

ANNUAL REPORT

2020

dti PHILIPPINES

PHILIPPINE TRADE TRAINING CENTER

Global MSME Academy

CONTENTS

Message from the Executive Director	3
Executive Summary	4
Who We Are	5
Quality Policy / Brand Manifesto	6
Our Function	7
PTTC - GMEA Management	8
Accomplishment Highlights	10
Curriculum Reforms	12
The Asean MSME Academy	20
PTTC in the time of Covid-19	23
Production of PPEs with Digifab	25
Heroes Program	26
Food Connect	27
Dayaw 2020	28
Philippines: A sustainable source of Coconut Products	29
Digifab	30
Ripples	31
Philippine Skills Iniative Project	32
3A Program launch	33
Reaching Out Online	34
Other Developments	36



MESSAGE FROM THE EXECUTIVE DIRECTOR

With great pride, I am pleased to present to you the accomplishment report of the PTTC – GMEA for the year that tested the world's readiness to deal with the crisis brought about by the COVID 19 pandemic. For the Philippines, preceding this event was the eruption of Taal Volcano that literally and figuratively ashed the business in the center of the Philippine commerce and nearby places. This report mirrors how we laid a strong ground for 2021 and onwards.

The pandemic has put in test PTTC's resilience to continue the delivery of our very own business – our training services - the soonest possible time in the service of the Philippines MSMEs.

The agency wasted no time to immediately get in place the means to implement learning sessions, that we made sure were apt for the time. Part of the equation, we tapped business networks left and right, networks of networks, and all other resources and tools such that even as early as just weeks before the first community quarantine was declared, we acted and hoped we have conveyed that MSMEs could still count on us to win their battles. Integral to our response, we started re-laying out our facilities to serve our needs in effectively conducting webinars, we trained our people with new normal training skills, and responded to call to help health front-liners as well through the production of PPEs on the onset of the pandemic and the Great Lockdown.

We fought COVID 19 with tenacity. Our accomplishment – more than 350 training sessions from our ASCEND program – though short of the target speaks for us of our victory over this pandemic. With our networks and allies in the government and private sectors, PTTC-GMEA counted on digital technologies to deliver these sessions, benefitting more than 93,000 learners and 3,125 unique MSMEs from the different parts of the country, of which 32 are enabled for international standards alignment to access export markets.

PTTC was instrumental in addressing employment problems exacerbated by this crisis. We provided the training and capability building of the repatriated OFWs under HEROEs program of SB Corporation to access loans that they can use to start their businesses. Likewise, with the DTI, we began designing programs for displaced and retrenched workers here in the Philippines, as well as programs for distressed MSMEs. Other programs with institutional partners were also heeded, as in this time, our stand is collaboration should be more for more – not less.

COVID 19 did not stop us to pursue reforms to better our assistance to MSMEs. Works on sector-specific pathways began. Also, while we delivered our own outputs, PTTC GMEA, as the Project Direction Unit of the Philippine Skills Initiative, took active role on the preparations in the making of the Philippine Skills Framework to provide reference of international caliber to the different stakeholders. We are committed to this initiative, to ensure that our ASCEND training programs are more effective in making positive impact to the business of our entrepreneurs.

COVID 19 fight rounds are still on. PTTC will continue to take part in the game plan of the government in placing the health and economic systems to new and better normal, for Filipino people. In 2021 and onwards, in God's grace, PTTC-GMEA will remain steadfast to assist MSMEs through training

Nelly Nita Dillera



ABOUT OUR COMPANY

EXECUTIVE SUMMARY

This executive summary highlights the accomplishments of the Philippine Trade Training Center for the year 2020. As we all know, 2020 has presented us with a unique challenge in the form of a pandemic.

2020 was a year that, despite shutdowns and lockdowns, saw movement as we have shifted our operations and business online. You will see how we have managed to strengthen our online presence not only by the numbers of training programs that we have implemented online but also by maximizing the power of social media.

The shift towards digitalization was also fast –tracked but done so in a very conscious manner which led to many developments such as the HEROES and 3A programs, the Philippine Skills Framework, and curriculum reforms through the development of the Enterprise Pathways.

As the country starts to open up more, we for our small but significant part, will continue to be as agile as we can be as we will continuously give our full support to the MSMEs.



WHO WE ARE

Since our inception in 1987 through Executive Order No. 133, our vision is to become the Philippines' leading institution when it comes to providing highly specialized training programs on trade related matters to effectively enable competitive enterprises to succeed locally and internationally. Since our designation as the Global MSME Academy in 2019, we also, in turn, will be the nation's world class trade capability - enabling institution recognized as the top - quality learning hub for the Asia - Pacific region.

We've also made it our mission as partners of growth - oriented MSMEs - to provide them developmental support through training, skills building, system enhancements and technology adaptation so that they would progress as productive, competitive, resilient, and sustainable enterprises.

As such, we have committed ourselves to quality by providing relevant and valuable training services and adequate facilities in support of MSME and export development and promotion. We do this by continually committing to improve our value to customers by enhancing our competence and QMS effectiveness compliant to statutory and regulatory requirements and ISO 9001:2008 standards; all the while performing with professionalism, integrity, credibility, dedication to duty, and unity.

QUALITY POLICY

• The Philippine Trade Training Center commits to provide relevant and valuable training services and adequate facilities in support of MSME and export development and promotion.
• We commit to continually improve our value to customers through enhancing our people's competence and QMS effectiveness compliant to statutory and regulatory requirements and ISO 9001:2008 standards.
• We shall perform through the values of professionalism, integrity, credibility, dedication to duty, and unity.

BRAND MANIFESTO

The MSME industry is evolving in full throttle, and there is nothing to stop it from growing and thriving.
Either you swim with the tides, or you become obsolete.
Continuously expanding your knowledge and getting acquainted with the current trends and practices are the only ways to go.
This is why we exist.
We are PTTC-GMEA.
We equip you with knowledge through our relevant and responsive training programs. We cater to your need of having a holistic understanding of the entire MSME ecosystem. We arm you with the right tools to propel your business forward and upward.
We want to be your top choice when it comes to training and development.
We are with you on your quest towards global entrepreneurial excellence, because excellence is the only way we do things.
You deserve only the best to become highly competitive – both locally and globally. We are here to bring you to the world.

We believe that you are our country's modern-day heroes. You accelerate the country's growth -- a true pillar of economic boom. You are the future. You are the economy.
With that belief comes our commitment to do more than just training. We always want to go the extra mile. We will be right beside you -- from the birth of an idea until a concept comes to its full bloom. We want to equip you with up-to-date knowledge, so that your business reaches its potential.
We believe in your power and energy, and as we walk this path towards greatness, may we inspire others, young and old, to take part in nation-building through entrepreneurship.
We are your ally. We are your partner. We are PTTC-GMEA.

OUR FUNCTIONS

A. Training Services

- Implements Training Programs for Micro, Small and Medium Enterprises • Evaluates training impact on MSMEs.
- Evaluates training impact on MSMEs

Our training services, also known as our Enterprise Course Pathway Program, has three paths: Push: Start for business startups with residency program; Domestic MSMEs Pathways; and Internationalization of MSMEs Pathways with a focus on exportation.
These courses include four main business functions - Marketing, Finance, Organizational Development and Human Resource, and Operations which cover content on Business Enabling Environments, Business Development Services, Innovation and Technology, and Competitiveness and Market Access.

B. Facilities Management Services

- Promote and rent out facilities for conferences and seminars such as DigiFab, Food Connect, and Studio 1300

PTTC-GMEA MANAGEMENT



NELLY NITA DILLERA CESO III
Executive Director



MA. FE J. AVILA
Acting Deputy Executive Director



EDUARDO A. PUYAOAN JR.
Officer - In - Charge
Administrative, Financial and Management Division



FERNANDO V. MAGSINO
Chief - Trade - Industry Development Specialist
Facilities and Events Management Division



JOCELLE P. MAMARIL
Officer - In - Charge
Planning and Programming Division



JEZEL K. SUNGA
Officer - In - Charge
Business Management and Training Services Division

ACCOMPLISHMENT HIGHLIGHTS

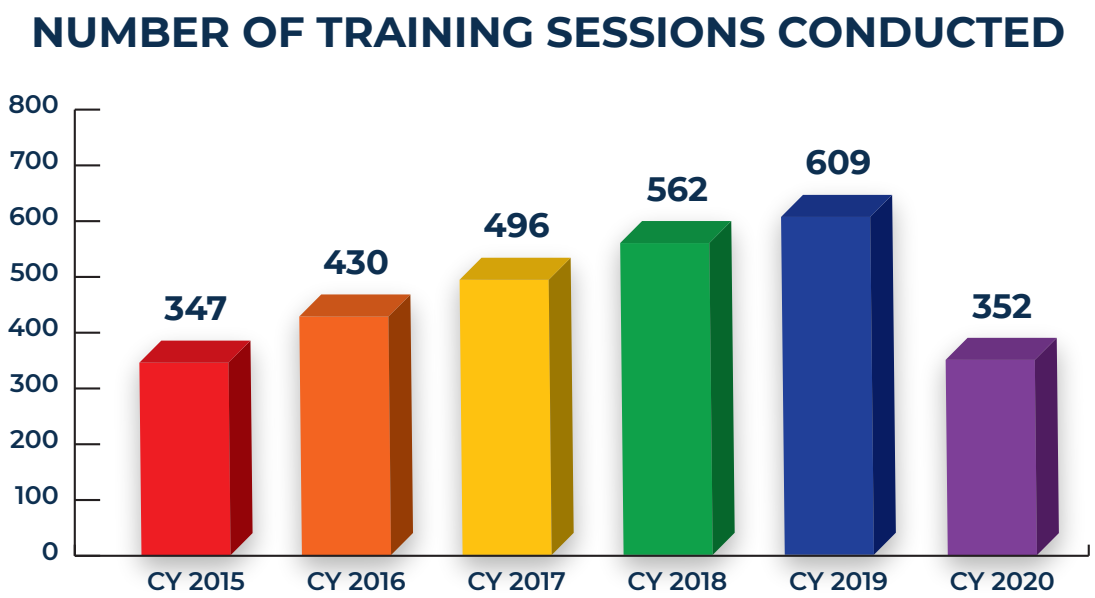
In early 2020, the COVID-19 pandemic struck countries around the word, presenting extensive challenges. Not only did it take its toll on health systems, but it also spurred widespread shutdowns which definitely affected economies.

We at the Philippine Trade Training Center have the position of fast-tracking the digital transformation of MSMEs and even go beyond that.

GROW THE PEOPLE TO GROW THE ENTERPRISE

Training entrepreneurs has and will always be the main program of the PTTC to support the growth of MSMEs. While the pandemic may have put some training sessions in the backburner, we still managed to accomplish 350 training sessions this 2020.

The number of Training Programs implemented was on an upswing since 2016 registering an average growth rate of 12 percent for three years but dramatically dropped in 2020 because of the lockdown during the pandemic. Pivoting to online training was not a challenge as PTTC started offering online webinars a month after the lockdown. Generally, though, participants were institutions that were offering courses to respective MSME - clients. Public webinars started in the middle of the year and only a handful were able to join the webinars with fees.

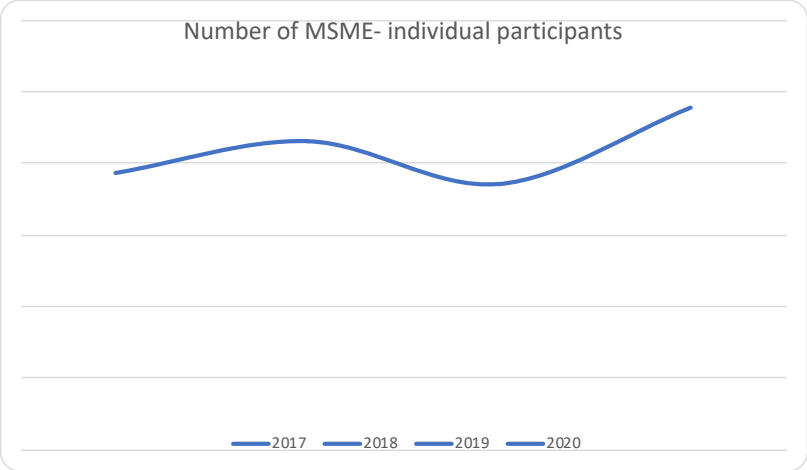


MSME LEARNERS

93,112 individuals and 3,071 unique MSMEs benefitted from PTTC's programs in 2020. The number of individual learners registered a 401 % YoY increase.

Women make up a majority of our learners at 57,801 while 112 represented the LGBTQ+ community.

To date, majority of learners came from MSMEs at 14, 492 while learners from the government stood at 7,124 followed by those from the private sector / students at 2,743. The number of unique enterprises also increased by 254% from last year's 867. It also marks a 135% increase from the target number of 1,307.



The number of unique enterprises also increased by 254% from last year's 867. It also marks a 135% increase from the target number of 1,307.

We now have 32 MSMEs enabled for international standards alignment with 121 MSMEs took part in export market penetration courses.

We managed to accomplish 41 developed / improved training designs which is 64% higher than our target of 25 while we have 6 developed / improved training modules for the year.
With training sessions now online, we have managed to acquire 5 Zoom accounts to use this purpose. To date, we have logged in 2,907,662 minutes or 48, 461 hours for our 528 meetings / webinars with 54,402 participants.

October saw the most meetings / webinars at 157 with the month of July registering 17 meetings / webinars. The number of participants peaked at 16, 374 for November while we only had 667 for July.

CURRICULUM REFORMS

DEVELOPMENT OF ENTERPRISE PATHWAYS

In order to keep with emerging trends, we have started the Enterprise Pathways (EP) – end - to - end interconnected points that enterprises can follow to start, grow, stabilize, and scale -up their businesses into something that is stable, sustainable, and competitive. The EP was also developed to address the challenges brought by the new normal - here we see a rise of new industries that were brought about by changed consumer needs, purchasing patterns, and lifestyles. This rise has caused existing businesses to pivot, reinvent, and transform their organizations to adapt to these new and emerging markets that will require new or enhanced products and services to suit their evolving needs.

Enterprise Pathways

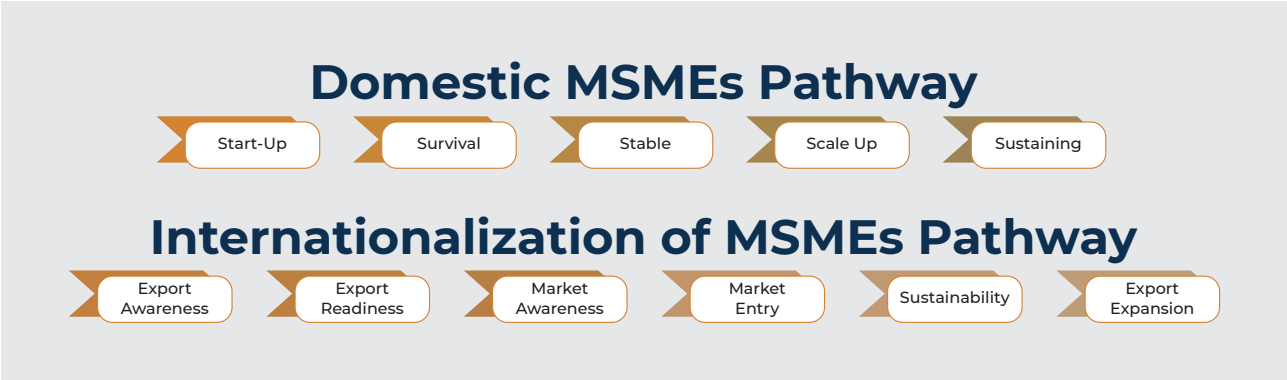
Are interconnected tracks with a series of actions designed to grow an enterprise into stable, sustainable and competitive ones.

- Traces the progression of an enterprise
- Identifies support and interventions needed at each stage
- Provides capability - building through trainings and enterprise skill development

Armed with this EP, we will be able to identify emerging market opportunities for products and services (existing or emerging), study the gaps and market spaces that can provide options / opportunities for startups and businesses that need to pivot, and to see avenues for expansion or diversification. The EP also lets us further develop technical, specialized, and development - oriented training tracks to enable and enhance the capacities and capabilities of MSMEs to engage and expand into global markets; and for us to run and conduct these courses with established key success indicators as to ensure a continuous quality improvement in order for these trainings to remain relevant, effective, and adaptable.

For MSMEs, the EP helps them track their progress, identify support and interventions needed at each stage which include capacity building via training and enterprise skills development.

In line with this, the EP presents 3 tracks:





BUSINESS FUNCTIONS

MARKETING



Business Enabling Environment			Trademarks and Copyright in the Creative Industries	Trademarks and Copyright in the Creative Industries	
Business Development Services	Digital Marketing: Transforming the Way We Promote Business	Digital Marketing: Transforming the Way We Promote Business	Digital Marketing: Transforming the Way We Promote Business	Digital Marketing: Transforming the Way We Promote Business	
	Marketing through Social Media	Marketing through Social Media	Marketing through Social Media	Marketing through Social Media	
			Content Marketing and Creative Blogging	Content Marketing and Creative Blogging	
				Global Strategic Marketing	Global Strategic Marketing
			Business Pitching and/or Persuasive Salesmanship	Business Pitching and/or Persuasive Salesmanship	Business Pitching and/or Persuasive Salesmanship
			Effective Selling and Negotiation Skills	Effective Selling and Negotiation Skills	Effective Selling and Negotiation Skills
			Managing a Successful Sales Team	Managing a Successful Sales Team	
			Visual Merchandising	Visual Merchandising	Visual Merchandising
			Negotiating with Buyers	Negotiating with Buyers	Negotiating with Buyers
Innovation and Technology		Putting Your Business Online: Introduction to E-Commerce	Putting Your Business Online: Introduction to E-Commerce	Putting Your Business Online: Introduction to E-Commerce	
		Website Development Using WordPress	Website Development Using WordPress		
		Search Engine Optimization	Search Engine Optimization	Search Engine Optimization	
		Photo Editing and Web Design Using Adobe Photoshop CS6	Photo Editing and Web Design Using Adobe Photoshop CS6	Photo Editing and Web Design Using Adobe Photoshop CS6	
			E-Commerce and Digital Marketing: Introduction and Business Strategy Review	E-Commerce and Digital Marketing: Introduction and Business Strategy Review	E-Commerce and Digital Marketing: Introduction and Business Strategy Review
			Digital Business Strategy and Plan of Action	Digital Business Strategy and Plan of Action	Digital Business Strategy and Plan of Action
			Product-Based Marketplace Presence Creation/Improvement	Product-Based Marketplace Presence Creation/Improvement	Based Marketplace Presence Creation/ Improvement
			Web Presence Creation/ Improvement	Web Presence Creation/ Improvement	Web Presence Creation/ Improvement
			Social Media Presence and Campaign Development	Social Media Presence and Campaign Development	Social Media Presence and Campaign Development

Competitiveness and Market Access			Online Content Development and Digital Marketing Execution	Online Content Development and Digital Marketing Execution	Online Content Development and Digital Marketing Execution
			Campaign Output Review / Assessment	Campaign Output Review / Assessment	Campaign Output Review / Assessment
		Improving Order Management and Delivery for Retail E-Commerce	Improving Order Management and Delivery for Retail E-Commerce	Improving Order Management and Delivery for Retail E-Commerce	
			How To Effectively Participate in Trade Fairs (National and International)	How To Effectively Participate in Trade Fairs (National and International)	
		Customer Service in National Trade Fairs	Customer Service in National Trade Fairs	Customer Service in National Trade Fairs	
		After Trade Fair Customer Service: Following Business Leads	After Trade Fair Customer Service: Following Business Leads	After Trade Fair Customer Service: Following Business Leads	After Trade Fair Customer Service: Following Business Leads
		Retail Management	Retail Management	Retail Management	
		Quality Customer Service	Quality Customer Service	Quality Customer Service	Quality Customer Service
		Costing for Creative Outputs (Animation and Art Sector of Game Development Industry)	Costing for Creative Outputs (Animation and Art Sector of Game Development Industry)		
		Upskilling for Game Artists for the Computer Graphic (CG) Creator Certification	Upskilling for Game Artists for the Computer Graphic (CG) Creator Certification	Upskilling for Game Artists for the Computer Graphic (CG) Creator Certification	

FINANCE



Business Enabling Environment	Financial Essentials for Starting a Business	Financial Planning	Financial Management		Financial Risk Management
	Funding a start-up Business				
	Personal Finance				
Business Development Services	Basic Budgeting	Short-Term Business Planning	Medium-Term Business Planning		
		Basic Business Forecasting	Advanced Business Forecasting		
		Advance Budgeting	Budget Setting and Management		
	Basic Cash Flow Management	Cash Flow Management	Financing Operations		
		Gapping Management	Treasury/Cash Management		

Innovation and Technology	Basic Bookkeeping	Basic Accounting	Advanced Accounting		
	Basic Supplies and Inventory Management	Advanced Supplies and Inventory Management	Materials and Logistics Management		
	Expense Management	HR and Admin Management	HR, Admin, Support Services Management		
	Sales and Collection	Sales and Account Management	Sales and Account Management		
	Business Regulatory Compliance	Business Regulatory Compliance	Business Regulatory Compliance		
Competitiveness and Market Access	Basic Taxation(Income Tax and Business Tax)	Tax Planning and Reporting		Tax Automation	

ORGANIZATION AND HR



Business Enabling Environment	Data Privacy Act of 2012	Data Privacy Act of 2012	Data Privacy Act of 2012	Data Privacy Act of 2012	Data Privacy Act of 2012
Business Development Services	Effective Leadership Skills	Effective Leadership Skills	Effective Leadership Skills	Effective Leadership Skills	Effective Leadership Skills
	Problem Solving and Decision Making Techniques	Problem Solving and Decision Making Techniques	Problem Solving and Decision Making Techniques	Problem Solving and Decision Making Techniques	Problem Solving and Decision Making Techniques
		Supervisory Effectiveness for Improved Quality and Productivity	Supervisory Effectiveness for Improved Quality and Productivity	Supervisory Effectiveness for Improved Quality and Productivity	Supervisory Effectiveness for Improved Quality and Productivity
	5S of Good Housekeeping	5S of Good Housekeeping	5S of Good Housekeeping	5S of Good Housekeeping	5S of Good Housekeeping
		Effective Project Management	Effective Project Management	Effective Project Management	Effective Project Management
	Effective Business Writing	Effective Business Writing	Effective Business Writing	Effective Business Writing	Effective Business Writing
Innovation and Technology		Managing Remote Enterprise Working	Managing Remote Enterprise Working	Managing Remote Enterprise Working	Managing Remote Enterprise Working
	Basic MS Excel 2016	Basic MS Excel 2016	Basic MS Excel 2016		
		Advanced MS Excel 2016	Advanced MS Excel 2016	Advanced MS Excel 2016	Advanced MS Excel 2016

BUSINESS OPERATIONS



	Start-up	Survival	Stable	Scale-up	Sustaining
Business Enabling Environment	Trends in Food Business: From Concept to Market	Trends in Food Business: From Concept to Market	Trends in Food Business: From Concept to Market		
	Basic Food Safety / Quality	Basic Food Safety / Quality	Basic Food Safety / Quality	Basic Food Safety / Quality	Basic Food Safety / Quality
	Labeling Requirement (Philippines and some major importing countries)	Labeling Requirement (Philippines and some major importing countries)	Labeling Requirement (Philippines and some major importing countries)	Labeling Requirement (Philippines and some major importing countries)	Labeling Requirement (Philippines and some major importing countries)
	Packaging and Labelling for Processed Food	Packaging and Labelling for Processed Food	Packaging and Labelling for Processed Food	Packaging and Labelling for Processed Food	Packaging and Labelling for Processed Food
	Awareness on Current Good Manufacturing Practices (cGMP)	Awareness on Current Good Manufacturing Practices (cGMP)	Awareness on Current Good Manufacturing Practices (cGMP)	Awareness on Current Good Manufacturing Practices (cGMP)	Awareness on Current Good Manufacturing Practices (cGMP)
	Documentation of cGMP Policies and Sanitation Standard Operating Procedures (SSOP)	Documentation of cGMP Policies and Sanitation Standard Operating Procedures (SSOP)	Documentation of cGMP Policies and Sanitation Standard Operating Procedures (SSOP)	Documentation of cGMP Policies and Sanitation Standard Operating Procedures (SSOP)	Documentation of cGMP Policies and Sanitation Standard Operating Procedures (SSOP)
	HALAL: Basic Principles and Fundamentals	HALAL: Basic Principles and Fundamentals	HALAL: Basic Principles and Fundamentals	HALAL: Basic Principles and Fundamentals	HALAL: Basic Principles and Fundamentals
				Basics of Exporting	Basics of Exporting
				INCOTERMS 2020 and Export Procedures	INCOTERMS 2020 and Export Procedures
				Export Costing and Pricing	
				Rules of Origin	
				Import Procedures and Documentation	
Business Development Services			Good Warehousing Practices (GWP) for Food Products	Good Warehousing Practices (GWP) for Food Products	Good Warehousing Practices (GWP) for Food Products
	Production Management 101				
		Total Productive Maintenance	Total Productive Maintenance	Total Productive Maintenance	Total Productive Maintenance
			Total Quality Management	Total Quality Management	Total Quality Management
			Effective Purchasing Management	Effective Purchasing Management	Effective Purchasing Management
			Failure Mode & Effects Analysis (FMEA)	Failure Mode & Effects Analysis (FMEA)	Failure Mode & Effects Analysis (FMEA)
			Introduction to Six Sigma	Introduction to Six Sigma	Introduction to Six Sigma

			Materials Management & Inventory Control (MMIC)	Materials Management & Inventory Control (MMIC)	Materials Management & Inventory Control (MMIC)
			Lean Manufacturing	Lean Manufacturing	Lean Manufacturing
				Statistical Process Control (SPC)	Statistical Process Control (SPC)
				Understanding Customs Valuation	Understanding Customs Valuation
				Export Marketing / Strategic Plan	Export Marketing / Strategic Plan
			Logistics Management	Logistics Management	Logistics Management
			Warehouse and Central Operations Management	Warehouse and Central Operations Management	Warehouse and Central Operations Management
			Supply Chain Management	Supply Chain Management	Supply Chain Management
Innovation and Technology	Creating New Food Business: The Packaging Perspectiv	Creating New Food Business: The Packaging Perspectiv			
			Awareness on Food Defense	Awareness on Food Defense	Awareness on Food Defense
			Food Processing Technology	Food Processing Technology	Food Processing Technology
	Domestic Logistics and Cold Supply Chain	Domestic Logistics and Cold Supply Chain	Domestic Logistics and Cold Supply Chain	Domestic Logistics and Cold Supply Chain	Domestic Logistics and Cold Supply Chain
	Awareness on Traceability System	Awareness on Traceability System	Awareness on Traceability System	Awareness on Traceability System	Awareness on Traceability System
	Upscaling your Food Business thru Sensory Evaluation	Upscaling your Food Business thru Sensory Evaluation	Upscaling your Food Business thru Sensory Evaluation	Upscaling your Food Business thru Sensory Evaluation	Upscaling your Food Business thru Sensory Evaluation
Competitiveness and Market Access			ISO9001:2015 Quality Management System Awareness	ISO9001:2015 Quality Management System Awareness	ISO9001:2015 Quality Management System Awareness
			ISO9001:2015 Quality Management System Documentation	ISO9001:2015 Quality Management System Documentation	ISO9001:2015 Quality Management System Documentation
			Internal Quality Audit (IQA) (based on ISO9001:2015 Standard)	Internal Quality Audit (IQA) (based on ISO9001:2015 Standard)	Internal Quality Audit (IQA) (based on ISO9001:2015 Standard)
			Risk Identification, Assessment and Control in ISO9001:2015 QMS	Risk Identification, Assessment and Control in ISO9001:2015 QMS	Risk Identification, Assessment and Control in ISO9001:2015 QMS
			Effective IQA Report Writing Workshop (based on ISO9001:2015 Standard	Effective IQA Report Writing Workshop (based on ISO9001:2015 Standard	Effective IQA Report Writing Workshop (based on ISO9001:2015 Standard
			ISO9001:2015 QMS Root Cause Analysis & Corrective Action	ISO9001:2015 QMS Root Cause Analysis & Corrective Action	ISO9001:2015 QMS Root Cause Analysis & Corrective Action
			How to Become an Effective ISO9001:2015 Document Controller	How to Become an Effective ISO9001:2015 Document Controller	How to Become an Effective ISO9001:2015 Document Controller

		ISO/IEC17025:2017 The Standard for Laboratory Competence	ISO/IEC17025:2017 The Standard for Laboratory Competence	ISO/IEC17025:2017 The Standard for Laboratory Competence
		ISO/IEC17025:2017 Laboratory Management System Documentation	ISO/IEC17025:2017 Laboratory Management System Documentation	ISO/IEC17025:2017 Laboratory Management System Documentation
		ISO/IEC17025:2017 Laboratory Internal Audit	ISO/IEC17025:2017 Laboratory Internal Audit	ISO/IEC17025:2017 Laboratory Internal Audit
		Awareness training on ISO15189:2012 for Medical Laboratories	Awareness training on ISO15189:2012 for Medical Laboratories	Awareness training on ISO15189:2012 for Medical Laboratories
		Awareness Seminar on Hazard Analysis and Critical Control Points (HACCP)	Awareness Seminar on Hazard Analysis and Critical Control Points (HACCP)	Awareness Seminar on Hazard Analysis and Critical Control Points (HACCP)
		Documentation: Hazard Analysis Critical Control Point	Documentation: Hazard Analysis Critical Control Point	Documentation: Hazard Analysis Critical Control Point
		Audit: Hazard Analysis Critical Control Point (HACCP)	Audit: Hazard Analysis Critical Control Point (HACCP)	Audit: Hazard Analysis Critical Control Point (HACCP)
		Awareness on ISO 22000:2018 Food Safety Management System	Awareness on ISO 22000:2018 Food Safety Management System	Awareness on ISO 22000:2018 Food Safety Management System
		Documentation of ISO 22000: 2018 FSMS	Documentation of ISO 22000: 2018 FSMS	Documentation of ISO 22000: 2018 FSMS
		Internal Food Safety Audit based on ISO 22000:2018 Food Safety Management System	Internal Food Safety Audit based on ISO 22000:2018 Food Safety Management System	Internal Food Safety Audit based on ISO 22000:2018 Food Safety Management System
		Awareness on British Retail Consortium (BRC)	Awareness on British Retail Consortium (BRC)	Awareness on British Retail Consortium (BRC)
		Halal Assurance System	Halal Assurance System	Halal Assurance System

THE ASEAN SME ACADEMY

A partnership between the PTTC and the US ASEAN Business Council Institute (US - ABCI), DTI – Bureau of Small, Medium Enterprise Development (DTI-BSMED), the ASEAN SME Academy (Academy) aims to increase the competitiveness of Micro, Small, and Medium Enterprises in Southeast Asia. The Academy stands as a symbol of a sustainable public-private partnership between US private sectors and other private sector contributors with the ASEAN and its 10 member states: Brunei Darussalam. Cambodia, Indonesia, Lao PDR, Malaysia, Myanmar, the Philippines, Singapore, Thailand, and Vietnam.

To date, the Academy offers over 60 training courses on:

- Finance
- Human Resources
- Management
- Marketing
- Operations
- Technology
- Trade/Logistics

These courses are offered by our partner - contributors who are industry experts in their respective fields.

CONTRIBUTORS:

NEW PARTNERSHIP:

A total of four (4) new companies has partnered with the ASEAN SME Academy.

A partnership between the PTTC and the US ASEAN Business Council Institute (US - ABCI), DTI – Bureau of Small, Medium Enterprise Development (DTI - BSMED), the ASEAN SME Academy (Academy) aims to increase the competitiveness of Micro, Small, and Medium Enterprises in Southeast Asia. The Academy stands as a symbol of a sustainable public - private partnership between US private sectors and other private sector contributors with the ASEAN and its 10 member states: Brunei Darussalam. Cambodia, Indonesia, Lao PDR, Malaysia, Myanmar, the Philippines, Singapore, Thailand, and Vietnam.

To date, the Academy offers over 60 training courses on:

- Finance
- Human Resources
- Management
- Marketing
- Operations
- Technology
- Trade/Logistics

These courses are offered by our partner-contributors who are industry experts in their respective fields.

For 2020, the Academy welcomed 4 new companies as partner-contributors. These new partner-contributors will definitely add more value to the learning experience.

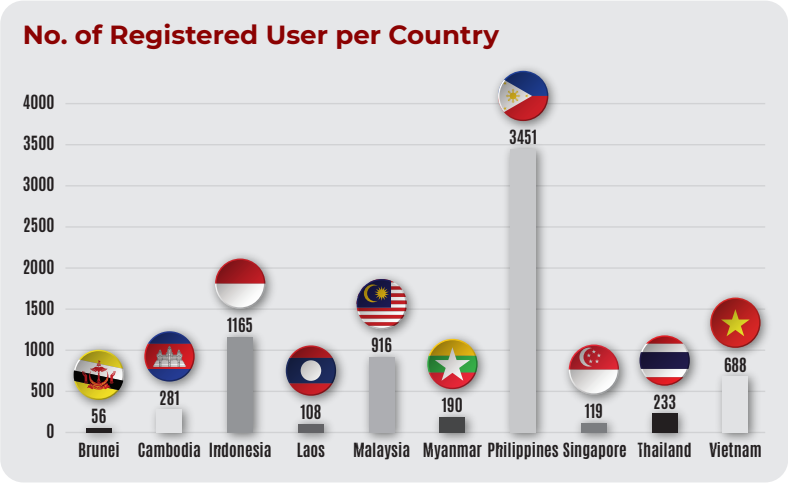
Over 20 promotional banners have also been published via the websites (www.pttc.gov.ph and www.asean-sme-academy.org) while marketing collaterals such as the Guidelines on Content Contribution brochure was published.

GUIDELINES ON CONTENT CONTRIBUTION BROCHURE



TOTAL ONLINE USERS AND COMPLETED COURSES





The Academy's website has also provided 382 valuable resource links in many areas relevant to MSMEs. With the website serving as both a portal and reservoir of information, this resulted into 370, 402 total number of site visits with 161,279 unique visitors accessing the site. The Philippines tops the list with the most number of registered users per country in the ASEAN and 55% of users are women.

These users also come from different industries ranging from health care, education, tech, to construction, and more. Majority of them come from the food processing industry at 1358 and is closely followed by those from the retail sector at 1356.

PTTC IN THE TIME OF COVID - 19

ADDRESSING COVID-19 VIA CTRL BIZ

Upon the declaration of the Enhanced Community Quarantine in March 2020, PTTC has continuously implemented training sessions through webinars. A number of COVID - 19 related webinars were conducted to facilitate knowledge sharing to MSMEs during the pandemic's onset.

Such webinars include: "Addressing COVID: The Singapore Experience" - which was conducted together with several partners including Thames International, PCCI, Accelebator of Singapore, and Go Negosyo; "Philippine MSMEs Amid COVID-19: Reimagining Disaster Resilient Enterprises"; "Bouncing Back – A Shared Future in a Changed World"; "Ctrl Biz Reboot"; "Food Safety 101"; "Global Halal Ecosystem Amid COVID-19"; "Return to Work: Health Standards and Protocol with DOH"; "Digital Payment for MSMEs in COVID-19"; and "Will You Sink or Swim Part 1 – Bouncing Back: Essentials and Must Dos for Businesses during COVID-19 Crisis".

MSME DIGITALIZATION



Ctrl + BIZ Topics: Summary

Series One
Apr 29 - May 2, 2020

SERIES 1
Panel Discussion: HOW TO TRANSFORM YOUR BUSINESS THROUGH E-COMMERCE
Panel Discussion: HOW TO DO MARKETING FOR E-COMMERCE
Master Class: WHY SHOULD I TAKE MY BUSINESS ONLINE
Master Class: HOW TO SET-UP YOUR BUSINESS ONLINE?
Master Class: HOW TO SELL YOUR PRODUCT ONLINE
Panel Discussion: HOW TO COMPLETE THE ONLINE SELLING PROCESS WITH E-FULFILLMENT
MEET YOUR ENABLERS! Part 1&2
Master Class: CONVERTING YOUR RETAIL BUSINESS TO ONLINE IN THE COVID19 CRISIS
Master Class: HOW TO SCALE-UP AND AUTOMATE YOUR BUSINESS FOR GROWTH
Panel Discussion: HOW TO TRANSFORM YOUR BUSINESS THROUGH E-COMMERCE
Panel Discussion: HOW TO MANAGE E-PAYMENTS

Series Two
May 14-16, 2020

Special Edition x
May 20, 2020

Series 2
HOW TO REGISTER YOUR ONLINE BUSINESS?
Master Class: ONLINE TAXATION
Master Class: Intellectual Property
Masterclass: MEET YOUR ENABLERS PART 1&2
TIPS TO SUCCESSFUL ONLINE SELLING
E-FULLFILLMENT : Fullfillment / E-commerce Logistics: MSMEs must-knows about Inventory Management, Warehousing, Pick and Pack and Delivery
ONLINE PAYMENT : Moving away from the Old and Cashing in with the New! Modern Money Management through Online Payments
HOW TO FINANCE YOUR E-COMMERCE TRANSFORMATION: Make the Jump! The Basics of Financing your E-Commerce Transformation
Master Class: Bakit para sa 'yo ang E-commerce? (O baka hindi talaga)
Facebook Special
Building Your Online Presence with Facebook

IT'S MORE FUN IN THE PHILIPPINES
Series Three x DOT

Series 4: Kain Na 2020
RUNNING YOUR BUSINESS IN THE TIME OF COVID
TRENDS IN FOOD/TOURISM BUSINESS
UNDERSTANDING THE E-COMMERCE ECOSYSTEM
DIGITAL MKT 101: BOOSTING YOUR DIGITAL FOOTPRINT

KAIN NA! CTRL+BIZ: REBOOT TOURISM NOW!

Series 3: Reboot Tourism Now
Building Your Online Presence with Facebook
INDUSTRY OVERVIEW: E-COMMERCE & TOURISM
Masterclass: Pivoting With Purpose: How To Turn Challenges Into Opportunities
Panel Discussion: HOW TO TRANSFORM YOUR BUSINESS THROUGH E-COMMERCE?
Master Class: WHY SHOULD I TAKE MY BUSINESS ONLINE?
Master Class: HOW TO SET-UP YOUR BUSINESS ONLINE?
MEET YOUR ENABLERS! Part 1 & 2

CTRL+BIZ: REBOOT NOW!

TRABAHO NEGOSYO KONSYUMER

Series One
29 April - 2 May 2020

Series Two
14 - 16 May 2020

Special Edition x
20 May 2020

IT'S MORE FUN IN THE PHILIPPINES
Series Three x DOT

KAIN NA! CTRL+BIZ: REBOOT TOURISM NOW!

BY THE NUMBERS

**statistics as of 6 September 2020*

4 series
31 sessions
1 special edition

34 topics discussed (in total)

24 enabling partners

58 hours
41 minutes
in total duration

ZOOM STATS
12,068 total registered participants
389 average viewers per session
84% retention rate

FACEBOOK STATS
412,621 views
6,597 share
935,397 reach

These webinars were attended by participants from startups, entrepreneurs, existing and potential exporters, technical personnel from private manufacturing and service firms, government agencies, NGOs, and students.

PRODUCTION OF PPEs WITH DIGIFAB

As a response to the COVID - 19 pandemic, PTTC through the DIGIFAB Shared Service Facility and in partnership with Mapua University has managed to produce personal protective equipment (PPEs) to augment the supplies needed by our medical front liners.

In a matter of 16 days, PTTC produced 1,264 face shields that were distributed across 32 beneficiaries which include the Philippine General Hospital, National Center for Mental Health, Manila Doctors Hospital, Ospital ng Muntinlupa, Delos Santos Medical Hospital-Rizal, UST Hospital, National Kidney and Transplant Institute, Philippine Heart Center, Lung Center of the Philippines, Department of Tourism – NAIA, MAPUA University, the Protect Our Journalists Project, LGUs and DTI offices.







Helping OFWs by Establishing Start-ups Business

HEROES PROGRAM

Helping the Economy Recover thru OFW Enterprise Startups (HEROES) is a loan facility program under Small Business Corporation's (SB Corporation / SB Corp.) Pondo sa Pagbabago at Pag - asenso (P3) fund. Under this program, OFWs may borrow a minimum of P10,000 to maximum of P100,000 free of interest and collateral. A service fee of 6% will be charged to loans with 24 months payment term and 8% for loans with 36 months payment terms (inclusive of 12 months grace period).

The PTTC conducted webinars for 5 batches starting in August 2020 until December 2020 for a total of 525 participants. 150 of these participants have been successfully granted loans while still more people are getting their loans approved.

The program so far has been met with great enthusiasm and appreciation and would want the program to continue for the long term.

FOOD CONNECT

FOOD CONNECT - ALIGNMENT OF MSMES TO STANDARDS AND CERTIFICATIONS

One of the landmark accomplishments of the center in 2019 is the Food Connect Program which was able assist a total of 25 MSMEs acquire their License to Operate and Certificate of Product Registration from the Food and Drug Administration.

The Program not only rolled out Food Safety and Quality trainings but also assisted the MSMEs go through documenting production procedures among others, as required in the FDA's application process. MSMEs from the National Capital Region and Regions 1, 2, 7 and 11.

A highlight for the Food Connect program in 2020 was the Memorandum of Understanding signing ceremony held on December 9 of the same year and served as a formal commencement of the partnership between PTTC and the Food and Drug Administration.

DAYAW 2020

Studio 1300 hosted the National Commission for Culture and the Arts' DAYAW 2020: "IPinagmamalaking Buhay na Dunong" in celebration of the country's National Indigenous Peoples Month. DAYAW 2020 is an online program that ran 5 hour-long episodes. The show featured Ms. Isay Alvarez and Mr. Apollo Abraham as hosts, together with our guest consultant, Dr. Eufracio Abaya, our featured IP Frontliners and vlogger, Ms. Ferina Santos.

The celebrations were moved online to continue to give appreciation to the indigenous cultural communities and the cultural heritage that they take pride in. Through this move, the indigenous peoples were able to participate in the virtual scenes, presenting and celebrating their various cultural heritage, traditional art and knowledge of the Filipino IPs. This will also create a stronger digital presence for the cultural communities and their efforts to safeguard intangible cultural heritage.

PHILIPPINES: A SUSTAINABLE SOURCE OF COCONUT PRODUCTS

PTTC developed webinar materials and facilitated an online B2B webinar series to promote the health benefits of coconuts to a growing and appreciative market and to highlight the country as the sustainable source of coconut products. The webinar series includes trade and investment opportunities in Germany and Russia.



The first session was conducted on November 19, 2020 and was attended by 33 Suppliers from the Philippines, Buyers, and Government Participants (EMB, PTIC, DFA, and PTTC). The event was opened by DTI Undersecretary for Trade Promotions Group, Abdulgani Macatoman and Ambassador Maria Theresa Dizon De – Vega.



The second session was on December 1, 2020 which was attended by 40 Suppliers from the Philippines, Buyers, and Government Participants (EMB, PTIC, DFA, and PTTC). The event was opened by DTI Undersecretary for Trade Promotions Group, Abdulgani Macatoman and Consul General Robert Ferrer.

DIGIFAB SHARED SERVICE FACILITY

On the 18th of December 2020, a Memorandum of Agreement (MOA) was signed, officially launching the DTI- NCRO-PTTC DIGIFAB Shared Service Facility (SSF), granting the facility its status as “Cooperator” of the SSF.

The event was graced by DTI Secretary Ramon Lopez along Usec. Abdulgani Macatoman, Usec. Blesila Lantayona, PTTC Executive Director Nelly Nita Dillera, and DTI-NCR Regional Director Marcelina Alcantara.

Prior to the MOA signing, the PTTC conducted the DIGITAL ENTREPRENEURSHIP SERIES II sessions which featured FABLAB Philippines. The topics discussed included: “Design Thinking for MSMEs” (Jerome Manatad, FABLAB Bohol), “Materials Selection for Product Development” (Dexter Lopera, FABLAB Mindanao), and “Prototype Development for Packaging Materials” (Mark Lucas, FABLAB Ilocos).

RIPPLES – REGIONAL INTERACTIVE PLATFORM FOR PHILIPPINE EXPORTERS

Anchored in the DTI Prosperity Plan for All 2022, RIPPLES PLUS is a focused program that encapsulates strategies that aim to provide a business environment supportive of growth and innovation that would enable MSMEs to establish their niches in regional and global markets, and to become significant players in the Global Value Chain.

For 2020, we have managed to conduct a series of Lifestyle webinars, notable is the webinar on Sustainable Raw Materials Sourcing which touched on the importance of taking into account the environmental and social impact of a business' supply chain and strategies - from sourcing of raw materials, processing and handling, down to the distribution and sales of the final product and service.



PHILIPPINE SKILLS INITIATIVE PROJECT

The Philippine Skills Framework Development Workshop – a joint effort between the Department of Trade and Industry (DTI), the Technical Education and Skills Development Authority (TESDA) and the SkillsFuture Singapore Agency (SSG) of the Republic of Singapore – was launched last 7th of December 2020 (with the MOA signed back in 2019), bringing the involved parties together to coordinate and collaborate on preparing the Philippine workforce to meet the needs of the Fourth Industrial Revolution.

The Skills Framework, an integral component of Industry Transformation Maps, provides key information on sector, career pathways, occupation / job roles, as well as existing and emerging skills required for the occupation / job roles. It was developed for individuals, employers, and training providers, the skills framework will help facilitate skills recognition and support the design of training programs for skills and career development.

The 30-hour training which spread across four weeks was divided into four parts namely: 1) Analysis of the Singapore Skills Framework Concept; 2) Articulation of the Skills Framework into the Philippines Qualifications Framework or PQF; 3) Contextualization of the SG Skills Framework to PH Skills Framework – hands-on practice; and 4) Development of the New Philippine Skills Framework for Sub-Sectors –hands-on practice.

Prior to the launch, DTI, TESDA, and SSG have met on several occasions, which included identifying sectoral gaps and priority sectors (those that were badly hit by COVID) for bridging. This also involved engaging relevant stakeholders in skills development and convening a i3S (Inclusive Innovation Industrial Strategy) skills initiative meeting among the public sector which included various government agencies and their Singaporean counterparts. As such, the SSG will work closely with the Philippine Trade Training Center (PTTC), the training arm of the DTI, to schedule sharing sessions on policy considerations and implement the skills framework by Q1 2021.

The workshop culminated on the 4th of January, 2021.

3A PROGRAM LAUNCH

On the 15th of December 2020, we have virtually launched the “Building an Entrepreneurial Society of Tomorrow Bootcamp: Accept, Adapt, and Act” (BEST Bootcamp: 3A) Program” whose main goal is to provide business mentoring and entrepreneurial training for displaced or retrenched workers because of and who want to start their own business.

The 3A program conducts an integrated approach using lectures, case studies, business pitching workshop, mentoring, recital, and drillmaster sessions. It is designed specifically for employees of MSMEs, private school teachers, and other retrenched workers affected during this pandemic period. Also, the program targets aspiring entrepreneurs with an identified passion or hobby that they want to turn into a profitable venture.

200 - 500 participant-observers were invited to attend the program through a Facebook livestream on a dedicated Facebook group for displaced workers while 75 - 80 participants, who will be called scholars, will be chosen to undergo the entire mentoring and training program.

The event was graced by DTI Secretary Ramon Lopez who said that all program participants will “gain knowledge on the best practices for a successful entrepreneurship journey, coming from the experiences of our mentors and experts who have specialized in their fields of business” while it reinforces the DTI’s focus and commitment on supporting MSMEs by enhancing their resilience as they recover and rebuild.

The 3A Program has a sister program - Resilience, Recovery, and Rebuild (3R) Program, which focuses on entrepreneurial re-alignment, pivots, and a balanced planning in running existing business ventures.

REACHING OUT ONLINE

The PTTC enjoys a strong showing on social media, mainly thru its official Facebook page. The page serves mainly as a platform for announcing upcoming events / webinars / training programs, along with other official announcements.

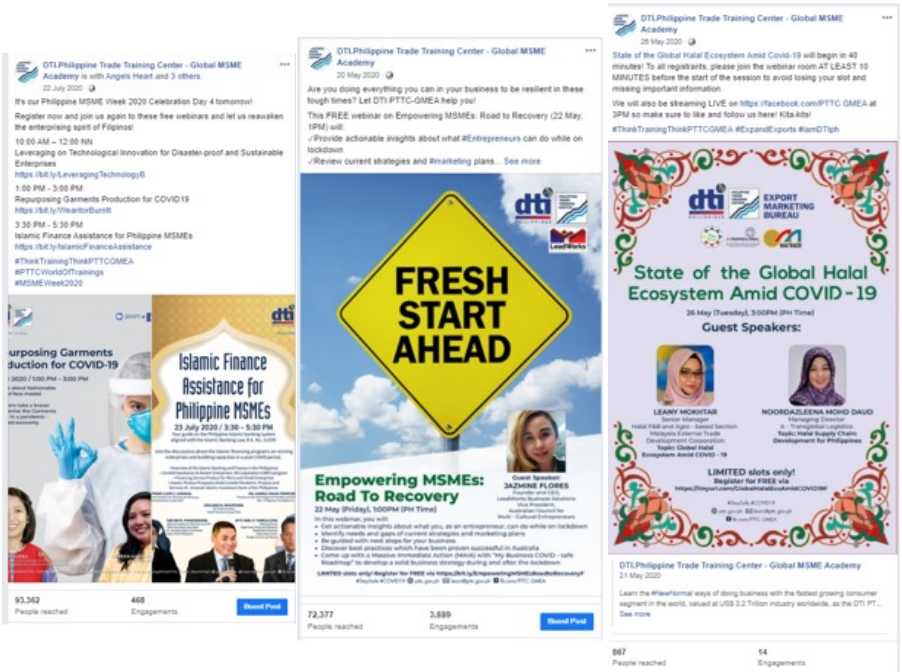
To date, @PTTC.GMEA has around 29,300 organic likes. It has been consistently gaining new likes monthly, totaling to 9,724 for the year.

Both the website and Facebook page enjoy a combined engagement (a combination of public shares, likes, and comments) of 2,357.231 which is 121% over the target figure of over 1 million. We posted the highest number of engaged users in July – 31,829 while it reached 483, 856 people in May, followed by 413,588 in July, and 199,760 in September. We have posted 403 posts for the year which include 258 images / photos, 73 videos, 32 status updates, 23 shared videos, and 17 urls / links.

Likewise, we have managed to churn out a total of 199 art assets, with the month of July having the highest tally at 30 art assets produced.

Our top 3 posts that got the most engagements are:

- It's Our Philippine MSME Week 2020 Celebration Day 4 Tomorrow (July 22,2020)
- State of the Global Halal Ecosystem Amid COVID-19 (May 21, 2020)
- Empowering MSMEs: Road to Recovery (May 19, 2020)



Our videos that got the most views are:

- Mass Casualty Training for Barangays Part 2 - 39, 647 views
- Islamic Finance Assistance for Philippine MSMEs - 11,350 views
- Mass Casualty Training for Barangays Part 1 - 9,836 views







OTHER DEVELOPMENTS

In order to accommodate the challenges of the “new normal”, the PTTC is now capable of accepting online payments. Payment channels can be made through the following:

- Cash via ECPay, Bayad Express, and 7-Eleven
- ATM deposit (Bancnet)
- Online deposit to the Land Bank / Official bank account
- PCHC paygate

Other updates include a brand refresh for our social media and website. The IT Team is currently working on making the improvements for a cleaner and easier-to-navigate site. We will continue our best practices when it comes to social media such as timely and relevant posting, and engaging more with our Facebook page’s followers.
We are also currently developing the PTTC YouTube channel to serve as an online library for training videos and webinars.

A creation of an Instagram page is also in the works – this is showcase more of what goes on behind the scenes at the PTTC and can work very well with our Lifestyle and Food trainings.
We have also renamed our studio to call it “Studio 1300” as a homage to the spirit of creativity and to our location here in Pasay City.

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