



**Asia-Pacific
Economic Cooperation**

2012/CTI/WKSP/013
Session 2

Best Practices on Free Trade Agreement Promotion Policies - Philippines

Submitted by: Philippines



**Workshop on Increasing Free Trade
Agreement Utilization by SMEs**
Tokyo, Japan
7 August 2012

APEC WORKSHOP ON INCREASING FTA UTILIZATION BY SMES
August 7, 2012
Tokyo, Japan

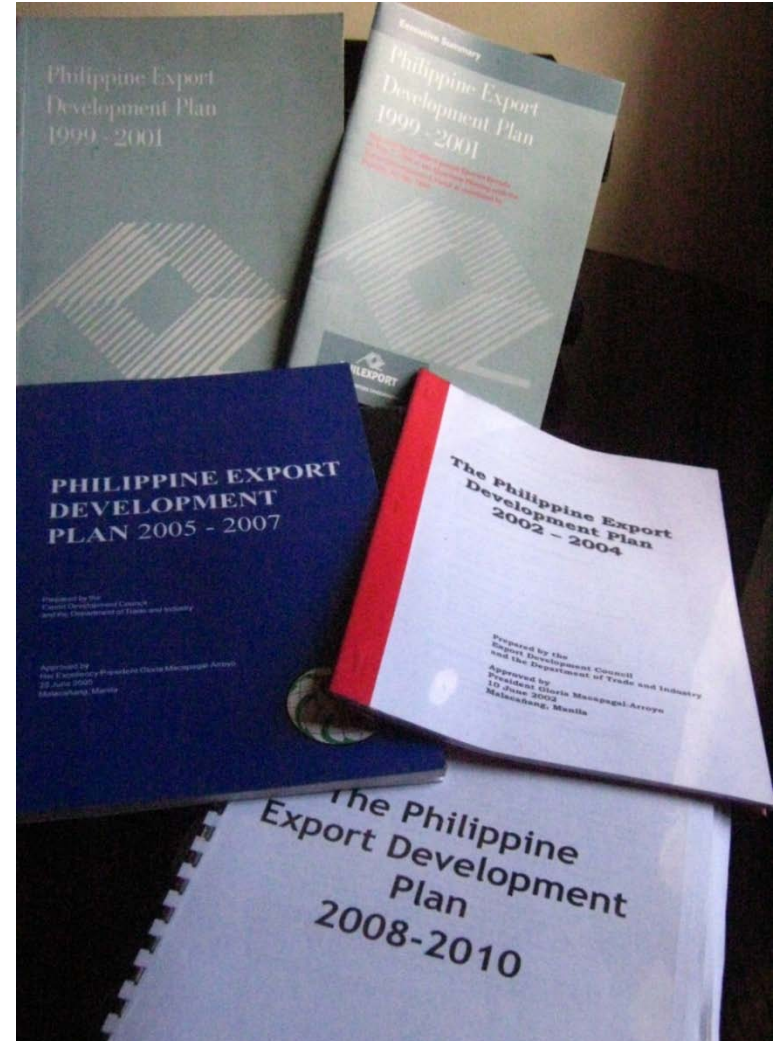
Session 2: Best Practices on FTA Promotion Policies



SENEN M. PERLADA
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FTAs and Philippine Exports

Maximizing benefits made available by FTAs to our exporters is the first core market strategy of the Philippine Export Development Plan (PEDP)



EXISTING PHILIPPINE FTAs

1. ASEAN Free Trade Area (AFTA)
2. ASEAN-China Free Trade Area (ACFTA)
3. ASEAN-Korea Free Trade Area (AKFTA)
4. ASEAN-Australia New Zealand Free Trade Area (AANZFTA)
5. Philippines-Japan Economic Partnership Agreement (PJEPA)
6. ASEAN Japan Comprehensive Economic Partnership Agreement (AJCEPA)
7. ASEAN-India Free Trade Area (AIFTA)

THE PROJECT



Doing Business in Free Trade Areas

A Massive Information Campaign on Free Trade Agreements



FTA Information Campaign

Doing Business in Free Trade Areas



Information sessions will be conducted in key cities nationwide to educate stakeholders on the benefits of FTAs, as well as the procedures for availment.

The sessions will also feature testimonials from companies which have benefited from FTAs to inspire and guide others to make use of the same.

Each information session will be supported by media campaigns such as press releases and radio and television coverage

OBJECTIVES



Increase nationwide awareness on the benefits of free trade agreements and increase utilization specially by SMEs

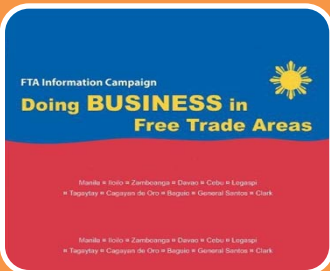
DBFTA PROGRAM



Information And Education



Training and Capacity Building



Communications

MODES

- Market Approach
- Sectoral Approach
- Focus Group Discussion
(Engaging the Stakeholders)



A. INFORMATION AND EDUCATION

| | |
|---|--|
| 1. DBFTA I | A GENERAL beginner's course |
| 2. DBFTA II - A | Sectoral info sessions in Metro Manila and in the Regions |
| 3. DBFTA II - B DBFTA Focus Group Discussion | Info Sessions for export Business Support Organizations |
| 4. DBFTA III | Focuses on FTA markets and conducted in coordination with Foreign Embassies in the Philippines |
| 5. DBFTA IV | Info Sessions conducted in FTA partner economies |

B. TRAINING AND CAPACITY BUILDING

Trainer's Training

Training of speakers, DTI people including Regional , DTI Call Center Agents, Industry Associations and Academe

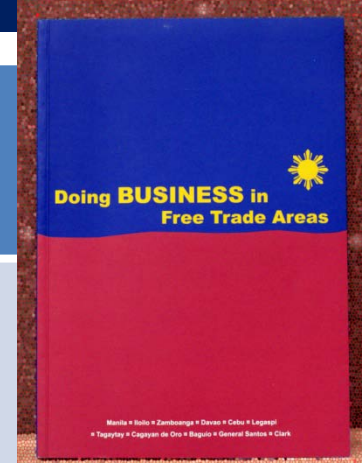
- DBFTA Handbook Writeshop
- Year-End Assessment
- Module Review and Development

Partnership with Institutions

This could take the form of MOUs with colleges, universities and customs brokers associations for the inclusion of DBFTA lectures in their business classes and continuing education programs.



C. Communications



Website/Webinar

A multilingual ready website platform for posting documents and multimedia learning materials (webinar) for the DBFTA program.

DBFTA Handbooks

Production of DBFTA info materials in English and languages of FTA partners (Chinese, Japanese, Korean)

Mobile Exhibit

A portable, modular exhibit to be set-up in every DBFTA session in the Regions

Public Awareness and Support for the FTAs

Development and implementation of communications plan including message briefing and cascade to key stakeholders, conduct of press briefings as needed, regular press releases, tv/radio interviews; Media press kit and tokens; monitoring

GUIDING PRINCIPLES

- Replication and Multiplication
- Decentralization
- Sustainability
- Deeper Engagements
- Quick Response
- Visibility



EASY WAY TO DO THIS

Partnering with:

- DTI Agencies and Regional Offices
- Business Support Organizations (BSO)
i.e. Philippine Chamber of Commerce and Industry (PCCI);
Philippine Exporters Confederation (Philexport); Export Development Council
- Foreign Embassies
- Academe
- Government Agencies:
Tariff Commission; Bureau of Customs



Dir. Daria R. Mingerasat, acting as Moderator during the Open Forum of the FTA Information Campaign dubbed "Doing Business in Free Trade Areas" which was held on December 7, 2010 at the Hotel Elizabeth in Baguio City.



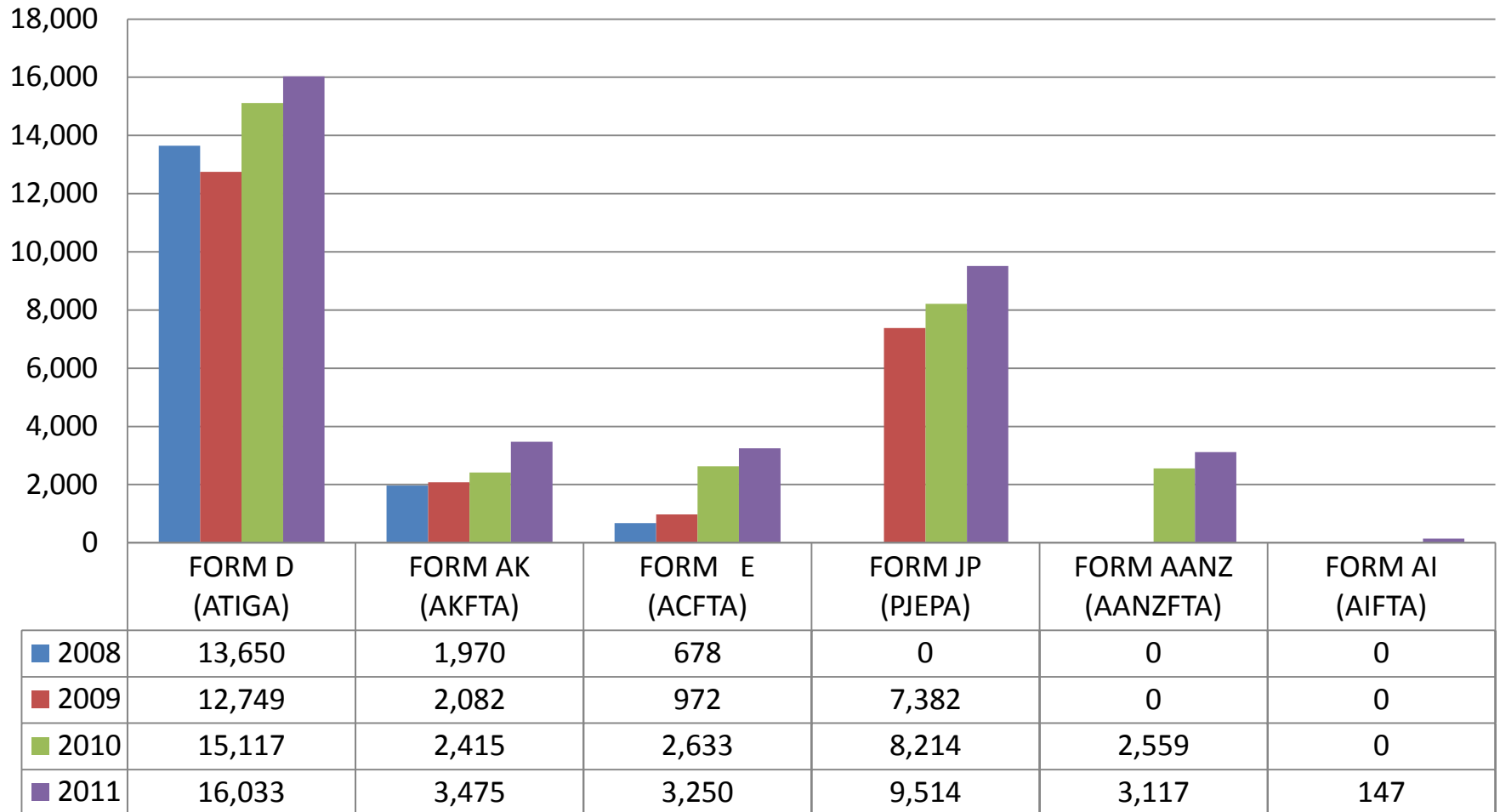
Doing Business in Free Trade Areas

ACCOMPLISHMENTS

| | November to December 2010 | January to December 2011 | January to June 2012 |
|------------------------------------|------------------------------|-----------------------------|--|
| No. of Information Sessions | 11 | 78 | 53 |
| | | | 2012 TARGET: 100 SESSIONS; 53% ACCOMPLISHED |
| No. of SME Participants Benefitted | 1,948 | 8,631 | 3,461 |

COMPARATIVE DATA ON CO ISSUANCE

Source: EXPORT DIVISION
 PORT OF MANILA
CERTIFICATE OF ORIGIN ISSUANCE



SUCCESS STORIES

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Thank you!

Maraming Salamat!!