



2015

ANNUAL REPORT

PHILIPPINE TRADE TRAINING CENTER

ABOUT THE COVER

PTTC envisions itself to penetrate the global market by honing the skills of the country's MSMEs through training.

PTTC ANNUAL REPORT 2015 EDITORIAL BOARD

EDITOR-IN-CHIEF	Elizabeth M. Manuel Acting Deputy Executive Director
CONTRIBUTORS WRITERS	Ma. Fe J. Avila Marites N. Dita Fernando V. Magsino Menandro B. Ortego
ADVISER	Nestor P. Palabyab CESO III Executive Director

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Message of the Executive Director



NESTOR P. PALABYAB, CESO III

Executive Director

**"TOGETHER WITH OPEN
HEARTS AND MINDS
WITH ENTHUSIASM AND
DETERMINATION, WE ALL
CAN CONTRIBUTE TO
MAKING THIS NATION
SOAR HIGHER, FASTER
AND STRONGER."**

In the service to the Filipino people, I am ecstatic to present the noteworthy accomplishments of the Philippine Trade Training Center.

With the economy of the Philippines rising in the middle of dynamic transformations in the economic and political landscape, PTTC was able to continue to respond to the learning needs of the MSME sector. You will find in this report that over 580 MSMEs availed our training sessions, with 65% of them availing our offerings not just once or for the first time. These efforts made more than 15% of them to take actions towards realizing readiness to, starting or expanding export business. PTTC advocates inclusive growth, a guiding principle that made us managed to also cater to the needs of MSMEs not only in the capital, but also in the countryside as well.

WE CONSISTENTLY ENSURE THAT ALL OUR ACHIEVEMENTS TO THE REQUIREMENTS CALLED FOR WORLD CLASS CIVIL SERVANTS AND JUDICIOUS USE OF THE TAXPAYERS' MONEY.

This report also tells about how we give high regards on strategic partnerships to make possible the delivery of our modules to MSMEs particularly in the regions and other specific sectors.

I am happy to note that in demonstration of PTTC's commitment to provide world class services, we equip our people – our most important asset – through local and international training and seminars. It was this year that for the first time PTTC participated in the international event, i.e World Halal Summit and Business Continuity Planning. This report lists the training and seminars that we provided to our own people for our strategic journey.

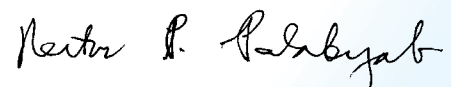
As a demonstration of our world-class service, this year, the Center also achieved full certification of its quality management system with the ISO 9001:2008 requirements. We are confident that with this remarkable start, through our people who have demonstrated their best on this

initiative, we will make it to the succeeding requirements for maintaining this certification. As in the last few years, through the various reforms in governance, we consistently ensure that all of these achievements are in conform with the requirements called for world class civil servants and judicious use of the taxpayers' money.

Allow me also to herald about our major breakthrough in 2016, the year before we step into our three decades of existence. The spotlight on the current global trend of disruptive innovations in the market helps promotes economic development as seen by the rise of MSMEs partaking and engaging in creative ways to sell their product and services in the market. In 2016, PTTC will make its mark in supporting the innovation initiatives of the government by establishing the very first specialized innovation hub in the country to help processed food MSMEs catapult in the global market through export with its full operation in 2017.

It is our firm resolve to continue to improve our facilities, facilitators, staffs and management in order to ensure that the Center will fulfill its mission and attain its vision in becoming a world-class training institution that you deserve by 2022.

Finally, I would like to take this opportunity to thank all our stakeholders, staff and management of the Center for their passion, dedication and assistance, the DTI family for their unending support, and other government departments, bureaus, and agencies who have partnered and worked with the Center. Together with open hearts and minds with enthusiasm and determination, we all can contribute to making this nation soar higher, faster and stronger.



Nestor P. Palabyab, CESO III
Executive Director



our **VISION**

A world class TRADE TRAINING CENTER in 2022

our **MISSION**

Advance Philippine export sector's competitive position in the world market by providing valuable problem-solving approaches through integrated continuing education services

our **MANDATE**

- to develop training modules on export and import techniques and procedures.
- to raise the level of awareness of Philippine businessmen of export opportunities and the availability of alternative sources of import products or diversified markets for export.
- to offer specialized courses for specific industry groups directed at overcoming barriers to overseas market penetration.
- to conduct training programs in international trade practices, inspection techniques and exhibition mounting.

our **FUNCTIONS**

TRAINING SERVICES

- Design curriculum, develop materials and implement training programs for exporters and Micro, Small and Medium Enterprises (MSMEs)

FACILITIES MANAGEMENT SERVICES

- Promote and rent out facilities for conferences and seminars, international and local trade fairs and exhibitions

our **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 standards.
- We shall perform through the values of professionalism, integrity, credibility, dedication to duty, and unity.



PERFORMANCE HIGHLIGHTS 2015



Training for Micro, Small and Medium Enterprises [MSMEs]

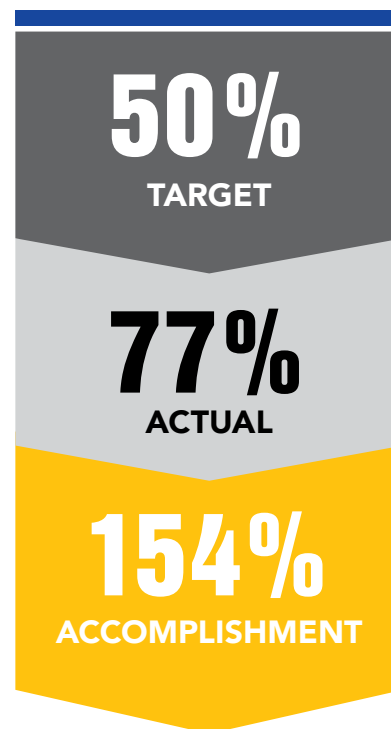
[1]

Total of 198 regular training sessions conducted for 2015, 75 of which are unique training titles.



[2]

MSMEs took positive actions to be exporters



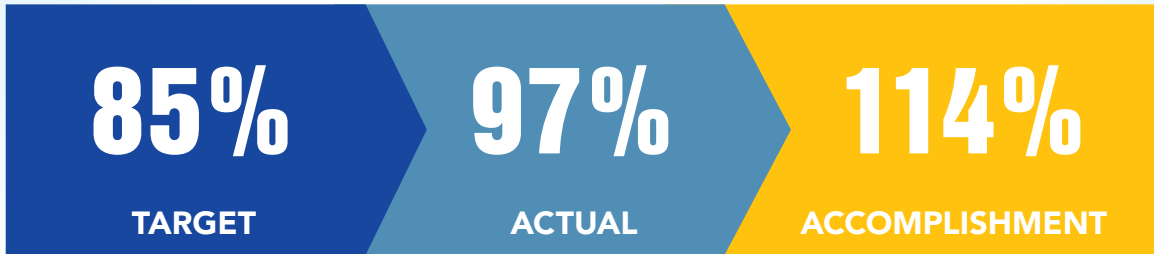
[3]

MSMEs assisted through training



[4]

MSMEs rating on PTTC assistance as satisfactory or better



[5]

Profile of MSMEs assisted

30%

FROM
PROCESSED
FOOD



6%

FROM GDH/
HANDICRAFT



64%

FROM CONSTRUCTION,
ELECTRONICS, IT/BPO,
MOTOR VEHICLES PARTS
& COMPONENTS





PTTC'S NEWLY DEVELOPED MODULES FOR THE YEAR INCLUDE:

- a. Business counsellors trainers training
- b. Business resiliency planning and management
- c. Leading and motivating multiple generations in the workplace
- d. INCOTerms 2010 (TOT)
- e. Export Costing and Pricing (TOT)

MSMEs ASSISTED, BY REGION

REGION	NO. OF MSMEs (Regular Training Courses)	NO. OF MSMEs (Special Training Courses)
NCR	372	201
1	4	27
2	1	28
3	53	345
4A	134	27
5	8	
Negros Island Region (NIR)		44
6	3	33
7	6	
8	2	36
9		51
10		78
11	2	
12	1	47
13 - CARAGA	1	
TOTAL	587	917

As can be noted, expectedly and as the usual trend, majority of MSMEs assisted are from Mega Manila (NCR, Regions III and IVA), which can be explained by the proximity of the areas to PTTC.

B Facilities Improvement and Maintenance

As PTTC's contribution to the revenue generation of the government, PTTC also opened use of its facilities to some 131 events such as trade exhibits, conferences and fora, and seminars mounted by both private and public organizations.

THIS ACCOUNTS FOR **125%** OF THE 2015 ANNUAL TARGET OF **105** EVENTS HOSTED, COMPARED TO 2 EVENTS SHORT OF ACCOMPLISHMENT IN 2014 DUE TO VARIOUS IMPROVEMENTS AND MAINTENANCE PROJECTS IMPLEMENTED. FROM THIS

BUSINESS, PTTC POSTED REVENUE OF **PHP10,555,443,**
A **7%** INCREASE FROM 2014 LEVEL OF **P 9,834,000.**

THE INCREASE IS ATTRIBUTABLE MAINLY TO RE-OPENING OF FACILITIES AFTER THE MAJOR RENOVATION PROJECTS THAT STARTED IN 2014, NAMELY:

MAJOR 2014 PROJECTS

- Replacement of 25,000 fiberglass elevated tank with stainless steel tank, including piping works and water pumps rewiring and replacement
- Replacement/refinishing of deteriorated marble flooring and repair/repainting of wash-out pebbles at Exhibit Halls A, B, and C
- Pavement laying of PTTC parking areas on North, East, and West perimeter grounds
- Tiling works at main and side entrances, including canteen area
- Rehabilitation of ground floor restrooms, dressing rooms, and stage
- Major painting works on ground and second floor aisles and seminar rooms
- Reprocessing of the system and replacement of compressor of air-conditioning system at Hall B
- Chemical cleaning of Exhibition Halls (A, B, C, Lobby) air-conditioning systems

MAJOR 2015 PROJECTS

- Repainting of:
 - a. Perimeter fence at north and west sides
 - b. Exhibition Halls A, B, and C flooring, walls and ceiling
 - c. Ground floor corridor at north, south, and west wings
 - d. Guard house at main entrance
 - e. Wall and ceiling of driver's quarter
 - f. Wall and ceiling of stock room 1 at ground floor
- Revarnishing of:
 - a. Corridor ceiling at north, south, and west wings of ground floor and second floor
 - b. Door and jamb of stock room at ground floor
- Epoxy painting of floor aisles at ground floor; elastomeric repainting of exterior wall at west wing
- Installation of telephone line and units at BMTSD offices
- Repair and waterproofing of lobby canopy
- Repair and revarnishing of wood parquet floor at driver's quarter
- Conduct other civil, mechanical, and electrical repairs, renovations and installations



MAJOR EVENTS HELD AT THE CENTER ARE:

DTI SPRINTS • Forum on the 2015 Budget Execution • EDU Summit - ASEAN Integration • Toward Peace 2015 • Worldbex 2015 • Manila International Auto Show 2015 • Addiction Recovery • 3rd Philippine Engineering Summit • Exhibit/ Oath-Taking Convention of Massage Therapists • PSME 30th Anniversary and General Membership Meeting • Grand Lecture Series • SMED Week • 2015 Consumer Welfare Month • Culmination of Philippine Cooperative Centennial Year • 6th PANAF IMC Youth Congress and PANAnaw • 3rd Quarterly Seminar and Meeting • 2015 Year End Party • Christmas Party and Recognition Night • IDCSI Awarding Ceremony • Year end PRAISE Awards and Christmas Program • KPOP Convention 7 (KCON7) • TIPI/ROHQ EOY Celebration • Cognizant Year-End Party • ETAP 114 Ph 4-Days Training



ISO certification

THE PHILIPPINE TRADE TRAINING CENTER (PTTC), achieves global standard after recently being granted an International Standard Organization (ISO) 9001:2008 certification for its quality management system standard.

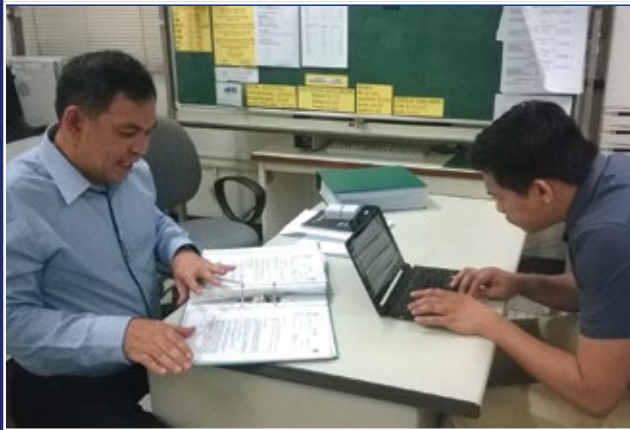
PTTC Executive Director Nestor Palabyab received the certification on November 15, 2015 from Paul Bagatsing, Vice President and General Manager of AJA Registrars, Inc.

For its ISO certification, PTTC took a record-breaking 15 months of painstaking audit stages and workshops until it finally granted the ISO Certification from AJA Registrars, Inc., an independent certification body headquartered in United Kingdom. The certification now places PTTC at par with other organizations and companies around the world in terms of quality management systems.

PTTC's ISO 9001:2008 certification (Certification No. AJA 15-0050) is valid for three (3) years, with issued date of November 12, 2015 until August 24, 2018. With the adoption of ISO-certification principles, the PTTC vows to continue its commitment to provide excellent services to its stakeholders.



ISO CERTIFICATION ACTIVITIES





Staff Capability Building



In its effort to upgrade its expertise as a trade training center, PTTC provided its people training interventions to enhance competencies on training process and select contents. A total of 6 training courses were organized for the staff, namely:

- Kapihan on Info Session on EU-GSP, March 3, 2015
- Stress and Time Management, March 24, 2015
- Enhanced eNGAS and eBudget System, 13-17 April 2015
- Learning and Development Cycle Seminar, June 23-24, 2015
- Module Course Development Seminar, Sept. 28-29, 2015
- Training of Trainers on Doing Business with ASEAN Economics Community & EU using GSP+, Oct. 26-27, 2015





Furthermore, the Center has upgraded the competencies of its Senior Officers through foreign training, seminars, and exhibitions.

This year, PTTC continued to conduct employees' engagement survey to feel the pulse of employees on job enrichment and other areas. The survey posted

94% overall employees satisfaction rating, as compared to **85%** in 2014, or **+9%** net satisfaction rating.





Also, as of the year, Center has a total of 68 accredited resource persons who can be tapped for course development and delivery. This year, 33 of them were provided refresher course on food packaging and labelling requirements of domestic law and international regulations of major processed food export markets.





Milestones

CONDUCT OF TRAINERS TRAINING ON INCO TERMS 2010 AND EXPORT COSTING AND PRICING



It was only this year again that PTTC, on its own, organized and conducted training of trainers on October 27-30 to expand its pool of accredited resource persons to respond to the need of MSMEs for accessible trade and business management training courses, particularly in the regions. Eighteen (18) participants availed of this program, who are mostly from Luzon and Mindanao.



WORLD HALAL SUMMIT

ED Nestor P. Palabyab attended the World Halal Summit, being an authority on Halal Industry Development to be able to provide updated inputs for national policy making and program development of trade support institutions like PTTC. The event was held in Kuala Lumpur, Malaysia on March 31-April 4, 2015.



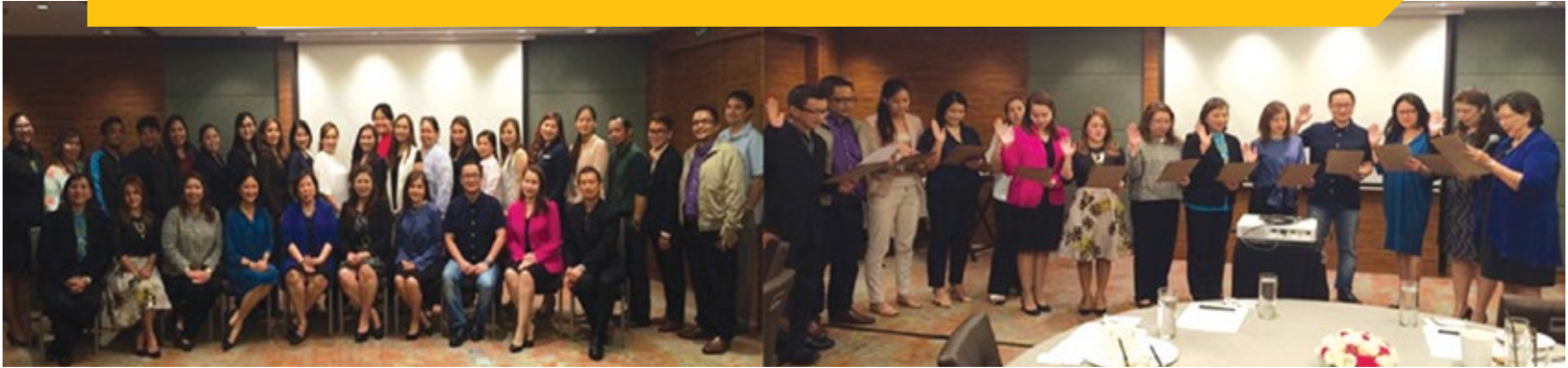
TRAINING FOR CONFERENCE MANAGEMENT OFFICERS AND LIAISON OFFICERS FOR APEC 2015

In support to the Philippine hosting of the APEC 2015, the Center facilitated the training on "Skills Enhancement Workshop for the APEC 2015 Philippine Close-in Liaison Officers (CLOs) and Conference Management Officers (CMOs)," attended by 70 participants last January 28-30, 2015 at the DFA, Pasay City. An Advanced Training was conducted last April 14-15 to further enhance the skills of Philippine CLOs and CMOs for the APEC 2015 in providing excellent service for APEC 2015 delegates.



PACEOS MEMBERSHIP

After 28 years, PTTC is now formally a member of the association of exhibition industry, the Philippines Association of Convention/Exhibition Event Organizers and Supplier (PACEOS). The membership would provide PTTC more exposure to more than 40 professional industry players in need of value- for-money venue.



ONLINE INFO VIDEOS

To respond to learning needs of busy people who may prefer learning through social media, PTTC created own Youtube Channel to have videos-in-demand uploaded. This year, videos available are:



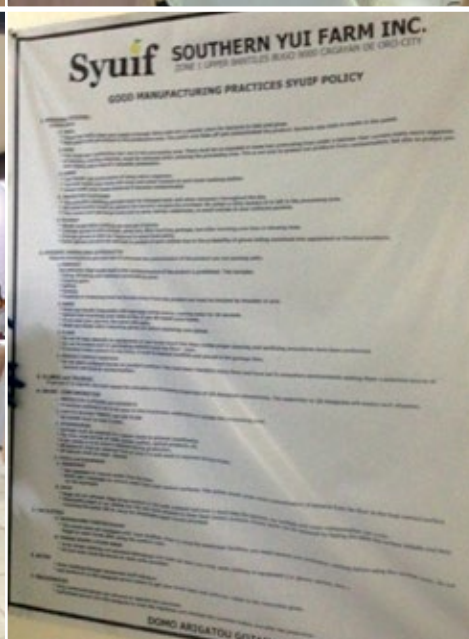
PTTC COLLABORATION WITH OTHER AGENCIES

I. IN SUPPORT TO EXPORTERS



PTTC renewed its partnership on the implementation of major DTI projects on export promotion, which include RIPPLES, DBFTA, and IFEX.

Under RIPPLES1, PTTC provided consultancy and mentoring services to 82 regional SMEs (186 participants) from regions NCR, I, II, and X.



For IFEX 2015, in partnership with the CITEM, the Center conducted/ facilitated 13 export and trade-related training courses during the event held on 21-24 May 2015. These were attended by 640 participants.



PTTC also co-implemented an activity with the FTSC India, on Trade Opportunities in Bangladesh conducted on January 20, 2015. In coordination with the Bangladesh – Philippines Chamber of Commerce and Industry (BPCCI) which aimed to boost the two countries' economic relations. Seventeen 17 PH exporters who were interested to tap trade opportunities in Bangladesh attended the session and interacted with the 5 member delegation from Bangladesh.



In support of massive information campaign on FTAs, PTTC remains as a major partner in the conduct of information sessions and capacity building courses. PTTC co-organized the conduct of EU GSP+ Training of Trainers (ToT) last March 2-3, 2015, with the EMB, BTR and FTSC which capacitated 60 DTI technical staff who now form part of the DBFTA speakers' bureau.

Resulting from this activity, PTTC supported the implementation of re-entry plan of TOT participant in the conduct of information session entitled Legal Challenges on Philippine Free Trade Agreements (FTAs) and the ASEAN Economic Community (AEC) Agreements last May 5, 2015. The session which was attended by 26 DOJ lawyers aimed to enhance the awareness of government lawyers to prepare them for potential legal issues that will need to be addressed in the AEC.



II. IN SUPPORT TO ENTREPRENEURSHIP AND SME DEVELOPMENT



For SMERA1 for the period in review, a total of 16 training sessions were conducted in the regions, in partnership with the DTI-BSMED and DTI Regional Offices. These were attended by 381 MSMEs with 492 participants.



In addition to the regional training conducted under the same program, fifty-three (53) training sessions were conducted on July 24-25, 2015 at the PTTC, in celebration of the SME Development (SMED) Week in collaboration with BSMED. These were attended by 1,622 participants.

III. IN SUPPORT TO CORPORATE SOCIAL RESPONSIBILITY

For the past six years, the PTTC has been the major partner of the BPI Foundation in reaching out to the regional MSMEs in the conduct of "Show Me, Teach Me MSMEs, Empowering Entrepreneurs," a 2-day entrepreneurship development course in different provinces across the country on Food Packaging and Labelling Design and Product Design Enhancement and Assessment for Non-Food Goods.

In the period, six (20) training sessions were conducted for the handicraft and the food sectors, which were attended by 380 MSMEs with 703 participants.



IV. IN SUPPORT TO PERSONS WITH DISABILITIES (PWDs) AND SENIOR CITIZENS

The Center conducted 11 training courses customized for 197 PWDs and senior citizens.



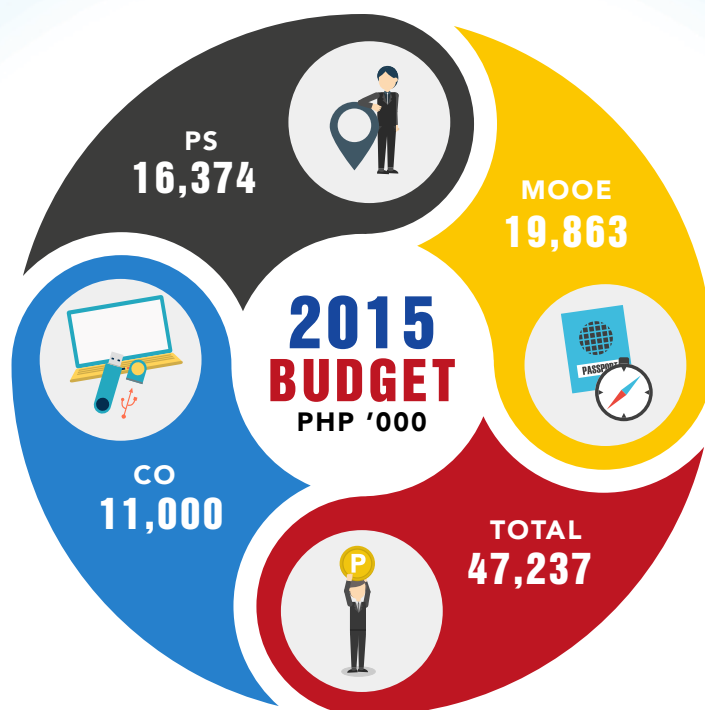
SUMMARY
of

UTILIZATION



A. Budget Summary by Major Final Output (MFO1)

BUSINESS MANAGEMENT TRAINING SERVICES



B. Budget Summary by Expenditure Program

PTTC EXPENDITURE PROGRAM

(In Million Pesos)

EXPENDITURE PROGRAM	GENERAL ADMINISTRATION AND SUPPORT	OPERATIONS	TOTAL
PS	7.742	8.632	16.374
MOOE	1.747	18.116	19.863
CO		11.000	11.000
TOTAL	9.489	37.748	47.237

ORGANIZATIONAL STRUCTURE

**OFFICE OF THE
EXECUTIVE DIRECTOR**



MANAGEMENT COMMITTEE



NESTOR P. PALABYAB CES0 III
Executive Director



ELIZABETH M. MANUEL
Acting Deputy
Executive Director



MARITES N. DITA
Chief Administrative Officer
*Administrative, Financial and
Management Division*



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



MA. FE J. AVILA
Planning Officer V
*Planning and Programming
Division*



MENANDRO B. ORTEGO
Officer-In-Charge
*Business Management and
Training Services Division*

PTTC FAMILY



Management Committee



Office of the Executive Director



Administrative, Financial and Management Division



Facilities and Events Management Division



Business Management and Training Services Division



Planning and Programming Division



PTTC in 2016

In 2016, the year beginning the new Administration, PTTC as the sole trade training center in the country shall be a more responsive institution. PTTC's transformation shall be demonstrated through shift of its curriculum to be more trade-focused from general enterprise business management training.

MSMEs will remain as its priority business sector, specifically those in the processed foods and handicrafts industries. It will also ensure alignment of its programs, projects and activities to the DTI commitments to APEC 2015 under the Boracay Action Agenda to Globalize MSMEs, as well as to the AEC as one of the Philippine MSMEs most promising market for business expansion. One of the PTTC's primary considerations in undertaking these efforts is the country's Philippine Export Development Plan.

It is the year for PTTC to meeting the surveillance requirements of maintaining its quality management system as ISO 9001:2008 certified and gearing to start transition of the system to be compliant to the 2015 version of this standard, to continuously improve our service to the satisfaction of our clientele.

It is on this ground that PTTC will continue to upgrade its capacity, by having the necessary expertise to respond to the need of MSMEs as the primary stakeholder in export development. Alongside, PTTC will reinvigorate own people, as well as continuously expand and update the pool of accredited resource persons on the priority industries and markets of PTTC.

Borrowing the Olympic motto, PTTC will be "Citius - Altius - Fortius" (Faster - Higher - Stronger) in 2016 – the year before PTTC steps into its 3rd decade in the realm of trade training.



PHILIPPINE TRADE TRAINING CENTER

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PHOTO CREDITS

PTTC- Business Management and Training Services Division
PTTC- Facilities and Events Management Division
BPI FOUNDATION
PACEOS

COVER DESIGN AND LAYOUT

Gerald C. David

Train To Gain



PHILIPPINE TRADE TRAINING CENTER
Department of Trade and Industry

Sen. Gil J. Puyat Ave., cor. Roxas Blvd., 1300 Pasay City
Tel. Nos.: (02) 263.7958 to 60 or Mobile Nos.: (0937) 374.7056 to 57
or (0937) 374.7920 Telfax Nos. 831.9988 or 834.1341
Email: training.pttc@gmail.com
Web Address: www.pttc.gov.ph