

PHILIPPINES' CONTRIBUTION

**COMPENDIUM ON METHODOLOGIES
FOR SMEs INTERNATIONALIZATION**

Produced by:

Department of Trade and Industry (DTI)-
Export Marketing Bureau (EMB)

Email: embinfo@dti.gov.ph

In collaboration with:

DTI- Bureau of International Trade Relations

Email: apecbitr@dti.gov.ph

A. Executive Summary

The Regional Interactive Platform for the Philippine Exporters (RIPPLES) Plus anchors its strategies on the DTI Prosperity Plan for All 2022 which envisions a more inclusive and prosperous Philippine with employment and income opportunities for all. The Philippine Development Plan (PDP) 2018-2022 serves as its overarching framework, which aims to implement a strategic external trade policy regime through the expansion of market access and diversification of export products and markets, increase of competitiveness and Philippine exports, and enhancement of trade facilitation and strengthening of linkages and connectivity consistent with the Philippine Export Development Plan (PEDP).

Under the program, the DTI-Trade and Investments Promotion Group (TIPG) led by the Export Marketing Bureau (EMB), in close coordination with the Philippine Trade Training Center (PTTC), Center for International Trade Expositions and Missions (CITEM), and Regional Operations Group (ROG), other government agencies, business support organizations, academe, and the private sector collaboratively undertake export development and promotion activities that are PEDP centric to address the need for expansion of Philippine supply base of internationally-competitive Philippine export products and services and to provide intensified, purposive, and practical assistance geared towards the internationalization of micro, small, and medium enterprises (MSMEs) and expand the global export market opportunities for large corporations.

B. Methodology

RIPPLES Plus is a focused program, which aims to expand the supply base of internationally competitive Philippine export products and services and to provide intensified, purposive, and practical assistance geared towards the internationalization of micro, small, and medium enterprises (MSMEs) and expand the global export market opportunities for large corporations.

RIPPLES Plus has two (2) modes of interventions to efficiently carry the program objectives, develop and promote key and emerging sectors under the Philippine Export Development Program (PEDP), categorized as follows:

- **Mode 1: Global Export Advancement Resource** which includes One-on-one consultations, Focus Group Discussions (FGDs), Technical Working Groups (TWGs), e-Commerce, Client Servicing, Mutual Recognition Agreements (MRAs), Trade Facilitation, Policy Advocacy, and Product Development; and
- **Mode 2: Strategic Marketing & Promotions** which includes Inbound and Outbound Business Missions, Branding, and Mainstreaming.

C. Success Stories

1. **Semiconductor & Electronics Industries in the Philippines, Inc. (SEIPI)**

- As a potent industrial and economic force playing a major role in Philippine national development, the different semiconductor and electronics companies formed on October 24, 1984 what is known as the Semiconductor Electronics Industry Foundation, Inc. (SEIFI).
- The association, in September 1998, changed its name from the Semiconductor Electronics Industry Foundation, Inc. (SEIFI) to Semiconductor and Electronics Industries in the Philippines, Inc. (SEIPI) to realize its goal of being the representative body of the major players and all industries supporting the development of Philippine electronics. With this change, SEIPI has adopted the clustering framework as a key strategy for industrial development.
- Through the program, the capabilities of the Philippine electronics sector were promoted directly to foreign partners through proactive engagements with relevant players.

2. **Pointwest Technologies Corporation**

- Founded in 2003 by pioneers of the Philippine Global Sourcing industry, Pointwest creates value for its satisfied clients — including top Fortune 100 and local companies — with world-class IT and BPM services backed by international-standard methodologies, and innovative practices.
- With leadership affirmed through the International ICT Awards' Hall of Fame recognition for "Best Filipino-Owned Company," and excellence pronounced in extensive industry experience in financial services, retail, transportation, logistics, travel, healthcare, utilities, media, and the public sector, Pointwest transforms businesses for the fourth industrial revolution with digital offerings in Analytics, User Experience, Enterprise Mobility, Omni-Channel Solutions Development, RPA, and Cloud Computing.
- The program assisted them through the OBMM and was exposed and challenged on the advancements in healthcare and technology in the international field. They were also matched with possible buyers and/or partners.

3. **Magic Melt Food, Inc.**

- Magic Melt started as a small specialty bakeshop in 1999. It is now known for quality-baked products. These include the classic *ensaymadas* to tasty loaf

bread and crunchy *biscochos*. These products have a distinctive “melt-in-your-mouth” creaminess with just the right flavor.

- The program helped them to understand more the ethnic and mainstream markets. It opened their door for more linkages with the international market who are looking for unique products.