PHILIPPINE TRADE TRAINING CENTER

ANNUAL REPORT 2018

CONTENTS

Our Vision and Mission	3
Performance Highlights	4
Distribution of MSMEs Assisted per Region	5
Training Sessions Conducted per Region	6
Other Major Accomplishments	7
Collaborations	18
Capability Building	23
Financial Overview	28
Organizational Chart	29

PHILIPPINE TRADE TRAINING CENTER

WHO ARE WE?

Mandate

- To develop training modules on export and import techniques and procedures.
- To 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.
- 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

Vision

"A World Class Trade Training Institution by 2020"

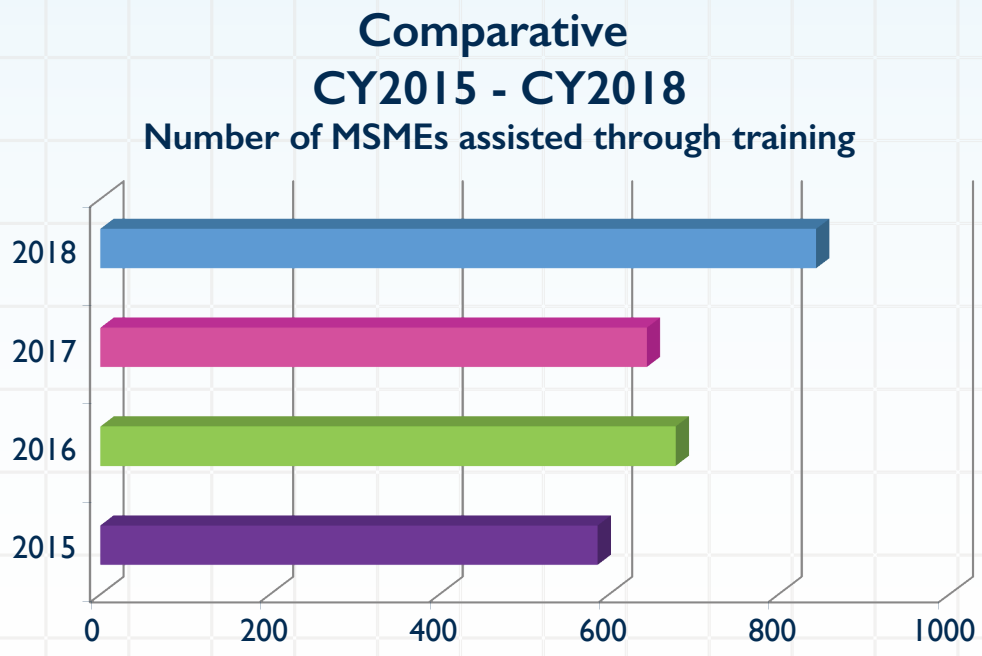
Mission

To advance Philippine MSME and export sector's competitive position in the world market by providing valuable problem-solving approaches through integrated continuing education services.

Performance Highlights

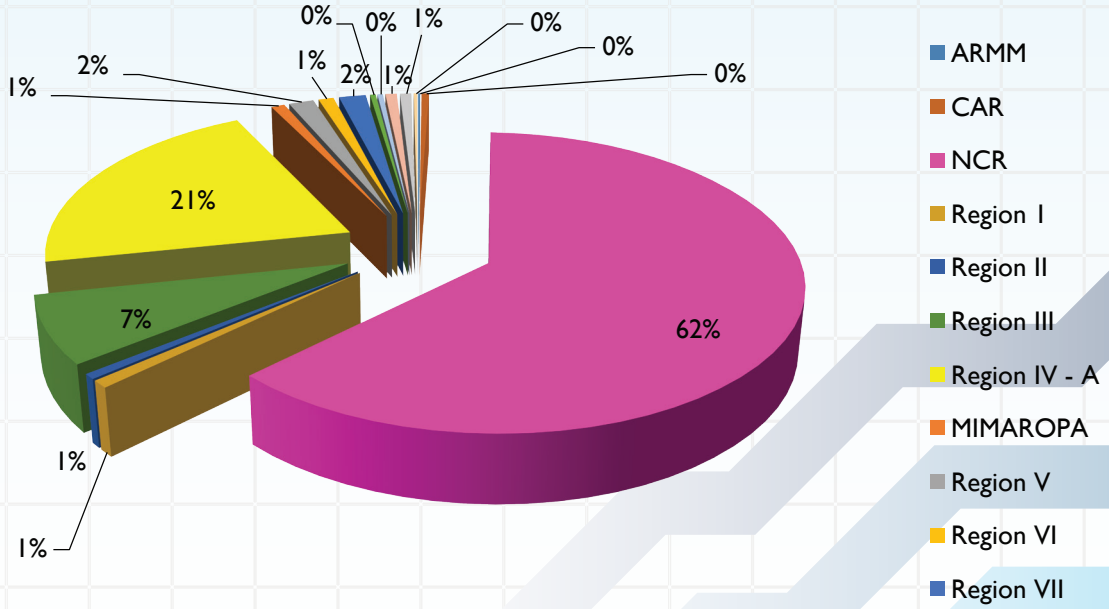
This year, the Philippine Trade Training Center assisted 845 Micro, Small and Medium Enterprises (MSMEs) through the 562 training sessions conducted all over the Philippines, with 98% client satisfaction rating. Through its Food Connect Program, PTTC also enabled 20 MSMEs to be prepared for Food and Drug Administration – License to Operate (FDA-LTO) registration.

Performance Indicator	2018 Target	Accomplishments	% Accomplished
No. of MSMEs assisted through training	788	845	107%
% of MSMES who rated PTTC assistance as satisfactory or better	98%	98%	100%
% of MSMEs request responded to within three (3) days	100%	100%	100%
Number of MSMEs aligned to Local / international standards	5	20	400%



Distribution of MSMEs assisted per region

REGION	Number of MSMEs
ARMM	1
CAR	4
NCR	526
Region I	7
Region II	5
Region III	63
Region IV - A	177
MIMAROPA	7
Region V	13
Region VI	8
Region VII	14
Region VIII	3
Region IX	3
Region X	6
Region XI	6
Region XIII	2
Total	**845**



Training sessions conducted per region
(Regular, In - house, and Special Programs / Projects)

REGION	# of trainings conducted	Percentage
ARMM	3	0.5%
CAR	21	3.7%
NCR	377	67.1%
I	10	1.8%
II	28	5.0%
III	15	2.7%
IV-A	63	11.2%
MIMAROPA	4	0.7%
V	4	0.7%
VI	2	0.4%
VII	20	3.6%
VIII	6	1.1%
IX	1	0.2%
X	1	0.2%
XI	4	0.7%
XIII	3	0.5%
Total	562	100%



Other Major Accomplishments

• Export Manager Advanced Training (EMAT) Program

In collaboration with the Leipzig University, Hinrich Foundation, and the Export Marketing Bureau, PTTC launched the training program that is intended for exporters, with the aim of providing them knowledge on how to enter the global market.

The program was conducted in two sessions. The first was in February, with 40 participants, while the second was held in July with 31 participants. Among the topics discussed were International Markets and Value Proposition, and Market Entry Strategy to Germany & EU Markets.







• Training on Entrepreneurship and Competitiveness, (public seminars) in celebration of PTTC's 31st Anniversary

Coincide with the celebration of its 31st anniversary PTTC administered 14 different seminars to the public, free of charge. These were attended by 492 participants, including 116 MSMEs.






ENTREPRENEURSHIP
• is a tool for growth and positive transformation
• Systems and sustainability are key factors of entrepreneurship
• A successful woman entrepreneur is a successful career woman who builds and climbs her own ladder


THE 21ST CENTURY DEVELOPMENT
Regionalization: The Right Balance
Globalization
REGIONALIZATION
Localization
TOURISM

PHILIPPINE TRADE TRAINING CENTER
Annual Report 2018













• Go Lokal ! Access to Japan Market

To enable more entrepreneurs understand the global marketplace, PTTC, in collaboration with the Bureau of Domestic Trade Promotions (BDTP) conducted a special training program for Go Lokal! suppliers focusing on the Japanese market.

The program discussed the Japanese consumers' buying preferences, with topics on how to produce products that meet market requirements such as (1) Japanese Marketing and Distribution Channels (2) Export Costing and Pricing for the Japanese Market and (3) Best Practices in Selling to Japan

Twenty six (26) participants, consisting of 22 MSMEs attended the training (12 local manufacturers, 9 exporters, and 1 social enterprise. Majority came from the NCR, followed by Regions 4A, 7 and 11, and other remaining regions (Reg.2, 3,5, 6 and 8).







• Small and Medium Enterprise Development (SMED) Week

As an annual celebration of the Small and Medium Enterprise Development (SMED) Week, PTTC administered two-day training sessions for MSMEs, free of charge. In partnership with Lazada and Google Philippines, the Center conducted e–commerce and digitalization seminars that allow MSMEs to be oriented in utilizing online platforms for the sustainability of their business.

The activities were participated by thousands of micro, small, and enterprises (MSMEs) through face to face delivery and live streaming sessions to 12 DTI regional offices and selected Negosyo Centers.

Seminars on entrepreneurship development with topics on Branding, Product Development, Marketing, and Developing Entrepreneurial Mindset, were also held simultaneously in PTTC facilities, and attended by more than 500 participants.







• MSMEs Go Online/ Digitalization of MSMEs

To leverage the readiness of entrepreneurs in the digital economy, PTTC in partnership with Google Philippines and DTI Regional Offices held free training programs for MSMEs, with the aim of increasing awareness of MSMEs on using free online tools being offered by Google, empowering their business through online marketing, among others.







• Food Connect goes to the Region

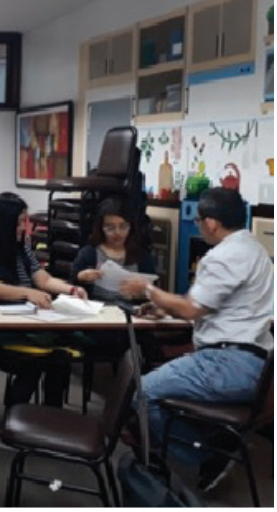
The project's primary aim is to enable MSMEs under the food sector to comply with regulatory/statutory/market requirements, capacitating them to enter into the mainstream market. The project consists of newly developed courses: Course 1: Application for LTO ; Course 2: Application for CPR, Course 3: Application for International Certification. The 1st training course comprises of seven (7) training modules in five (5) days, a prerequisite modules for the conduct of the 2nd training course which has one (1) comprehensive training module for two (2) days. The 3rd course depends on the intended MSMEs certification standard to comply. Once decided, the Food Connect team will provide the required trainings to meet the desired certification preparation requirements.

There were 117 capacity building training/sessions, consultations and product testing conducted in five (5) regions: Regions 2, 4A, 7, NCR and CAR, wherein 20 MSMEs were enabled and prepared for FDA-LTO registration.




















dti
FOOD











• Development of Training Pathways for the Processed Food, Lifestyle and Services sectors

Pursuant to the designation of PTTC as the Philippines' Global MSME Academy by virtue of DTI Department Order 18-47, it has developed new training pathways for the Processed Food, Lifestyle and Services Sector, in alignment with the Enterprise Development Track. The aim was to provide more quality training programs for the development of MSMEs that are responsive to their needs.

The new training pathways shall serve MSMEs as guide on how they should progress from one level to another towards the growth and direction they would want for their business.



Registration Certificate

This is to certify that the Management Systems of

Philippine Trade Training Center

have been assessed by AJA Registrars and registered against the requirements of

ISO 9001:2015

Certificate No.: AJA15-0050 Date of Original Registration: 12 Nov 2015

Expiry Date: 24 Aug 2021 Date of Re-Registration: 29 Aug 2018

Previous Expiry Date: 24 Aug 2018

CERTIFIED TRUE COPY

AJA REGISTRARS

PAB QMS Accreditation No. MSA-005

President - AJA Registrars Inc.

IAF MEMBER OF MULTILATERAL RECOGNITION ARRANGEMENT

This certificate is issued in respect of the locations & scope of registration detailed in the Associated Registration Schedule.
This certificate is the property of AJA Registrars Inc., 2nd Floor JD Tower Commerce Avenue, Madrigal Business Park, Ayala Alabang, Muntinlupa City 1770, Philippines and must be returned on request. A member of the AJA Group of Companies

• ISO 9001:2015 Certification

On August 29, 2018, the Philippine Trade Training Center received its certification as an agency compliant to the ISO 9001:2015 standards, given by the AJA Registrars Inc.

Collaborations

- British Council Creative Enterprise Program







PTTC conducted training workshop on Entrepreneurship Development for the Creative Industry, in collaboration with the British Council, through the NESTA Creative Enterprise, an international innovation foundation based in the United Kingdom. The workshop equipped entrepreneurs' tools in running business, from developing business proposition to potential customer base, as well as in managing finances. The event was attended by 25 participants representing 23 MSMEs from various creative industries









• Performance Improvement Roadmap Development with the International Trade Centre (ITC)

As the first agency in Asia awarded with the ITC's Benchmarking Programme at no cost, PTTC once again received assistance from the ITC in the design and development of its Performance Improvement Roadmap (PIRM). The four-day activity, which was conducted on June 18-21, 2018 addressed PTTC's performance weaknesses on managerial and operational levels, to support its strategic approach and positioning towards organizational improvement.









• ASEAN SME Academy / UN SME Day

The United States –ASEAN Connectivity Through Trade and Investment (US-ACTTI) turned-over the hosting of the Association of Southeast Asian Nations (ASEAN) Small and Medium Enterprise (SME) Academy, an online learning platform and information resources for Southeast Asian Small and Medium Enterprises, to the Department of Trade and Industry through PTTC, in collaboration with BSMED. The event was held on June 27, and attended by 250 MSMEs and multinational companies such as CISCO, HP, P&G, FEDEX.

As PTTC becomes the new administrator of the ASEAN SME Online Academy, it paves the way to a more convenient, wider, and open-access online trainings and resources for Philippines' MSMEs.









• BPI Foundation

In collaboration with the BPI Foundation through the project Show Me, Teach Me Empowering Entrepreneurs program, PTTC continuously support the development and sustainability of enterprises in marginalize area through the conduct of trainings to accelerate MSMEs businesses.

There were 149 MSMEs who attended the training on Green Business Ideas and Practices and 75 MSMEs attended on Basic Business Recording administered in Laguna and Davao del Norte (combined).





STAFF CAPABILITY PROGRAM

In support to the professional and career advancement of its employees, the Center continuously provided capability building seminars.

Listed below are the employees' trainings conducted for the year:

Table 3. Seminars / Trainings for Staff Development

TRAINING TITLE	DATE	PARTICPANT/S
Risk and Identification, Assessment & Control (based on ISO 9001:2015 QMS)	January 8, 2018	Ramiro Ablir
		Carol Carumba
		Celestina Catibog
		Marites Dita
		Ariel Galita
		Marissa Lee
		Francis Lim
		Sylvia Renales
		Jasmin Rio
		Editha Tabien
		Roy Adriano
		Genoveva Ancheta
		Joseph Argente
		Maricris Cura
		Narcel Merano
		Imelda Nieves
		Menandro Ortego
		Elizabeth Salcedo
		Guia Soriano
		Jezel Sunga
		Rosslyn Tragico
		Edgar Verches
		Bernice Bañares
		Praxedes Carpio

TRAINING TITLE	DATE	PARTICPANT/S
Risk and Identification, Assessment & Control (based on ISO 9001:2015 QMS)	January 8, 2018	Margie Engson
		Fernando Magsino
		Agustin Mamuyac
		Priscilla Marcelang
		Amador Prado
		Leonida Aniciete
		Fe Avila
		Allan Bacho
		Jeffrey Gumasing
		Irene Leoncio
		Jomel Lozada
		Rolan Ynion
		Gerald David
		Elizabeth Manuel
		Lorna Rulona
		Leslie Galin
		Jessica Bautista
		Erika dela Cuesta
		Jeffrey Gumasing
Effective IQA Report Writing Workshop (based on ISO 9001:2015)	January 16, 2018	Joseph Argente
		Gerald David
		Jeffrey Gumasing
		Irene Leoncio
		Francis Lim
		Agustin Mamuyac
		Narcel Merano
		Amador Prado
		Jasmin Rio
		Elizabeth Salcedo
		Maricris Cura
Understanding the Current Good Manufacturing Practices (CGMP)	January 24 - 26, 2018	Roy Adriano
Tax Briefing / Seminar on Tax Reform for Acceleration and Inclusion (TRAIN) Law	February 13, 2018	Eduardo Puyaoan
		Carol Carumba
ISO 9001:2015 Internal Quality Audit	March 7 - 8, 2018	Maricris Cura

TRAINING TITLE	DATE	PARTICPANT/S
Behavior Event Interview Training	March 12 - 13, 2018	Fe Avila
		Allan Bacho
		Praxedes Carpio
		Marites Dita
		Fernando Magsino
		Menandro Ortego
		Sylvia Renales
Introduction to Database Management using MS Access 2013	March 13, 2018	Celestina Catibog
		Carol Carumba
Effective Business Writing	March 14 -15, 2018	Irene Leoncio
Creative Blogging & Content Marketing	April 24, 2018	Priscilla Marcelang
Basics of Exporting	May 8 -10, 2018	Joseph Argente
		Bernice Bañares
		Francis Lim
		Jomel Lozada
Strategic Planning	May 30 -31, 2018	Irene Leoncio
APEC Capacity Building Workshop: Supporting Women Entrepreneurs in Enhancing Export Readiness and Access to Global Markets	May 29 -30, 2018	Maricris Cura
Certificate in Facilitating Adult Learning	June 18 -22, 2018	Allan Bacho
Packaging and Labelling for Processed Food	June 27 -28, 2018	Caridad Victorino
		Anne Alcantara
Basic MS Excel 2013	August 10, 2018	Ramiro Ablir
		Rene Caparos
		Reymundo Cristobal
		Ariel Galita
Advanced MS Excel 2013	August 14 -15, 2018	Celestina Catibog
Marketing in the Digital Age E - Marketing Strategies	August 16, 2018	Leilani Arjonillo
		Jeffrey Gumasing
		Christian Ligon
		Francis Lim
		Agustin Mamuyac
Records and Information Management	August 23 -24, 2018	Lorna Rulona

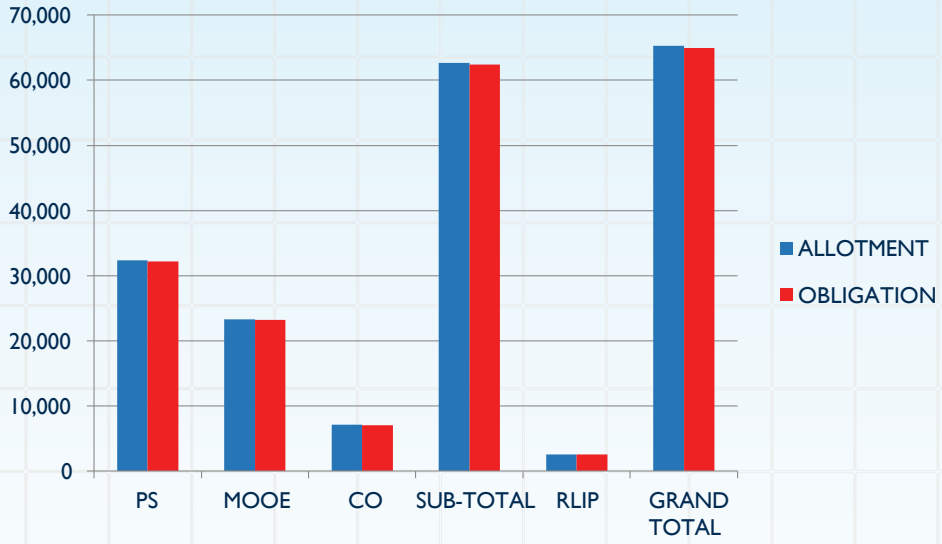
TRAINING TITLE	DATE	PARTICPANT/S
Webpage Development using Wordpress	August 30 -31, 2018	Jeffrey Gumasing
		Arnold Arenas
Internal Quality Audit Workshop Based on ISO 9001:2015	September 7, 2018	Joseph Argente
		Maricris Cura
		Gerald David
		Jeffrey Gumasing
		Irene Leoncio
		Francis Lim
		Agustin Mamuyac
		Narcel Merano
		Amador Prado
		Jasmin Rio
		Elizabeth Salcedo
Course on Basic Monitoring and Evaluation	September 10 -12, 2018	Jomel Lozada
2016 Revised Implementing Rules and Regulations of Republic Act No. 9184	September 13 -14, 2018	Joseph Argente
		Ma. Fe Avila
		Bernice Bañares
		Allan Bacho
		Praxedes Carpio
		Maricris Cura
		Marites Dita
		Margie Engson
		Ariel Galita
		Jeffrey Gumasing
		Marissa Lee
		Irene Leoncio
		Christian Ligon
		Fernando Magsino
		Agustin Mamuyac
		Priscilla Marcelang
		Narcel Merano
		Imelda Nieves
		Menandro Ortego
		Amador Prado
		Eduardo Puyaoan
		Jasmin Rio
		Jezel Sunga
		Editha Tabien
		Rosslyn Tragico

TRAINING TITLE	DATE	PARTICPANT/S
2016 Revised Implementing Rules and Regulations of Republic Act No. 9184	September 13 - 14, 2018	Edgar Verches Rolan Ynion Lorna Rulona
Effective Leadership Skills	September 17, 2018	Vivian Castillon Caridad Victorino
Philippine Quality Award (PQA) Assessors Preparatory Course	September 24 -28, 2018	Elizabeth Manuel Gerald David
Effective Conflict Resolution and Solving Employee Performance Issues thru Mediation	September 27 -28, 2018	Nestor Palabyab
Effective Business Writing	October 15 -16, 2018	Eduardo Puyaoan
Recruitment, Selection and Placement System	Octob er 16 -18, 2018	Marites Dita Marissa Lee
Awareness Seminar on Hazard Analysis Risk - Based Preventive Controls (HARPC)	October 23, 2018	Jezel Sunga
Mastering Withholding TAX, VAT & Income Tax	October 25, 2018	Eduardo Puyaoan
44th PICE National Convention and Technical Conference	October 29 -31, 2018	Praxedes Carpio
Core / Foundational Courses of DTI Academy	November 7 -29, 2018	Jomel Lozada
Linking Financial Analytic with Business Decision	November 9, 2018	Eduardo Puyaoan
COSO Enterprise Risk Management	November 10, 2018	Eduardo Puyaoan
Accounting for Non - Accountants	November 19, 2018	Arnel Santos
Understanding Tax Avoidance & Tax Evasion	November 23, 2018	Eduardo Puyaoan
Advanced Financial Statement Analysis	Nove mber 24, 2018	Eduardo Puyaoan
Certificate in Facilitating Adult Learning	December 3 -7, 2018	Jezel Sunga

FUND UTILIZATION

PARTICULARS	ALLOTMENT	OBLIGATION	BALANCE	% UTILIZED
PS	32,323	32,173	150	99.54%
MOOE	23,274	23,184	90	99.61%
CO	7,080	7,053	27	99.62%
SUB-TOTAL	62,677	62,410	267	
RLIP	2,582	2,541	41	98.41%
GRAND TOTAL	65,259	64,951	308	99.53%

GRAPHICAL REPRESENTATION



Overall Utilization Rate: 99.53%

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



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



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



ALLAN P. BACHO
Officer - In - Charge
Business Management and
Training Services Division

CONTACT



Address

Sen. Gil J. Puyat Ave., corner
Roxas Blvd.
Pasay City
1300
Philippines



Telephone / Fax

T. +632 831 9988 / 832 2397
F. +632 834 1341



Online

info@pttc.gov.ph
www.pttc.gov.ph

