

A. OFFICE OF THE SECRETARY

STRATEGIC OBJECTIVES

MANDATE

Pursuant to Executive Order No. 133, the Department of Trade and Industry shall be the primary coordinative, promotive, facilitative and regulatory arm of government for the country's trade, industry and investment activities. It shall act as 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.

VISION

It shall work towards building a more prosperous Philippines by 2016

MISSION

Enabling Business, Empowering Consumers

KEY RESULT AREAS

1. Transparent, accountable, and participatory governance
2. Rapid, inclusive, and sustained economic growth
3. Poverty reduction and empowerment of the poor and vulnerable
4. Just and lasting peace and the rule of law

SECTOR OUTCOME

Globally competitive and innovative industry and services sectors achieved

ORGANIZATIONAL OUTCOME

1. Ease of Doing Business Improved
2. Micro, Small and Medium Enterprises developed
3. Exports expanded
4. Investments increased
5. Consumer Welfare enhanced
6. Competitive industries developed towards realizing the country's industrialization strategy

PERFORMANCE INFORMATION

KEY STRATEGIES

1. Ensure comprehensive and sound policies / regulations consistent with nation's best interests
2. Provide sufficient and effective advocacy and communication
3. Undertake focused and sustainable development interventions on trade and industry, consumer welfare, and MSME
4. Build strategic promotion program and networks on trade, investments and MSME
5. Ensure clear, consistent and fair enforcement of rules and regulations

ORGANIZATIONAL OUTCOMES (Oos) / PERFORMANCE INDICATORS (PIs)	BASELINE	2015 TARGETS
Ease of Doing Business Improved		
Increase in ranking in World Economic Forum (WEF) Global Competitiveness Index (GCI)	59th / 148	Middle Third
Micro, Small and Medium Enterprises developed		
% of Micro, Small and Medium Enterprises (MSMEs) assisted to the total number of MSMEs in manufacturing, retail trade, construction and services sectors	14.68% (88,188)	15% (100,084)
Exports expanded		
PHL exports higher than average exports growth of other ASEAN countries, i.e., Thailand, Indonesia, Vietnam	PHL = 8.8%	Growth rate of PHL exports (Government estimate) > / = ave. growth of Thailand, Indonesia and Vietnam
	Thailand, Indonesia and Vietnam = 3.3%	
Investments increased		
% increase in total approved investments of foreign and Filipino nationals	P742,159,000	5% (P 779,266,950)
Consumer Welfare enhanced		
Level of consumer awareness	66%	72%
Competitive industries developed towards realizing the country's industrialization strategy		
Increase number of persons employed in Industry and Services	25,754,000	887,000-921,000
% share of manufacturing to GDP	23%	23.5%
MAJOR FINAL OUTPUTS (MFOs) / PERFORMANCE INDICATORS (PIs)	2015 Targets	
MFO 1: TRADE AND INDUSTRY POLICY SERVICES		
No. of plans and policies updated, issued and disseminated		31
Average % of stakeholders who rate the plans and policies as satisfactory or better		90%
% of policies issued and disseminated within the deadline		90%
MFO 2: TECHNICAL ADVISORY SERVICES		
No. of MSMEs assisted		100,084
% of MSMEs assisted who rate DTI assistance as satisfactory or better		90%
% of requests that were responded to within the deadline		90%
MFO 3: TRADE AND INVESTMENT PROMOTION SERVICES		
No. of exporters assisted		3,250
% of exporters who rate DTI assistance as satisfactory or better		95%
% of business requests for assistance responded within three (3) days		95%

No. of investors assisted	4,419
% of investors who rate DTI assistance as satisfactory or better	95%
% of business requests for assistance responded to within three (3) days	95%
MFO 4: CONSUMER PROTECTION SERVICES	
No. of advocacy initiatives undertaken	3,987
% of clients who rate DTI advocacy initiatives as satisfactory or better	75%
% of advocacy initiatives implemented as programmed and on schedule	93%
No. of complaints processed and resolved	5,000
% of participants in complaint hearings who rate the fairness of the process as satisfactory or better	90%
% of processed consumer complaints resolved within prescribed time by mediation within 10 working days after filing and arbitration within 20 working days if failed by mediation	78%
MFO 5: BUSINESS AND TRADE REGULATORY SERVICES	
Licensing and Registration	
No. of business name applications processed	367,241
% of clients who rate the service as satisfactory or better	90%
% of business names registered within fifteen (15) minutes	96%
No. of applications for business licenses, permits, registrations, authorities processed	38,920
% of clients who rated DTIs licensing/accreditation system as satisfactory or better	90%
% of license/ accreditation applications acted upon within the prescribed time	90%
Monitoring	
No. of compliance inspections carried out	18,024
% of inspections carried out that result in a notice of violations	90%
% of license or authorized entities inspected within effectivity of license	90%
Enforcement	
No. of firms monitored	55,798
% of violating firms penalized	90%
% of violating firms penalized complying with the penalty within prescribed time as contained in the decision	90%

NOTE : Exclusive of Targets funded from other sources, e.g. Special Account in the General Fund.