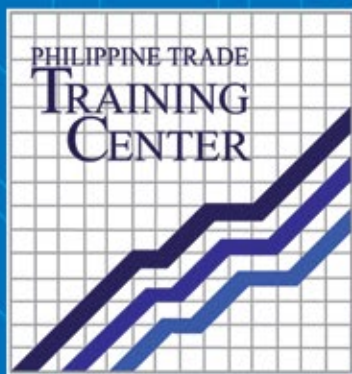




Train To Gain

2016 ANNUAL REPORT

PHILIPPINE TRADE TRAINING CENTER

2016 ANNUAL REPORT



Train To Gain

ABOUT THE COVER

AS THE DIGITAL AGE PUSHES INDUSTRIES TO EVOLVE AND EMBRACE TECHNOLOGY, ENTREPRENEURS MUST STRIVE TO KEEP UP WITH THIS CHALLENGE. THE **PHILIPPINE TRADE TRAINING CENTER** IS COMMITTED TO GIVING ENTREPRENEURS THE EDGE IN THE GLOBAL BUSINESS ARENA BY LEVERAGING KNOWLEDGE OF INFORMATION TECHNOLOGY AND INNOVATION. **PTTC** STANDS READY TO GIVE THOSE STRIVING FOR BUSINESS SUCCESS THE KNOWLEDGE AND TRAINING THEY NEED TO STAY AHEAD OF THE DIGITAL ECONOMY.

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PTTC ANNUAL REPORT 2016 EDITORIAL BOARD

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Message of the Executive Director



“PTTC believes that the relentless work and dedication of our staff equate to excellent public service that can unlock potential of the MSMEs to grow, develop, and succeed in the global market.”

Nestor P. Palabyab

Nestor P. Palabyab, CESO III
Executive Director

ANOTHER YEAR, ANOTHER FRUITFUL

service to the Filipino entrepreneurs to grow and become future exporters. I am ecstatic to present the accomplishment of the Center in the year 2016, a year before its 30th Founding Anniversary.

PTTC continues to serve over the course of 29 years the needs of the MSME sector in developing, improving, and transforming their businesses to become a global enterprise. Even with the transition of administration in the middle of the year from the Aquino Administration to the Duterte Administration, PTTC becomes more engaged in training MSMEs to their full potential with the focus of Secretary Ramon Lopez on MSMEs development.

In this report, you will find that more than 679 MSMEs had been served by the Center. Moreover, 53 or 10.5% of MSMEs who underwent trade training courses reported positive actions to pursue exporting.

The Center's road to become a World Class Training Institution was demonstrated during the passing of the 1st surveillance of its quality management system with the ISO 9001:2008 requirements. The Center has developed courses that cater to the demands and trends of the industry focusing on three (3) categories: E-Commerce, Halal, and Innovation over the course of 2016. The current global trend of disruptive innovations in the market helps promote economic development as seen by

the rise of MSMEs partaking and engaging in creative ways to sell their product and services in the market. PTTC supports this through the establishment of the "The Food Connect", hub that was launched in August 2016. The hub is the PTTC's platform on preparing MSMEs in the processed food sector, especially those with innovative products, to become market-ready by complying the requirements for certification in the global market.

As PTTC subscribes to the vital role of partnerships and collaborations with other institutions on delivering our services to realize its mandate amidst the dynamic and fast-changing trends, the Center sustained its strategic ties with the DTI, other agencies and the financial institutions for the different projects for MSMEs.

It is our sworn duty as public servants to continue improving our services, facilities, enhance expertise of our facilitators, staffs and management in fulfilling the Center's Mission and progress in attaining its vision of becoming a world class training institution by 2022.

Finally, I would like to take this opportunity to sincerely thank all our stakeholders, staff and management for their dedication and willingness to serve, PTTC believes that the relentless work and dedication of our staff equate to excellent public service that can unlock potential of our MSMEs to grow, develop, and succeed in the global market.

**PTTC BELIEVES THAT OUR CLIENT DESERVES
THE BEST AND ONLY THE BEST SERVICE AVAILABLE
TO HONE THEM TO BE RESILIENT, SELF-RELIANT,
AND PRODUCTIVE ENTREPRENEURS
AND EXPORTERS.**



PTTC VISION STATEMENT

“A WORLD CLASS
TRADE TRAINING
INSTITUTION
BY **2022**”





OUR MANDATE

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



OUR MISSION

Providing stakeholders with quality and relevant training programs at par with rest of the world that will transform Philippine MSMEs into global business entrepreneurs.



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

NEW TRAINING COURSES

For the period, PTTC was able to develop new courses on themes of innovation and e-commerce, which include Developing a Full E-Commerce Business, Mobile E-Commerce for SMEs, Legal Aspects of Online Business, Innovation in a Digital Economy and Marketing to Millennials.



For a more relevant intervention in enhancing the competitiveness of MSMEs, PTTC has conducted research/training needs assessment (TNA) during the year to support course development efforts in the succeeding years:



E-COMMERCE READINESS:

A Case of Furniture and Home Accents Sector

(with Oct 2016 Manila FAME exhibitors as respondents)

A Case for the Processed Food Sector

(with the IFEX exhibitors as respondents)

These initiatives shall be continued in the coming years, with the plan of strengthening and intensifying its impact in the delivery of training needs of PTTC valued stakeholders.

TRAINING COURSES IMPLEMENTATION

We have surpassed the targets that we have committed under our expenditure program. Around fifty three (53) or 10.5% of MSMEs who underwent trade training courses took positive actions to become exporters, five percent (5%) higher than the target of ten percent (10%). The table below provides cursory view of our performance.

PERFORMANCE INDICATORS	2016 TARGETS	ACCOMPLISHMENTS	% ACCOMPLISHED
% of assisted MSMEs taking positive actions to become exporters	10% (500 baseline)	10.5%	105%
No. of MSMEs assisted through training	517	679	131%
% of MSMEs who rate PTTC assistance as satisfactory or better	95%	98%	103%
% of MSMEs request responded to within three (3) days	90%	98%	111%

For the above accomplishments, through the collaboration of the entire PTTC workforce, the Center implemented **two hundred seven (207)** business management training sessions, fifteen percent over and above its target of **one hundred eighty (180)**. Of the total, **fifty-two percent (52%)** focused on trade, while the remaining share covered Quality, Productivity and other courses.

“WE LEARNED HOW TO VALUE THE LABELLING OF OUR PRODUCTS. WE APPRECIATE A LOT THE STEP BY STEP METHOD TO IMPROVE OUR PACKAGE DESIGN.”

Gensan Aqua Marine Processors Association

“THE SEMINAR WAS VERY GOOD AND IT WILL BE APPLIED IN OUR ORGANIZATION.”

Yakult Phil., Inc.

TRAINING PROGRAMS CATEGORIES

26 TRAINING PROGRAMS ON EXPORT AND IMPORT TECHNIQUES AND PROCEDURES

The PTTC has conducted 26 training sessions on export and import techniques and procedures, attended by 234 MSMEs. This accounts for 13% of the overall trainings conducted for the year. Among these courses are Import Procedures and Documentation, INCO Terms and Export Procedures, Export Costing and Pricing and Understanding Custom Valuation. These training programs provided Philippine MSMEs information and updates on processing their products to the global market arena.

“VERY SUFFICIENT AND HELPFUL TO
APPLY AND TO BE MORE EFFECTIVE.”

Mega Asia Bottling Corp.



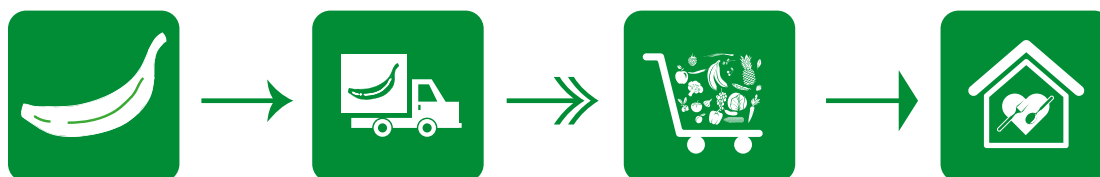
28 TRAINING PROGRAMS FOR THE FOOD INDUSTRY

To offer specialized courses for specific industry groups directed at overcoming barriers to overseas market penetration, 28 training sessions were conducted focusing on the food industry which accounts for 14% of the overall PTTC conducted courses in 2016. There were 271 MSMEs who attended the sessions on Internal Food Safety Audit, Food Safety Management System, Awareness on Hazard Analysis and Critical Control Points (HACCP) and Current Good Manufacturing Practices among others. MSMEs considered these trainings very relevant and useful in their business operations.

In connection with international trade practices, the following trainings were also conducted: Recent Developments and Trends in Packaging Technology, The Japanese Perspective and International Labeling Requirements.

FoodConnect@PTTC

On 10 August 2016, PTTC launched the food hub entitled the FoodConnect @ PTTC. This project is a bold move towards advancing Philippine export sector's competitive position in the world market, with primary goal of increasing the number of MSMEs aligned or certifiable to international market standards, through PTTC mentoring and coaching. Full implementation is set on latter part of 2017.



“EXCELLENT JOB IN TEACHING
AND HAVING THE COURSE
BE UNDERSTOOD BY THE
PARTICIPANT”.

Rachebeli, Inc.

“THANK YOU FOR PROVIDING ALL
INFORMATION ON HACCP AND
MEETING ALL MY EXPECTATIONS.”

Bounty Farms Inc.

“INTERACTIVE SEMINAR.
GREAT JOB!”

Fondre Flavour Dynamics, Inc.



45

TRAINING PROGRAMS ON ISO SERIES

These include ISO Awareness and Documentation, Documentation of Sanitation Standard Operating Procedures (SSOP), Internal Quality Audit (Based on ISO 9001:2008 Standard) and ISO/IEC 17025:2005 Laboratory Internal Audit.



“THE WORKSHOP SEMINAR WAS VERY RELEVANT, WITH FRESH IDEAS TO FURTHER IMPROVE SKILLS AND BE MORE GLOBALLY COMPETITIVE.”

Kamumay Handicrafts



“THE RESOURCE SPEAKERS ARE VERY ACCOMMODATING TO OUR INQUIRIES AND GENEROUS TO SHARE THEIR INPUTS TO OUR WORKSHOP OUTPUTS.”

Universal Robina Corporation

17

TRAINING PROGRAMS**ON WEB-BASED
OR IT BUSINESS
APPLICATION**

Several courses on business operation using new technology were also initiated in 2016. Seventeen (17) seminar sessions on web-based and computer literacy were conducted. The positive feedback gathered from participants is more than enough for the Center to continue offering these trainings in the future, and to develop similar modules for the ever-changing business environment.

“GAINING ADDITIONAL KNOWLEDGE, LEARNING NEW IDEAS AND MEETING BUSINESS-MINDED PEOPLE, A PLUS FACTOR FOR ANY GROWING BUSINESS OF WHICH THE SEMINAR ALWAYS HAS TO OFFER.”

Joji's Delights, Bukidnon



70

TRAINING PROGRAMS**ON ORGANIZATIONAL
DEVELOPMENT**

These include trainings on Quality Customer Service, Effective Leadership Skills, Records and Information Management, Business Continuity Planning and Introduction to Six Sigma among others.

“KEEP UP THE GOOD WORK.”

**Arnoriz Professional
Service Inc.**



21

TRAINING PROGRAMS ON QUALITY AND PRODUCTIVITY AND BUSINESS START-UP

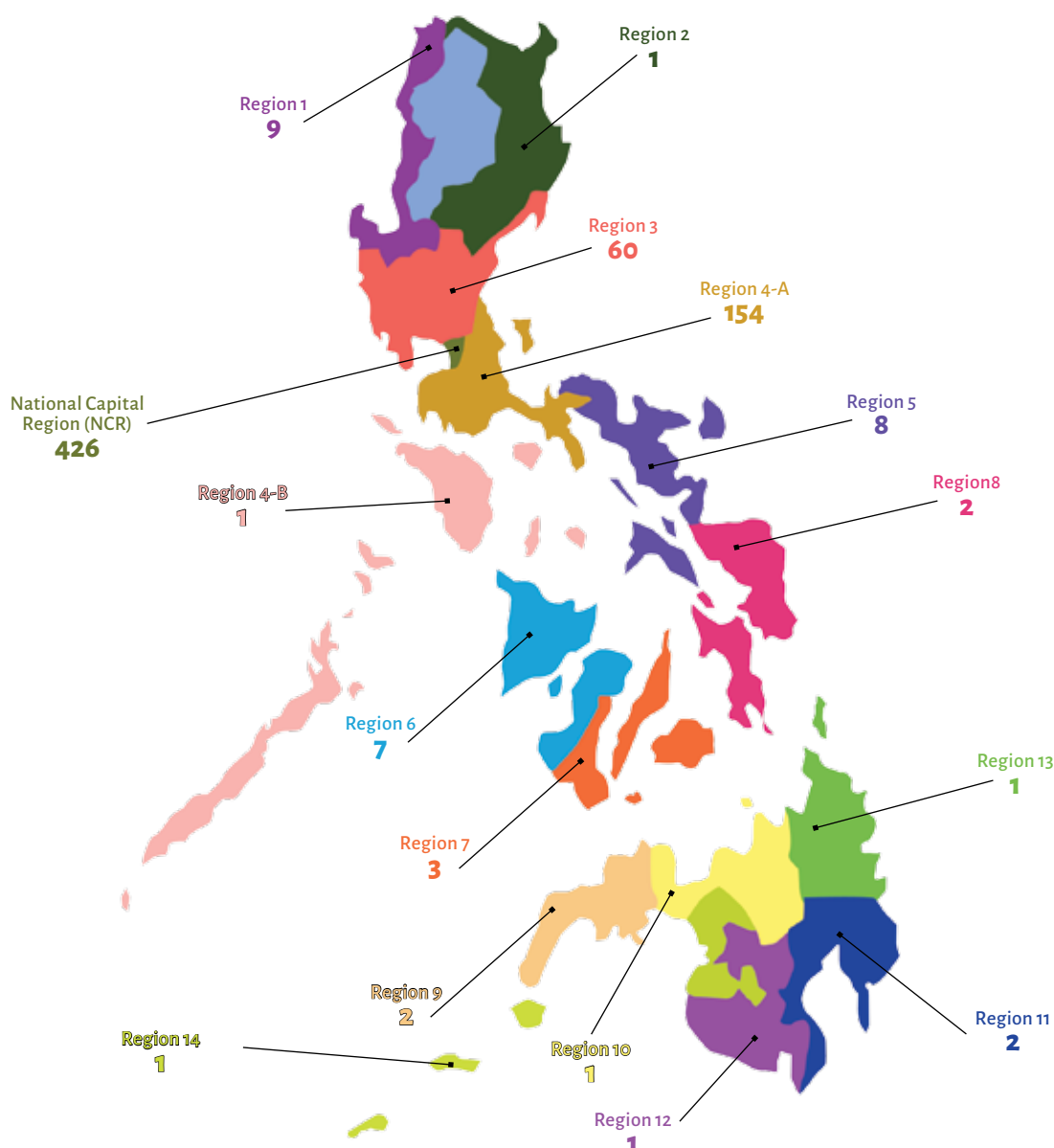
Trainings on Lean Manufacturing, Process Optimization Through Design of Experiments, Statistical Process Control, Product Design Enhancement, and Time and Motion Study among others.



OUR REGIONAL REACH FOR INCLUSIVE GROWTH

Sixty three percent (63%) of MSMEs came from the NCR, which naturally occurs because it is where PTTC is located. In the spirit of inclusive growth, the Center managed to maintain the share of MSMEs assisted in the provinces from the conduct of its own- funded training programs to 37% same as last year. Though, PTTC is committed to increase this percentage by assisting more MSMEs in the regions in the coming years.

Training Programs For MSMEs Conducted Per Region



OUR PARTNERSHIPS FOR SYNERGY

PTTC continuous support to other DTI agencies and partnerships with other non-government institutions produced remarkable achievements benefitting entrepreneurs, especially women. Thirty-four (34) additional training sessions on Business Management and seven (7) additional projects were co-implemented with PTTC partners.

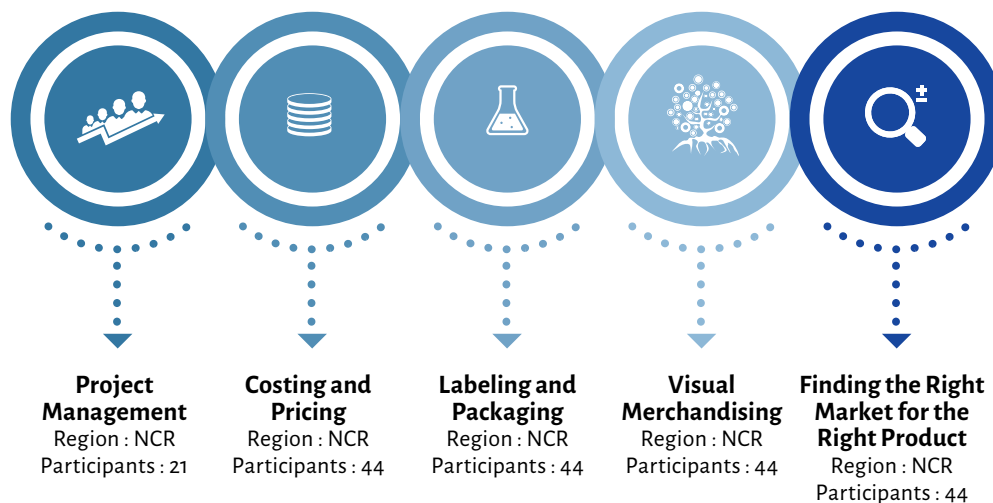
A. IN SUPPORT TO EXPORTERS

· Partnerships with Other DTI and Attached Agencies

Export Marketing Bureau RIPPLES PLUS

Trainings co-implemented with the Export Marketing Bureau

CAPACITY BUILDING SEMINARS/TRAININGS

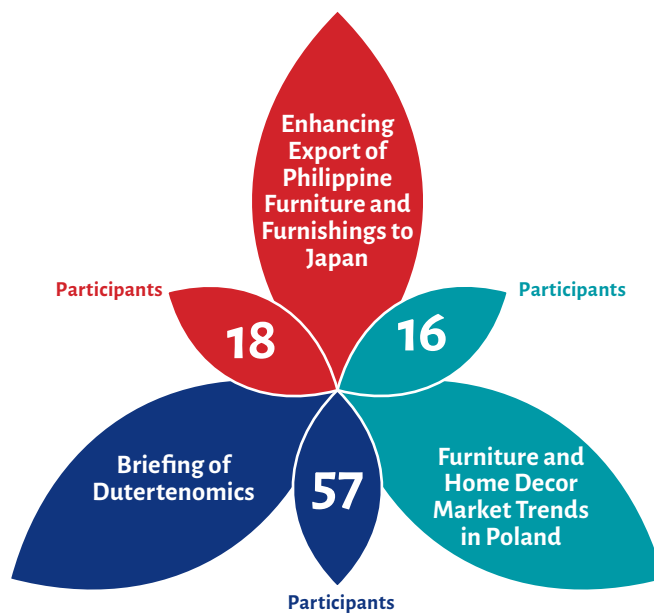


Center for International Trade Expositions and Missions

Manila FAME International

Onsite Management of the following seminars on
October 21, 2016 at the World Trade Center

SEMINARS CO-IMPLEMENTED WITH CITEM



B. IN SUPPORT TO SME DEVELOPMENT AND ENTREPRENEURSHIP

Bureau of Micro Small and Medium Enterprise Development (BMSMED)

SMED Week, July 1, 2016



SME Roving Academy (SMERA)

TRAININGS CO-IMPLEMENTED WITH REGIONAL OPERATIONS GROUP

REGIONS	TRAININGS	PARTICIPANTS
Region III	Business Plan Preparation	42 (29 Women)
Region III	Financial Management	21 (16 Women)
Region III	Quality Customer Service	119 (93 Women)
Region III	Effective Selling and Negotiation Skills	33 (16 Women)
Region III	Effective Selling Techniques	46 (30 Women)
Region III	Basic Costing and Pricing	84 (64 Women)
Region IV-A	Business Continuity and Planning	74 (55 Women)
Region III	Waste Minimization in Manufacturing Process	35 (25 Women)
	TOTAL	454



C. IN SUPPORT TO CORPORATE SOCIAL RESPONSIBILITY

Center for Future Leadership and Philippine Center for Entrepreneurship

Negosyo sa Bayan

Seminar Venue:
DAVAO CITY

Participated by 217 Mayors, Vice Mayors, Councilors and other LGU officers.

PTTC developed and facilitated the Entrepreneurship Workshop and preparation of the LGU's Action Plans



BPI Foundation

Show Me, Teach Me: Empowering Entrepreneurs



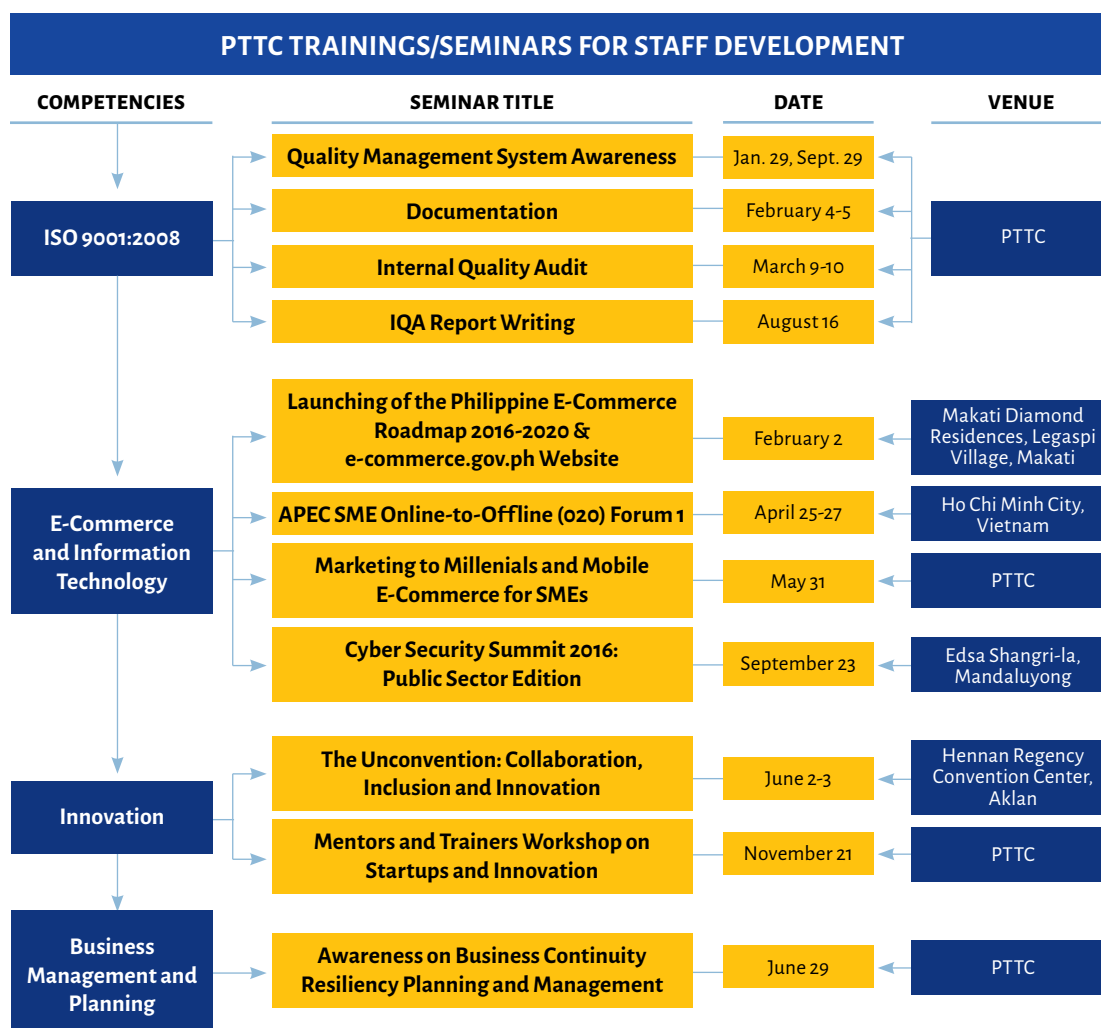
SEMINARS/TRAININGS CO-IMPLEMENTED WITH BPI FOUNDATION

TRAININGS	REGIONS	PARTICIPANTS
Basic Business Recording	REGION III, VII, XII	144 85 WOMEN
Food Packaging & Labeling Design Product Design Enhancement and Assessment for Non-Food Products	REGION IV-A, XII	91 54 WOMEN
	REGION IV-A, XII	46 31 WOMEN
	REGION II, XII	107 33 WOMEN
	REGION XII	49 8 WOMEN

Our People: Our Greatest Assets

The Center acknowledges its staff and employees' remarkable contributions in the efficient and effective delivery of its mandate. With only 48 regular positions filled up out of the 55 approved plantilla, considering as its prime assets, PTTC continuously provides opportunities for all employees to grow professionally. The entire workforce is given proper training interventions to improve skills and competencies, unlocking each potential for mutual advantage.

A. PTTC STAFF DEVELOPMENT





Each employee's talent and technical knowledge is unique and different from the others. It is the fusion and combination of every one's expertise that makes the organization's performance successful. To upgrade PTTC staff expertise, the Center has selected and implemented several trainings/seminars depending on the needs of each employee.

OTHER TRAININGS FOR EMPLOYEES' CAPACITY BUILDING

EDGAR VERCHES

EXPERTISE : Graphic Design
 SEMINAR TOPIC : Introduction to Graphic Design
 DATE : January 28
 VENUE : PCCI, Don Chino Roces Ave., Makati

GERALD DAVID, ROSSLYN TRAGICO

EXPERTISE : Business Management
 SEMINAR TOPIC : Business Continuity Management Training
 DATE : February 22-23
 VENUE : City Garden, Grand Hotel, Makati

AMADOR PRADO JR.

EXPERTISE : Business Management
 SEMINAR TOPIC : Developing a Full E-Commerce Business for SMEs
 DATE : March 31
 VENUE : PTTC Seminar Room C&D

JEZEL SUNGA

EXPERTISE : Training - Food Sector
 SEMINAR TOPIC : TOT Program on Food and Safety Management
 DATE : June 6-10
 VENUE : Bayview Park Hotel, Manila

JEFFREY GUMASING

EXPERTISE : Information Technology
 SEMINAR TOPIC : Photo Editing and Web Designing choosing Adobe Photo Shop CS6
 DATE : June 9-10
 VENUE : PTTC Seminar Room D

PRAXEDES CARPIO, MARISSA LEE

EXPERTISE : Recruitment and Human Resource Management
 SEMINAR TOPIC : Essential Interviewing Skills/ Recruitment & Selection
 DATE : June 23
 VENUE : AIM Conference Center, Legaspi Village, Makati

MARISSA LEE

EXPERTISE : Recruitment and Human Resource Management
 SEMINAR TOPIC : Orientation Course in Competency Modeling and Profiling
 DATE : August 16-19
 VENUE : DAP Bldg., San Miguel Ave., Ortigas Pasig

PRAXEDES CARPIO

EXPERTISE : Facilities Management
 SEMINAR TOPIC : Mandatory DENR Training Course for Pollution Control Officer and Managing Head
 DATE : October 21
 VENUE : ECI Training Center, Ortigas Pasig

AGUSTIN MAMUYAC

EXPERTISE : Facilities Management
 SEMINAR TOPIC : Mandatory DENR Training Course for Pollution Control Officer and Managing Head
 DATE : October 25-28
 VENUE : ECI Training Center, Ortigas Pasig

CAROL CARUMBA, IRENE LEONCIO, JOMEL LOZADA, EDITHA TABIEN

EXPERTISE : Facilities Management
 SEMINAR TOPIC : Public Financial Management Certificate Program
 DATE : November 16-18
 VENUE : Dept. of Budget and Management, Malacañang, Manila

JEFFREY GUMASING

EXPERTISE : Data Management
 SEMINAR TOPIC : First Data Privacy Summit
 DATE : December 5-6
 VENUE : Novotel Araneta Cubao, Quezon City

KNOWLEDGE SHARING

PTTC introduced the “Kapihan” during the last quarter of the year, a knowledge-sharing activity within the DTI-Industry Promotions Group. This consists of a four-hour session of presentation and open discussion facilitated by chosen resource speakers from different fields. Topics were selected based on technology or industry updates. There were two sessions conducted in 2016: End of Contractualization (ENDO), a research based discussion (November 25, 2016) and Data Privacy act (December 20, 2016).

B. TRAINERS' TRAINING FOR EXTERNAL RESOURCE PERSONS

As a complimentary initiative to deliver its services to the highest quality and standard, PTTC has been intensifying its training programs to upgrade their expertise attuned to the growing demands of the respective industries. The following seminars were conducted for selected trainers:

TRAINERS TRAINING: EMPOWERING WOMEN ON E-COMMERCE

Refresher Courses:

- **FOOD SAFETY REQUIREMENTS AND REGULATIONS**
- **PACKAGING AND LABELLING REQUIREMENTS OF MAJOR IMPORTING COUNTRIES**

As of now, PTTC engages the services of forty-five (45) accredited trainers, considering them as partners in equipping MSMEs/entrepreneurs with necessary knowledge and competencies to be globally competitive.

THE LIST OF PTTC ACCREDITED TRAINERS AND THEIR RESPECTIVE EXPERTISE:

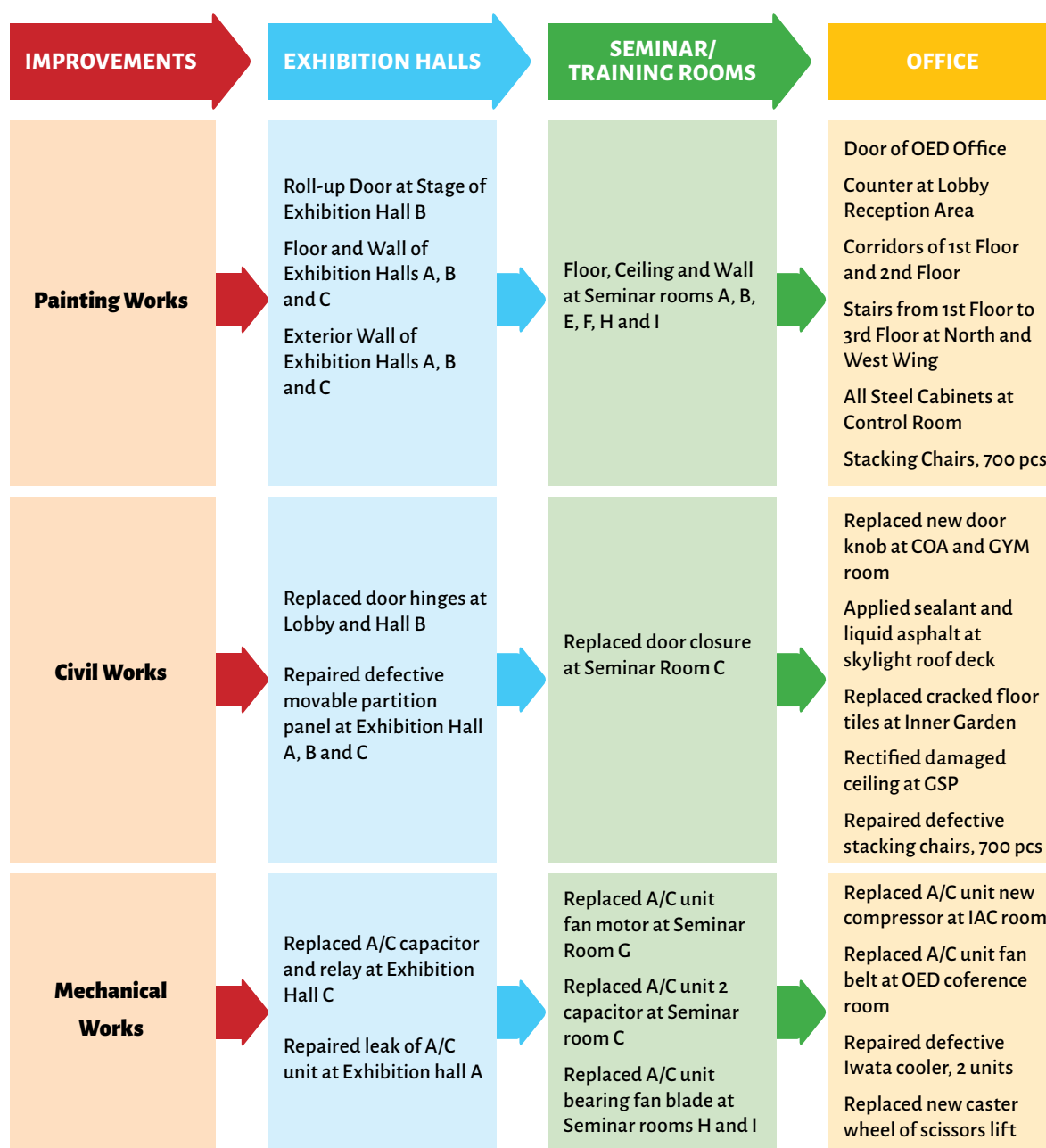


OUR CONTINUOUS IMPROVEMENT: ISO 1ST SURVEILLANCE

For 2016, PTTC successfully passed the first surveillance conducted by the AJA Registrar. This reflected the Center's effort to provide MSMEs with services at par with global standards and a very good indicator that the PTTC is ready to move on to the next level, the second surveillance onwards to ISO 9001:2015.

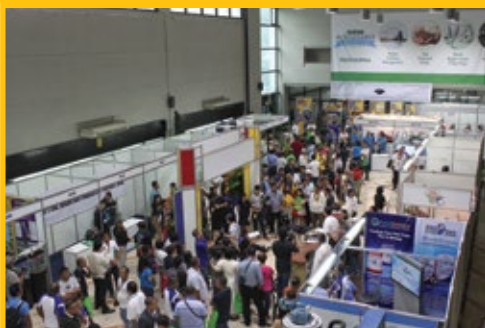
Facilities: Maintained and Used for Trade-related Activities

Basics and essential maintenance projects were undertaken to improve the training facilities. During the year, the major projects completed include painting, civil and mechanical works of exhibition halls, seminar rooms and offices. On-going are some mechanical works such as installation of air conditioning units and equipment for the Food Connect.



Hosting of trade events contributed total revenue of PhP13,496,700 to the national coffer, a 27.9% increase over last year's PhP10,555,443. This was attributed to the 117 events held at the center during the year, a 121.8% accomplishments based on target of 96.

**NATIONAL FISHERIES INDUSTRY SUMMIT/
1ST BANGUS CONGRESS FEBRUARY 3-5**



LIGA NG MGA BARANGAY REGIONAL CONGRESS FEBRUARY 25-27



WORLDBEX MARCH 16-20



MANILA INTERNATIONAL AUTOSHOW (MIAS) APRIL 7-10



SLINGSHOT PHILIPPINES APRIL 21-22



SMERA JULY 1-2



64TH MANILA FAME OCTOBER 20-22



Summary of Utilization

(In Million PhP)

PTTC WAS GRANTED A TOTAL OF PHP43.103 MILLION BUDGET FOR 2016. THE FUND WAS PROPERLY EMPLOYED IN ITS PROJECTS, ACCOMPLISHING A 98% UTILIZATION RATE.

Program/Activity/Project	PS	MOOE	CO	Total
General Administrative and Support (GAS)	8,854	1,774	327	10,955
Planning, Policy Formulation and Provision of Trade-Related Training Research	2,406	899		3,305
Development and Implementation of Training Modules on Import and Export Techniques and Procedures in International Trade Practices, Inspection Techniques and Exhibition Mounting	5,371	4,842		10,213
Implementation of Training-Related Servicing Programs through the use of the Center's Facilities	2,928	15,702		18,630
TOTAL	19,559	23,217	327	43,103

*RLIP – 1,851

Organizational Chart

OFFICE OF THE EXECUTIVE DIRECTOR



The PTTC Family





The Management Committee

NESTOR P. PALABYAB CESO III
Executive Director



ELIZABETH M. MANUEL
Acting Deputy Executive Director



MARITES N. DITA
Chief Administrative Officer
Administrative, Financial and
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



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



**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 2017

ON FEBRUARY 27, THE CENTER CELEBRATES ITS 30TH-YEAR ANNIVERSARY WITH A THEME **“CELEBRATING 30 YEARS OF SHARED ASPIRATIONS”**. AS PTTC GEARED TOWARDS ANOTHER DECADE OF FAITHFUL AND FRUITFUL SERVICE TO ITS STAKEHOLDERS, IT SHALL CONTINUE TO DEVELOP AND IMPLEMENT INNOVATIVE PROJECTS TO SUPPORT THEIR CHANGING AND GROWING NEEDS.

In the ensuing year, the Center welcomes partnerships with other trade organization. This is to further improve its services aligned with the global quality and standards. Collaboration with international training experts shall be intensified for the benefit of Filipino MSMEs.

The organization shall soar into higher heights as it journey towards becoming a world class training institution. Several projects are lined up for MSMEs' knowledge and competencies transformation. The international market shall serve as a huge arena for Filipino entrepreneurs to enter and compete. PTTC-trained exporters shall be more confident, being equipped with knowledge and capabilities to venture and explore the world market.

Train To Gain



PHILIPPINE TRADE TRAINING CENTER

Department of Trade and Industry

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or (0937) 374.7920 Telfax Nos. 831.9988 or 834.1341

Email: training.pttc@gmail.com

Web Address: www.pttc.gov.ph

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PTTC- Business Management and Training Services Division

· PTTC- Facilities and Events Management Division · BPI

FOUNDATION · CITEM

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Gerald C. David

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