



strategy
refresh

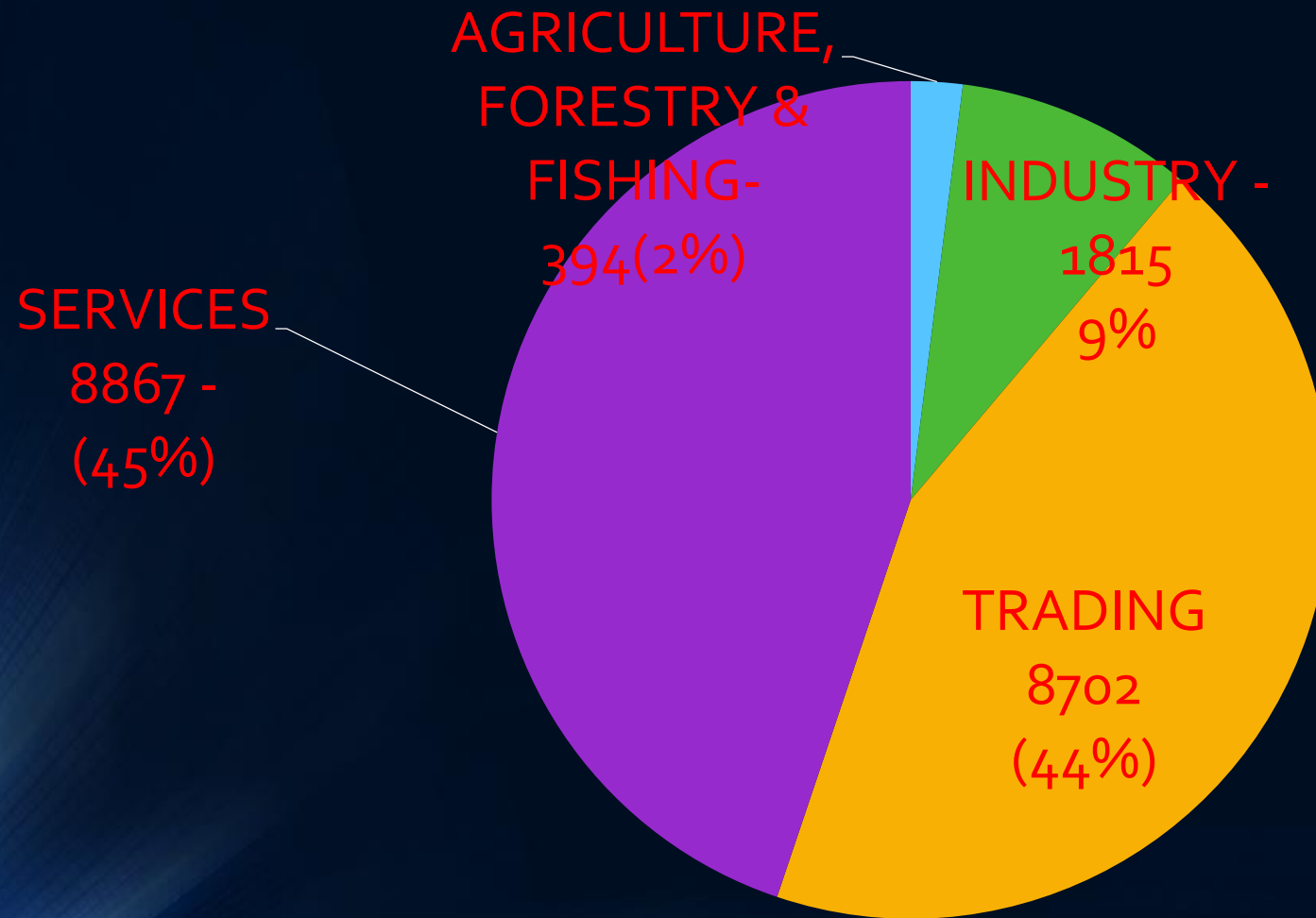


2017-2022

The background features a dark blue gradient with a series of curved, parallel lines that create a sense of depth and movement. On the right side, there is a glowing, light blue area with a fine grid pattern, resembling a digital or data visualization element.

Profile of Business Name Registered Enterprises

Palawan Registered Business Name (5 Years)



VISION 2022

A more inclusive and prosperous Philippines with employment and income opportunities for all



PROSPERITY FOR ALL PLAN 2022

MISSION

DTI is the main economic catalyst that

- Enables innovative, competitive, job generating, inclusive business, and
- Empowers consumers

VISION

EXTERNAL STAKE-HOLDERS

CORE PROCESS

PEOPLE AND ORG

RESOURCES

MISSION

VALUES

Scale-up selected globally competitive industries to be world market leaders

Grow innovative and competitive MSMEs with strong brands that contribute significantly to the national economy

Heighten consumer vigilance for quality and safe products and services from responsible suppliers

Provide customized interventions for Micro- and SMEs for countryside development

Create a policy environment for the priority industries to become global market leaders

Undertake targeted and more aggressive investment and export promotion for priority industries

Engage private business and consumer groups to initiate consumer redress mechanisms

Partner with critical private business organizations to promote ethical business practices

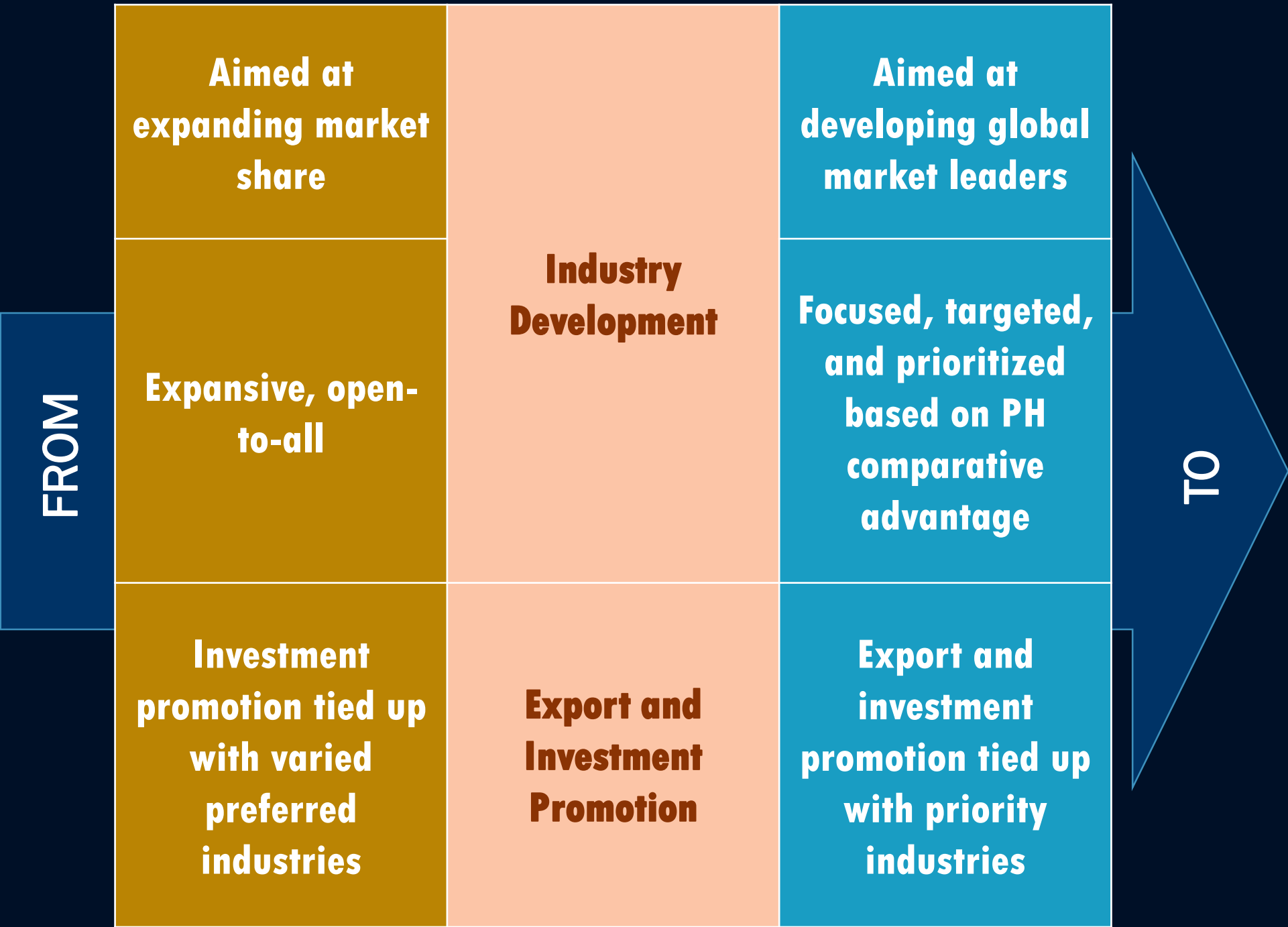
Develop a credible and robust HR system that will produce in-house specialists

Promote a synergized organization anchored on a dynamic and efficient knowledge management system

Exercise fiscal prudence to optimize use of resources

VALUES

PASSION, INTERGRITY, CREATIVITY, COMPETENCE, SYNERGY, LOVE OF COUNTRY



FROM

Aimed at expanding market share

Expansive, open-to-all

Investment promotion tied up with varied preferred industries

Industry Development

Export and Investment Promotion

Aimed at developing global market leaders

Focused, targeted, and prioritized based on PH comparative advantage

Export and investment promotion tied up with priority industries

TO

PROGRAM
PROJECT
ACTIVITY

MENU

PRIORITY **industry**
 Increase GLOBAL market share **RIPPLES12** Improve GLOBAL Ranking


Description	Major Milestones	Success Measures (end term)	Interventions
<ul style="list-style-type: none"> • Provide purposive export leading interventions for MSMEs and large corporations • Expansion of RIPPLES to include 12 priority sectors through the regionalization of innovation centers 	<ul style="list-style-type: none"> • Ave. 200 companies leveled up to EPP Promotion Level 4, 5, 6, & 7 per year • Feb 2017 – 200 validated RIPPLES 12 enrollees 	<ul style="list-style-type: none"> • 1,000 tech-enabled companies developed by 2022 • US\$1B incremental export sales by 2022 	<p>training and capacity building, investment, marketing, and promotion, support innovation, product development and design, access to markets through MRAs and certifications.</p>


PRIORITY **industry**

Increase
GLOBAL
market share

RIPPLES12


Improve
GLOBAL
Ranking

EMS & SMS	share	rank
Auto electronics 	.34%	31
Medical devices	.10%	34
Telecommunications	1.3%	15
Semicon ICs	2.8%	9


Automotive & Auto Parts 	Share	Rank
	.28%	32

Aerospace Parts 	Share	Rank
	.57%	30

Shipbuilding 	Share	Rank
	1.16%	14

Furniture, GDH & Wr	share	rank
Furniture 	.17%	44
GDH	.19%	39
Garments	.29%	37
Wearables	ND	ND

Chemicals	share	rank
Oleochemicals 	7.05%	6
Activated Carbon	1.68%	14

Agribusiness, Food & Resource-Based	share	rank
Cacao 	.05%	69
Coffee	.002%	105
Mangoes	2.31%	16
Banana	2.48%	13
Pineapples	9%	4
Coconut	2.57%	13
Rubber	.09%	54
Bamboo	.33%	24
Palm Oil	.06%	38

industry

PRIORITY

Increase
GLOBAL
market share

RIPPLES12

Improve
GLOBAL
Ranking

b

construction

8

c

services

IT-BPM

9

Transport & Logistics

10

Creative Industry

11

Tourism & Travel Related

12

PRIORITY **industry**

Increase
GLOBAL
market share

CocoLoco

Improve
GLOBAL
Ranking

Description	Major Milestones	Success Measures (end term)	Interventions
<ul style="list-style-type: none"> To solidify PH's position as a world market leader in the global coconut industry 	<ul style="list-style-type: none"> GVAs completed Strategic roadmaps crafted for coco activated carbon and oleo chemicals 	<ul style="list-style-type: none"> To level up PH global ranking from 13th to top 10 ranked exporter of coconut products 	<p>training and capacity building, investment, marketing, and promotion, support innovation, product development and design, access to markets through MRAs and certifications.</p>

Increase GLOBAL market share
PRIORITY industry Trailmix
 Improve GLOBAL Ranking

Description	Major Milestones	Success Measures (end term)	Interventions
<ul style="list-style-type: none"> To propel the Philippine as one of the top 10 suppliers of fruits and nuts, specifically bananas, mangoes, cashew, pili 	<ul style="list-style-type: none"> GVAs completed Strategic roadmaps crafted for priority fruits and nuts exports 	<ul style="list-style-type: none"> Market share of bananas, mangoes, cashew, pili increased PHL as one of top 10 suppliers of bananas, mangoes, cashew, pili 	<p>training and capacity building, investment, marketing, and promotion, support innovation, product development and design, access to markets through MRAs and certifications.</p>

PRIORITY **industry**
 Improve **bigFish** Increase
 Competitiveness GLOBAL
 market share

Description	Major Milestones	Success Measures (end term)	Interventions
<ul style="list-style-type: none"> To promote the growth and competitiveness of the marine sector in support of the goal for inclusive growth 	<ul style="list-style-type: none"> GVAs completed Strategic roadmaps crafted for tuna, seaweeds & carrageenan 	<ul style="list-style-type: none"> Exports of tuna, seaweeds, carrageenan MSC certification for tuna 	<p>training and capacity building, investment, marketing, and promotion, support innovation, product development and design, access to markets through EU+ and certifications.</p>

Improve Market Access **PRIORITY PhHalal** program Promote innovation

Description	Major Milestones	Success Measures (end term)	Interventions
<ul style="list-style-type: none"> Support the growth of Halal export industries producing or providing products, processes, and services resulting to increased exports of Halal-certified products. (Sec. 4, RA 10817) 	<ul style="list-style-type: none"> Sales: 2017: US\$ 600M 2018: US\$ 700M Q1 2017: Approval of IRR Q1 2017: MOU with UAESMA 	<ul style="list-style-type: none"> US\$1B export sales by 2022 5 Halal certifiers with international recognition PH to be in top 5 producers in ASEAN of Halal-certified products anchored by 2022 	<p>training and capacity building, investment, marketing, and certifications.</p>

PRIORITY program
Brandequity
 Improve Competitiveness Promote innovation

Description	Major Milestones	Success Measures (end term)	Interventions
<ul style="list-style-type: none"> • Inventory of existing brands in the domestic and international market • Baseline and benchmark • Capacity building for MSMEs and counsellors • Brand application facilitation • Module on brand development and management 	<ul style="list-style-type: none"> ▪ Inventory of Existing Brands established ▪ Business Counselors capacitated ▪ Brands launched 	<ul style="list-style-type: none"> ▪ New brands developed/registered ▪ IPO-Registered brands participation in NTF and International Fairs ▪ Incremental increased in sales 	<p>training and capacity building, promotion, technical assistance, R&D including product development, labeling and packaging</p>

PRIORITY program
progICE
 Improve Competitiveness Promote clustering

Description	Major Milestones	Success Measures (end term)	Interventions
<ul style="list-style-type: none"> • Create a more globally competitive value chain which is regionally integrated, nationally resilient, highly sustainable and productive, innovative and dynamic with MSME sector in the priority industry clusters actively involved. 	<ul style="list-style-type: none"> ▪ Industry clusters Roadmaps formulated (standard template) ▪ Green & Innovative Technology adopted ▪ NICE/RICE organizational structure established/PMO established; Online reporting system in placed 	<ul style="list-style-type: none"> ▪ MSMEs assisted, ▪ Jobs generated ▪ Increased Sales/Exports ▪ Standards developed, ▪ Green technologies adopted ▪ Industry Cluster teams organized/strengthened ▪ Micro & small linked to Med&Large Enterprises, 	<p>training and capacity building, promotion, technical assistance</p>

PRIORITY **project**

Kapatid Mentor Me(KMME)

Improve
Competitiveness

Promote
mentorship

Description	Major Milestones	Success Measures (end term)	Interventions
<ul style="list-style-type: none">To help MSMEs scale up their businesses thru the weekly coaching & mentoring by business owners & practitioners on different functional areas of entrepreneurship to be held in NCs nationwide.	<ul style="list-style-type: none">Mentoring Sessions rolled out in all provinces (at least 1/PO/yr)Mentees/Graduates	<ul style="list-style-type: none">MEs assisted/mentoredMentored MEs improved business performance (productivity, market reach, sales, etc)Increased jobsIncrease no. of Mentors	capacity building, promotion, technical assistance



Description	Major Milestones	Success Measures (end term)	Interventions
<ul style="list-style-type: none"> • Catapult Creative Industries to be the next IT-BPO / global market leader (Focus: Media, Arts & Culture, Innovation, Design) • Make Creative Industries as throughput to scale up other industries 	<ul style="list-style-type: none"> • Apr 2017 – Hosting of ASEAN Creative Cities (UNESCO network) • Jun 2017 – Creation of National Design Council • Oct 2017 – Launch Creative Industries Exhibition • Dec 2017 – Creative Industries Roadmap • 2018 - Catalyze the creation of 2 Creative Cities 	<ul style="list-style-type: none"> • Creative Industries Roadmap • Number of IPs registered with IPOPHL • US\$1B export sales by 2022 • PH is one in top 5 creative economies in Asia by 2030 	<p>training and capacity building, promotion, technical assistance</p>

PRIORITY project
Build3
 Improve Competitiveness Promote innovation

Description	Major Milestones	Success Measures (end term)	Interventions
<ul style="list-style-type: none"> To heighten the growth of the construction industry 	<ul style="list-style-type: none"> Crafted Construction Industry Roadmap Forged MOA with concerned NGAs and private sector Upgraded CIAP services (new office, upgraded facilities, CIAP windows from 7 to 18 regions, re-engineering of CMDF) Enforcement/ monitoring of Cons License Law) Legislative Agenda/policy resolutions 	<ul style="list-style-type: none"> GVA of construction increased from 5.9 to 7 - 8% Employment to 2.5M to 3.9M workers 	<p>technical assistance, enforcement, procurement</p>

PRIORITY **project**
 Improve **superSSF** Promote
 Competitiveness innovation

Description	Major Milestones	Success Measures (end term)	Interventions
<ul style="list-style-type: none"> • To support priority industries through access of MSMEs to SSFs • Existing SSFs located at the 3.6 has. Compound in Marikina • Develop a master plan for the compound • Acquisition of equipment as SSF 	<ul style="list-style-type: none"> • Master plan developed/executed • Equipment installed/utilized • Co-facility Management established with the private sector 	<ul style="list-style-type: none"> • Utilization rate of SSF • Sales generated • MSMEs assisted 	training and capacity building, promotion, technical assistance, procurement

PRIORITY **project**
Inclusiveinnovation Improve
 GLOBAL
 Ranking

Description	Major Milestones	Success Measures (end term)	Interventions
<ul style="list-style-type: none"> To address one major horizontal constrain in the value chain 	<ul style="list-style-type: none"> Inclusive Innovation Roadmap prepared Transformation of CITC 	<ul style="list-style-type: none"> Global Innovation Index from 74 /128 to 40/128 	<p>appropriate innovation incentives such R&D facilities, fostering industry-academe linkages for new product development and applied technology</p>

PRIORITY program
partner COPO

Consumers Organization Professional Organization

Description	Major Milestones	Success Measures (end term)	Interventions
<ul style="list-style-type: none"> Strengthen private led organizations for consumer advocacy and education to contribute to Breakthrough Goal 3: <i>Heighten consumer vigilance for quality and safe products and services from responsible suppliers</i> 	<ul style="list-style-type: none"> Issue Dept Order on recognition of consumer organizations Conduct of advocacy campaign and capacity building Handholding measures activities Monitoring and evaluation of organizations 	<ul style="list-style-type: none"> At least 1 accredited consumer organization in all regions and provinces by 2022 	<p>Capacity building, technical assistance</p>

PRIORITY **program**
informedChoice
 consumer advocacy

Description	Major Milestones	Success Measures (end term)	Interventions
<ul style="list-style-type: none"> The objective is to transform consumers from being informed but unengaged to being assertive consumers 	<ul style="list-style-type: none"> Approval of the following proposals: <ul style="list-style-type: none"> ➤ Consumer minute ➤ KATBP localization ➤ E-billboards Nationwide competition on consumer “stage play” in collaboration with DepEd 	<ul style="list-style-type: none"> Improve the level of Consumer Awareness 76% awareness level (Pulse Asia as of Dec 2016) to 85% (EOT) 	<p>Capacity building, public relations, infographics and other social media collaterals</p>

PRIORITY **project**
Lab/testCenter
 Accreditation of laboratory & testing centers

Description	Major Milestones	Success Measures (end term)	Interventions
<ul style="list-style-type: none"> To expand/increase the number of accredited CABs in the country 	<ul style="list-style-type: none"> Awareness and promotional campaign Networking with academe, industries and NGAs Recognition by DOST (one lab project) 	<ul style="list-style-type: none"> 10% increase annually 	accreditation, public relations and networking, infographics and other social media collaterals

PRIORITYproject
projET &beyond
 Regional Monitoring and Enforcement Team

Description	Major Milestones	Success Measures (end term)	Interventions
<ul style="list-style-type: none"> To establish a more effective system of monitoring & enforcement of FTLs by creating an intra-agency “strike team” led by FTEB & regional CPDs 	<ul style="list-style-type: none"> Department Order creating the “strike team” Department Order on the designation of a sheriff Manual of Operation on Enforcement & adjudication procedures Pilot of an enforcement activity OPLAN 2017 	<ul style="list-style-type: none"> No. of enforcement activities No. of NOV/FCs issued 	<p>Monitoring and Enforcement, Adjudication</p>

PRIORITY **project**
tradeEthics

Quality Consciousness Business Ethics

Description	Major Milestones	Success Measures (end term)	Interventions
<ul style="list-style-type: none"> To inculcate values on quality consciousness and business ethics among suppliers, manufacturers and retailer start-ups 	<ul style="list-style-type: none"> Develop curriculum and provide collaterals on quality & safety in collaboration with ROG, DCP and CB 	No. of info campaign conducted/commitment building among suppliers SMERA: 7,870 sessions conducted (ROG data as of Nov 2015)	Training and other Capacity Building, Information Dissemination

PRIORITY **program**
BagwisAward
 PRO Consumer Brand

Description	Major Milestones	Success Measures (end term)	Interventions
<ul style="list-style-type: none"> To broaden awareness and drumbeat the prestige in the Bagwis as a brand of consumer confidence 	<ul style="list-style-type: none"> Department Order on Bagwis Program Advocacy and promotion/Info campaign 	<ul style="list-style-type: none"> No. of Bagwis-awarded stores (Bronze, Silver, Gold) 10% increase annually, graduation from bronze to silver to gold 	Accreditation, Information Dissemination

TOP 10 STRATEGIC INITIATIVES

- 1 Brand Development Program**
- 2 PH Halal**
- 3 Project Jumpstart**
Raise the Roof Project
- 5 Project Reliance**
Project Dalubhasa
- 7 ICE Program (Industry Cluster Enhancement)**
- 8 Project Kapatid Mentor Me**
- 9 RIPPLES 12**
- 10 Build³ (Golden Age of the Construction Industry)**

Scale-Up selected globally competitive industries to become world leader

- Ripples12, TrailMIX, Phhalal,
- CocoLoco, BigFish,

Grow innovative & competitive MSMEs with strong brand that contribute significantly to the national economy

- Brand Equity, Prog ICE, Inclusive Innovation,
- KMME, Super SSF, JumpStart, Build3

Heighten consumer vigilance for quality and safe products and services from responsible suppliers

- Partner CO/PO, Bagwis Award, informed Choice
- Project ET & beyond, Lab/Test Centers

OUR

PROGRAM
PROJECT
ACTIVITY

MENU

BDD

- Brand Equity
- NC
 - SMERA
 - PEPP implementation
 - CMCI
 - Price & Supply Monitoring
 - Market Surveillance
- Otop (Go Lokal)
- Bamboo
- Support SSF
- KMME
- Project ICE
- Big Fish
- Trail Mix
- CARP
- Ripples12
- BUB (cont.)

IDD

- Yolanda
- eBis
- eDoc
- eCARP
- BEAM Team
- ISO 2001:2015
- Handbook on Planning
- IT Training

CWD

- RMET
- Bagwis
- Partner CO/PO
- PEPP (project design)
- Diskwento Caravan
- Consumer Quiz Bee
- Consumer Congress w/ Consumer Choice Award
- Price Analytics with NC

AFMD

- AReMIS
- DTI connect
- APP updating
- Accreditation of Suppliers
- Handwork on Dashboard
- PRIME HRM
- ARTA Watch (OOD/PACD, PWD, No Noon Break, Smoking and Fixers)

MFO Accountability Report Card



MFO 1

INDUSTRY DEVELOPMENT

Measures	Indicators	Target
Quantity	<ul style="list-style-type: none"> • Percentage of industry-specific policy reforms prescribed in the industry roadmaps addressed 	
Quality	<ul style="list-style-type: none"> • Percent average of stakeholders who rated the plans & policies as very satisfactory or excellent • Percent of respondents over total participating stakeholders 	
Timeliness	<ul style="list-style-type: none"> • Percent of policies issued and disseminated within deadline 	
Quantity	<ul style="list-style-type: none"> • No. of critical trade & industry legislations passed 	
Quality	<ul style="list-style-type: none"> • Percent average of stakeholders who rated the plans & policies as very satisfactory or excellent • Percent of respondents over total participating stakeholders 	
Timeliness	<ul style="list-style-type: none"> • Percent of policies issued and disseminated within deadline 	

MFO 2

EXPORT & INVESTMENT PROMOTION

Measures	Indicators	Target
Quantity	<ul style="list-style-type: none">• Amount of foreign & local investments in the priority industries• # of investors assisted	
Quality	<ul style="list-style-type: none">• Percent of investors who rated DTI assistance as very satisfactory or excellent ($\frac{\# \text{ of VS} + \text{E}}{\# \text{ of respondents}}$)• Percent of respondent-investors ($\frac{\# \text{ of respondents}}{\# \text{ of investors}}$)	
Timeliness	<ul style="list-style-type: none">• Percent of business request for assistance responded within deadline ($\frac{\# \text{ of request for assistance responded within 3 days}}{\# \text{ of request for assistance responded}}$)	
Quantity	<ul style="list-style-type: none">• Value of exports from priority industries	
Quality	<ul style="list-style-type: none">• Percent increase of exports from priority industries ($\frac{\text{value of exports}_2 - \text{value of exports}_1}{\text{value of exports}_1} \times 100$)	
Timeliness	<ul style="list-style-type: none">• Not applicable	

MFO 3

MSME DEVELOPMENT

Measures	Indicators	Target
Quantity	<ul style="list-style-type: none"> • # of MSMEs assisted in the priority industries with growth in sales for at least 3 years (sum of all MSMEs with $S_2 - S_1 / S_1 \times 100$ for the last 3 years) • # of MSMEs assisted (total for all) • # of employment generated (person) • # of jobs created (new task) • # of sales generated (total for all) 	
Quality	<ul style="list-style-type: none"> • Percent of MSMEs who rated the DTI assistance as VS or E (# of MSMEs who rated the DTI assistance as very satisfactory or excellent/# of respondents) 	
Timeliness	<ul style="list-style-type: none"> • Percent of business request for assistance responded within deadline (# of request for assistance responded within 3 days/# of request for assistance responded) 	

MFO 3

MSME DEVELOPMENT

Measures	Indicators	Target
Quantity	<ul style="list-style-type: none"> # of New brands from MSMEs with at least 3 years of positive growth in sales 	
Quality	<ul style="list-style-type: none"> Percent of new brands from MSMEs with 3 years or more positive growth in sales/total number of new brands from MSMEs x 100 	
Timeliness	<ul style="list-style-type: none"> Not applicable 	
Quantity	<ul style="list-style-type: none"> # of business registration/certification processed (BN & CA) 	
Quality	<ul style="list-style-type: none"> % of respondents who rated DTI as VS or E/total respondents % of respondents/total registrations & certifications 	
Timeliness	<ul style="list-style-type: none"> % of PBR registration processed within 30 minutes/total PBR % of CA certification processed within 1 day/total CA % of certification processed within 15 minutes/total Cert. 	

MFO 4

CONSUMER PROTECTION

Measures	Indicators	Target
Quantity	<ul style="list-style-type: none">• # of regions/provinces with a network of importers, retailers, manufacturers, and consumer groups formally organized	
Quality	<ul style="list-style-type: none">• Percent of new brands from MSMEs with 3 years or more positive growth in sales/total number of new brands from MSMEs x 100	
Timeliness	<ul style="list-style-type: none">• Not applicable	

PASALUBONG CENTER at KA INATO RESTAURANT



