for specific industry groups directed at overcoming barriers to overseas market penetration.
- To conduct training programs in international trade practices, inspection techniques and exhibition mounting.

MISSION STATEMENT

Advanced Philippine Export Sector's competitive position in the world market by providing valuable problem-solving approaches through integrated continuing education services.

VISION STATEMENT

A world class trade training institution by 2022.

PERFORMANCE PLEDGE

We, the officials and employees of the Philippine Trade Training Center, commit to:

Provide prompt, excellent, courteous and highest possible quality service by authorized personnel with proper identification from Mondays to Fridays, 8:00 a.m. to 5:00 p.m., without noon break;

Take immediate action on clients' request and complaints professionally; Treat clients equally and politely;

Contribute in creating a friendly business environment through 24/7 access to information on our policies, programs, activities and services through our website (www.pttc.gov.ph) and hotline telephone No. 4688969.

To our external and internal clients, these we pledge because

YOU deserve NO LESS.



SME Caravan



DBFTA

HIGHLIGHTS

The Philippine Trade Training Center's (PTTC) conduct of training courses, and renting out of exhibition facilities represent its core business. Its training programs deal mainly on export marketing and management, business start-up and management, quality and productivity, ISO series, product-specific programs (food), web-based /computer literacy programs, and business language programs.

The lineup of seminars that PTTC offers are aimed at contributing primarily to the achievement of targets on "export promotion" and "SME development" as spelled out in the Philippine Export Development Plan (PEDP) and Small and Medium Enterprise Development (SMED) Plan, respectively.



Being functionally aligned under the Trade and Investments Promotion Group, PTTC's services cut across other DTI functional groups by virtue of the training mandate.

PTTC seminars are focused on improving MSME competitiveness to effectively ride out competition and compete in the world market. Competitiveness will afford SMEs to cope with the ever-growing challenges of the globalizing world.

For the period January – December 2012, the Center conducted **948**²

seminar runs, with **340** unique program titles, for **45,219** participants composed of entrepreneurs, existing and potential exporters, technical personnel from private manufacturing and service firms, government agencies, NGOs, and students.

Corollary to its training function is the provision of business-level interventions to MSMEs through in-house/in-company trainings. A total of **56** unique firms have been accorded with this service during the period in review. These included large enterprises that also approached PTTC for this arrangement.

¹ e.g., Industry Development and Trade Policy Group (IDTPG) for trade policy seminars, advocacy and consultation; and Regional Operations and Development Group (RODG) for SME and entrepreneurship development.

² Out of 948 seminars, 669 are implemented as "public seminars." The difference of 279 was implemented for special group and/or targeted audience.

Aside from the private sector, PTTC interventions include requests from the government and academic institutions¹. Some of them have made PTTC seminars a component of their organization's HRD Plans and 'extra-curricular activity,' respectively.

As a result, these interventions have been increasing, and in fact becoming popular as a cost-efficient way of conducting seminars, both ways for PTTC and requesting parties.

In ensuring a broader reach of services within the country, and consistent with *Philippine Development Plan's* goal of stimulating entrepreneurship in the regions, PTTC has also reached out to the regions by bringing its training in rural areas.

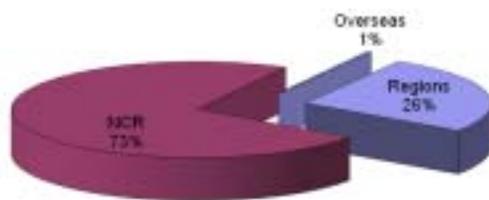
External funding sources have allowed PTTC, to a great extent, to bring its services on the ground, thus, giving the regions a fair share of training/seminar opportunities.

During the year, regional seminars accounted for **26%** of the total seminars implemented. This has benefitted some **19,000** participants. The NCR, however, remains the major concentration of PTTC seminars in view of relative ease of organizing seminars in Manila than in the regions.

While the mainstream of the seminars was concentrated in NCR (**73%**), PTTC is committed to bringing its training services in the countryside through continues partnerships with various groups who have similar orientation and advocacy as PTTC of "developing a culture of entrepreneurship" in the country.

Chart 1: Seminar Venue

Also, in support of its internationalization efforts, PTTC developed and implemented a module on "entrepreneurship and gender" conducted in five (5) runs overseas in the same period. This was done on the heels of a request from the Department of Foreign Affairs (DFA) - Technical Cooperation



Center of the Philippines (TCCP) to conduct the module on entrepreneurship for stakeholders in Bhutan, Timor Leste, Laos, and Myanmar. The gender component of the module was delivered by the Philippine Commission on Women (PCW).

Government

LTO, BSMED, TIEZA, Pag-Ibig Fund, San Pablo Water District, National Tax Research Center, BFAR, BAI, CHED, DSWD, DILG, DTI Bureaus, DTI POs, GSC SMED Council, Philpost, LRTA, PEZA, Philippine Textile Research Institute, Manila Water Laboratory Services, DOST;

Academe

Bohol Island State University; Bicol University; Christian Polytechnic Institute of Catanduanes, PUP-Lucena City, CSB-DLSU, Nueva Vizcaya State University, Palawan State University, Mary the Queen College, Clark College Science and Technology, Miriam College, Sunday Educational Solutions, PLT



SYMPOSIUM

In Focus : Women Entrepreneurs in the Business Realm
highlighting the success factors that contributed to the growth of their model enterprises
including the best practices in managing time for business and family

Held in celebration of the 25th Anniversary
of the
Philippine Trade Training Center (PTTC)

This momentous occasion carries the theme
"BLAZING THE TRAIL OF LEGACY, BRAVING CHALLENGES AHEAD"

29 February 2012

Hall B, Ground Floor, PTTC Building
Sen. Gil J. Puyat Avenue corner Roxas Boulevard, Pasay City



PTTC 25th Anniversary

Facilities Rehabilitation and Upgrading

An approved Capital Outlay (CO) budget of Php 39.9 million for 2012 was granted by DBM for the rehabilitation of the PTTC. The Center entered into a subcontracting agreement with the Philippine International Trading Corporation (PITC) in February 2012 for the bidding of various building and grounds repair/rehabilitation activities.

Once the Rehabilitation Plan is completed, PTTC hopes to attract more clients to book its facilities to stage various events, including non-trade-related, such as social functions.

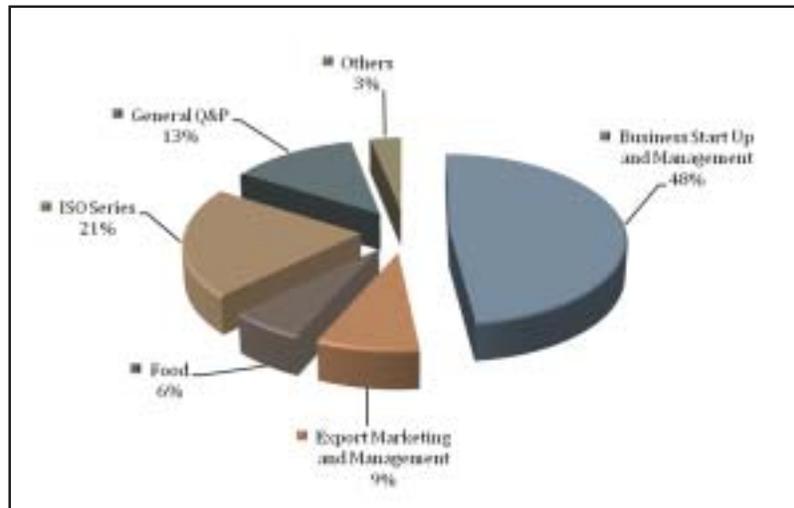
The Rehabilitation Plan happens to complement the vision of DTI² for PTTC to become the venue of various government, corporate trade events and activities, including inter- agency meetings and consultations.

The Plan covers: (a) Rehabilitation and Repair of Building Interior and Exterior Façade; and (b) Acquisition of Equipment including Installation.

It can be recalled that PTTC also conducted one overseas seminar last year in Japan with 20 Filipino SMEs as participants.

On seminar category, the graph below shows the percentage share of each category as implemented during the year.

Chart 2: Seminar Category



As can be gleaned from the chart, **Business Start Up and Management** seminars accounted for almost half of the total seminars implemented, followed by **ISO Series**, **General Quality and Productivity**, and **Export Marketing and Management**.

The meager share of **Others** at 3% refers collectively to Web-based/computer literacy programs (26 seminars); Business Language programs (3 seminars), and a briefing on PTTC trainings and services.

By design, PTTC develop and implements training programs that respond to the needs of the industry. However, the Center has sector-specific trainings exclusively developed for the food sector, as shown in the chart above. These include international food standards such as: food safety, ISO 22000 food safety management system, good manufacturing practices, and hazard analysis and critical control points.

PTTC seminars are gender-sensitive, with some modules specifically tweaked to include gender dimensions. This reflects PTTC's effort to become gender-responsive to its clients.

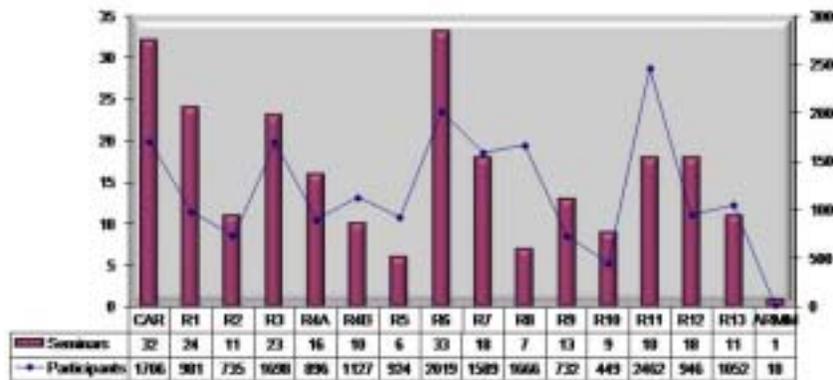
To highlight its commitment on Gender and Development (GAD), PTTC hosted a symposium in February 2012 in celebration of its 25th year of founding, entitled “In Focus: Women Entrepreneurship in the Business Realm” to herald and recognize women who have showcased exemplary business management skills. There were 117 participants who attended the symposium. PTTC also strives to lead by example – by sending employees to Gender Sensitivity Trainings (GSTs).

Virtually in all seminars, women dominated participation. Based on available data, women accounted for about **60%** of the total seminar participants during the year. This pattern has been consistent through the years. “Women empowerment” is something that PTTC has been doing unconsciously through training.

Inasmuch as PTTC does not have any regional or provincial offices, it makes sure that its services reach the countryside by bringing the services physically on the ground.

The graph below shows the regional distribution of seminars and participants during the year:

Chart 3: Seminar / Participant Regional Distribution



Regions 6, CAR, 1 and 3 got more than 20 seminars each, in descending order. As for participants, Regions 11, 6, CAR and 3 had the most number of turnouts with more than 1,500 participants each. The year saw PTTC covering all regions, including the Autonomous Region of Muslim Mindanao (ARMM). Regional participants stood at a whopping 19,000.

Another core business of PTTC, although comes as a secondary function, is the provision of venue for trade events, conferences and fora organized by private and public organizing groups. A total of **119** events were held in PTTC, raking in some **P 9.6 million**¹ for the national coffers.

FACILITIES MANAGEMENT SERVICES

PTTC serves as venue to various trade fairs and events by different clientele organizing groups. It has also accommodated other social events.

Its accomplishment shown in this indicator for the year was well over its targets.

Table 2: Facilities Management Services

Performance Indicators	Target		% of Accomplishment
	Annual	Actual	
Trade Events Hosted	95	119	125%

By renting out its facilities, PTTC contributes revenue to the national coffers. Income from the utilization of facilities reached **P9.6** million during the review period.

Among the major events held at PTTC were:

- Network 21 Weekend Seminar (February)
- Worldbex 2012 (March)
- Manila International Auto Show (March)
- Finserve 2012: The Financial Services Expo Conference for Every Juan (May)
- Brainbeam Events (May)
- Doulos Luzon Regional Conference (June)
- Migrants Workers Day (June)
- Aligning Industrial Automation Towards International Competitiveness (July)
- 33rd PHILRECA Annual General Membership Meeting and Exhibit (August)
- 24th Career Counseling and Guidance Fair (September)
- 2nd New Teachers' Conference (September)
- Network 21 Weekend Seminar (October)
- Youth Congress (November)
- Institute of Electronics Engineers of the Philippines, Inc. Annual General Meeting 2012 (November)
- Maxicare Health Corporation Recognition Day (December)
- Logica Year-End Celebration (December)
- US Autoparts Recognition Ceremonies (December)
- International Data Conversion Solutions, Inc. Awarding Ceremony (December)
- MLhuillier Financial Services, Inc. Awarding Ceremony (December)

PTTC was tapped to enable these concerned agencies to develop their Quality Management System (QMS) standards needed to implement quality management, which would allow these agencies to be ISO 9001:2008 certified once they have fully complied with the requirements. Once certified as compliant with this internationally-recognized standard DTI agencies would mirror the organization's practice of professionalism and application of process and quality management.

- c. **Business Assistance Program** – A practicum program for Miriam College. PTTC pressed ahead with its practicum program for Miriam College by conducting the modules on: *Packaging and Labelling*, *Open Source*, Product Development (Fashion Accessories and Leathergoods); and leading On-the-Job Trainings for 4th year entrepreneurship students for this academic year.

The program has been running for 3 years now, and has provided students pragmatic knowledge of various entrepreneurship subjects through industry-based lectures by experts and consultants. This allows students to validate their theoretical learnings from textbooks.

- d. **Partnership with National Information Society Agency (NIA)¹ of KOREA**
For years now, PTTC has partnered with South Korea's Ministry of Public Administration and Security (MOPAS) through NIA on developing PTTC's IT capability through hardware and software upgrading, and by dispatching Korean Internet Volunteers (KIV) to PTTC to lecture on various IT subjects for PTTC clients.

NIA is a statutory agency whose Mission, among others, is to provide IT consulting services to developing nations.² In the Philippines, PTTC is one of two Information Access Centers (IAC) established by the agency since 2004.

For this year, seminars on: *HTML, PHP and My SQL Programming*;; *Basic Video Editing Using Adobe Premiere CS3*, and *VB Net Programming* were implemented.



Formerly
**Korea Agency for Digital Opportunity
and Promotion (KADO)**

² www.nia.or.kr

BUSINESS MANAGEMENT TRAINING SERVICES

The training business is up and about for the year 2012, despite some headwinds, both local and international, that would have reverberated in the economy. As economic recovery wades through, so are enterprises beginning to spend anew for training. Table 1 shows how PTTC fared during the year with its training targets.

Table 1: Accomplishment

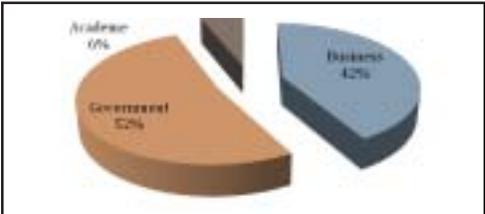
Performance Indicators	Target		% of Accomplishment
	Annual	Actual	
Training curricula designed/developed	3	4	133%
Public Seminars conducted	450	670*	149%
MSMEs Assisted through in-house enterprises)	60	56 (unique)	93% trainings

**Some more 278 seminars were implemented for specific target audience, as opposed to “public seminars”;*

Except for the last indicator, the rest of the training indicators were accomplished well above the annual DBM targets.

The chart below shows the sectoral share of firm-level interventions.

Chart 4: In-House Requests



While PTTC’s regular course offerings for public conduct were predominantly attended by MSMEs, it is the government offices which frequently requested in-house seminars, as shown in Chart 4. While MSMEs remain as principal clients of PTTC, it also caters to sectors other than business, such as the academe.

Special Projects⁵

Through strategic partnerships, the Center was able to implement various special projects with training components, even if falling outside its budgetary thrusts for the year. More often than not, special projects entail either fund transfer or contract of service where fund management is corollary transferred for its disposal, subject to accounting and auditing standards.

The year 2012 saw the following special projects with PTTC either acting as main proponent or project partner:

I Support of Export Promotion

- a. **Doing Business in Free Trade Area (DBFTA)** - An information session aimed at creating awareness and increase in utilization rate of FTAs for Philippine products and services. Several information campaigns were held across the country. This year's sorties have shown growing partnerships with academe and trade and industry associations. Some of these partnerships were formalized through inking Memoranda of Understanding. Reports reveal that the Philippines utilization rate improved as a result of this massive information campaign.



⁵Special projects available in piecemeal report. ⁶NCR; CAR (Kalinga, Mt. Province); **Region 1** (Pangasinan, Ilocos Norte); **Region 3** (Bulacan); **Region 4-B** (Mindoro, Marinduque); **Region 5** (Albay) **Region 6** (Iloilo;) **Region 7** (Bohol, Cebu, Negros Occidental); **Region 8** (Leyte, Samar); **Region 11** (Davao); **Region 12** (South Cotabato) **CARAGA** (Agusan del Norte) ⁷by DTI and ASEAN Secretariat.

IV. In Support of Other Partnership and Commitments

- a. Entrepreneurship and Gender Seminars for Least Developed Countries (LDCs)**
– A South-South cooperation project between Philippines and a group of identified LDCs in support of the Millennium Development Goals (MDGs), particularly on “Promoting Gender Equality and Empowering Women.”



Facilitated by the DFA to merit funding from the Technical Cooperation Council of the Philippines (TCCP), PTTC implemented a comprehensive Entrepreneurship Development Program module, in cooperation with the Philippine Commission on Women (PCW), for stakeholders of Timor Leste, Myanmar, Laos, and Bhutan. The engagement of PCW gave a gender perspective of the module.



- b. ISO Certification for DTI** - With funding from CWBRG, PTTC has been at the vanguard of making DTI an ISO-certified government institution. The following offices and bureaus were pilot tested to undergo ISO seminar series¹ and company’s establishment of systems.

- Office of the Secretary (OSEC)
- Office of Legal Affairs (OLA)
- Management Information Services (MIS)
- Bureau of Micro, Small and Medium Enterprise Development (BMSMED)
- Bureau of Product Standards (BPS)
- Bureau of Trade Regulation and Consumer Protection (BTRCP)
- Human Resource Development and Personnel Services (HRDPS)
- Financial Management Services (FMS)

¹²Development of Quality Management System Based on ISO 9001: 2008 Standards; ISO900 12008 Quality Management System Standards; ISO 9001: 2008 Quality Management System Documentation; GAP Analysis: Development, Setting Up, Enhancement, Implementation of ISO 9001: 2008 and the GQMSS based on ISO 9001: 2008 Standards; Development, Setting Up of ISO 9001: 2008 and the GQMSS based on ISO 9001: 2008 Standards;

- c. **Sikhay sa Paggawa (SIPAG) Project** - A collaborative project of government and non-profit organizations that sought to promote entrepreneurship among skilled Filipino workers PTTC implemented some **27** training programs for **917** participants such as *Managing Human Resources for Construction Workers, Marketing Plan, Marketing Skills, Effective Negotiation and Selling Skills, Customer Service, Business Strategic Planning*.
- d. **Go Negosyo 2012¹** – An entrepreneurship annual conference organized by DedEd's Center of Student and Co-Curricular Affairs (CSCA) that aimed to bring entrepreneurship in the consciousness of students and teachers from the secondary or high school level.

From the tradition of *Teen Negosyo*, this year's theme was "Negosyo sa Barangay" that targeted Barangay and Sanggunian Kabataan officers across the country to be trained on entrepreneurship in the hope of encouraging Barangay-led or community based businesses in the country.



Under the project, two (2) sessions on *Entrepreneurship Development Training* were conducted in Tagbilaran and Davao Cities generating **1,014** participants, and two (2) seminars on *Marketing Plan* and *Product Proto-typing Using Clay Materials* were held in Aklan, attracting 140 and 145 participants, respectively.



¹ In cooperation with Philippine Center for Entrepreneurship (PCE) and Center for Future Leaders (CFL)

- b. Regional Interactive Platform for Philippine Exporters (RIPPLES)** – a TIPG-RODG project aimed to develop new exporters and designed to elevate MSMEs from their current state to the next level through the Export Pathways Programs. This is done through various training interventions.



RIPPLES seminars were carried out in October - November in the cities of Manila, Tuguegarao, Tagbilaran, Iloilo, Zamboanga, Davao, General Santos, and Butuan. Some of the seminars implemented focused on particular sectors such as: GDH, Food, and Information Technology.

During the 2-month implementation, a total of 11 seminars were held benefitting **394** participants.

- c. Philippine Export Competitiveness Program** – An ensemble of export-related seminars and information sessions for exporters.



As a follow-through to last year's Exporters Congress, the PTTC implemented the following seminars as components to the Philippine Export Competitiveness Program:

- *Document Procedures for Returned Shipments, Abandonment and Bonded Warehousing* (319 participants)
- *Harmonized System / ASEAN Harmonized Tariff Nomenclature* - (56 participants)
- *Electronic to Mobile (E2M), Client Profiles Registration System (CPRS), and Interim Customs Accreditation Registration Unit (ICARE)* - (143 participants)
- *Automated Customs Procedures (E2M, AEDS, ICARE)* – (86 participants)
- *Incoterms 2010* – (97 participants)
- *Improving the Bottomline of SME Exporters* – (168 participants)
- *Online Marketing Strategies for Exporters* – (97 participants)
- *Productivity and Innovation* – (87 participants)
- *Values Reorientation for Services Excellence* – (99 participants)

II. In Support of Trade Policy

- a. **One Country, Once Voice (OCOV)** – A consultative mechanism spearheaded by the Bureau of International Trade Relations (BITR) aimed at institutionalizing a consultation framework in DTI for the formulation and development of a coherent and sound trade policy.

From June to October 2012, five (5) consultations¹ were implemented as follows:

- Workshop on the Draft Code of Consultation and Consultation Manual for International Trade and Investment, 29 June 2012, PTTC;
- Philippine-Japan Economic Partnership Agreement (PJEPA) Consultation: General and Sectoral (automotive and parts; iron and steel; chemicals) Review, 29 August 2012, Summit Ridge Hotel, Tagaytay City;
- Philippines-European Union (EU) Free Trade Agreement Consultation, 20 September 2012, PTTC;
- Trans-Pacific Partnership Agreement Round Table Discussion, 25 September 2012, Dusit Thani Hotel, Makati City
- Philippines-European Union (EU) Free Trade Agreement Consultation, 24 October 2012, Royal Mandaya Hotel, Davao City

All the consultations were aimed at gathering data and information from stakeholders as inputs to trade policy formulation and negotiation of government.

The sessions were also used to call for positions papers from various interest groups.



¹ Technical and substantive results of each consultation are available at BITR's Stakeholder Relations Team.

III. In Support of Entrepreneurship and SME Development

- a. **SME Caravan** - an ensemble of entrepreneurship courses that aimed at further galvanizing entrepreneurial activities in the countryside. This came in two types of modules – the *SME Caravan* and the *Enhanced SME Caravan* - with 70 and 89 runs, respectively.

The Caravan sorties spanned to **15** regions, stretching to **30** provinces¹ in the country, generating **12,062** participants.



- b. **Entrepreneurship Development Program for BPI** – an entrepreneurship program funded by the BPI Foundation for public audience.

Programs implemented were *How to Start a Business* (144 participants), *Basic Marketing* (69 participants), *Costing and Pricing* (92 participants), *Basic Business Recording* (92 participants), and *Finding the Right Market for the Right Product* (75 participants).



¹⁰ **CAR** (Benguet, Kalinga); **Region 1** (Ilocos Norte, Ilocos Sur, Pangasinan, La Union); **Region 2** (Isabela); **Region 3** (Bulacan, Pampanga, Tarlac, Zambales); **Region 4-A** (Batangas, Laguna, Rizal); **Region 4-B** (Occidental Mindoro) **Region 5** (Albay); **Region 6** (Aklan, Capiz, Iloilo); **Region 7** (Bohol); **Region 8** (Leyte) **Region 9** (Zamboanga); **Region 10** (Lanao del Norte, Misamis Oriental, Misamis Occidental); **Region 11** (Davao, Davao del Sur); **Region 12** (Sultan Kudarat, South Cotabato); **Region 13** (Agusan del Norte)