

# DEPARTMENT OF TRADE AND INDUSTRY

## STRATEGIC PRIORITIES

Secretary Fred Pascual



Management Association of the Philippines  
First General Membership Meeting  
14 July 2022



# MAP and DTI's Shared Vision: Push for Change to Promote a Better Future for All

- Sustain economic recovery and growth, attract foreign and domestic investors, improve ease of doing business, create more high-quality jobs
- Embrace innovation and pursue digitalization using strategies driven by **science, technology, and innovation (STI)**
- Grow our economy and develop globally competitive and innovative industries that support **inclusive growth and quality of life for all Filipinos.**
- Leverage the **power of partnerships and collaborations** in developing and implementing our projects and programs

# Priority 1. Upgrade, Upskill, and Upsize Micro, Small, and Medium Enterprises (MSMEs)

- **Science, technology, and innovation (STI) in collaboration with DOST & NEDA**
  - Enable MSMEs to respond to changing market demands for quality and new products, processes, & business models
  - Enable MSMEs to make products more affordable to consumers & more competitive in the domestic & global markets
- **Graduation from micro to small, small to medium, medium to large**

## Priority 2. Foster Industries Geared to Domestic Demand

- Promote and support enterprises to take advantage of the **Philippines' sizable population and consumer market**
- Enterprises to build a solid domestic market base which can support **eventual forays into the export market**
- Develop **agri-based manufacturing industries** to empower local farmers and generate more rural-based employment opportunities
- Support digital transformation and innovation in industries through the establishment of **Artificial Intelligence R&D Center** and **Industry 4.0 Pilot Factory**
- Implement programs to build a **start-up ecosystem**

## Priority 3. Promote and Support Regional Development

- Broaden the “**One Town, One Product**” (OTOP) into a regional scope based on the region’s natural endowments and comparative advantage
  - Partner with **Philippine-American Academy of Science & Engineering (PAASE)** and **National Academy of Science and Technology (NAST)** in innovating OTOP
- **DTI regional offices** to work with their respective regional development councils to promote each region’s productivity and competitiveness
- Collaborate with **CHED** and **DOST** in strengthening a selected state university in each region to serve as the knowledge hub in the region – doing R&D work for enterprises, training of entrepreneurs and enterprise employees, etc.
- NOTE: Ideally, the SUCs in a region should be clustered or amalgamated to form a regional university to serve as **Regional Inclusive Innovation Center**

## Priority 4. Ensure the Availability of Accessible and Affordable Food

- Collaborate with the **Department of Agriculture** to improve food value chains through upgraded transport and logistics facilities
- Improve **cold storage** and cold chain facilities
- **Streamline Agri-Supply chains** to link producers more directly to the markets and possibly eliminate rent-seeking middlemen through technology-led systems
- **Transform** the agriculture and agribusiness sectors through the **adoption of new technologies and innovation**

# Priority 5. Reconfigure PH Export Sectors into Industry Clusters

- Prioritize the three industry clusters that offer strategic advantages to PH:
  - **Industrial, Manufacturing, and Transport (IMT)**
  - **Technology, Media and Telecommunication (TMT)**
  - **Health and Life Science (HLS)**
- **IMT:** aerospace (aircraft interiors; maintenance, repair, and overhaul) automotive (electric vehicles) , and semiconductors
- **TMT:** digitalization services, BPO sector, AI, analytics, cybersecurity, hyperscalers, creative industries
- **HLS:** biopharmaceuticals, pharmaceuticals, medical devices, and healthcare services
- Promote ore processing of **green metals** (Ni, Co, Cu) before exporting them

## Priority 6. Enable Jobs-Skills Matching and Skills Upgrading

- Collaborate closely **DepEd, CHED, and TESDA** to ensure matching of skills development of students with the job requirements of industries
- Collaborate closely **DepEd, CHED, and TESDA** in the adoption of the **Philippine Skills Framework** for job matching
- Prioritize the manufacturing, construction, logistics and supply chain, health and wellness, food and agriculture, creatives, tourism, and IT-BPM sectors



## Priority 7. Improve the Ease of Doing Business

- Reduce regulatory burdens through streamlining and digitalization of institutional and regulatory requirements
- Expand EODB Act in coordination with **DICT** by increasing investment in digital infrastructure
- Support e-government initiatives of **DICT** and **DILG** especially in the digitalization of LGU services relevant to business operations
- Foster investment and competition in logistics and connectivity services
- Collaborate with **DPWH**, **DOTR**, and **DICT** to fill the country's infrastructure gaps, especially in physical and digital connectivity

## Priority 8. Create an Enabling Environment for Attracting Investments and Expanding Exports

- Push for immediate ratification of the **Regional Comprehensive Economic Partnership Agreement (RCEP)** and other free trade agreements (FTAs)
- These agreements will diversify the country's exports in terms of products and services and country destinations, and enhance the country's attractiveness to foreign investments
- Without RCEP and other FTAs, the country will not be an attractive location for such types of export-oriented enterprises
- **The Philippines, with only 10 FTAs, has one of the lowest numbers** among the ASEAN-6 countries: Singapore [27], Malaysia [17], Thailand [15], Indonesia [15], Viet Nam [15]

## Priority 9. Protect and Empower Consumers

- Establish more mechanisms that will empower consumers, including enhancing awareness of **consumers' rights**
- Ensure the **availability of basic necessity & prime commodities (BNPCs) at reasonable prices** by closely monitoring prices and negotiating with manufacturers/producers
- Keep track of **price shifts** from raw materials to finished products
- Conduct intensive review and verification process on granting **requests for price adjustments**
- Strengthen monitoring and enforcement on **online businesses** to safeguard **product quality standards**

# Priority 10. Transform DTI into an Agile Organization

- Review the organizational structure in line with the **President's directive for rightsizing**
- Cut or lessen **bureaucratic layers** in decision-making as caused by a hierarchical structure
- Improve **employees' expertise and skills** in digital technology
- **Engage** and **empower** employees in their respective jobs

# MAP and DTI's Shared Vision: Push for Change to Promote a Better Future for All

- Re-ignite private sector as our country's **engine of growth**
- Revitalize the heart of **Philippine commerce** and strengthen the muscle of **industry**
- Assist businesses to “**do well**” in terms of profits and encourage businesses “**to do good**” by **sharing prosperity with our countrymen**

# THANK YOU!



Secretary Alfredo E. Pascual  
Department of Trade and Industry  
14 July 2022

