

A monthly digest of global and domestic industry trends and developments. Published by the Knowledge Management and Information Service (KMIS) of the Department of Trade and Industry (DTI) ♦ Manila, Philippines ♦ Tel. (632) 895.3611 ♦ Fax (632) 895.6487 ♦ To subscribe, email: publications@dti.gov.ph ♦ Online: <http://www.dti.gov.ph/dti/index.php/resources/publications>

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Focus

Secretary Lopez to accelerate MSME development

Department of Trade and Industry (DTI) Secretary **Ramon M. Lopez** has vowed to further intensify support to micro, small, and medium enterprises (MSMEs) by providing incentives and other assistance to create more jobs, produce cheaper goods, and cut poverty.

The new Secretary said the Department is studying the kind of incentives that will be given to enterprises that have adopted the inclusive business (IB) model. Enterprises adopting the IB model incorporate poor communities into their core business.

“When we say we will prioritize [inclusive businesses], we mean all possible help, although we have to review what kind of incentives will be provided to them. We have to find out if the grant of fiscal incentives will make a difference or if it’s relevant,” Lopez said.

The focus of **President Rodrigo R. Duterte** is uplifting the poor and their quality of life through entrepreneurship and helping MSMEs, Lopez said. It is in line with the President’s 10-point economic agenda promoting agricultural and rural enterprise productivity.

To do this, the Department plans to accelerate further the rollout of *Negosyo* Centers, shared service facilities (SSFs), and training for MSMEs.

Lopez also assured car makers that the P27-B stimulus incentive for the Comprehensive Automotive Resurgence Strategy (CARS) Program will continue.

“We will continue the implementation of the CARS Program under the new government and ensure that its goals are effectively realized by working together closely with auto parts makers and assemblers,” Lopez said.

Lopez is a returning DTI official who previously headed the Department’s Office of Operational Planning (now called Corporate Planning Service) before he moved to RFM in 1994.

Prior to his appointment as DTI Secretary, Lopez was Executive Director of the Philippine Center for Entrepreneurship (PCE) for the past 11 years, strongly advocating entrepreneurship and promoting the enterprising culture among Filipinos.

For over two decades, he has served the business sector as Executive Assistant to the Chief Executive Officer of RFM Corp. and has handled strategic planning and business development, mergers and acquisitions, and equity investors group. He has earned the respect of the business, financial, and investment communities here and abroad.

Lopez finished his Master’s in Development Economics at the Williams College in Massachusetts, U.S., and gained his Bachelor of Arts in Economics degree at the University of the Philippines in Diliman, Quezon City.

His previous work with the National Economic and Development Authority (NEDA) and the DTI has acquired him vast experience in trade and industry development planning.

His active and passionate involvement in *Go Negosyo*, an advocacy of the PCE, as the executive director and one of the ‘angelpreneurs,’ has earned the admiration and respect of MSMEs nationwide. ‘Angelpreneurs’ share their skills and expertise in entrepreneurship to aspiring businessmen.

As DTI Secretary, he committed to continue to empower and inspire MSMEs, champion business, and at the same time advocate the rights of consumers.

Inside DTI

1. DTI bags 3 Quill Awards

The Department of Trade and Industry (DTI) won three top recognitions in the Philippine Quill Awards 2015, the International Association of Business Communicators (IABC) Philippines' annual awards program for excellent corporate communication, held last 17 May at the Marriott Grand Ballroom, Pasay City.

The DTI racked up two awards in the Communication Management Division. For the Employee Engagement category, the Department received an Award of Excellence for the entry on Strategic Performance Management System (SPMS). SPMS is a mechanism aligning employee and organizational performance for best results.

The DTI was also given an Award of Merit in the Government Communication Programs category for its Prosperity Plan 2016 entry, which details how the Department maximized its resources to promote its overall vision of a "More Prosperous Philippines by 2016."

Likewise, the Department triumphed in the Special Events category of the Communication Skills Division for its System on Performance Rewards and Incentives (SPRInts) program.

The three entries described the strategies executed by the DTI to convey the core messages of its programs and projects to its key audiences. Various services, programs, and quad-media channels were utilized for effective communication.

"By winning three Quills, the DTI achieves the highest global standard for

business communication practices and strategies," DTI-Industry Promotion Group (IPG) Undersecretary Nora K. Terrado said.

Last year, the Institute for Solidarity in Asia (ISA) recognized the Department as one of the first Islands of Good Governance (IGG) alongside 11 other public sector agencies for its dedication to make public service delivery more efficient. These agencies include the *Bangko Sentral ng Pilipinas*, Philippine Army, Armed Forces of the Philippines, Philippine Navy, Philippine Heart Center, National Electrification Administration, and the cities of Balanga, Butuan, Dipolog, Mandaue, and Talisay.

Also in 2015, the DTI earned the Gold Governance Trailblazing Seal for all four stages of the Performance Governance System (PGS) which attests to the Department's commitment to exact accountability in public service by aligning organizational performance with individual performance of its employees under SPMS.

The Quill and ISA recognized the Department's efforts to professionalize its services and run side by side with the best in the private sector. Notably, the DTI programs that Quill and ISA evaluated were the same, each validating the agency's accomplishments in the field of public service communication.

"Our three awards give pride to our staff, at the same time humbling our spirits that good public service can only be done by strong and unwavering commitment to do good and be felt so that we can make a difference," Terrado said.

Good News, Philippines!

1. BOI-approved investments surge to P55 B, up 225%

The Board of Investments (BOI) approved P55.33B worth of investments in April 2016 or an increase of 225% from P17B during the same period in 2015, driven by four big-ticket items in the infrastructure and power sectors.

The four big-ticket items are:

- P16.7-B GMR Megawide Cebu Airport Corporation
- P15.2-B Light Rail Manila Corporation
- P14.7-B, 150-megawatt (MW) Bayog Wind Power Corporation
- P4.9-B, 25-MW South Negros BioPower

For the first four months of the year, BOI-approved investments hit P117.3B, or 64% better compared to P71.6B registered during the same period in 2015.

Local investments accounted for 86% of the total commitments, with foreign investments accounting for the rest.

Relatedly, the Philippines' gross domestic product (GDP) grew by 6.9% during the first quarter this year, the fastest pace in two years, which also made the country the fastest-growing nation among five biggest economies in Southeast Asia.

2. Businessmen more bullish

Local entrepreneurs are more confident in their outlook for economic environment, the Q2 2016 Survey (BES) conducted by the *Bangko Sentral ng Pilipinas* (BSP) showed.

According to the survey, business confidence index increased to 48.7% from the previous quarter's 41.9%.

"This indicates that more businesses are optimistic about the country's economic prospects for the second quarter of the year compared to that in the previous quarter (January to March)," the BSP reported.

The confidence index is computed as the percentage of firms that answered in the affirmative less the percentage of firms that answered in the negative

with respect to their views on a given indicator.

Businessmen based their optimism on election-related spending leading to the May 9 elections, continued increase in the volume of production, the summer season's increased business, and the enrollment period.

"Their more positive outlook was further driven by expectations of more favorable macroeconomic conditions in the country (particularly, low inflation and stable interest rates), and sustained foreign investment inflows," BSP added.

The survey was conducted 1 April until 17 May covering 1,482 firms listed in the Securities and Exchange Commission's Top 7,000 Corporations in 2010.

Q2 2016 Business Expectations Index



MSME News

1. DTI targets 2,000 SSFs by end-2016

The Department of Trade and Industry (DTI) is eyeing to set up 2,000 shared service facilities (SSFs) by end-2016.

To date, a total of 1,702 SSFs have been established by DTI in different parts of the country. The Department intends to roll out 400 SSFs until the end of the year.

“The SSF program addresses the gaps and bottlenecks in the global value chain. The program increases capabilities of both manufacturing and agriculture-based MSMEs [micro, small, and medium enterprises] to enable them to develop capacity and a culture of quality,” **DTI-Regional Operations Group (ROG) Undersecretary Zenaida Cuison-Maglaya** said.

Since 2013 when the program started, some 17,000 entrepreneurs

and 72,619 potential businesses nationwide have been benefiting from SSFs.

The government allocated P1.4B from 2013 to 2014 for the SSF program, in which P700M was allotted in DTI’s budget each year.

The program targets to increase the productivity and improve the quality of products of MSMEs to compete in the global market, in light of the ASEAN (Association of Southeast Asian Nations) integration and the country’s free trade agreements (FTAs).

With enhanced productivity and quality of production, SSFs are helping beneficiaries to increase the level of their income.

2. DTI to open 8 Negosyo Centers with Fablabs in 2016

The Department of Trade and Industry (DTI) launched the first *Negosyo* Center with a Fabrication Laboratory (FabLab) at the Philippine Science High School (PSHS) in Ilocos Sur last May.

The DTI intends to establish seven more *Negosyo* Centers with FabLab nationwide this year.

At the Ilocos FabLab, 70 hi-tech machines with different functions have been set up. These include laser cutting machines, 3D printer, benchtop milling, and embroidery machines. The FabLab can help micro, small, and medium enterprises (MSMEs) make prototypes, create scale models, and print in 3-D.

With the *Negosyo* Center’s FabLab, MSMEs are given the opportunity to avail of new prototyping technologies and software in designing and manufacturing products to match the market competition.

A project of the DTI in partnership with the Department of Science and Technology (DOST), the Ilocos FabLab is the first in Luzon to offer advanced technology assistance to local MSMEs.

The facility provides MSMEs access to high-end equipment to help in their research and development requirements.

Comprised of off-the-shelf, industrial-grade fabrication and electronics tools, wrapped in open source software and programs, a FabLab is a technical prototyping platform for innovation and invention, providing for local entrepreneurship.

A FabLab houses various equipment for prototyping and limited production applications such as wood working, molding, and packaging.

FabLabs began at the Massachusetts Institute of Technology (MIT) in the United States (U.S.) to help grassroots

communities translate their design ideas into actual products with the help of technology.

In the Philippines, the first FabLab was set up in Bohol in 2014. It was co-funded by DTI, DOST, Bohol Island State University (BISU), and Japan International Cooperation Agency (JICA).

The FabLab helps develop the local economy by providing better and more competitive products through enhancing the local MSME ecosystem, encouraging startups, and developing entrepreneurs who create more jobs.

Negosyo Centers with FabLabs
Target Locations in 2016

<i>Location</i>	<i>Date</i>
• Integrated Terminal Complex, Santiago City, Isabela	April 25
• Mindanao Trade Exposition Foundation, Inc., Davao City	April 25
• University of the Philippines, Cebu City	June 9
• Eastern Visayas State University, Tacloban City	June 21
• Bicol University, Legazpi City, Albay	June 23
• Cottage Industry Technology Center, Marikina City	September 14
• Zamboanga State Polytechnic College, Zamboanga City	October 7

3. DTI's OTOP stores boost MSMEs

Led by the Bureau of Domestic Trade Promotion (BDTP), the Department of Trade and Industry (DTI) continues to promote micro, small, and medium enterprises (MSMEs) through the One Town, One Product (OTOP) *Tindahang Pinoy* outlets.

DTI-Industry Promotion Group (IPG) Undersecretary Nora K. Terrado said the agency has launched two new OTOP *Tindahang Pinoy* outlets in Butuan City, one in Gaisano Mall, and one in Robinsons Mall.

The new stores offer various food, fashion, and souvenir items produced by more than 70 province-based MSMEs.

Launched in 2004, the OTOP *Tindahang Pinoy* program is intended to promote economic activities and help achieve poverty alleviation and inclusive growth through job creation in different towns and municipalities in the country.

OTOP stores are located in malls nationwide and sell various products by regional MSMEs and cooperatives, providing them with the space to increase their market presence and sales.

Under the program, the DTI assists local MSMEs through extending product development, marketing, promotions, business counseling services, skills and entrepreneurial training, and capital sourcing.

Business Updates

1. DTI, JICA plan 2-year PHL auto industry study

The Department of Trade and Industry (DTI) and the Japan International Cooperation Agency (JICA) signed a two-year technical cooperation project to conduct a study on the "Elaboration

of Industrial Promotion Plans Using Value Chain Analysis."

The -cooperation is for a joint technical study on the country's automotive industry, specifically on

how the Philippines could take a vital position in the global value chains (GVCs).

The study will examine the country's automotive industry and the potential areas that could be developed to compete in the automotive GVCs.

"As a strong driver for economic growth and job creation, the automotive industry has substantial multiplier effects on knowledge transfer and linkages creation within the domestic economy. Our goal is to deepen our participation in GVCs to spur foreign and domestic investments and generate more employment,"

DTI-Industry Development Group (IDG) Undersecretary Ceferino S. Rodolfo said.

Apart from being incorporated into the Manufacturing Industry Roadmap, the

study will also recommend industrial promotion plans covering the automotive, auto-parts, and auto-electronics sectors.

"The DTI-JICA project complements the country's Comprehensive Automotive Resurgence Strategy (CARS) Program. Through CARS, we intend to become a full participant in the value chain of automotive manufacturing in the region," said Rodolfo, who is also the Board of Investments (BOI) Managing Head.

Signed into law by President Aquino as Executive Order No. 182 in May last year, CARS provides fiscal support for investment in the production of auto parts and other strategic parts that are not commonly produced in the country.

2. DTI leads PHL delegation to SODEC 2016

The Department of Trade and Industry-Export Marketing Bureau (DTI-EMB) led the Philippines' Outbound Business Matching Mission (OBMM) delegation in the Software and Apps Development Expo (SODEC) 2016 held 11-13 May 2016 in Tokyo, Japan.

The expo was expected to help Philippine information technology and business process management (IT-BPM) companies gain first-hand information on innovations and buyers' specific preferences that will help them grow their business in the Japanese market.

The Philippine booth featured business-matching areas for the exhibiting firms to showcase specific services to walk-in or targeted clients during the expo.

Sixteen local companies attended SODEC 2016. It is held annually and participated in by over 2,000 exhibitors and about 85,000 visitors from 145 countries around the world. The Expo is part of a larger event which is the Japan IT Week that organized other simultaneous events.

Members of the Philippine delegation were organized through the Philippine Software Industry Association (PSIA), the industry association for IT and software services. These include:

- Adarna Digital
- Alliance Software Inc.
- Advanced World Systems Inc.
- Compos Mentis Inc.
- Cybertech Corp. Ltd.
- Green Advance Tech Solution Corp.
- Ideayatech Inc.
- Klab Cyscorpions Inc.
- Magpie.IM Inc.
- Pointwest Technologies Corp.
- Spiceworx Consultancy Inc.
- Toon City (Morph Animation) Inc.
- Top Connection Asia Inc.
- Tsukiden Global Solutions Inc.
- Ubiquitous Technologies Philippines Inc.
- Valtes Advanced Technologies Inc.

Presently, the IT-BPM industry in the Philippines employs over 1.3M Filipinos and is expected to meet the target of generating USD 25-B revenue for 2016.

3. U.S. agencies tapped in fight vs invest scams

The Department of Trade and Industry (DTI) has sought the help of the United States (U.S.) government agencies in fighting pyramiding and investment scams in the Philippines.

“The matter with scams is that these are evolving and transforming together with the times as a means to disguise and lure more people into the scheme. To address this challenge, we partnered with the United States Federal Trade Commission (FTC) and the United States Securities and Exchange Commission (U.S. SEC) for a retooling activity for our enforcers, investigators and lawyers to be equipped with all relevant technical and legal know-how to hamper the proliferation of fraudulent activities and further strengthen consumer protection in this area,”
DTI-Consumer Protection Group

(CPG) Undersecretary Victorio Mario A. Dimagiba said.

To set the partnership, the DTI, U.S. FTC, and U.S. SEC conducted a three-day capability building training for local enforcement agencies responsible for addressing issues related to pyramiding and investment scams on 25-27 May 2016 at the Pan Pacific hotel Manila.

Participating enforcement agencies in the training were the DTI, Philippine Securities and Exchange Commission (SEC), Department of Justice (DOJ), Anti-Money Laundering Council, National Bureau of Investigation (NBI), and Philippine National Police (PNP).

The training was designed and based on current legal and enforcement system of the country to make the topics more responsive in terms of addressing fraudulent marketing schemes.

Consumer News

1. DTI accredits 220 testing, calibration labs

The Department of Trade and Industry-Philippine Accreditation Bureau (DTI-PAB) has accredited 220 laboratories in a bid to improve industry standards amid the rapid advancement in technologies and growing business interest in the country.

As of end-April 2016, it has accredited 183 testing laboratories and 37 calibration laboratories since accreditation started in the country in 1995.

As an emerging economy, the Philippines is trying its best to be mainstreamed into the global economy to enable our products and services

to penetrate the bigger global market. One of the challenges of international trade is to overcome technical barriers when entering global markets.

Accreditation is needed to build trust in products, services, and testing laboratories to make trade of technical products and services go smoothly.

Accreditation of testing and calibration laboratories based on ISO/IEC 17025 started in the Philippines in 1995 through the DTI-Bureau of Product Standards (BPS) (now Bureau of Philippine Standards) Laboratory Accreditation Scheme.

2. DTI files charges vs. 9 auto supplies companies in QC

The Department of Trade and Industry Fair Trade Enforcement Bureau (DTI-FTEB) filed cases against nine businesses in Quezon City, allegedly selling automotive products like batteries, lighters, and tires, without the required Philippine Standard (PS) mark.

DTI confiscated more than 100 pieces of lead-acid automotive batteries and P552,762 worth of pneumatic tires.

These products were impounded from Mercury Battery Industries, Inc.; Tyrepro Banawe, Inc.; Kar Motion Tires, Batteries and Accessories; MJM Auto Care Center; Four L's Corp.; Jawe Marketing; Trade.com.ph; and LP Herrera Tire Supply.

Over a hundred pieces of disposable lighters were also confiscated from Ever Plus Store, Inc.

These products did not have the PS mark, the Import Commodity Clearance (ICC), and other required labels.

These regulations are being implemented to ensure the reliability and safety of products in the market, **DTI-Consumer Protection Group (CPG) Undersecretary Victorio Mario A. Dimagiba** said. He added that these required labels show that a certain product has met the standards and are safe to use.

Last 28 June to 4 July, DTI enforcement teams also examined 70 auto supplies companies around Metro Manila.

The DTI-FTEB also regulates other products including seat belt, safety glass for automotive use, brake fluid, fire extinguisher, pneumatic tire, liquefied petroleum gas (LPG) for households and vehicles, monobloc chairs and stools, inner tubes for tires, and motorcycle helmets and visors.

Feature

DTI launches Innovation Hub for technology startups

The Department of Trade and Industry (DTI) launched the first Innovation Hub at the DTI International Building in Makati City to provide a working space for technology-based micro, small, and medium enterprises (MSMEs) startups.

The Innovation Hub is in line with the Philippine Export Development Plan to enhance the innovative capacity of the export sector through the system of national innovation.

The National Innovative System (NIS) specifies the importance of interaction among industries, universities, and public and private research institutions to produce, diffuse, and utilize knowledge and information to achieve goals.

The first wave of startups are now situated along the area called the

“Buendia Alley.” There are real estate facilities which registered at the Philippine Export Zone Authority (PEZA) as IT Parks and Buildings. There are also schools, banks, social and tax agencies, hotels, restaurants, and cafes.

The DTI itself has presence in nine buildings along the alley. This spatial cluster provides the community with convenient access to talent, funding, real estate, and the entire support system.

Startups can now access the different frontline services of DTI to cater to the needs of entrepreneurs.

At the west end of the Puyat Avenue is the Philippine Trade and Training Center (PTTC) which can provide the startup community with events venues and market spaces.

Regional/ International News

1. PHL, Thailand set bilateral consultation on tobacco case

The Philippines and Thailand staged a bilateral consultation for compliance review on cigarette dispute last June in Bangkok, **DTI-Industry Development Group (IDG) Undersecretary Ceferino S. Rodolfo** said.

The consultation was about the Thailand public prosecutor’s filing of criminal charges against Philip Morris Thailand for under-declaration of customs value of cigarette imports from the Philippines, Rodolfo said.

The case of undervaluation was already included in the Dispute Settlement Body 371 (DSB371) case under World Trade Organization (WTO) wherein the Philippines won against Thailand, he said.

Philip Morris Thailand faces a USD 2.2-B fine if found guilty of undervaluation of cigarette imports with the criminal case filed against the tobacco firm in January this year.

This will affect Philippine tobacco exports to Thailand as the latter

country is among the major markets for Philippine-based Philip Morris.

Figures from the National Tobacco Administration show that around 1.93M Filipinos are involved in tobacco farming and industry.

The industry provides direct employment and supports livelihood of 43,960 Filipino farmers, about 30,000 other members of families and some 1.56M other industry workers.

2. DTI promotes stronger PHL-Spain economic ties

The Department of Trade and Industry (DTI) expounded on trade and business opportunities with Spain during an investment forum held at the Confederación Española de Organizaciones Empresariales (CEOE) Headquarters in Madrid last May.

CEOE Vice President Juan Pablo Lazaro urged investors to consider the Philippines as an investment destination given its positive performance and outlook.

Philippine Ambassador to Spain Carlos C. Salinas highlighted the Philippines' strong economic resurgence as evident in its improved credit ratings from agencies such as Standard & Poor's Global Ratings. While Spanish companies continue to increase their presence in the country, Philippine companies have also expanded their operations in Spain in the real estate and winery sectors, Ambassador Salinas added.

Spain Secretary of State for Commerce Jaime Legaz assured that the Philippines remains a priority country for Spain, as he noted that discussions on the Philippine-European Union Free Trade Agreement will commence soon.

Spain ranks as the tenth biggest source of foreign direct investments (FDIs) to the Philippines. Philippine exports to Spain increased by 3.47% from USD 222.06M in 2014 to USD 229.77 in 2015.

An important factor in the country's economic growth is industrial peace with barely a handful of strikes within the last 10 years.

The forum organizers were:

- Philippine Embassy in Madrid
- The Ministry of Economy and Competitiveness
- Instituto Español de Comercio Exterior (ICEX)
- Camara de Comercio de España

PHL sectors eyed by Spain



Electronics



Semiconductors



Shipbuilding



Maritime

S t a t w a t c h



P117.3B

Investments registered with the Board of Investments (BOI) in January to April 2016, or 64% better compared to P71.6B registered during the same period in 2015



1,702

SSFs established by DTI in different parts of the country as of June 2016



P55.33B

Total BOI-approved investments in April 2016, or an increase of 225% from P17B during the same period in 2015



220

Accredited testing and calibration laboratories since accreditation started in the country until end-April 2016



17,000

Entrepreneurs who benefitted from Shared Service Facilities (SSFs) since 2013

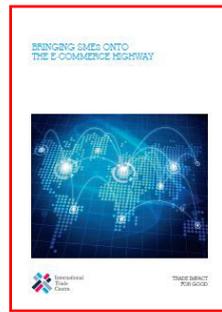


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Negosyo Centers with FabLabs that will be opened by Department of Trade and Industry (DTI) in 2016



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Title: **Bringing SMEs onto the e-commerce highway**

Publisher: International Trade Centre Geneva, 2016

This document analyzes policies that affect small and medium enterprises' (SMEs) engagement in international e-commerce. Identifies the bottlenecks and requirements of e-commerce and presents examples of best practices in regulating cross-border transactions. Also addresses competitiveness issues in each segment of the cross-border e-commerce process chain, including establishing business online, international e-payment, cross-border delivery, and aftersales services. This paper serves as a starting point for a public private dialogue on e-commerce, especially for SMEs in developing countries. xiii, 101 pages



Title: **Turning points; global agenda 2016**

Publisher: Philippine Business Mirror and The New York Times Makati City, 2016

Call No.: HC59.3 .P55 2016

A year-ahead annual magazine published by the Philippine Business Mirror in partnership with the New York Times. It features global and local opinion pieces by political, cultural, and economic writers who look at trends and new ideas in the Philippines and from around the world to identify key turning points and explain how they may influence the year ahead. Among those featured are the ideas of a Google executive about keeping the Web a safe and vibrant place; a novelist on the reputation economy fostered by online ratings; a science blogger on the rise of the robots; and a fashion journalist on the upended world of style.

Legend

BMI - Business Mirror
TPS - The Philippine Star

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