



NATIONAL  
COMPETITIVENESS  
COUNCIL | PHILIPPINES

# DOING BUSINESS IN THE PHILIPPINES

10 November 2016



# **National Competitiveness Council**

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**VISION AND MISSION  
PROGRAMS/PROJECTS**

# MANDATE: EXECUTIVE ORDER NO. 44

- Advise the President on policy matters affecting competitiveness of the country
- Promote and develop competitiveness strategies and push for the implementation of an action agenda for competitiveness and link it to the Philippine Development Plan
- Provide inputs to the Philippine Development Plan, Investment Priorities Plan, Export Development Plan
- Recommend to Congress proposed legislation regarding country competitiveness
- Strategize and execute steps to improve Philippine competitiveness.

# VISION / MISSION

- A more competitive Philippines
- Instill a Culture of Excellence
- Public-Private Collaboration as a development engine

To build up the long-term competitiveness of the Philippines through:

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

# MEMBERSHIP

Public Sector Chairman

**Sec. Ramon Lopez, DTI**

*Members*

Sec. Carlos Dominguez, DOF

Sec. Alfonso Cusi, DOE

Sec. Wanda Corazon Teo, DOT

Sec. Leonor Briones, DepEd

Sec. Ernesto Pernia, NEDA

Private Sector Co-Chairman

**Guillermo M. Luz**

*Members*

Jaime Augusto Zobel de Ayala, CEO, Ayala Corporation

Ed Chua, CEO, Shell

Tony Tan Caktiong, Chairman, Jollibee Food

Lance Gokongwei, CEO, JG Summit



**Ayala**



# WORK PROGRAM

- **Benchmark** against key global competitiveness indices
- **Map** each indicator to the agency responsible
- **Focus** on lowest- 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

# PROJECTS

- Working Groups
  - Sectoral focus
- Regional Competitiveness Committees
  - Geographical focus
- Ease of Doing Business Task Force
  - Process improvement focus
- Balanced Scorecards
  - Institutional focus
- Monitoring and Evaluation
  - Customer surveys
- Simplification
  - Regulatory focus

# WORKING GROUPS

## Sectoral Focus

- Agribusiness and Trade Logistics
- Anti-Corruption
- Budget Transparency Delivery
- Business Permits and Licensing System
- Education and Human Resources Development
- ICT Governance
- Infrastructure
- Judicial System
- National Quality Infrastructure
- National Single Window
- Performance Governance System
- Philippine Business Registry
- Power and Energy
- Services





# **Project Updates**

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Cities & Municipalities Competitiveness Index

# INTRODUCING SUSTAINABILITY INTO THE LOCAL ECONOMIC DEVELOPMENT AND COMPETITIVENESS INDICATORS SYSTEM: EXPANDING THE CMCI



# Proposed Framework

Governance

Economic  
Dynamism

**SUSTAINABLE  
COMPETITIVENESS**

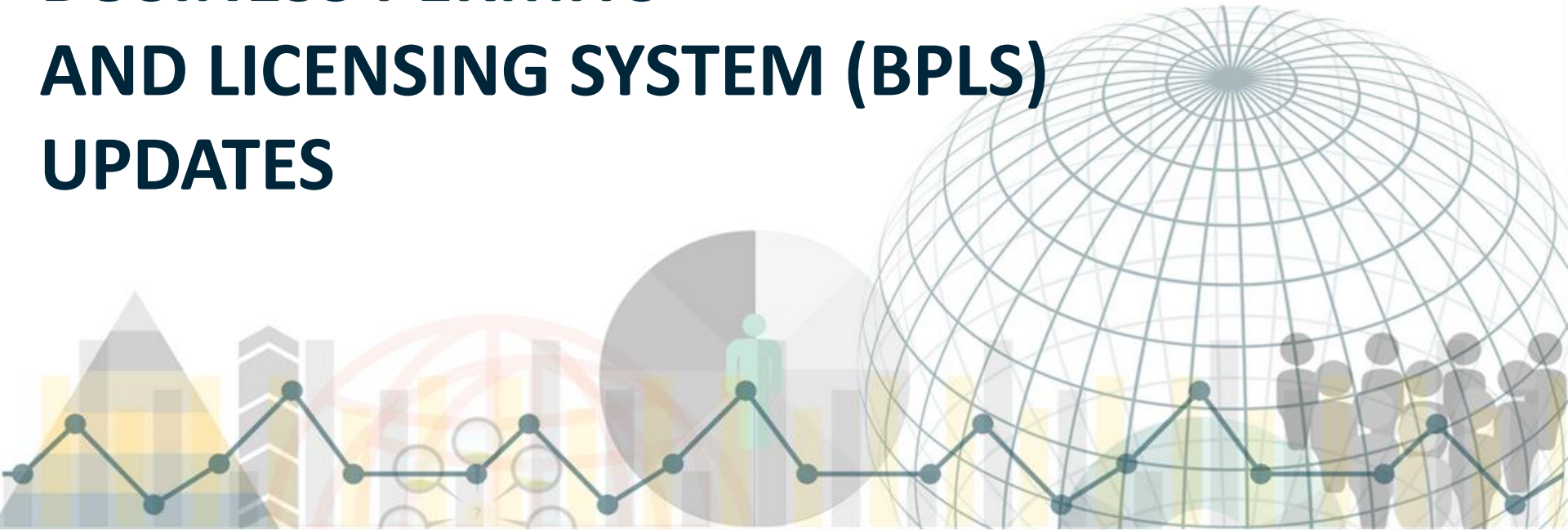
Infrastructure

Resilience







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# **BUSINESS PERMITS AND LICENSING SYSTEM (BPLS) UPDATES**



# OLD vs NEW BPLS STANDARDS

	<u>JMC 2010</u>	<u>JMC 2016</u>
 PROCESSING TIME	New : 10 - 5 days Renewal : 5 days or less	New : 1 – 2 days Renewal : 1 day or less
 NUMBER OF STEPS	Max of 5 steps for New and Renewal of business registration	Max of <u>3 steps</u> for New and Renewal of business registration
 NUMBER OF FORMS	Unified Form	Unified Form (Print and Electronic document)
 NUMBER OF SIGNATORIES	Max of 2, Mayor and Treasurer/BPLO	Max of 2, Mayor and Treasurer/BPLO with alternatives



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The Philippine **Red Tape** Challenge

# RATIONALE

- Consumers and Businesses are saddled by too much regulation
- Regulation happens at Executive, Legislative, Local Government levels
- Laws date back to Commonwealth period and includes PDs from Martial Law era
- Multiple layers of laws, rules, regulations
- Are they all necessary or relevant ?

# OBJECTIVES

Reduced cost of compliance for people and businesses; savings for the economy, measured in PhP Millions annually



# UPDATES

<b>STOCKTAKE</b>	<b>Total</b>
As of June 13, 2016	17,388
Enrolled for 1 <sup>st</sup> Repeal Day	(3,777)
Balance for Review	13,611
Additional Submissions	8,073
<b>As of September 1, 2016</b>	<b>21, 684</b>



# **Competitiveness Score Card**

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# Accomplishment vs Goal (Top One-Third)

REPORT	2010/2011	2015/2016	GOAL (Top 3rd)	CHANGE 4 or 5 yrs
1. Doing Business Report (IFC)*	148/183	99/189	63	↑ 49
2. Economic Freedom Index (HF)*	115/179	70/178	59	↑ 45
3. Corruption Perceptions Index (TI)	134/178	95/175	58	↑ 39
4. Global Competitiveness Index (WEF)	85/139	57/138	47	↑ 28
5. Global Enabling Trade Index (WEF)	92/125	64/138	46	↑ 28
6. Travel and Tourism Report (WEF)	94/139	74/141	46	↑ 20
7. WIPO- Global Innovation Index (WIPO)*	91/125	74/128	47	↑ 17
8. Global Information Technology Report (WEF)*	86/138	77/139	46	↑ 9
9. E-Government Index (UN)*	78/184	71/193	64	↑ 7
10. Fragile States Index (FFP) * ' **	50/177	54/178	118	↑ 4
11. Global Gender Gap Report (WEF)	9/142	7/145	47	↑ 2
12. World Competitiveness Report (IMD)*	41/59	42/60	20	↓ 1
13. Logistics Performance Index (WB)*	44/155	71/160	53	↓ 27

REACHED THE TOP  
THIRD

LATEST  
PERFORMANCE

\*with 2016 Results, \*\*reverse ranking (1 as worst)



# LESSONS LEARNED



**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

**M O M E N T U M**



**<embed>**

**and**

**INSTITUTIONALIZE**

**change**

**</embed>**



**PUBLIC**  **PRIVATE**

**COLLABORATION**

*We learn from each other!*



# THANK YOU

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