

## F. DEPARTMENT OF TRADE AND INDUSTRY

## F.1. AURORA PACIFIC ECONOMIC ZONE AND FREEPORT AUTHORITY

## STRATEGIC OBJECTIVES

## SECTOR OUTCOME

Increase in foreign direct investment  
 Increase in employment in agriculture, fishery and tourism sectors

## ORGANIZATIONAL OUTCOME

1. Ecozone Area Developed Increased
2. Number of Leased Ecozone Area Increased

## PERFORMANCE INFORMATION

## KEY STRATEGIES

Intensify marketing activities of APECO's pioneer Agri-Aqua Development in various media outlets and participate in both local and international trade fairs.

Continue infrastructure development including roads, water and power supply, wastewater treatment facility and support facilities for the agri-aqua technopark.

Formulate capacity building programs / trainings related to the operation and maintenance of the zone.

ORGANIZATIONAL OUTCOMES (OOs) / PERFORMANCE INDICATORS (PIs)	BASELINE	2017 TARGETS
Ecozone Area Developed Increased		
Eco-tourism zone developed increased by 23% by FY 2017	(FY 2015) 1%	23.16%
Agri-Aqua zone developed increased by 1% by FY 2017	(FY 2015) 1.43%	1.46%
Light Industrial zone developed increased by 0.26% by 2017		0.26%
Number of Leased Ecozone Area Increased		
Agri-Aqua Technopark area leased increased by 1% by FY 2017		1%
Light Industrial zone area leased increased by 1% by FY 2017		1%
Eco-tourism zone area leased increased by 1% by FY 2017		1%

## F.2. CENTER FOR INTERNATIONAL TRADE EXPOSITIONS AND MISSIONS

## STRATEGIC OBJECTIVES

## SECTOR OUTCOME

Increment change in the export orders reported by participating companies

## ORGANIZATIONAL OUTCOME

Trade Promotion Activities

## PERFORMANCE INFORMATION

KEY STRATEGIES

Optimize use of public funds for SME development  
 Expand revenue generating capability for financial sustainability  
 Provide a unique sourcing and selling experience  
 Provide SME professional and global platform  
 Offer products known for quality, design, and craftsmanship  
 Reinvent the CITEM brand as the 'Quality Seal' for Philippine exporters  
 Develop globally competitive SME' s through holistic Export Coaching Program(ECP)  
 Strengthen relationship with exhibitors and buyers through Total Service Guarantee  
 Attain flexibility in the implementation of trade promotion activities  
 Create organizational synergies through a CITEM promotional blue print  
 Build competencies starting with strategic units  
 Establish a fixed yet adaptive organizational structure  
 Support process improvement with appropriate technologies  
 Establish effective mechanism to ensure implementation of planned IMC

ORGANIZATIONAL OUTCOMES (Oos) / PERFORMANCE INDICATORS (PIs)	BASELINE	2017 TARGETS
Trade Promotion Activities		
Increase in Exports Orders	225	460
Increase in number of SME' s participating in Export Promotions	800	1, 400
Increase in Trade Buyers attending Export Promotions Events	15, 912	16, 000

## F. 3. PHILIPPINE ECONOMIC ZONE AUTHORITY

## STRATEGIC OBJECTIVES

## SECTOR OUTCOME

Increase in foreign direct investment

## ORGANIZATIONAL OUTCOME

Number of business located and operating within the economic zone increased

## PERFORMANCE INFORMATION

ORGANIZATIONAL OUTCOMES (Oos) / PERFORMANCE INDICATORS (PIs)	BASELINE	2017 TARGETS
Number of business located and operating within the economic zone increased		
Number of locators	616	618

## F. 4. SMALL BUSINESS CORPORATION

## STRATEGIC OBJECTIVES

## SECTOR OUTCOME

Globally competitive and resilient MSME sector  
 Mobilization of financial resources to MSMEs made more efficient

## ORGANIZATIONAL OUTCOME

Increased number of sustainable MSMEs

## PERFORMANCE INFORMATION

## KEY STRATEGIES

Strengthen the brand for risk-based direct MSME lending - ease in documentation and non-collateral oriented.  
 Capture the brand for reliable and pro-active credit guarantee service for banks that want to lend to MSMEs - ease in guarantee call and intact / replenished guarantee fund reserve.  
 Introduction of equity financing as a real option for MSMEs - SB Corp to educate and assist in incorporation.  
 Build internal capability and credibility as a provider of development services for MSMEs and for MSME-oriented financial institutions - training, consultancy, organizing, networking and research among others.

## ORGANIZATIONAL OUTCOMES (OOs) / PERFORMANCE INDICATORS (PIs)

## BASELINE

## 2017 TARGETS

## Increased number of sustainable MSMEs

Earning Loan Portfolio (including ERF, equity financing and  
 P1.0 Billion microfinancing)

P4.5 Billion

MSME loan portfolio of banks supported by SB Corporation credit  
 guarantee

P1.0 Billion

## MAJOR FINAL OUTPUTS (MFOs) / PERFORMANCE INDICATORS (PIs)

## 2017 Targets

## MFO 1: FINANCING SERVICES

Number of MSME beneficiaries

2,500

Pass on rate by Microfinance Financing Institution (MFI) not more than 24%

100%

Number of provinces with highest poverty incidence benefitted by the program

10