

Perspective	Objective	Description	Formula	Weight	Baseline	2016								
					2015	1st Quarter		2nd Quarter		Revised Full Year Target	3rd Quarter		4th Quarter	
						Target	Actual	Target	Actual		Target	Actual	Target	Actual
LEARNING & GROWTH	Sustain ISO-QMS Certified Status	ISO-QMS Certification sustained	ISO Certification	5%	Certified								Maintain Certification	
	Increase targeted competencies to level up corporate performance	Percentage of improvement from baseline on targeted competencies	Number of improved competencies/ Total number of targeted competencies	5%	5/8 (63%)								7/8 (88%)	
		Sub-total		10%										
		TOTAL		100%										

PHILIPPINE INTERNATIONAL TRADING CORPORATION

STRATEGIC INITIATIVES PROFILE

I. STRATEGIC INITIATIVE PROFILE I

- 1. Name of Project: Establishment of Additional CBWs**
- 2. Contact Person/Project Team Head: Edgardo Bernardo, CBW Department Manager**
- 3. Project Description:** The Customs Bonded Warehouse (CBW) Service Facility is for the “duty and tax free” importation of raw materials, packaging materials and accessories to be used in the manufacture/processing of products for re-exports.
- 4. Project Milestones:**

Davao CBW

Activities	Timeline		Budget	Funding Source	Status
	Start	End			
1) Establish prospective clients/users and their projected importation volume and value in coordination with DTI and Philexport, Industry Associations.	May 2015	Sep 2015		PITC COB	Conducted business presentation at DTI Davao last May 2015. Met also with Philexport. Ongoing.
2) Establish project income potential. Validate prospective client data.	Sep 2015	Dec 2015			
3) Prepare documentary requirements for Bureau of Customs for the application for PITC Davao CBW license.	Jan 2016	Feb 2016			
4) Work on the approval of PITC Davao CBW license with BOC-Davao for transmittal to BOC-Manila	Feb 2016	Mar 2016			
5) Identify and lease physical warehouse for the PITC Davao CBW.	Feb 2016	Mar 2016			
6) Hire/Assign personnel to be stationed at the PITC Davao CBW.	Mar 2016	Apr 2016			
7) Work on/ Coordinate/ Liaise with the BOC-Manila for the approval of application of the PITC Davao CBW license	Apr 2016	Sep 2016			
8) Coordinate with target clients for the submission of accreditation documents to PITC and BOC.	Apr 2016	Ongoing activity			

Activities	Timeline		Budget	Funding Source	Status
	Start	End			
9) Work on/Coordinate/ Liaise with the BOC-Manila for the approval of accreditation of clients with the PITC Davao CBW	Apr 2016	Oct 2016			
10) Start-up operations of the PITC Davao CBW. PITC CBW License to Operate renewable every two (2) years	By 1st quarter Y2017		P 5.365 M Operating expenses per year		
Total			P 5.365 M		

General Santos CBW

Activities	Timeline	Budget	Funding Source	Status
	Start	End		
1) Establish prospective clients/users and their projected importation volume and value in coordination with DTI and Philexport, Industry Associations.	August 2015	Dec 2015	PITC COB	Meeting with DTI and Philexport scheduled 2nd week August 2015
2) Establish project income potential. Validate prospective client data.	Dec 2015	Mar 2016		
3) Prepare documentary requirements for Bureau of Customs for the application for PITC Gensan CBW license.	Mar 2016	Apr 2016		
4) Work on the approval of PITC Gensan CBW license with BOC-Gensan for transmittal to BOC-Manila	Apr 2016	May 2016		
5) Identify and lease physical warehouse for the PITC Gensan CBW.	Apr 2016	May 2016		
6) Hire/Assign personnel to be stationed at the PITC Gensan CBW.	May 2016	June 2016		
7) Work on/ Coordinate/Liaise with the BOC-Manila for the approval of application of the PITC Gensan CBW license	June 2016	Nov 2016		
8) Coordinate with target clients for the submission of accreditation documents to PITC and BOC.	June 2016	Ongoing activity		
9)Work on/Coordinate/ Liaise with the BOC-Manila for the approval of accreditation of clients with the PITC Gensan CBW	June 2016	Dec 2016		
10) Startup operations of the PITC Gensan CBW. PITC CBW License to Operate renewable every two (2) years	By 1st quarter Y2017			
Total		P5.365M		

5. Measures Affected:

- a. Number of additional CBWs established
- b. Number of exporters/producers utilizing CBW services

II. STRATEGIC INITIATIVE PROFILE II

1. Name of Project: Expansion of PITC International Marketing Network

2. Contact Person/Project Team Head: Joel S. Rodriguez, Department Manager, Exports Services

3. Project Description: The program aims to expand the international marketing network for exports, generate accounts and revenues that will help establish and sustain the profitability objectives of PITC Exports.

4. Project Milestones:

Activities	Timeline		Budget	Funding Source	Status	
	Start	End				
Organize briefing/consultative meetings to present PITC, updates on products, exports services, marketing thrusts and discuss areas of cooperation with the following strategic partners: <ul style="list-style-type: none"> • FTSC Foreign Trade Officers & DFA • Foreign Embassies Trade Desk, Trade Support Organizations • FTSC & Embassies - collaterals 	Jan 2016	Dec 2016	PhP 0.050M	PITC COB	21 January: Briefing with the Department of Foreign Affairs – Office of the Undersecretary for International relations (DFA-OUIER). Provided PITC Catalogues. 5 February: Meeting with Korea Trade Center (Kotra) 15 March: Meeting with World Trade Center (WTC)	
Participate in international trade fairs:						
- Ambiente Fair 2016, Germany	8 Feb	18 Feb				Represented three (3) One-Town, One-Product (OTOP) SME suppliers. Generated 45 inquiries: 6 buyers with firm requirements and 39 buyers requested for photo quotations.
- Manila Fame	21 Apr	24 Apr				
- Manila Fame	11 Oct	14 Oct				
- Outbound Mission for Halal Food cum Business Mission to Middle East	4 Nov	13 Nov				
Activities	Timeline		Budget	Funding	Status	

	Start	End		Source	
Promptly respond to inquiries from Buyers referred by Partners and Service Buyers order requirements	Jan 2016	Dec 2016			Promptly responded
- To acknowledge email					
- To send product/price offer after receipt of supplier's quote					
Total			PhP 0.100M		

5. Measures Affected:

- a. No. of buyers with consummated transactions to sustain the business
- b. No. of partnerships with export producers with supply capacity of in-demand products

III. STRATEGIC INITIATIVE PROFILE III

1. **Name of Project:** Supply Base Expansion Program for In-Demand Products

2. **Contact Person/Project Team Head:** Joel S. Rodriguez, Department Manager, Exports Services

3. **Project Description:** The program aims to strengthen PITCs supply capability as the premier state-owned international trading company to cope up with the market demands and buyers supply requirements for in-demand products through expansion of its supply base and establishing alliance with key suppliers/export producers.

4. Project Milestones:

Activities	Timeline		Budget	Funding Source	Status
	Start	End			
Organize briefing to Industry Associations on PITC, export marketing activities & services and supply requirements. One event each for: <ul style="list-style-type: none"> • Food sector • Non-Food sector • Venue 	Jan 2016	June 2016	PhP 0.050M (50pax x P500 = P25,000 x 2 events)	PITC COB	11 February: DTI Bureau of Domestic Trade Exhibitors Screening/Selection and Sourcing at Sikat Pinoy National Food Fair 2016 15 March: Met the Federation of Mango Producers in Laoag City and discussed supply of fresh mangoes for PITC Buyer
Participation in DTI events: One DTI and Negosyo Center					24 February: One DTI meeting on “Negosyo, Konsyumer atbp” 1 March: DTI Regional Operations Group meeting on Marketing Program
Conduct one-on-one consultation meetings with Suppliers/Export Producers to discuss specific requirements	Jan 2016	Dec 2016			Met with the following suppliers: 2 February: Greenlife Coconut Products, Inc. for VCO 4 February: Mackay for Banagrass 1 March: Balex Box for Boxes 3 March: Marklene Corp. for liniment

Activities	Timeline		Budget	Funding Source	Status
	Start	End			
Secure product brochures, photos and price quotations/Prepare PITC product portfolio	Jan 2016	Dec 2016	PhP 0.050M		Secured and prepared product portfolio for:
- Food					173 food suppliers
- Non-Food					271 non-food suppliers
Conduct factory visits/ocular inspection of plant & manufacturing facilities	Jan 2016	Dec 2016	PhP 0.100M		
- Food					19 February: Pre-inspection of existing order of 5,000 pieces VCO of Dae San Int'l at Greenlife Coconut Products in Tayabas, Quezon
- Agri-based and Non-Food					1 February: Factory Visit at Emvel Furniture's Facility in Tanay, Rizal
Attend to key local Trade Fairs	Jan 2016	Dec 2016	PhP 0.050M		Attended five (5) events
- Food					11 March: GREAT Women 14 March: Madrid Fusion 16 March: Sikat Pinoy
- Agri-based and Non-Food					2 March: Impakabsat 11 March: Phil. Int'l Furniture Show
Total			PhP 0.280M		

6. Measures Affected:

- a. Gross Revenue
- b. Gross Income
- c. Operating Income
- d. Net Income
- e. No. of buyers with consummated transactions to sustain the business
- f. No. of partnerships with export producers with supply capacity of in-demand products in-demand products

IV. STRATEGIC INITIATIVE PROFILE IV

1. **Name of Project:** **Expanding Client Portfolio and Enhancing Mechanisms for Acquiring New Technology Products**
2. **Contact Person/Project Team Head:** **Vivian E. Monsanto**, Department Manager, Imports Department
3. **Project Description:** PITC Imports Department undertakes international trading of commodities products, wares, merchandise, machineries, equipment and intermediate goods and services through importation, dealership and distribution through different trading methods: Direct Trading (Back to Back Arrangement/3rdCountry) Indirect Trading and Dealership/ Distributorship/Local Sales.

The project aims to increase its present clientele and enhance its various trading mechanisms to ensure that new technologies are available for the domestic industries.

3. Project Milestones:

Activities	Timeline		Budget	Funding Source	Status
	Start	End			
Research/ check government agencies (NGAs) that are not procuring thru GAG but procuring imported products, wares, merchandise, machineries, equipment and intermediate goods and non-governmental organizations (NGOs) donors / beneficiaries	Jan 2016	Feb 2016		PITC COB	NGAs procure thru bidding. The only mode /method that Imports can serve them is under the dealership arrangement and such purchases / importations are specific to new / innovative products.
Check annual procurement plan (APP) of above NGAs and NGOs imported donations	Jan 2016	Feb 2016			Checked: <ul style="list-style-type: none"> • OCD • PN • Pasig RDM • World Vision • Phil. Red Cross
Business / Marketing Plan: <ul style="list-style-type: none"> • Develop a business / marketing plan for : <ol style="list-style-type: none"> i. NGAs ii. NGOs • Marketing Strategy • Develop strategic sourcing action plan • Client Needs Analysis for new technology products 	Mar 2016	Jun 2016			Currently work-in-progress

Activities	Timeline		Budget	Funding Source	Status
	Start	End			
<ul style="list-style-type: none"> Develop detailed work plan ✓ Identify responsible Account owners and support Team ✓ Determine resource requirements by category 	Apr 2016	May 2016			
Research <ul style="list-style-type: none"> Analyze supply chain gaps of NGAs and supplier development plan Collect relevant information and analyze data Evaluate Customer requirements, establish product / services specifications / product specifications options / products substitutes, challenges of product requirements and evaluate demand opportunities Check international / local regulatory compliances of customer's requirements Gather market data on industry in order to understand the supplier's market place. Identify potential suppliers (who are market leaders, key players, competitors) Establish supplier selection criteria and weights 	July 2016	Sept 2016			
Negotiations with suppliers. <ul style="list-style-type: none"> Formulate negotiation objectives (1) for regular trading supply (2) for dealership Identify negotiation issues Prepare negotiation plans. 	Aug 2016	Dec 2016			
Select supplier engagement path & develop request for proposal (RFP) package, if Dealership, Submit to Dealership Committee for evaluation.	Aug 2016	Aug 2016			
Evaluate RFP based on criteria and weights identified and short list of suppliers / bidders for negotiations	Aug 2016	Aug 2016			
Conduct Negotiations with suppliers	Sept 2016	Dec 2016			

Activities	Timeline		Budget	Funding Source	Status
	Start	End			
Forge supply Agreement	Oct 2016	Dec 2016			
Actual sales and delivery	Feb 2017	Dec 2017			
Total			PhP 0.050M		

4. Measures Affected:

- a. Gross Revenue
- b. Gross Income
- c. Operating Income
- d. Net Income
- e. No. of NGAs contracting PITC as importer on record
- f. No. of NGOs and private sector organizations contracting PITC for importation services

V. STRATEGIC INITIATIVE PROFILE V

1. **Name of Project:** Amendment of “Best efforts” Clause of Countertrade EO to Mandatory on Selected Procurements
2. **Contact Person/Project Team Head:** David A. Inocencio, Department Manager, Countertrade Department
3. **Project Description:** The Countertrade integration in government procurement is not mandatory. It allows the government agency discretion on whether to implement Countertrade. It has become the Achilles heel of the Executive Order. This has been used as the excuse for non-implementation of Countertrade. PITC proposes a revision and review of the said provision for “best efforts” to mandatory in the procurement of the following:
 - a. Defense equipment and munitions
 - b. Special Purpose Vehicles: Ambulances, Firetrucks, Emergency Equipment
 - c. Ships i.e. Naval Vessels, Coast Guard Vessels, NAMRIA Mapping Vessels, MARINA Patrol Vessels
 - d. Medical equipment
 - e. Railroad and train engines

4. Project Milestones:

Activities	Timeline		Budget	Funding Source	Status
	Start	End			
Conduct of research studies on Countertrade & Offset Programs of other countries i.e. Malaysia & Indonesia <ul style="list-style-type: none"> • Mandatory vs. Non-mandatory • Implementation in Defense & Non-Defense Equipment 	Jan 2016	Apr 2016	PhP 0.300M (Hiring of Researcher)	PITC COB	Hiring of Account Officer to do research still ongoing.
Drafting of proposal on a National Countertrade and Offset Policy and proposed revision on the Executive Order in Countertrade	May 2016	Jun 2016			BOI TWG Sub-cluster Committee on Countertrade Policy created last 9 March 2016. Countertrade presentation conducted.
Consultation with stakeholders on proposed National Countertrade and Offset Policy	July 2017		PhP 0.025M		
Final draft & revision of Executive Order	Sept 2017				
Memorandum Circular of revised/ amendment Executive Order	Nov 2017				
Total			PhP 0.325M		

5. Measures Affected

- a. Gross Revenue
- b. Gross Income
- c. Operating Income
- d. Net Income
- e. No. of NGAs w/ procurement budget of at least 3 Billion integrating Countertrade

VI. STRATEGIC INITIATIVE PROFILE VI

1. **Name of Project:** Research on New Countertrade Business Models
2. **Contact Person/Project Team Head:** David A. Inocencio, Department Manager, Countertrade Department
3. **Project Description:** The Countertrade integration in government is that it leverages Countertrade benefits from government procurement. It has not succeeded in the other types of Countertrade business models. These include bilateral trade transactions, debt swap transactions and bilateral arrangements.

The project is essentially to research working business models adopted by other countries i.e. bilateral trade transactions – India & Indonesia, barter – Thailand & Indonesia.

4. Project Milestones:

Activities	Timeline		Budget	Funding Source	Status
	Start	End			
Define the problem <ul style="list-style-type: none"> • Set research objectives • Identify possible marketing actions 	Jan 2016	Mar 2016		PITC COB	Hiring of Account Officer to do research still on-going.
Develop the research plan <ul style="list-style-type: none"> • Specify constraints • Identify data needed for marketing actions • Determine how to collect data 	May 2016				
Collect relevant information by specifying <ul style="list-style-type: none"> • Analyze data • Present findings 	Jun 2016	Dec 2017			
4. Take marketing actions <ul style="list-style-type: none"> • Identify action recommendations • Implement action recommendations • Evaluate results 	Jan 2017				
Total			PhP 0.050M		

5. Measures Affected

- a. Gross Revenue
- b. Gross Income
- c. Operating Income
- d. Net Income
- e. No. of NGAs w/ procurement budget of at least 3 Billion integrating Countertrade