

C. 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 on 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	2016 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)	2016 Targets
MFO 1: BUSINESS MANAGEMENT TRAINING SERVICES	
No. of MSMEs assisted through training	517
% of MSMEs who rate PTTC assistance as satisfactory or better	90%
% of MSMEs request responded to within three (3) days	90%