

## XXII. DEPARTMENT OF TRADE AND INDUSTRY

### 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

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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.

## B. BOARD OF INVESTMENTS

### STRATEGIC OBJECTIVES

#### MANDATE

The Board of Investments (BOI) is the primary agency in charge of developing globally-competitive industries and services sector as well as promoting investments in the country. Specifically, it is mandated to develop an effective industrial development and investment promotion strategy for the country; build effective partnerships to promote the growth of industries/sectors; formulate policies to provide a business-friendly environment; target, anticipate and generate investments by applying effective marketing tools and approaches; and facilitate investment services to meet clients' needs.

#### VISION

It envisions a country with competitive industries providing stable job opportunities by 2016.

#### MISSION

Provide investors with opportunities for investments, comprehensive business support services and fair, predictable and consistent industry policies.

## KEY RESULT AREAS

Rapid, inclusive and sustained economic growth

## SECTOR OUTCOME

1. Improved business environment
2. Increased productivity and efficiency

## ORGANIZATIONAL OUTCOME

1. Competitive industries developed towards realizing the country's industrialization strategy
2. Investments increased

## PERFORMANCE INFORMATION

## KEY STRATEGIES

1. Linkage of industry development and trade policy
2. Implementation of the Comprehensive National Industry Strategy (CNIS)
3. Focused investment marketing and promotion strategy
4. Improvement of investment facilitation services
5. Rational and competitive incentives
6. Modernization of BOI

ORGANIZATIONAL OUTCOMES (OOs) / PERFORMANCE INDICATORS (PIs)	BASELINE	2015 TARGETS
Competitive industries developed towards realizing the country's industrialization strategy		
% share of manufacturing to GDP	23.00%	23.50%
% increase in employment generated in manufacturing sector	3,185,000	1.10% (3,220,035)
Investments increased		
% increase in the amount of BOI-approved investments	Php 491.05 B	10% (Php 540.15 B)
No. of employment generated by BOI-approved companies	42,000	46,000
MAJOR FINAL OUTPUTS (MFOs) / PERFORMANCE INDICATORS (PIs)	2015 Targets	
MFO 1: INDUSTRY DEVELOPMENT AND INVESTMENT POLICY SERVICES		
No. of plans and policies updated, issued and disseminated		31
Ave. % of stakeholders who rate the plans and policies as satisfactory or better		90%
% of policies updated over the last three (3) years		90%
No. of incentive applications processed		3,500
% of complete staff work in all incentive applications		90%
% of endorsement to the Bureau of Internal Revenue (BIR) within the agreed timeframe		90%
MFO 2: INVESTMENT PROMOTION AND FACILITATION SERVICES		
No. of investors assisted		5,295
% of investors assisted who rate the assistance as satisfactory or better		90%
% of investors' requests for assistance responded to within three (3) days		90%

No. of promotion events	296
Ave. % of participants who rate the promotion events as satisfactory or better	90%
% of promotion events that were conducted according to original schedule	90%

## C. CONSTRUCTION INDUSTRY AUTHORITY OF THE PHILIPPINES

## STRATEGIC OBJECTIVES

## MANDATE

The Construction Industry Authority of the Philippines (CIAP) promotes, accelerates and regulates the growth and development of the construction industry in conformity with national goals.

## VISION

By 2016, the CIAP envisions a construction industry that has attained a respectable position in the international community.

## MISSION

To promote, accelerate, and regulate the Philippine construction industry, enabling it to become a catalyst for national development.

## KEY RESULT AREAS

Rapid, inclusive and sustained economic growth

## SECTOR OUTCOME

A world-class Philippine construction industry

## ORGANIZATIONAL OUTCOME

1. Professionalism in the construction industry ensured
2. Competitiveness of the construction industry increased

## PERFORMANCE INFORMATION

## KEY STRATEGIES

1. Industry Policy Development
2. Contractors Licensing and Registration
3. Construction Services Export Development
4. Domestic Construction Development
5. Construction Contract Dispute Resolution

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

## BASELINE

## 2015 TARGETS

Professionalism in the construction industry ensured

% increase in the number of licensed contractors

6,500

8% (7,020)

% increase in the number of contractors with ISO certifications

70 (1.08%) out of 6,500 licensed contractors

2% (130)

Competitiveness of the construction industry increased

% increase in share of construction industry to GDP	5.6%	5.8%
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#### MAJOR FINAL OUTPUTS (MFOs) / PERFORMANCE INDICATORS (PIs)

2015 Targets

#### MFO 1: CONSTRUCTION INDUSTRY REGULATORY AND ENFORCEMENT SERVICES

Number of license/registration/authorization applications processed	6,500
% of applications processed that were issued appropriate license/registration certificates/project authorization	100%
% of license/registration/authorization applications processed within the prescribed time upon receipt of applications (new applications - 30 days; renewal of domestic contractor license - 10 days; overseas registration and project authorization - 30 days)	80%
Number of arbitration cases resolved/settled	5
% of arbitral awards with complete resolution of the issues in the Terms of Reference (TOR)	70%
% of arbitration cases resolved within six (6) months from Terms of Reference (TOR) signing/approved time extensions or start of proceedings	80%
Number of violations discovered and investigated	15
% of violations subjected to disciplinary action over total number of violations investigated	40%
% of violations subjected to disciplinary actions within one (1) year from the start of investigation	3%
Number of policies/guidelines, plans & programs updated, issued and disseminated	2
% of critical industry issues/concerns/addressed	75%
% of appropriate policies issued within the prescribed time	70%
Number of training participants	4,396
% of trainees awarded with training certifications (TESDA & CMDF)	90%
% of training programs conducted according to schedule	75%

#### D. PHILIPPINE TRADE TRAINING CENTER

#### STRATEGIC OBJECTIVES

#### MANDATE

The Philippine Trade Training Center (PTTC) develops training modules on export and import techniques and procedures; raises the level of awareness of Philippine businessmen of export opportunities and the availability of alternative sources of import products or diversified markets for export; offers specialized courses for specific industry groups directed at overcoming barriers to overseas market penetration; and conducts training programs in international trade practices, inspection techniques and exhibition mounting.

#### VISION

It shall be a world-class trade training institution by 2022.

#### MISSION

Advance the Philippine export sector's competitive position in the world market by providing valuable problem-solving approaches through integrated continuing education services.

#### KEY RESULT AREAS

Rapid, inclusive and sustained economic growth

## SECTOR OUTCOME

Market access enhanced

## ORGANIZATIONAL OUTCOME

Entrepreneurs transformed as export-ready/exporters through training

## PERFORMANCE INFORMATION

KEY STRATEGIES

1. Development and implementation of business management training programs
2. Raising quality of services through systems improvement, human capital development and strategic partnerships with international organizations, academe and NGOs
3. More prudent management of financial resources and usage of own facilities

ORGANIZATIONAL OUTCOMES (OOs) / PERFORMANCE INDICATORS (PIs)	BASELINE	2015 TARGETS
Entrepreneurs transformed as export-ready / exporters through training		
% of PTTC assisted MSMEs taking positive actions to become exporters	500	10% (50)

MAJOR FINAL OUTPUTS (MFOs) / PERFORMANCE INDICATORS (PIs)	2015 Targets
MFO 1: BUSINESS MANAGEMENT TRAINING SERVICES	
No. of MSMEs assisted through training	500
% of MSMEs who rated PTTC assistance as satisfactory or better	85%
% of MSMEs request responded to within three (3) days	85%

## E. DESIGN CENTER OF THE PHILIPPINES

## STRATEGIC OBJECTIVES

## MANDATE

The Design Center of the Philippines (DCP) is a technical agency of the Department of Trade and Industry (DTI) mandated to promote design as a creative tool for improving the quality, competitiveness and branding of Filipino products in the global market; as a strategic tool of value creation for sustainable economic growth and development; and as an innovative tool for enhancing the quality of human life.

## VISION

DCP shall be the leading advocate of design innovation in the Philippines by 2016.

## MISSION

DCP shall serve as a contributor and provider of innovative and good designs for global markets, in partnership with government and industries, in delivering prompt and efficient service.

## KEY RESULT AREAS

Rapid, inclusive, and sustained economic growth

## SECTOR OUTCOME

1. Job generation
2. Global competitiveness

## ORGANIZATIONAL OUTCOME

1. National design culture promoted
2. Quality and competitiveness of SME products and services improved through good design and innovation

## PERFORMANCE INFORMATION

## KEY STRATEGIES

1. Intensify the research and development of new materials for Intellectual Property registration and commercialization, providing a source of innovation for Filipino SMEs
2. Level-up the design and technical services to furnitures and handicraft sectors, while expanding and making our services available to high-growth creative sectors such as the animation, game development, comics, etc.
3. Continue developing projects that promote green and sustainable products
4. Develop an online system for sharing of design information to reach out to more SMEs and designers from different provinces throughout the country

ORGANIZATIONAL OUTCOMES (OOs) / PERFORMANCE INDICATORS (PIs)	BASELINE	2015 TARGETS
National design culture promoted		
% increase in the number of designers trained	60	15% (69)
Quality and competitiveness of SME products and services improved through good design and innovation		
% increase in manufacturers assisted with commercialized products	40	15% (46)
% increase in the number of products developed that were commercialized	40	15% (46)

MAJOR FINAL OUTPUTS (MFOs) / PERFORMANCE INDICATORS (PIs)	2015 Targets
MFO 1: PRODUCT DESIGN AND DEVELOPMENT SERVICES	
No. of design services/technical assistance provided	7,516
% of clients who rate the services as satisfactory or better	95%
% of requests for design service/technical assistance responded to within five (5) days	90%
No. of design promotion activities	189
Ave. % of participants who rate promotion activities as satisfactory or better	96%
% of promotion activities that were conducted according to original schedule	90%