



2017

ANNUAL REPORT



ABOUT THE COVER

PTTC is building a community of learners among Micro, Small and Medium Enterprises (MSMEs). The Center envisions a learning community that embraces and takes advantage of the unpredictably fast changing trends in the domestic trade and across borders in order to remain competitive. This can be undeniably attributed to the huge impact of e-commerce, internet presence and connectivity in the way people deal with and do things. Thus, the Center's training plans and programs were in the direction of building the capacity for Filipino entrepreneurs to be competitive. At the same time, make PTTC the Philippines' Global MSME Academy in the year ahead.

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MESSAGE OF THE EXECUTIVE DIRECTOR

It is an honor for me to present to you the accomplishments of the Philippine Trade Training Center (PTTC) for the calendar year **2017**.

This report of remarkable achievements was the result of hard work and dedication of the entire PTTC team, as we celebrate our 30th year anniversary with the theme: "Celebrating 30 Years of Shared Aspirations". PTTC continues to be the Micro, Small and Medium Enterprises' (MSMEs) partner in capacity building, through provision of trade training and related interventions, responsive to their needs to become globally competitive.

As the PTTC embraces its duty to level-up services for its stakeholders, we are proud to report that a total of **496** training sessions, inclusive of regular, in-house and other special programs were implemented across the country. In line with this, we have assisted a total of **645 MSMEs** with the majority comprising 62%, came from the National Capital Region (NCR). This was followed by Region IV - A and Region III, accounting for 23% and 7% respectively. We have also hosted and became part of **105** domestic and international events, such as the International Food Exhibition (IFEX) Philippines, Manila FAME and the Manila International Auto Show, among others.

With the desire to expand our reach, we have forged alliance with local and international organizations. One of our notable local training partners in empowering entrepreneurs across the country is the BPI Foundation, through the implementation of the "**Show Me, Teach Me**" program. We have also extended our networks globally by working together with the Taiwan Economic and Cultural Office (TECO), resulting to the successful execution of our joint project "**Workshops on E - Commerce**", and with our coordination with Alibaba - accredited Yuncang Philippines Internet Technology Services Ltd. for the conduct of free training and coaching workshops on **B2B E - Commerce**. PTTC also continued to provide our clients with digital marketing training contents to access market, having conducted training sessions on "Putting Your Business Online", "Training of Trainers: Empowering Women on E - Commerce", "Digital Marketing" and "Marketing Thru Social Media".

Being one of our major initiatives on intensifying interventions in capacitating MSMEs under the food sector, we have fully launched our very own **Food Connect**, a training program that goes beyond the traditional "classroom" teaching approach. Through mentoring and write shops, this program aims to assist MSMEs in complying technical requirements, enabling their products to be aligned with international market standards. The sessions are being held in a special designated area within building that we called the "Food Connect Hub".

Lastly, with our desire to improve organizational performance, we are taking stock of the need to face a more challenging world. This has led us to collaborate with the **International Trade Centre (ITC)** through its Benchmarking Programme. The assessment conducted in June 2017, has placed the PTTC on the 23rd rank among the 57 trade support institutions all over the world, guiding the organization to focus more, strategizing to overcome weaknesses and fortifying strengths towards the desired transformation in 2022 and beyond.

In behalf of the management team, I would like to thank everyone, especially our dedicated employees and staff, who have worked hard with passion and enthusiasm.

As the Executive Director of this institution, I pledge, together with the rest of the PTTC team, that we will continuously exert efforts in delivering better services to our clients and stakeholders.

Nestor P. Palabyab CESO III
Executive Director

PTTC VISION STATEMENT

**“A World Class
Trade Training
Institution
By 2022”**



OUR MISSION

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

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 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 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.

IN THE PURSUIT OF OUR MANDATE

PTTC acknowledges the Philippine MSMEs as prime catalyst for the country's economic growth. In an effort to help our MSMEs as they are exposed to several challenges such as limited resources and access to financing, in contrast to the high cost of doing business, and lack of access to market information, the Center has strengthen its training programs to support and improve MSMEs productivity and competitiveness to lessen the threat of international competition.

PERFORMANCE HIGHLIGHTS

PTTC surpassed all the targets it committed under the National Expenditure Program (NEP) for FY 2017. Its year - end accomplishments are as follows:

PERFORMANCE INDICATORS



No. of MSMEs assisted through training

2017 TARGETS

563

ACCOMPLISHMENTS

645

% ACCOMPLISHED

115%

% of MSMEs who rate PTTC assistance as satisfactory or better

2017 TARGETS

95%

ACCOMPLISHMENTS

98%

% ACCOMPLISHED

103%

% of MSMEs request responded to within three (3) days

2017 TARGETS

95%

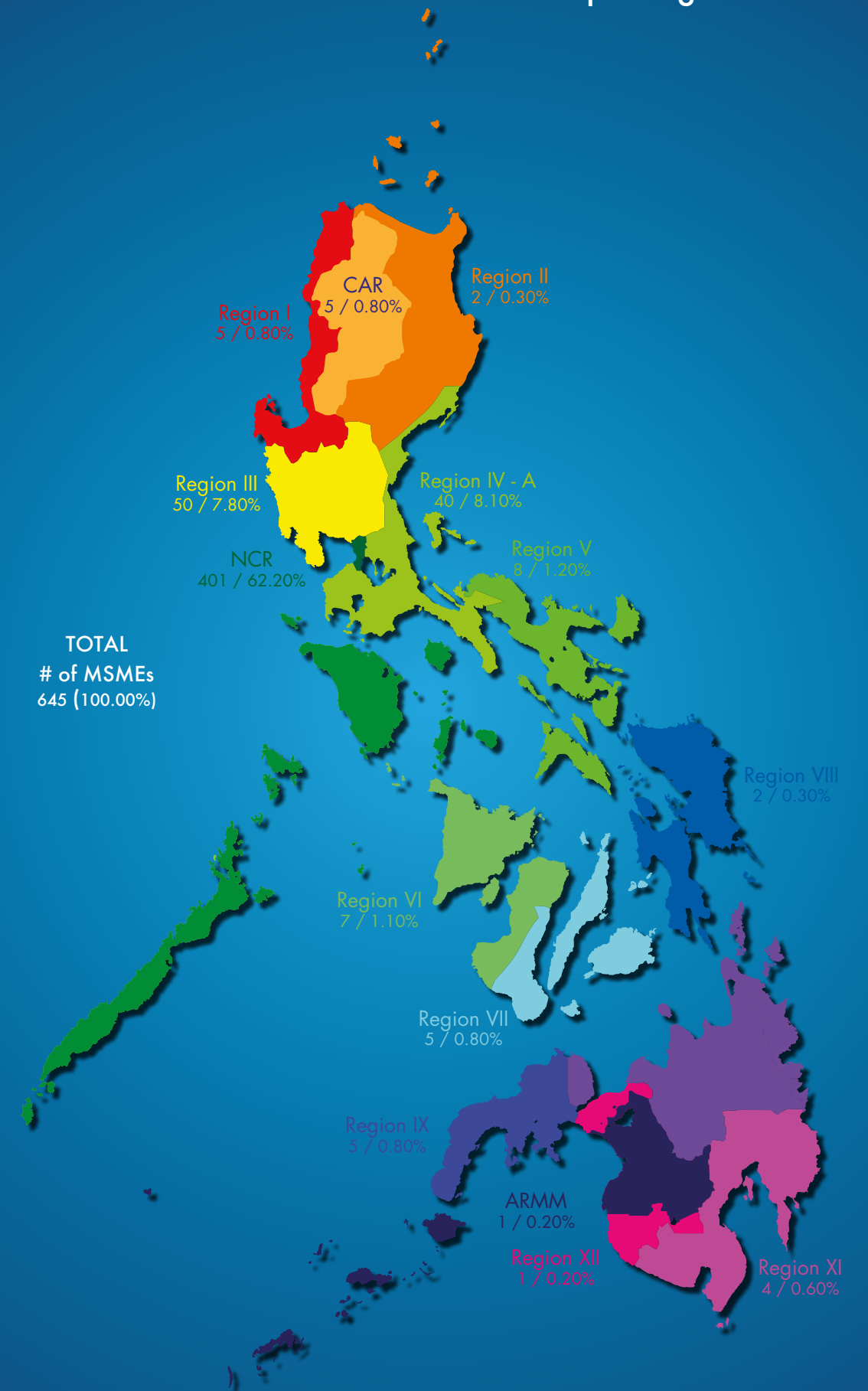
ACCOMPLISHMENTS

100%

% ACCOMPLISHED

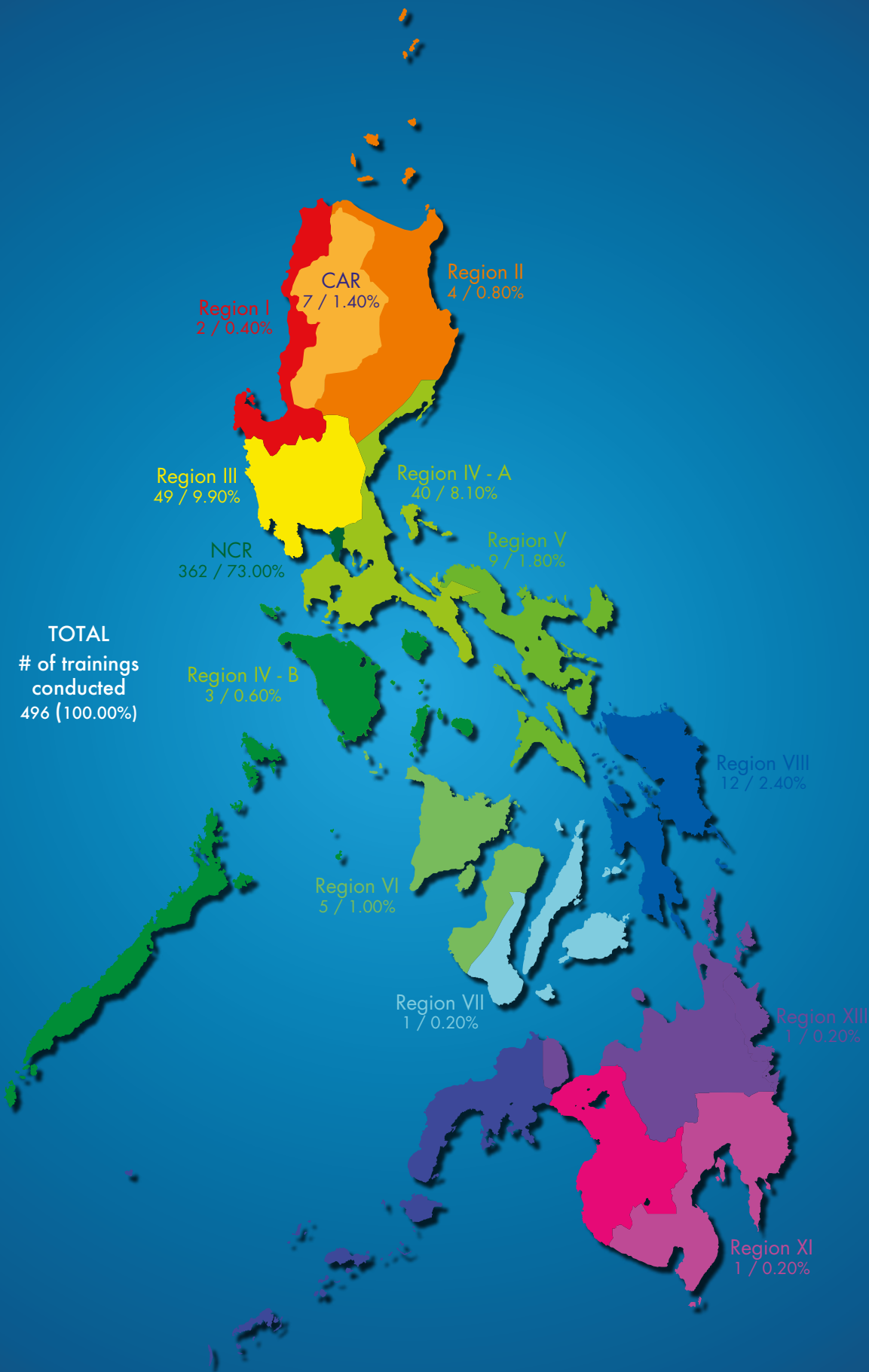
105%

Distribution of MSMEs assisted per region



Sixty two percent (62%) of MSMEs came from the National Capital Region, being then nearest to PTTC in terms of geographic location, while twenty three percent (23%) and seven percent (7%) were from Region 4A and Region 3 respectively.

Training conducted per region



Total Number of trainings conducted per region (includes regular, in - house, and special programs / projects)

MSMEs assisted per region

Region	# of MSMEs	Percentage
ARMM	1	0.20%
CAR	5	0.80%
NCR	401	62.20%
Region I	5	0.80%
Region II	2	0.30%
Region III	50	7.80%
Region IV - A	149	23.10%
Region V	8	1.20%
Region VI	7	1.10%
Region VII	5	0.80%
Region VIII	2	0.30%
Region IX	5	0.80%
Region XI	4	0.60%
Region XII	1	0.20%
TOTAL	645	100.00%

Sixty two percent (62%) of MSMEs came from the National Capital Region, being the nearest to PTTC in terms of geographic location, while twenty three percent (23%) and seven percent (7%) were from Region 4A and Region 3 respectively. The rest came from the remaining regions.

Total Number of trainings conducted per region
(includes regular, in - house, and special programs / projects)

Region	# of trainings conducted	Percentage
CAR	7	1.40%
NCR	362	73.00%
Region I	2	0.40%
Region II	4	0.80%
Region III	49	9.90%
Region IV - A	40	8.10%
Region IV - B	3	0.60%
Region V	9	1.80%
Region VI	5	1.00%
Region VII	1	0.20%
Region VIII	12	2.40%
Region XI	1	0.20%
Region XIII	1	0.20%
TOTAL	496	100.00%

• Other Major Accomplishments

☉ Halal Export Development Program

- Participation of the Executive Director as moderator in the international conference of Halal global experts and practitioners, organized by the Islamic Da'wah Council of the Philippines
- PTTC's training plan for the Halal Sector was adopted by the Halal Technical Working Group in its strategic planning



☉ The Food Connect



Full implementation of the Food Connect Program – the training modules facilities, and equipment have been installed.

Through the project's training, mentoring and coaching interventions, 3 firms obtained their License To Operate (LTO), and 3 more have submitted their applications to the Food and Drug Administration.

◎ Certification Program Stakeholder's Consultation

The PTTC conducted series of consultations with stakeholders on the prospect of offering evidence - based capability building program for MSMEs in the future.



FACILITIES

Table 3: PTTC hosted 105 events which include trade exhibits, conferences and fora and seminars:

	Title of Event
1	Ajinomoto Umami Culinary Challenge
2	National Youth Business Convention
3	22nd Worldbex Exhibitors' Briefing
4	Bread and Butter Event
5	PMEP Seminar
6	Sun Life Praxis game - NYBC
7	ETAP 110 Training
8	Business Skills Pass' Acceleration Booth Camp: Normal Strand
9	Denki Megatech Convention
10	Seminar on Marketing and Statistics
11	ETAP 110 Training
12	Worldbex 2017
13	19th Sako General Assembly Meeting
14	Regional Congress of LGUs (R5)
15	JA Phils. Inc. Grand Awards Night
16	TPT International's Private Show
17	BOI Awareness Seminar to Strengthen Investors and Other Stakeholders (BOI - ASSIST)
18	J A Business Skills Pass Business Plan Competition
19	Final Briefingz'
20	Seminar on Statistics
21	ETAP 110 Training
22	Manila International Auto Show
23	GPP Workshop
24	Briefing of Ripples Plus Enrollees
25	Initial Public Offering Seminar
26	Seminar on Statistics & Marketing
27	International Food Exhibition (IFEX) Philippines 2017
28	Dental Convention
29	Universal College of Parañaque Inc Event
30	33rd Hair and Make - up Trends 2017
31	Worldbex 2018 Advance Booking
32	Angat BHW - Barangayanihan
33	PiChe
34	Manila Adventist College Event
35	Weekend Leadership Seminar
36	OSG 116th Anniversary
37	Philippine Inter - Collegiate Debating Chamionship (PIDC) Grand Finals
38	2017 Migrant Workers Day
39	J A International Trade Challenge (ITC) Workshop
40	Seafarer's Day
41	Conditional Passer Examination
42	ETAP 110 Training
43	Consultative Meeting on the Draft DAO on BPS Product
44	OVP ISO / QMS General Assembly
45	BOI Job Fair 2017
46	Regional Roadshows for the 2017 Investment Priorites Plan
47	Black Cap Event
48	2017 National Science and Technology Week (NSTW)

49	Filtration Process Technology Seminar
50	PiChe Seminar
51	Stakeholders Engagement with ISO Central Office and ISO Regional Engagement Initiative
52	Employer Consultation on the Wage Issue
53	ETAP 110 Training
54	DTI - DOLE Regional Directors' Joint Assembly
55	Cabinet Assistance Meeting
56	ASEAN Engineers Conferment
57	J A Business Skills Pass Teachers' Training
58	DOLE MIMAROPA
59	HISCON 2017
60	Hot To Put Up Your Own Travel Agency Business
61	PiChe Seminar
62	ETAP 110 Training
63	ETAP 114 - 4 Days Workshop
64	FBW Refreshers Training Course
65	Career Counseling and Guidance Fair 2017
66	4th Japan Education Fair and Convention
67	2017 ChEWeek Opening
68	Financial Literacy Caravan
69	Serviam Catholic Charismatic Recollection / Seminar
70	PiChe Seminar
71	PiChe Seminar
72	ETAP 110 Training
73	Japan AFR Updates
74	74th PCIEERD Governing Council Meeting
75	Philippine Auto Parts Exhibition (PhilAPex) feat. PUV Showcase
76	J A Mini Company General Assembly
77	Manila F.A.M.E
78	PiChe Seminar
79	Bidang Konsyumer, Essay / Poster Making Contest
80	Exhibitors Meeting
81	BSP - J A Be Entrepreneurial 1st Mentoring Session
82	IECEP Summit
83	8th PANAF IMC Youth Congress and PANAnaw: IMC Student's Competition
84	BPI Family Savings Bank Year - End Event
85	SCEGE Night 2017
86	Adobers Meet and Greet
87	Hot To Put Up Your Own Travel Agency Business
88	PiChe Seminar
89	PiChe Seminar
90	SAEP CPD Seminar 2017
91	SAEP CPD Seminar 2017
92	Public Hearing on Domestic Worker
93	DSWD Seminar
94	Hot To Put Up Your Own Travel Agency Business
95	The OSG Year - End Assessment Activity for 2017
96	Maztech 2017
97	IDCSI Awarding Ceremony
98	ICORP Event
99	UMMI Event
100	2017 SSF National Summit
101	KPOPCON9 Convention
102	M. Ihuillier Event
103	J A Mini Company Booth Camp
104	COY Second Mentoring Session
105	Meeting with LFF, TLF, Shellcraft & other Fishery Products

CAPABILITY BUILDING

The Center acknowledges its staff and employees' remarkable contributions in the efficient and effective delivery of its mandate. With only 49 permanent 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.



QMS Transition Course
47 Employees
71%



QMS Root Cause Analysis
and Corrective Action
43 Employees
65%



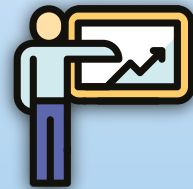
Seminar on Social Media
36 Employees and Staff
55%



Business Continuity /
Resiliency Planning
& Management
22 Employees and Staff
33%



QMS Awareness
16 Employees and Staff
24%



Essentials of Training
Module Development
14 Employees and Staff
21%



Internal Quality Audit (IQA)
10 Employees
15%



Advanced MS Excel 2013
9 Employees and Staff
14%



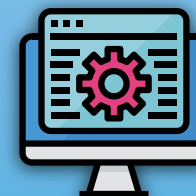
How to Become an
Effective ISO 9001:2015
Document Controller
8 Employees and Staff
12%



Administrator and
User's Training on the
new PTTC Website
6 Employees
9%



Export Costing
and Pricing
4 Employees
6%



Webpage Development
using Wordpress
3 Employees and Staff
5%

2 Employees / Staff per training topic

- Risk Identification, Assessment and Control - Based on ISO 9001:2015 QMS
- Effective Business Writing
- Green Procurement Requirements Introductory Training
- Photo Editing & Web Design Using Adobe Photoshop CS6
- Basic MS Excel 2013

1 Employee / Staff per training topic

- Continuing Environmental Education Program for Pollution Control Officers
- Global Strategic Marketing
- Manager's Role in Capacity Building
- Social Media for Development (SMD 2017 - 02)
- ICT for Development Essentials for Government Manager
- Tools and Tips for Powerful Communication
- The Latest in Sec Issuances and
- Basics of Good Governance
- All about Employee's Withholding Tax and Fringe Benefits Tax
- Understanding Financial Statements
- ABCs of Expanded Withholding Tax (EWT), Value Added Tax (VAT), and Final Withholding Tax (FWT)
- Search Engine Optimization
- Photo Editing & Web Design Using Adobe Photoshop CS6
- Develop Confidence in using MS Powerpoint 2013
- Packaging Design Mentoring Project
- Digital Marketing
- Knowledge Management for Leaders
- Food Safety Risk Management in Food Supply



Seventy one percent(71%) of total employees attended the **ISO 9001:2015 QMS Transition Course** on October 12, 2017, held at seminar room C. This is in preparation for the Center's transition into ISO 9001:2015 standards compliance.





PTTC officers and staff attended the training on ISO 9001:2015 Quality Management System Awareness (February 16, 2017) and ISO 9001:2015 QMS Root Cause Analysis and Corrective Action (April 10, 2017). The courses aim to provide attendees with knowledge on developing a well-documented total quality system that is in compliance with the 2015 standards.



E. COLLABORATIONS

• Bank of the Philippine Islands (BPI) Foundation, Inc.

As a continuous collaboration with BPI Foundation, Inc. since 2010, in the conduct of its Corporate Social Responsibility, PTTC has provided strong training support in the implementation of the project entitled "Show Me, Teach Me MSMEs, Empowering Entrepreneurs," an entrepreneurship development courses conducted in different provinces across the country.



"Timely ang seminar na ito dahil gusto din namin makilala ang Antique sa pagtanim ng 100% organic malunggay. Ito ang pinakamalaking seminar na na-attend namin dahil aside from basic packaging, tinuruan din kami kung paano namin mapapalakas ang aming brand, upang mas makilala ang amin produkto."

Ma. Elena Epoc
MEEEM - JON
San Jose, Antique

Show Me, Teach Me, MSME
Sessions on Entrepreneurship Development






SHOW ME TEACH ME MSE
Empowering Entrepreneurs

Sessions on Entrepreneurship Development





"Though I do not have a physical shop, I have gone to several trade fairs around Metro Manila. However, I am eager to learn more. This workshop helped me to improve my product development techniques, particularly in color combinations and design trends"

Xandrix L. Balmaceda
Shining Goldcrest
(Handpainted Ladies' Wear)
Angano, Rizal

Show Me, Teach Me, MSME
Sessions on Entrepreneurship Development






"The sessions very useful. As the owner of the enterprise, though I am not the person executing the design, it is good that I have an idea of what makes a good design, ideas on packaging, and in creating interesting logos with creative designs"

Jo Dator
Owner
Itlog ni Kuya
Laguna

Show Me, Teach Me, MSME
Sessions on Entrepreneurship Development






"Basic design lang ang alam namin, so nadagdagan ang kaalaman namin sa product design dahil sa Show Me Teach me session na ito. Sigurado, magagamit namin ang ganitong specialized na kaalaman para lalong mapaganda ang product ng aming kooperatiba"

Mencihie Abrico
Treasurer
Gumihan - Lamaco Farmer's Development Coop
Laguna

Show Me, Teach Me, MSME
Sessions on Entrepreneurship Development





"Nagapasalamat ako sa BPI Foundation dahil malaking tulong ito upang ma - enhance ang aking produkto para makatulong sa aking pamilya. Ang produkto ko ay totoong produktong Antiqueno, dahil kilala itong delicacy sa lugar namin. Gusto kong mapalagoito para makaahon ang aming pamilya at ang buong Antique. Nagapasalamat ako dahil ito ay malaking stepping stone upang maging successful ang aking business."

Erlinda Militante
Jed and Den Pastrie
San Jose, Antique

Show Me, Teach Me, MSME
Sessions on Entrepreneurship Development






"Hindi lamang kaalaman tungkol sa pagde - design ang natutunan ko. Higil sa lahat, marami akong na - meet na iba bukod sa aming members ng kooperatibo. Kahit basic design lang ang alam ko, na - realize ko sa mga art activities na pwede pala ako maging creative sa mga output. Maraming salamat sa inyong tulong!"

Susan Dicap
Likhang Kamay Cooperative
Laguna

Show Me, Teach Me, MSME
Sessions on Entrepreneurship Development






"We learned how to value the labelling of our products. Because of this session, we are encouraged to modify and innovate the look of our label and logo and improve our over all branding. We appreciated a lot the step by step method to improve our package design."

Carida C. Felisilda
President
Gensan Aqua Marine Processors Ass'n
Quirino Avenue, General Santos City

Show Me, Teach Me, MSME
Sessions on Entrepreneurship Development





"We feel very fortunate that we were invited to this Product Design Enhancement and Assessment Workshop Seminar. We are grateful that there are institutions like DTI and BPI Foundation for coming up with programs like these. It was a very educational experience to know how to upscale our existing designs as well as learn from each other's business experiences."

Sharon Gladys and Gerald Estes
Owner
SGE Variety Store
Royal Duty Free Main
1109 Palm St., Subic Bay Freeport Zone

Show Me, Teach Me, MSME
Sessions on Entrepreneurship Development





"This workshop is an awakening for me. I have been selling my products for years but have never thought of the branding. I now have the motivation and the knowledge to work on this aspect of my business. This is not only my business but also my personal advocacy. I want to change people's lives. I want to introduce a natural medicine."

Blind Obannon
Mulberry Hill Farms
Antipolo, Rizal

Show Me, Teach Me, MSME
Sessions on Entrepreneurship Development






"Kahit basic lang ang tinuro sa amin, malaking tulong pa rin ang karagdagang kaalaman tungkol sa maganda at may impact na design. Nagkaroon ako ng output na puwede ko ma - apply sa pag improve ng aking existing food label."

Mellie A. Pantilon
Owner
Mallie's Processed Foods
Iba, Zambales

Show Me, Teach Me, MSME
Sessions on Entrepreneurship Development






"I learned from the seminar the elements of what make a good design which I can apply for our Guyabano and Moringa herbal tea. I am a chemist by profession and in charge of marketing and though I don't do the actual design, I will be able to share sa anak ko who handles our packaging design how to further enhance our products' overall look."

Wilma B. Buencamino
Owner
Buencamino Enterprises
San Jose City, Nueva Ecija

Show Me, Teach Me, MSME
Sessions on Entrepreneurship Development





- Taipei Economic and Cultural Office (TECO) through the Philippines - Taiwan Joint Economic Conference



PTTC's participation in the conference resulted to the implementation of joint projects with the Taiwan Economic and Cultural Office (TECO) for the following training / workshops:

- Disruptive Technologies, Big Data and SEO
- Updates on Food Industry on mandatory safety / quality requirements
- Productivity improvement, waste minimization and environmental management

• International Trade Centre (ITC)

Representatives from the International Trade Center (ITC), Geneva Switzerland conducted the Benchmarking Assisted Assessment for PTTC on June 19 - 23, 2017. This collaboration aims to identify the Center's strengths and weaknesses to determine needed intervention to improve its performance. The Benchmarking Assessment Programme focused on four (4) areas: leadership and direction, resources and processes, products and service delivery, and measurement and results. The ITC has conducted this assessment in more than 58 countries.



ASIA'S ETHNIC FOOD
& INGREDIENTS SHOW

IFEX

PHILIPPINES
MAY 19-21, 2017

WORLD TRADE CENTER
METRO MANILA
PHILIPPINE TRADE
TRAINING CENTER



• CONVERGENCE WITH THE DTI AND ATTACHED AGENCIES' PROJECTS

■ IFEX PHILIPPINES

In support of the International Food Exhibition (IFEX), CITEM's signature event for the food sector, PTTC conducted seven (7) training sessions from May 19 - 21. These trainings were held at the World Trade Center and Philippine Trade Training Center simultaneously, and were attended by 358 participants.

Topics covered:

- Kosher 2.0: Using Your Kosher Certification To Obtain And Hold Clients In A Competitive World Market US Specialty Food Market Seminar
- Coffee Talk: How to Start Your Own Coffee Business and Discussion of Current Trends in the Coffee Industry
- Trends in the European Food & Beverage Industry
- The Role of the 21 Century Chef in the Global Food Service Business



■ NegosyoTayo OFWs



In cooperation with the Department of Trade and Industry – Regional Operations Group (ROG), PTTC conducted an entrepreneurship enhancement seminar for Overseas Filipino Workers (OFWs) on December 12, 2017. This was attended by 167 OFWs, seafarers, and their families. Other government agencies also collaborated in the event, by offering mentoring and other services such as the Department of Labor and Employment (DOLE), Pag - IBIG, Phil - Health, SB Corporation, and Land Bank of the Philippines.



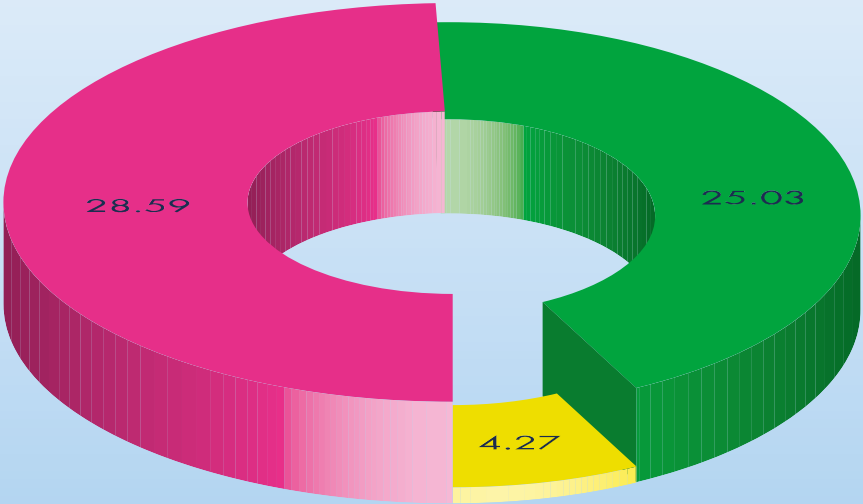
■ Comprehensive Agrarian Reform Program (CARP)

- Compliance to Mandatory Food Safety Management System Requirements
- Integrated Food Safety and Quality Management Systems



FINANCIAL OVERVIEW

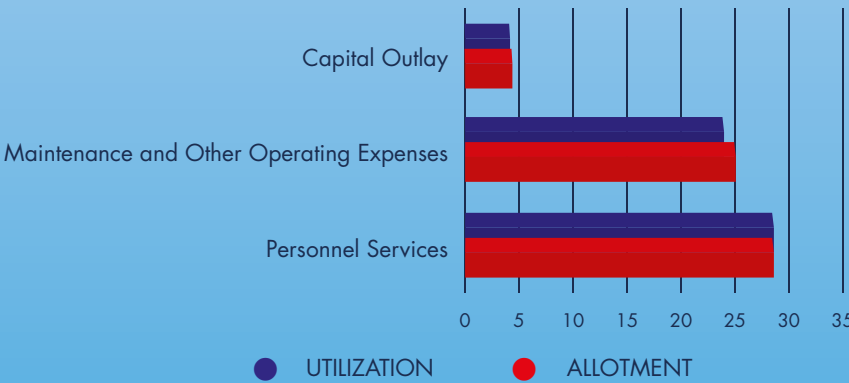
FY 2017 ALLOTMENT



- Personnel Services
- Maintenance and Other Operating Expenses
- Capital Outlay

SUMMARY OF UTILIZATION

Php 56.38 M Utilized



PTTC's 30th Anniversary: Celebrating 30 Years of Shared Aspirations

In February 27, the Philippine Trade Training celebrated its three decades of existence and continuing service to the public. The event was attended by foreign dignitaries, partners, resource speakers and former employees. The Honorable Senator Chynithia A. Villar who was one of the Center's special guests, delivered the keynote address.



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