



**Asia-Pacific
Economic Cooperation**

2016/SMEWG43/030
Agenda Item: 21.8

The Philippines Approach to SME Internationalization

Purpose: Information
Submitted by: Philippines



**43rd Small and Medium Enterprises Working Group
Meeting
Lima, Peru
7-8 September 2016**

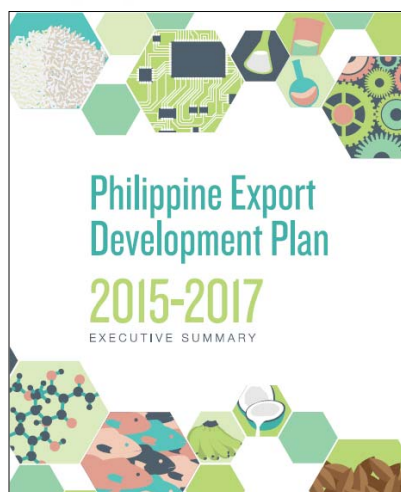


The Philippine Approach to SME Internationalization

Agnes P. R. Legaspi
Assistant Director, Export Marketing Bureau (EMB)
Philippine Department of Trade and Industry

9/19/2016

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The Export Development Council (EDC) shall oversee the implementation of the PEDP and **coordinate the formulation and implementation of policy reforms and promotion strategies.**

EDC shall ensure the **biannual validation and updating** of the PEDP pursuant to the provisions of RA No. 7844.

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PROGRAMS SUPPORTING SME INTERNATIONALIZATION

- Start up Ecosystem Development/Negosyo Center Plus
- Philippine Export Competitiveness Program (PECP)
- **Doing Business in Free Trade Areas (DBFTA)**
Doing Business with the EU Using GSP+, US GSP, Canada GPT
- **Regional Interactive Platform for Philippine Exporters (RIPPLES)**
- Halal Export Industry Development and Promotion Program
- **Outbound Business Missions (OBMs)**
- Launch of the Tradeline Philippines to participate in the APEC MSME Marketplace

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Negosyo Center Plus: QBO Innovation Hub for Startups



In Photo: Trade, IdeaSpace launch innovation hub for local startups. Department of Trade and Industry (DTI)

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IDEATION AND PROTOTYPING WORKSHOP
AUGUST 10, 2016
8:30 AM TO 6:00 P.M.
VENUE: NEGOSYO CENTER+ INNOVATION CENTER

Tae Abe-Ablan (安部 妙)
President
SpiceWorx Consultancy, Inc.



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Created the PEDP TWG to ensure PAPs of 14 Government agencies MC 91 support the implementation of PEDP 2015-2017;
Presented the PEDP to the new Secretaries, Undersecretaries of concerned agencies
August 2, 2016 @ 3rd Floor Boardroom, DTI International Bldg



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DBFTA: Session for Franchise Sector
PECP: Doing Business in Thailand, USA and Canada



Speaker Sue Guro



Speaker RD Velasco

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sumers
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31 August 2016



EXPORT MARKETING BUREAU

The EMS of the Department of Trade and Industry (DTI) is mandated to oversee the development, promotion, and monitoring of Philippine exports. The EMS provides the exporters the enabling environment to make them globally competitive.

ccip CHAMBER OF COSMETICS INDUSTRY OF THE PHILIPPINES, INC.

Certificate of Appreciation
to
SONIA LOPEZ-RODRIGUEZ
Export Marketing Bureau
Department of Trade and Industry

in recognition of our
IMPORTANCE AND GUIDELINE SEMINAR
of Intellectual Property Rights through Patents, Copyrights and Trademarks, ISO Certification, Halal Certification, and Export of Cosmetic Products.
Venue: Discovery Suites, Ortigas Center, Pasig City
on 31st August 2016.

Seminar on Importance and Guidelines of Intellectual Property Rights through Patents, Copyrights, and Trademarks, ISO Certification, Halal Certification, and Export of Cosmetic Products".
Venue: Discovery Suites, Ortigas Center, Pasig
Organized by: Chamber of Cosmetics industry of the Phils.

DBFTA Info Session for Chemical Sector

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The Japan Times

June 18, 2016

MULTIMEDIA






Front (from left): Senen M. Perlada, director of the export marketing bureau, Department of Trade & Industry, Philippines; Haruko Komura, president of The Asia-Pacific Ladies Friendship Society; Maria Teresa Lopez, the ambassador's wife; Philippine Ambassador Manuel M. Lopez; Masataka Fujita, secretary-general of the ASEAN-Japan Centre; Shiro Aoki, executive director and COO of the Japan Institute of Design Promotion are joined by ten leading Philippine home and fashion designers at the opening ceremony of the "Philippine Design Exhibition: Exclusively by Hand" event, which runs through June 30, at GOOD DESIGN Marunouchi, on June 12. | YOSHIAKI MIURA

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PANDAN BALLROOM A

DEPARTMENT OF TRADE AND INDUSTRY XII

CATALPULING BUSINESS FOR GLOBAL MARKET

13 JULY • FRIDAY 9:00AM – 3PM



Consultation Sessions





CEREMONIAL TURN-OVER SHARED SERVICE FACILITY (SSF)

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EMB representation in the Halal related meetings in Malaysia 21-24 August 2016



Meeting with JAKIM on Halal certification and country accreditation 22 August 2016



EMB representation in the Halal related meetings in Malaysia



Meeting @ Malaysia Investment Development Authority (MIDA)



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Meeting on Business Matching Validation of Requirements

Power BI TOTAL TRADE

Ask a question about your data



Philippine Merchandise Total Trade (Historical Trend)

Value Imports, # Value Exports, # Total Trade



CAGR (Total Trade 2006-2015)

3.04%

Top Export Markets (Based on selected year)



Top Import Suppliers (Based on selected year)



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