



NATIONAL
COMPETITIVENESS
COUNCIL | PHILIPPINES

COMPETING IN THE GLOBAL ARENA



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Program Officer, NCC
SOCCSKSARGEN
May 12, 2015



Competitiveness is the ability to be consistently the customer's first choice.



WHAT DO WE COMPETE FOR?









**FOREIGN
DIRECT
INVESTMENT**

ANALYSIS OF AGGREGATE FLOWS

ASSAF RAZIN AND EFRAIN SADKA



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TRADE and EXPORTS





GENERAL ROMULO
MANILA

Customer Service



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OL FOR WAN
JUAN FOR ALL





It takes 20 years to build a reputation and five minutes to ruin it. If you think about that, you'll do things differently.

(Warren Buffett)

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THAILAND

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It's more fun in the
Philippines



About NCC



The National Competitiveness Council was born out of the collective desire of the **government** and the **business sector** to jointly address competitiveness.



About NCC



- Policy reforms
- Project implementation
- Institution-building
- Performance monitoring



- Promote a more competitive Philippines and instill a *culture of excellence* through



PUBLIC-PRIVATE sector collaboration
as a means to REDUCE POVERTY THROUGH
INCLUSIVE GROWTH

Work Program

- **Benchmark** against key global competitiveness indices
- **Map** each indicator to the agency responsible
- **Focus** on lowest-ranking indicators
- **Track** city competitiveness and key indicators
- **Working Groups** concentrate on specific projects
- **Link** work to Philippine Development Plan, National Budget, Legislative Executive Development Advisory Council, Cabinet Agenda



Doing Business

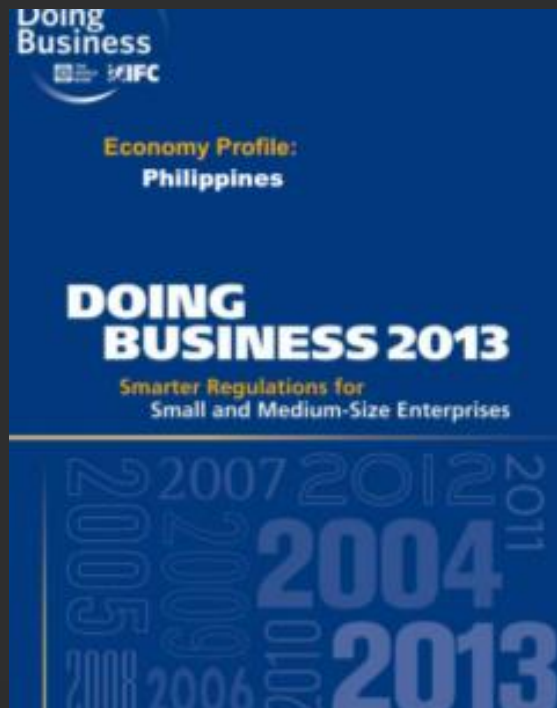
Philippines Target for 2015 per Indicator

STARTING A BUSINESS BENCHMARK: MALAYSIA

| Economy | | Procedures (number) | Time (days) | Cost (% of income per capita) | Paid-in Min. Capital (% of income per capita) | RANK |
|---------|--------------------|---------------------|-------------|-------------------------------|---|------------|
| 1 | Singapore | 3 | 3 | 0.6 | - | 3 |
| * 2 | Malaysia | 3 | 6 | 7.6 | - | 16 |
| 3 | Lao PDR | 6 | 92 | 6.7 | - | 85 |
| 4 | Thailand | 4 | 28 | 6.7 | 0.0 | 91 |
| 5 | Vietnam | 10 | 34 | 7.7 | - | 109 |
| 6 | Brunei Darussalam | 15 | 101 | 9.9 | - | 137 |
| 7 | Philippines | 15 | 35 | 18.7 | 4.6 | 170 |
| 8 | Indonesia | 10 | 48 | 20.5 | 38.5 | 175 |
| 9 | Cambodia | 11 | 104 | 150.6 | 27.5 | 184 |
| 10 | Myanmar | 11 | 72 | 176.7 | 7,016.0 | 189 |

- Global competitiveness reports


*International Finance
Corporation-World Bank
Doing Business Report*



*World Economic Forum
Global Competitiveness
Index*



2014 GLOBAL COMPETITIVENESS REPORTS: PHILIPPINES AND ASEAN

| REPORT |  | | Singapore | Brunei | Malaysia | Thailand | Indonesia | Vietnam | Lao PDR | Cambodia | Myanmar |
|--|---|----------------|-----------|----------|------------|-----------|-----------|------------|-----------|------------|------------|
| | IFC – Ease of Doing Business Report | 5 of 10 | 95 | 1 | 101 | 18 | 26 | 114 | 78 | 148 | 135 |
| WEF -Global Competitiveness Index | 5 of 9 | 52 | 2 | - | 20 | 31 | 34 | 68 | 93 | 95 | 134 |
| TI- Corruption Perception Index | 3 of 9 | 85 | 7 | - | 50 | 85 | 107 | 119 | 145 | 156 | 156 |
| HF-Economic Freedom Index | 4 of 9 | 89 | 2 | - | 37 | 72 | 100 | 147 | 144 | 108 | 162 |
| WEF-Global Information Technology Report | 6 of 10 | 78 | 2 | 45 | 30 | 67 | 64 | 84 | 109 | 108 | 146 |
| WEF- Travel and Tourism Report | 7 of 8 | 82 | 10 | 72 | 34 | 43 | 70 | 80 | - | 106 | - |
| WEF- Global Enabling Trade Index | 5 of 9 | 64 | 1 | - | 25 | 57 | 58 | 72 | 98 | 93 | 121 |
| IMD -World Competitiveness Report | 5 of 5 | 42 | 3 | - | 12 | 29 | 37 | - | - | - | - |
| WIPO- Global Innovation Index | 6 of 8 | 100 | 7 | - | 33 | 48 | 87 | 71 | - | 106 | 140 |
| WB- Logistics Performance Index | 6 of 9 | 57 | 5 | - | 29 | 35 | 53 | 48 | 131 | 83 | 145 |
| FFP- Fragile States Index | 8 of 10 | 52 | 158 | 123 | 117 | 80 | 82 | 98 | 56 | 40 | 24 |
| WEF- Global Gender Gap Report | 1 of 9 | 9 | 59 | 98 | 107 | 61 | 97 | 76 | 60 | 108 | - |



Doing Business

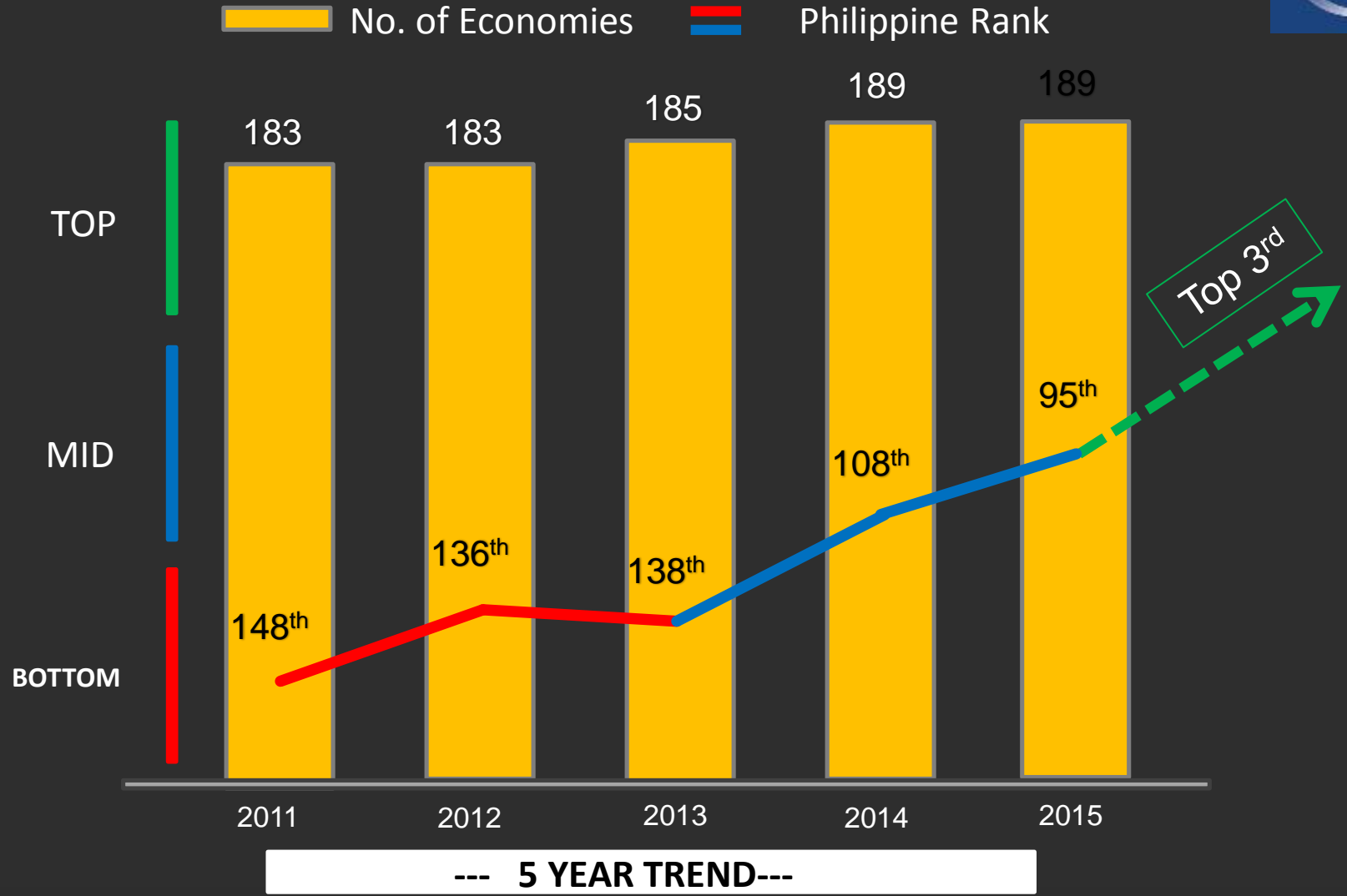
Philippines (2009-2014)

Percentile Rank

| Philippines | 2009 | 2010 | 2011 | 2012 | 2013 | 2014 |
|------------------|------|------|------|------|------|------------|
| Rank | 141 | 144 | 134 | 136 | 138 | 108 |
| No. of Economies | 183 | 183 | 183 | 183 | 185 | 189 |
| Percentile rank | 33 | 32 | 27 | 26 | 25 | 43 |

| INDICATORS | 2015 (189) | 2014 (189) | Change 2014-2015 | Performance 2011-2015 |
|------------------------------------|---------------|---------------|---------------------|--------------------------|
| OVER-ALL RANKING | 95 | 108 | ↑ 13 | ↑ 53 |
| 1. Starting a business | 161 | 170 | ↑ 9 | ↓ 5 |
| 2. Dealing w/ construction permits | 124 | 99 | ↓ 25 | ↑ 32 |
| 3. Getting electricity | 16 | 33 | ↑ 17 | ↑ 37 |
| 4. Registering Property | 108 | 121 | ↑ 13 | ↓ 6 |
| 5. Getting Credit | 104 | 86 | ↓ 18 | ↑ 24 |
| 6. Protecting Investors | 154 | 128 | ↓ 26 | ↓ 22 |
| 7. Paying Taxes | 127 | 131 | ↑ 4 | ↓ 3 |
| 8. Trading across borders | 65 | 42 | ↓ 23 | ↓ 4 |
| 9. Enforcing contracts | 124 | 114 | ↓ 10 | ↓ 6 |
| 10. Resolving Insolvency | 50 | 100 | ↑ 50 | ↑ 103 |

Ease of Doing Business



Source: Published DB reports (2011-2015)

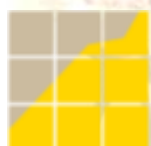


Ease of Doing Business Timeline

COOUNCIL PHILIPPINES

JULY 2012

NCC crafts Gameplan for Competitiveness



DECEMBER 2012

Videoconferences with IFC Washington



JANUARY 2013

Meeting with PH Embassy in Washington



MARCH 2013

Target validation workshops

MAY 2013

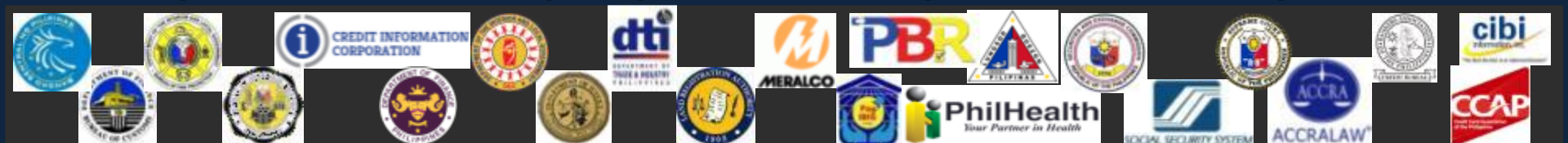
President Aquino signs Administrative Order No. 38 creating inter-agency Ease of Doing Business Task Force



JULY 2013

OCTOBER 2013

Task Force meetings



SEPTEMBER 2012

Economic Development Cluster approves Gameplan



**DECEMBER 2012
FEBRUARY 2013**

Public-Private Dialogues



MAY 2013

Work teams commit to implement targets at Ease of Doing Business Summit



JUNE 2013

Reform inventory submitted to IFC



OCTOBER 2013

Release of 2014 Doing Business Report

| REPORT | PERFORMANCE 3 or 4 years |
|------------------------------------|-----------------------------|
| IFC- Ease of Doing Business | ↑ 53 |
| WEF -Global Competitiveness Report | ↑ 33 |
| TI - Corruption Perception Index | ↑ 49 |
| HF - Economic Freedom Index | ↑ 39 |



How to Measure Competitiveness

- Balanced Scorecards for government agencies and local governments



Balanced Scorecards

- A management tool for tracking performance
- Translates statements of governance and vision to actionable strategies and commitments leading to the realization of breakthrough results
- Balanced Scorecard method applied to selected **national agencies** and **local governments**

Source: Institute for Solidarity in Asia



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Balanced Scorecards

- The **Performance Governance System (PGS)** is the Philippine adaptation of the Balanced Scorecard model.
 - Allows governments agencies to be assessed objectively
 - Fosters transparency and accountability
 - Controls corruption through the participation of multi-sectoral stakeholders through the Multi-Sectoral Governance Coalition

Balanced Scorecards

- **Public Governance Forum** to showcase good governance reforms implemented by national government agencies and local government units
- Forum conducted 2X a year to create trend for **Islands of Good Governance** by 2015 when the Philippines hosts APEC



Example:

Department of Public Works and Highways



- Secretary Singson reported on the paving and upgrading of national roads, construction of permanent bridges, implementation of major flood control projects on major river basins, and other significant gains in its good governance and anti-corruption reforms under the “Daang Matuwid” policy agenda of the Aquino Administration.

Example:

Department of Public Works and Highways



- Received the highest Performance Report Rating among all Millennium Challenge Corporation partner-agencies which presented during the recently held Public Governance Forum
- According to Institute of Solidarity in Asia, the DPWH has demonstrated continued determination to institutionalize good governance and deliver breakthrough results.

LESSONS LEARNED



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- Moving in the right direction but still have much work ahead of us
- Public-Private Collaboration works
- Biggest challenges – Institutionalization and the permanence / irreversibility of reform



**TRANSPARENCY
LEADS TO
COMPETITIVENESS**



GOVERNANCE MATTERS!





**WORK IN
PROGRESS**
IS
**NOT GOOD
ENOUGH**





EXECUTION AND DELIVERY



LESSONS LEARNED

NO MORE SILOS!



TEAMWORK

IS REQUIRED





FOCUS

ON

MULTIPLE FRONTS



NO SINGLE VARIABLE





THE COMPETITION NEVER SLEEPS





**THE BAR
ALWAYS**

RISES

We move up a weight class and
meet larger,
stronger competition





SPEED TO **REFORM**



SHOULD BE OUR NEW MANTRA



MAINTAIN



MOMENTUM

The word 'MOMENTUM' is displayed in large, bold, black letters. Each letter is suspended by a thin black string from above, creating a 3D effect. The background is a light gray gradient.



<embed>

and

INSTITUTIONALIZE

change

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PUBLIC  **PRIVATE**

COLLABORATION

We learn from each other!



FILIPINO CULTURE OF EXCELLENCE

- Individual and national sense of discipline (**Filipino Time, do more with less mentality**)
- Positive attitude and constant innovativeness (**Kaya natin**)
- Treating crisis as opportunities and oneself as part of the solution and never part of the problem (**competitive spirit**)
- Quality as a daily lifestyle (**Di pwede ang pwede na**)
- Strong Sense of Patronage (**Buy Filipino goods/services**)
- Strong partnership and networking with stakeholders through program ownership, **get involved** (reforms/policy issues)



(Just in case you believe that great social problems and competitiveness agenda are beyond your scope, consider this story)

God said to me :

Your task is to build a better world...

I answered:

***How can I do that? The world is such a large,
vast place, so complicated now,
and I am so small and useless.***

There's nothing I can do.

But God in his great wisdom said:

Just build a better you.

-Anonymous

Competitiveness begins with you and Me

EACH ONE has a stake in giving his/her share of contribution.

If we don't do our part nor participate on this cause,
we don't have the right to complain.



Cities and Municipalities Competitiveness Index

National Competitiveness Council | Philippines

Find your Local Government

HOME RANKINGS INFOGRAPHICS ABOUT THE INDEX ABOUT THE RCC DOWNLOAD GALLERY DIRECTORY



2015 CITIES AND MUNICIPALITIES COMPETITIVENESS INDEX TEXT PROMO

Get a chance to **WIN** a **Samsung Galaxy S6 Edge** just by voting your choice of City or Municipality.



The Cities and Municipalities Competitiveness Index

is an annual ranking of Philippine cities and municipalities developed by the National Competitiveness Council through the Regional Competitiveness Committees (RCCs) with the assistance of the United States Agency for International Development. || [About the Index](#)

<http://www.competitive.org.ph/cmciindex/>

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3rd RCC SUMMIT 2015

July 16, 2015

Announcement of the CMCI 2015 Results

See you there!



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