

## G. DEPARTMENT OF TRADE AND INDUSTRY

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

## STRATEGIC OBJECTIVES

## MANDATE

To actively encourage, promote, induce and accelerate the sound and balanced industrial, economic and social development of the country in order to provide jobs to the people especially those in rural areas, increase their productivity and their individual and family income, and thereby improve the level and quality of their living conditions through measures that shall effectively attract legitimate and productive foreign investments.

## VISION

To be a catalyst for a sound and holistic development in the country's eastern seaboard, which will be fully operational by 2020.

## MISSION

To provide jobs to the people of Aurora and neighboring provinces especially in the rural areas, increase their productivity and their individual and family income, and thereby improving the level and quality of their living conditions primarily through the establishment of agri, aqua, light industries and eco-tourism development centers.

## KEY RESULT AREAS

Rapid, Inclusive and Sustained Economic Growth

## 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)BASELINE2016 TARGETS

## Ecozone Area Developed Increased

Agri-Aqua zone developed increased by 1% by FY 2016	(FY 2015) 5%	6%
Light Industrial zone developed increased by 21% by FY 2016	(FY 2015) 2%	23%

## Number of Leased Ecozone Area Increased

Agri-Aqua Technopark area leased increased by 1% by FY 2016 (FY 2015) 0% 1%

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

## STRATEGIC OBJECTIVES

## MANDATE

To market and promote the Philippines as a reliable source of quality export products and services in the global market through trade fairs and missions and other export promotions programs.

## VISION

By 2016, Center for International Trade Exhibitions and Missions (CITEM) will have created a distinct "Philippines" brand.

## MISSION

CITEM is committed to develop, nurture and promote globally competitive Philippine SMEs, exporters, designers, and manufacturers through an integrated approach to export marketing.

## KEY RESULT AREAS

Rapid, Inclusive and Sustained Economic Growth

## SECTOR OUTCOME

Export orders increased

## ORGANIZATIONAL OUTCOME

Export Promotions Enhanced

## PERFORMANCE INFORMATION

KEY STRATEGIES

Create a "PHILIPPINES FIRST" mindset among Stakeholders  
 Provide sustainable marketing platforms for SME development  
 Provide stakeholders with a unique sourcing and selling experience  
 Generate reasonable return on subsidy  
 Build and institute a CITEM CARES Program  
 Build and institute an effective customer relations management system  
 Build organizational competencies  
 Institutionalize quality management system

ORGANIZATIONAL OUTCOMES (Oos) / PERFORMANCE INDICATORS (PIs)BASELINE2016 TARGETS

## Export Promotions Enhanced

Percentage of participating SMEs in export promotion activities increased by 5%	Without IFEX Philippines (953)	Without IFEX - 5% (1,000)
	With IFEX Philippines (1,526)	

Percentage of Trade Buyers attending Export Promotions Events increased by 5%	Without IFEX Philippines (17,152)	Without IFEX 5% (18,000)
	With IFEX Philippines (18,411)	
Percentage of potential export orders increased by 5%	Without IFEX Philippines (US\$ 259.16 M)	Without IFEX 5% (US\$ 272.12)
	With IFEX Philippines (US\$ 311.75 M)	

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

## 2016 Targets

## MFO 1: TRADE PROMOTION ACTIVITIES

% increase in Export Orders (US\$ in Million)	5%
% increase in number of SME's participating in Export Promotions	5%
% Increase in Trade Buyers attending Export Promotions Events	5%

## G. 3. PHILIPPINE ECONOMIC ZONE AUTHORITY

## STRATEGIC OBJECTIVES

## MANDATE

To actively encourage, promote, induce and accelerate a sound and balanced industrial, economic and social development of the country in order to provide jobs to the people specially those in the rural areas, increase their productivity and their individual and family income, and thereby improve the level and quality of their living condition through the establishment, among others, of special economic zones in suitable and strategic locations in the country and through measures that shall effectively attract legitimate and productive foreign investments.

## VISION

To be a major player in providing a globally competitive and ecologically sustainable business environment that will generate investments, exports and employment for the Philippines.

## MISSION

To provide a globally competitive and ecologically sustainable business environment to investors through:

- Effective management of economic zones;
- Efficient administration of incentives;
- Utmost delivery of services;
- Focused investment promotion; and
- Proactive developmental activities

## KEY RESULT AREAS

Rapid, Inclusive and Sustained Economic Growth

## SECTOR OUTCOME

Increase in foreign direct investment

## ORGANIZATIONAL OUTCOME

Number of business located and operating within the economic zone increased

## PERFORMANCE INFORMATION

ORGANIZATIONAL OUTCOMES (00s) / PERFORMANCE INDICATORS (PIs)BASELINE2016 TARGETS

Number of business located and operating within the economic  
zone increased

Number of locators

616

618