

Action in the Field

Brief Activity Report



Inclusive Growth: The Visayas. The Bureau of Export Trade Promotion in tandem with the Export Development Council (EDC) brings to Cebu, a major export hub of the Philippines, the PH International Trade Strategy (ITS). This strategy provides for a competitive mechanism of implementing the three-year PH Export Development Plan. EDC Deputy Executive Director Emma Mljares (left, topmost photo) presents the ITS before the industry and export sectors of Cebu led by Cebu-PHILEXPORT Chair Apolinar Suarez (bottom, right photo) and Cebu PHILEXPORT President Venus Genzon (top row, second from left photo). The strategy covers a set of tactical approaches that will pursue the optimisation of the benefits from free trade agreements which the PH is currently undertaking bilaterally and multilaterally. The strategy also integrates tapping of non-traditional markets such as those located in the Asiatic regions of Russia and the huge Chinese markets. The export development plans of Cebu and the rest of the Visayas are presented by DTI Region 7 Regional Director Asteria Caberte (top row, third photo from left), Ruby Salutan (top row, rightmost photo) of the Cebu furniture industries foundation, and Cebu-GTH Executive Director Eddy Ares (second from left, second row photo from left).



Inclusive Growth: Luzon Area. EDC Deputy Executive Director Emma Mijares (standing, stop photo) leads the presentation of the International Trade Strategy and PH Export Development Plan before the industry and export sectors in Luzon. PHILEXPORT Central Luzon President Randy Viray (leftmost, second row photo) presents the export development plan of Central Luzon while the DTI Central Luzon Regional Director Judith Angeles (middle, second row photo) inspire the industry and export sectors to break wider grounds in the export market. PILEXPORT Trustee for furniture Myrna Bituin (rightmost, second row photo) shares her experience in overseas promotion of merchandise export. Pedro Zuñiga, president of the PH jewellers confederation presents the necessity to set up a common service facility, like an assaying laboratory in jewellery –producing area in Luzon to facilitate trade. BETP Food Division Chief Rosemarie Castillo (rightmost, bottom photo) discusses the conformance requirements on international food safety standards to enable more food processors offer their product in the world market.



Inclusive Growth: Mindanao Area. EDC Deputy Executive Director Emma Mijares brings to Davao, the major export hub in Mindanao, ITS and PEDP with the members of the Davao and the rest of Mindanao industry and export sectors learning the how the Philippines will roll its export development plan in the next three years as embedded in the newly approved trade strategy. BETP Region 11 Office presents the export development plan of the Southeastern Mindanao. BETP Assistant Chief for ASEAN and Other Asia Desk Fenina Bonoan (leftmost, second row photo) discusses the PH trade experience and the importance of strengthening trade in the ASEAN region as well as pursuing trade agreements in other Asian countries.



Inclusive Growth: National Capital Region. PHILEX-PORT President and EDC Vice Chair Sergio Ortiz (rightmost, top row photo) calls on fellow players of the industry and export sector to beef up efforts on expanding trade. The Philippines targets a 10-percent growth on merchandise exports and a 16-percent growth in service exports over the next six years. BETP Director and EDC Executive Director Senen Perlada (leftmost, second row photo) presents the PH trade strategy and export development plan before the industry and export sectors, trading partners, and diplomatic community. Central Bank Deputy Governor Diwa Guinigundo (leftmost, third row photo) articulates the before the huge audience the monetary policies that is geared towards cultivating growth in trade. Meanwhile, TRTA-assisted government agencies like the Philippine Coconut Authority (rightmost, fourth row photo) and the Bureau of Plant Industry BPI (second from left, fourth row photo) set up an exhibits of exportable merchandise during the Nation Export Congress event where the presentation of the trade strategy and export Development plan is carried out. TRTA Imprest Administrator Brenda Mendoza (right in the BPI exhibit photo) inquires on the level of standard conformance of processed food for export.



Component	Trade Policy and Export Development
Implementing Agency	Department of Trade and Industry — Bureau of Export Trade Promotion (BETP)/Export Development Council (EDC)
Activity	Regional Seminar on Implementation of the Approved International Strategy and Philippine export Development Plan
Dates/Sites	29 November 2011 / Cebu; 02 December 2011 / Clark, Pampanga 06 December 2011 / Davao; 13 December 2011 / National Capital Region (NCR)
Participants	Cebu: industry = 48; government = 30; academe = 2; press = 3 Clark: industry = 39; government = 51; academe = 2; press = 2 Davao: industry = 47; government = 32; academe = 6; press = 7 NCR: industry = 162; government (incl. diplomatic comm.) = 268; academe = 31; press = 28
Resource-persons	BETP Director and EDC Executive Director Senen Perlada, EDC Deputy Executive Director Emma Mijares, and Sectoral Representatives
Expected Outcome	Documented pledges and commitment of the participants including their plans/programmes to be implemented in their respective agencies, regions, organizations in support to the PEDP
Objective	To disseminate information on the approved PEDP, as well as to solicit pledges of commitment to PEDP as the export development component of the International Trade Strategy from all stakeholders.
Methodology	Presentation Plenary Session Discussion