



**Asia-Pacific
Economic Cooperation**

2019/SMEWG/WKSP/004

Session 1.3

**Guide to Department of Trade and Industry-Export
Marketing Bureau Services - Support Programs for
Small and Medium Enterprises Internationalization**

Submitted by: Philippines

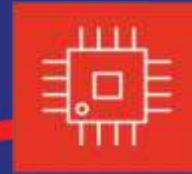


**Capacity Building Workshop on APEC Micro,
Small, and Medium Enterprises Marketplace
Utilization**

**Manila, Philippines
30-31 October 2019**

Guide to DTI-EMB Services

*“Support
Programs
for SME
International-
alization.”*





MANDATE

To oversee the development, promotion, and monitoring of Philippine exports. The EMB provides the exporters the enabling environment to make them globally competitive.



Export Assistance

Provision of assistance to existing and would-be exporters on all export-related matters including information on export procedures and documentation.



✉ exponet@dti.gov.ph

☎ (+632) 465.3300 loc. 104 / 107/ 110



Business Matching

Handling of inquiries from international importers and overseas Embassies / Foreign Trade Service posts for a possible business matching between foreign buyers and local exporters.



☐ exportmatching@dti.gov.ph

☎ (+632) 465.3300 loc. 102 / 104



Export Trade Complaints Handling

Handling of trade complaints arising from disputes between local suppliers/ exporters and foreign buyers.



□ ETCC_Secretariat@dti.gov.ph

☎ (+632) 465.3300 loc. 106 / 110



Coffee Exporter Accreditation & Export Documentation

Accreditation of new coffee exporters and issuance of export clearances, certificates of origin, and certificate of exemption.



✉ embcoffee@dti.gov.ph

☎ (+632) 465.3300 loc. 106



Exporter Accreditation under the Export Development Act (EDA)

Accreditation of companies with more than 70% of their gross sales as exports. EMB-accredited exporters can also avail of the free Client Profile Registration System (CPRS), and secure a copy of an endorsement letter to the BIR as a company qualified for Zero-rated VAT incentive.



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Major Programs of EMB



FTA Information Campaign

**DOING BUSINESS
IN FREE TRADE AREAS**

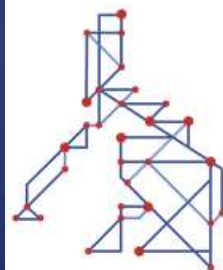


Philippine Halal Export Development



**PHILIPPINE
EXPORT
DEVELOPMENT
PLAN 2018-2022**

STAKEHOLDER'S ENGAGEMENT
27 SEPTEMBER 2018, 9:00 AM-5:00PM
CEBU PARKLAND INTERNATIONAL HOTEL



**STARTUP
PILIPINAS**



TRADELINE

Philippines

*Discover products and services
beyond your expectation.*



○ Viet Nam

Contact: + 63 2 465.3300 local 102, 104, 106, 107, 110, 113



PTTC

Address: International Trade Center Complex
Roxas Blvd. cor. Sen. Gil J. Puyat Avenue
Pasay City

Email: info@pttc.gov.ph

Contact: +63 2 263 2878

Follow us on:  



Tradeline Philippines

Address: Department of Trade and Industry DTI International Building 375 Senator Gil J. Puyat Avenue Makati City, 1200, Philippines

Email: embinfo@dti.gov.ph

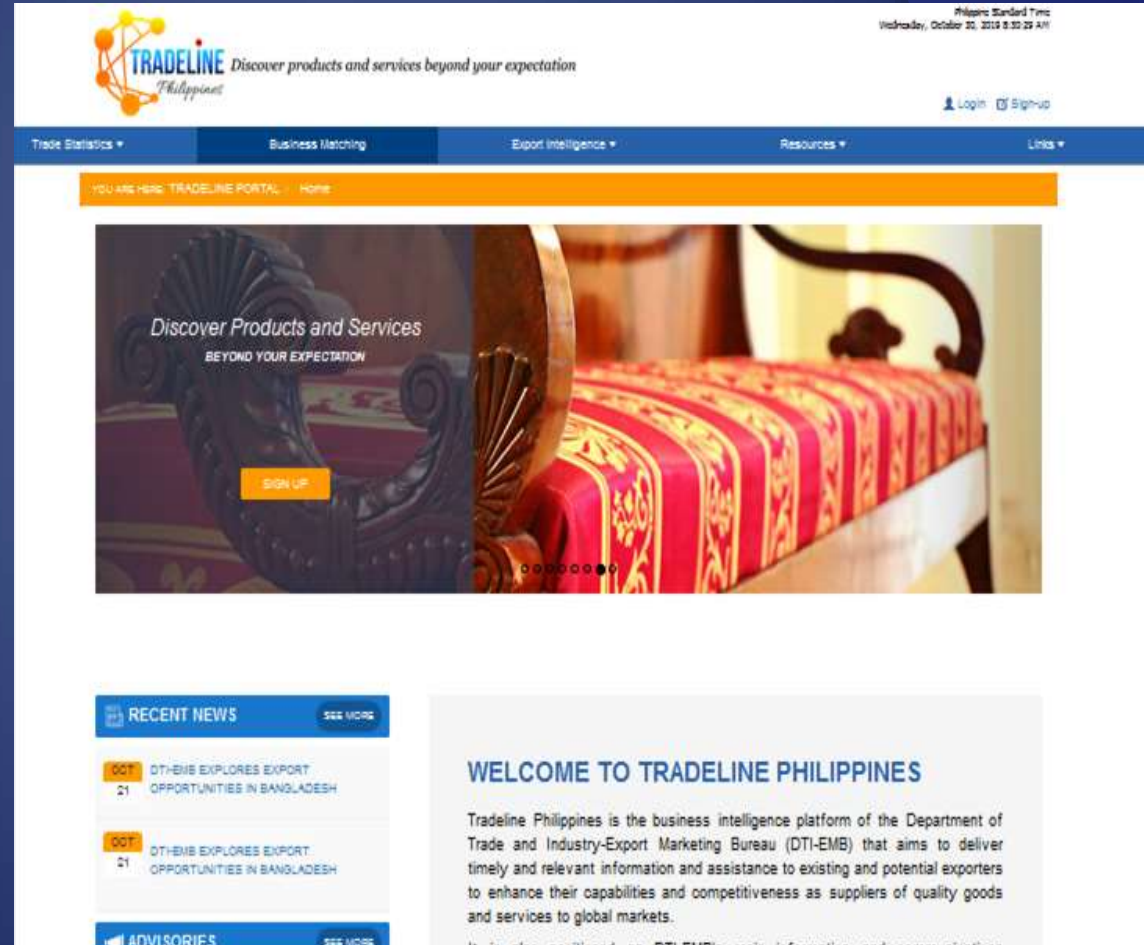
Contact: +63 2 465 3300



Main Components

A. Portal

- Main repository of all export-related information in electronic format
- Envisioned to become the most accessed trade reference system in the economy

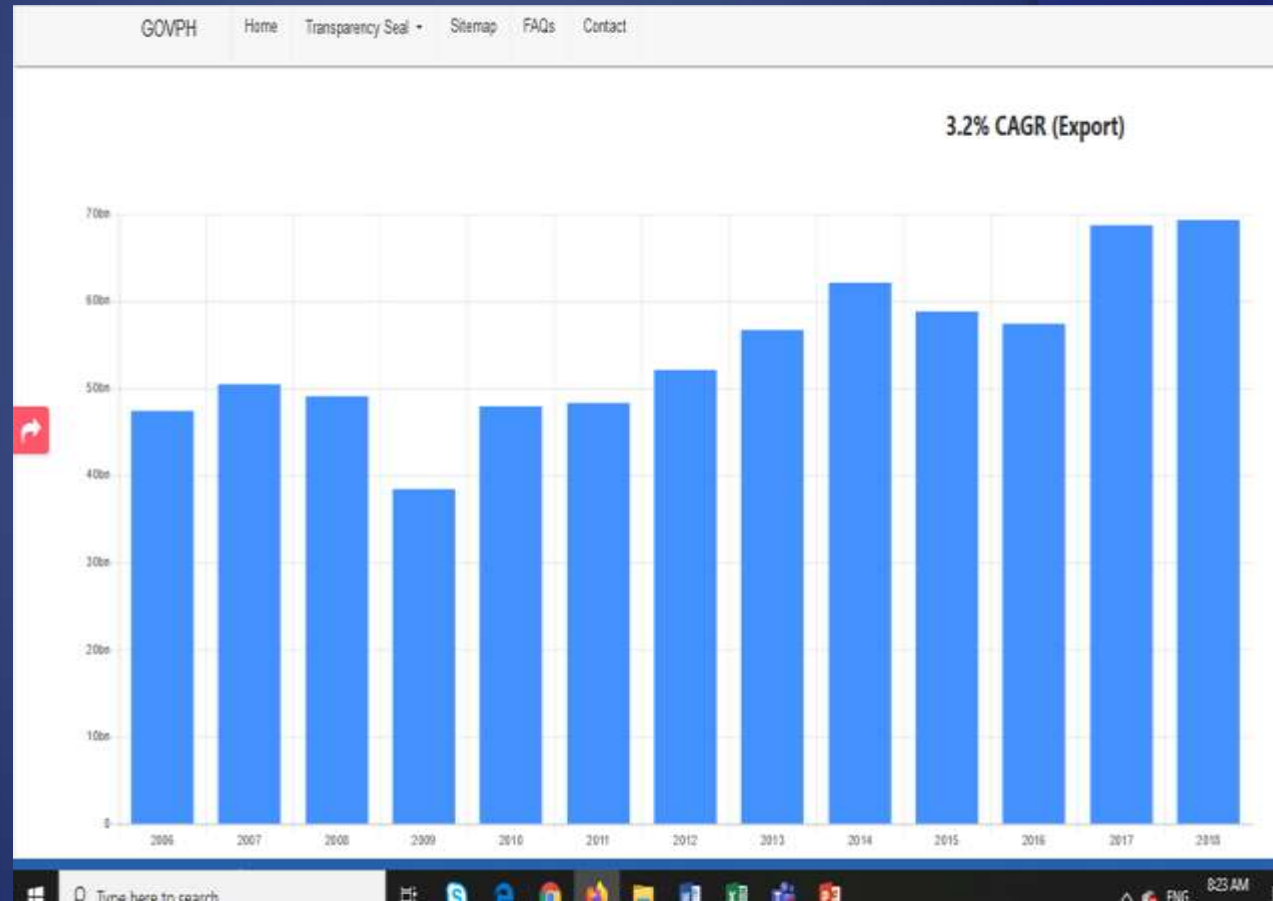




Main Components

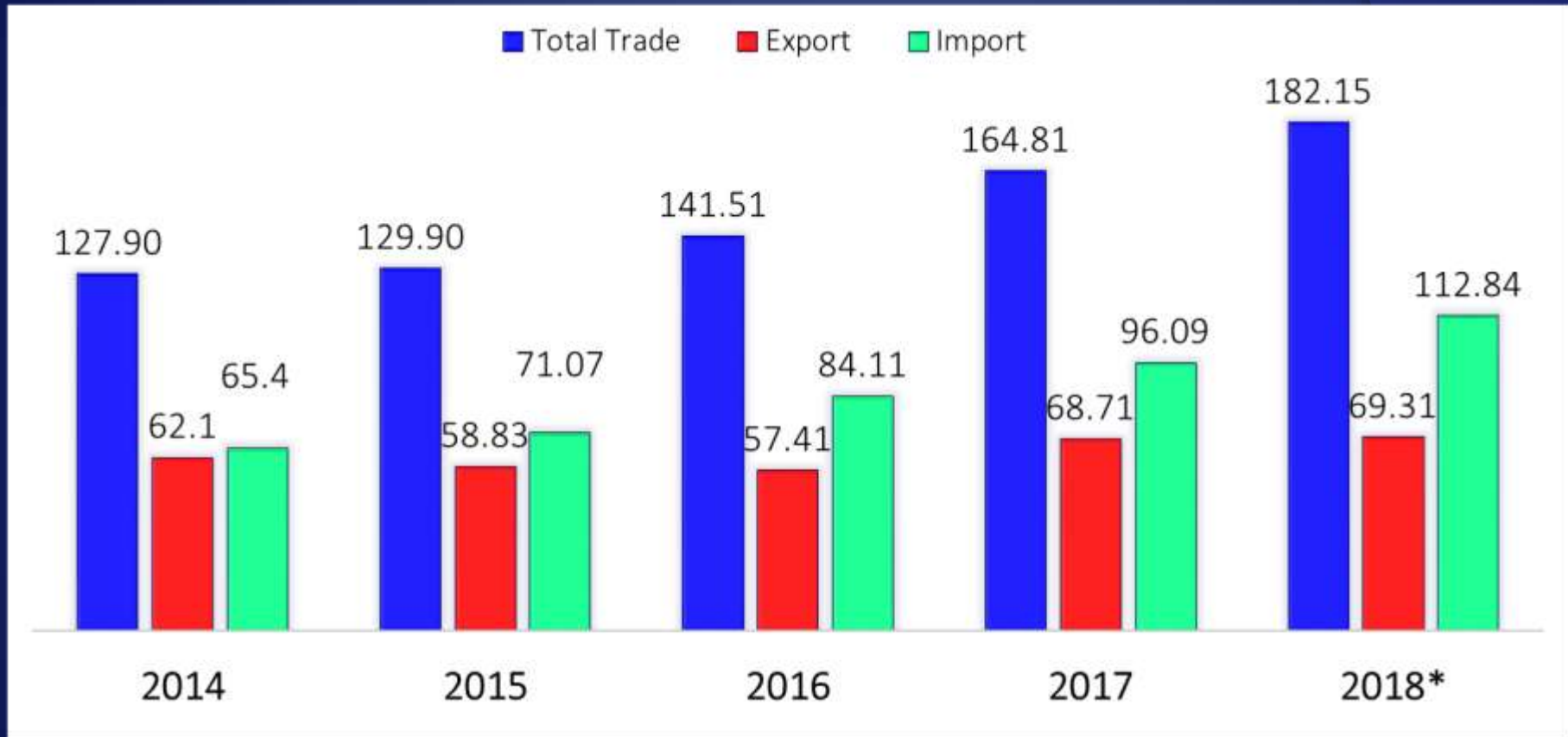
B. Online Trade Statistics

- Positioned to be DTI's premier online trade statistics system



PH MERCHANDISE TRADE PERFORMANCE

Value in US\$ Billion



5-year Growth Rate (2014 to 2018)

Total Trade: 9.24%

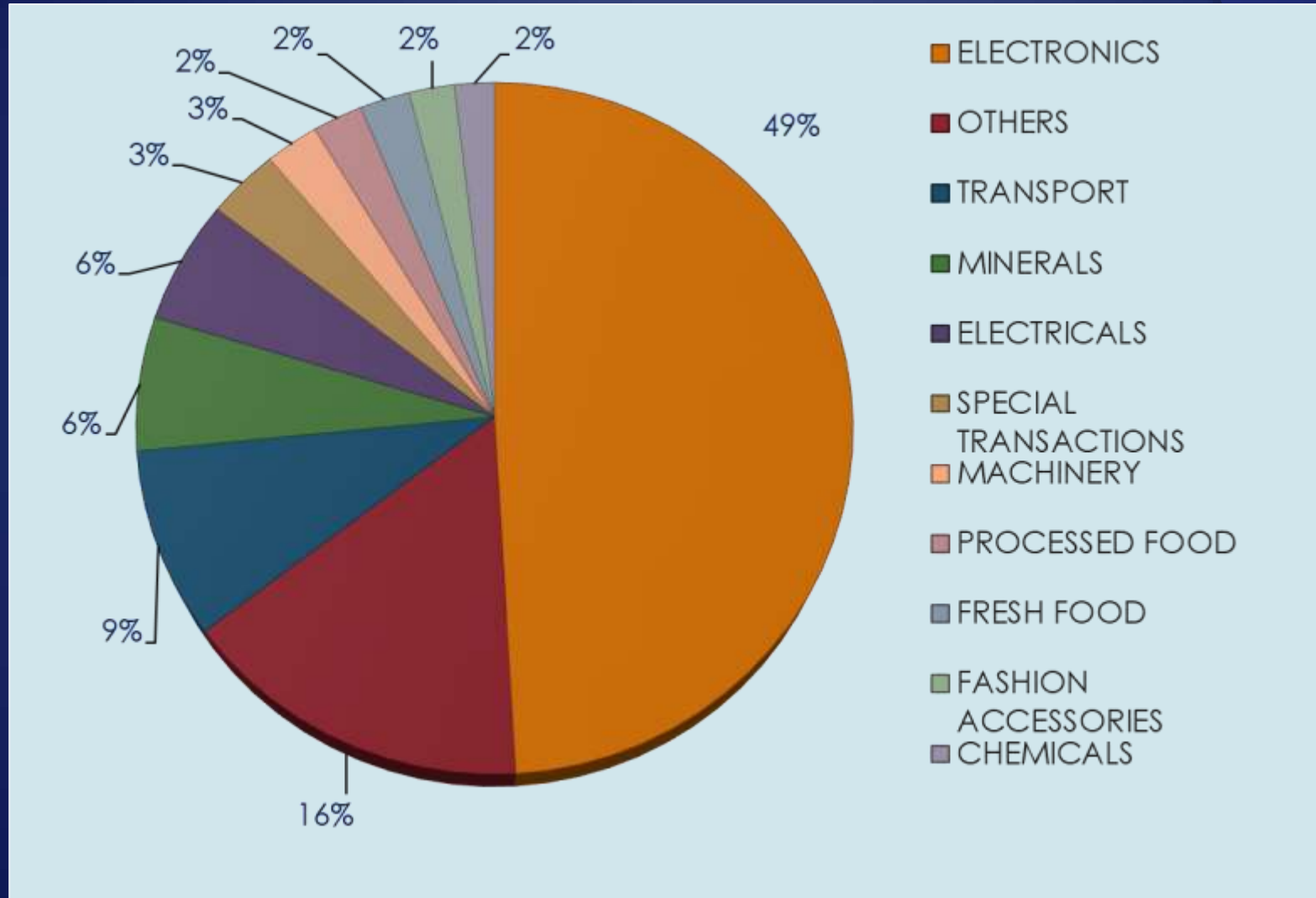
Export: 2.78%

Import: 14.61%



2018 PH MERCHANDISE EXPORTS TO THE WORLD

US\$ 69.31 Billion



2018 TOP PH EXPORT MARKETS

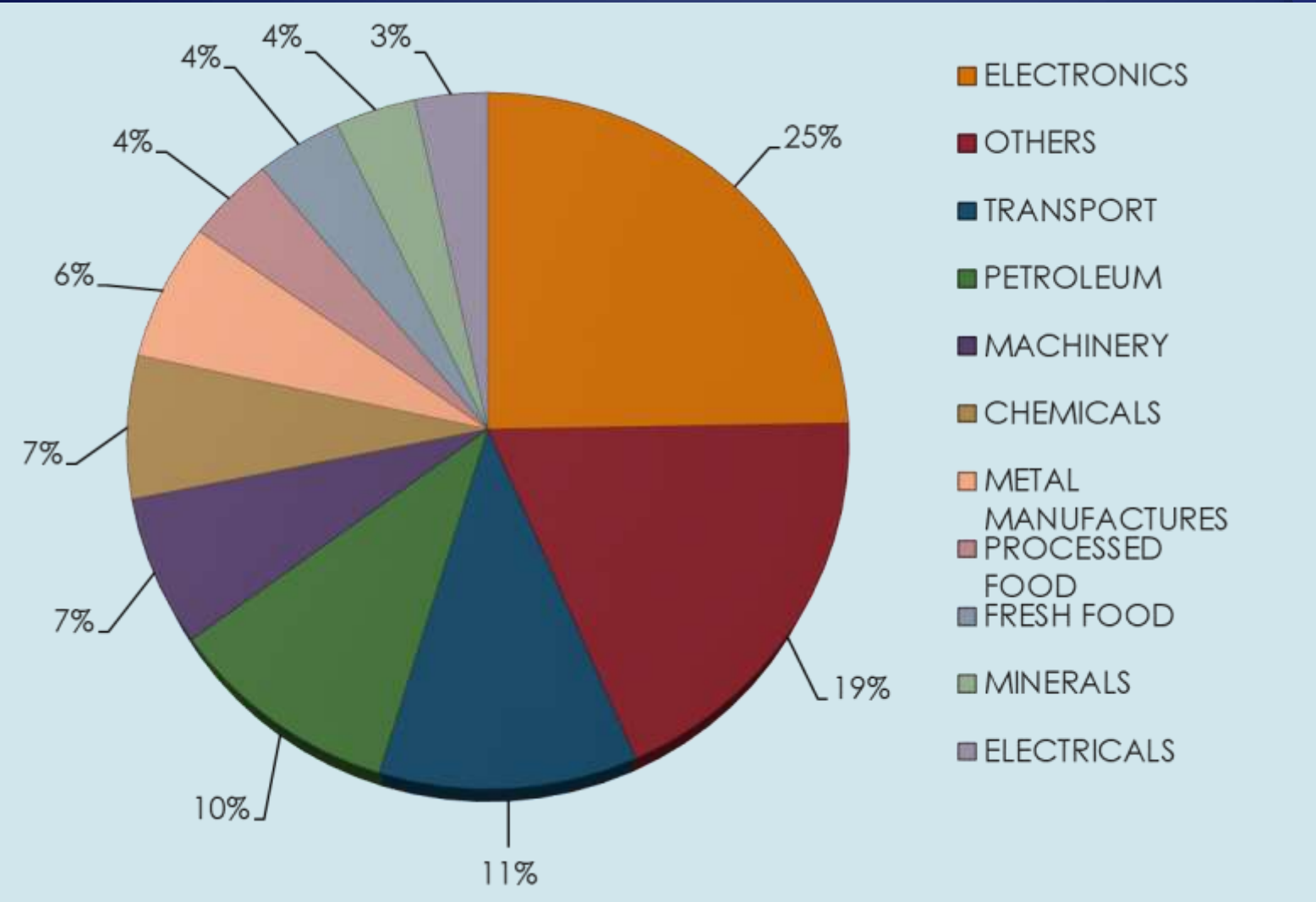
*Adjusted PSA data,
Processed by
DTI EMB

Value in US\$ Million

Rank	Markets	2018	%Share
	TOTAL PH EXPORTS	69,307.43	100.00
	<i>TOP 10</i>	<i>57,036.23</i>	<i>82.29</i>
1.	UNITED STATES OF AMERICA	10,635.97	15.35
2.	JAPAN	10,322.86	14.89
3.	HONG KONG SAR	9,563.96	13.80
4.	CHINA, PEOPLE'S REP. OF	8,816.72	12.72
5.	SINGAPORE	4,316.09	6.23
6.	THAILAND	2,974.94	4.29
7.	GERMANY	2,785.46	4.02
8.	KOREA, REP. OF (SOUTH)	2,608.44	3.76
9.	CHINESE TAIPEI (REP. OF CHINA)	2,521.30	3.64
10.	NETHERLANDS	2,490.49	3.59

2018 PH MERCHANDISE IMPORTS FROM THE WORLD

US\$ 112.84 Billion



2018 TOP PH IMPORT SUPPLIERS

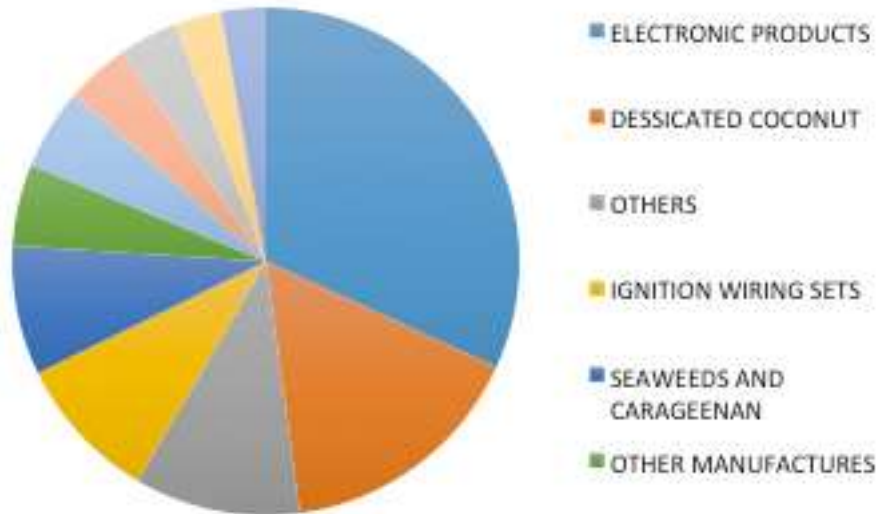
*Adjusted PSA data,
Processed by
DTI EMB

Value in US\$ Million

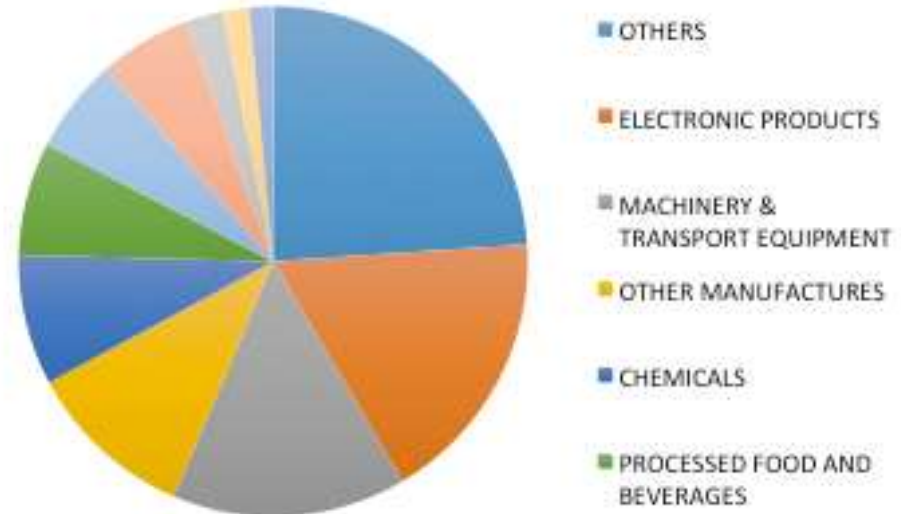
Rank	Markets	2018	%Share
	TOTAL PH IMPORTS	112,840.85	100.00
	<i>TOP 10</i>	86,056.62	76.26
1.	CHINA, PEOPLE'S REP. OF	22,014.95	19.51
2.	KOREA, REP. OF (SOUTH)	11,311.76	10.02
3.	JAPAN	10,818.23	9.59
4.	UNITED STATES OF AMERICA	8,062.16	7.14
5.	THAILAND	7,786.51	6.90
6.	INDONESIA	6,927.05	6.14
7.	SINGAPORE	6,173.67	5.47
8.	CHINESE TAIPEI (REP. OF CHINA)	5,499.70	4.87
9.	MALAYSIA	4,212.03	3.73
10.	VIET NAM	3,250.54	2.88

2018 PH Trade with the APEC Region

EXPORT



IMPORT



Source: Philippine Statistical Authority (PSA), process by DTI (EMB (Tradeline))



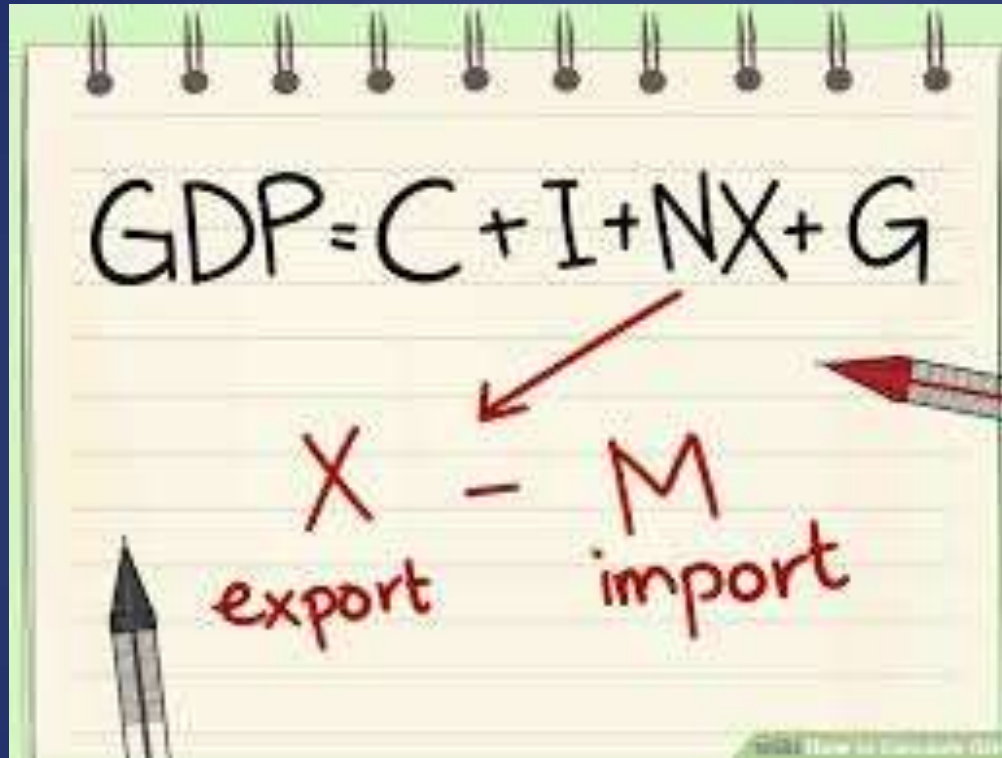
Main Components

C. Real-Time Business Matching

- Facilitates export promotion through the provision of templates and dashboards for Exporters and Buyers
- Provides exporters with web presence to further allow real-time BM based on specific profile information

The screenshot displays the TRADELINE Philippines website. At the top left is the logo with the tagline "Discover products and services beyond your expectation". To the right is a search bar with a dropdown menu showing "SEARCH BY: All | Products / Services | Company Name | Trade Leads | Online Catalog". Below the search bar is a text input field with the placeholder "Enter a keyword or leave it blank and click Search." and a green search button. The main content area features a "DISCLAIMER" section with the following text: "The information contained in this website is for general information purposes only. While DTI-EMB endeavors to keep the information up-to-date and correct, it makes no representations or warranties of any kind, expressed or implied, about the completeness, accuracy, reliability, suitability or availability with respect to the website or the information, products, services, or related graphics contained on the website for any purpose. Any reliance the user puts on such information is therefore strictly at his/her own risk. The user is strongly advised to do due diligence." To the right of the disclaimer is a "MY ACCOUNT" section with links for "Sign In", "Sign Up", and "Forgot Password". Below the disclaimer are two sections: "FEATURED PRODUCTS & SERVICES" and "FEATURED TRADE LEADS", each with a row of small product and service images.

The Bottomline...



A photograph of a spiral-bound notepad with a green cover. The notepad is open to a page with horizontal lines. The equation $GDP = C + I + NX + G$ is written in black ink. Below the equation, the letter 'X' is written in red ink, with the word 'export' written below it in red. To the right of 'X', a red minus sign is written, followed by the letter 'M' in red, with the word 'import' written below it in red. A red arrow points from the 'NX' term in the equation down to the 'X' and 'M' terms. A red pencil is visible on the right side of the notepad, and a black pencil is visible on the left side.

$$GDP = C + I + NX + G$$

X - M
export - import



For Export-Related Inquiries, contact:



(02) 8465.3330 loc. 104 / 107

/110



Exponet@dti.gov.ph



www.dti.gov.ph/exports