



National Competitiveness Council

Mobilizing the Philippines Towards Competitiveness

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The National Competitiveness Summit served as a kick-off event for a national effort

Objectives

- Mainstream into the consciousness of the citizenry the need for a national competitiveness mindset
- Embark on a stronger private-public sector partnership paradigm resulting in the development, submission and implementation of the ***Action Agenda for Competitiveness***
- Manifested desire by the private sector for RP competitiveness ranking to be within the Top Third by 2010
- Formation of a National Competitiveness Council to ensure follow-through of the Action Agenda



The issuance of Action Instruments set the tone for the drive towards Competitiveness

- **Executive Order 571** Created the Public-Private Task Force on Philippine Competitiveness
- **Administrative Order 161** Institutionalizes the Quality Management System (QMS) in Government
- **Memorandum Order 228** directing all agencies of the national government to improve transaction costs and flows
- Memo from the President were issued to the following agencies:
 - DepEd, CHED, DOST and TESDA to develop programs to improve the proficiency of our students in Math, English and Science;
 - DOTC to immediately work on the projects that will provide for a seamless infrastructure network; and
 - DOE, PNOOC, NPC to work on implementing strategies to lower the cost of energy



The Action Agenda addresses the improvement areas highlighted by the major competitiveness reports

World Competitiveness

Yearbook (IMD) #49 out of 61

Economic Performance

Government Efficiency

Business Efficiency

Infrastructure

Doing Business (WB, 2007)

#126 out of 175

Global Competitiveness

Report (WEF) #77 out of 117

Macroeconomic Stability

Openness and Market Size

Institutions

Business Sophistication

Good Market Efficiency

Labor Market Efficiency

Financial Market Efficiency

Infrastructure

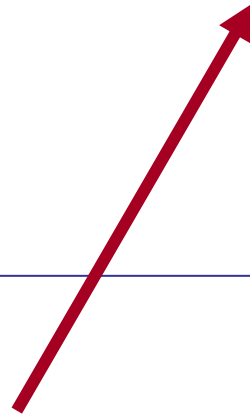
Personal Security

Basic Human Capital

Advanced Human Capital

Technological Readiness

Innovation





And builds on the current efforts of various public and private sector organizations

- **Medium Term Philippine Development Plan 2004 - 2010**
- **Philippine Export Development Plan 2005 – 07**
- **National Export Congress Scorecards**
- **Philippine Development Forum**
- **31st Philippine Business Conference (PCCI)**
- **2006 National Manpower Summit**
- **2006 Roadmap for Export Competitiveness of Services Sectors (EO 372, S. 2004)**
- **EO 395, S. 1997**
- **RA 9013**
- **EO 428, S. 2005**
- **ADB Country Report**
- **AmCham Investment Climate Improvement Report**
- **Current Efforts** - Services Coalition, Private sector efforts (e.g. PQAF, ECOP, MAP, PCCI, LGU-based initiatives etc.)



The Action Agenda will initially focus on six areas

1. *Developing* **Competitive Human Resources**
2. *Instituting* **Efficient Public and Private Sector Management**
3. *Creating* **Effective Access to Financing**
4. *Improving* **Transaction Flows and Costs**
5. *Providing* **Seamless Infrastructure Network**
6. *Developing* **Energy Cost Competitiveness & Self-Sufficiency**

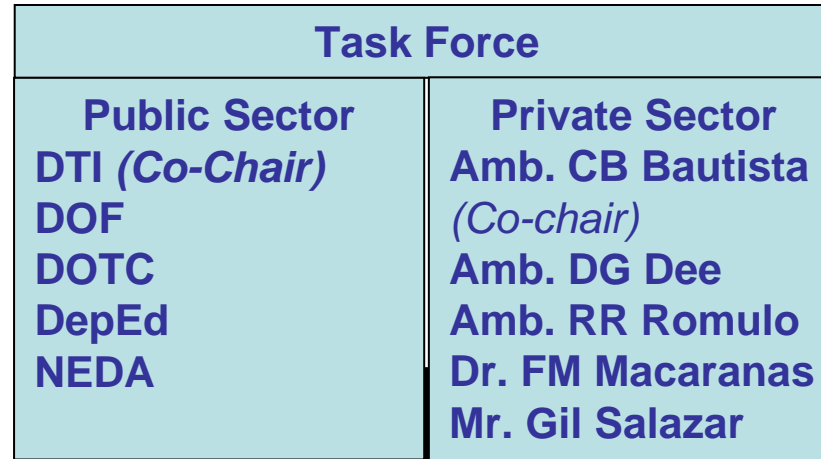


All of these can align with the main topics of the PDF

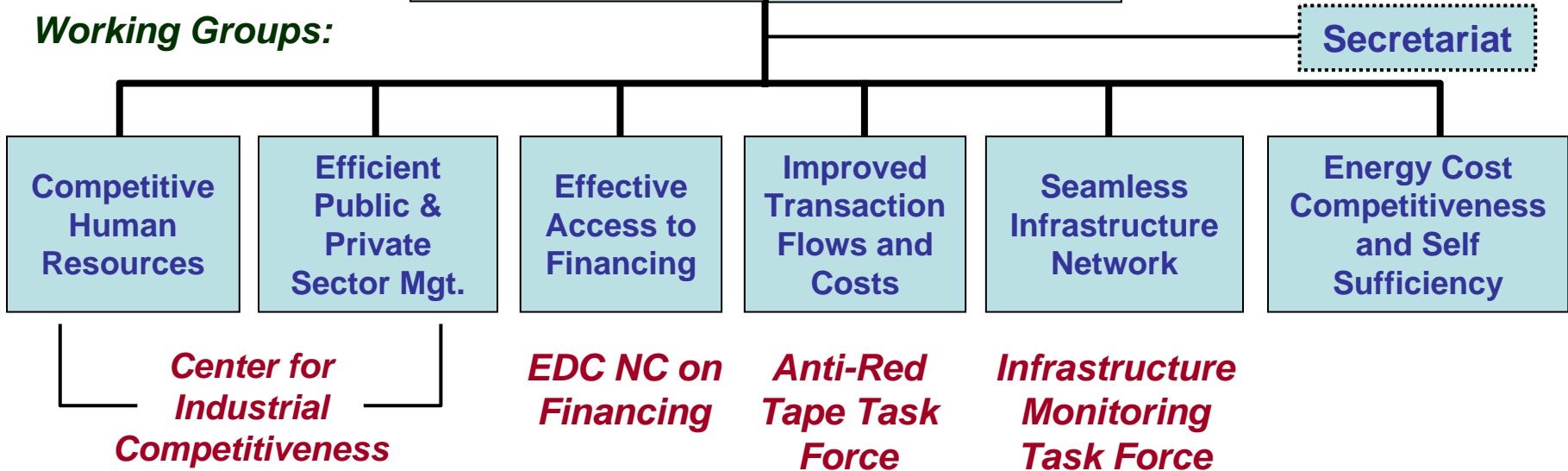
1. *Developing* **Competitive Human Resources** (session A)
2. *Instituting* **Efficient Public and Private Sector Management** (session C)
3. *Creating* **Effective Access to Financing** (SME)
4. *Improving* **Transaction Flows and Costs** (session C)
5. *Providing* **Seamless Infrastructure Network** (session C)
6. *Developing* **Energy Cost Competitiveness & Self-Sufficiency** (session C)



The TFPC is a Public-Private Partnership that will follow through the Action Agenda



Working Groups:





Private Sector Champions were invited to lead the advocacy efforts of each area

- Define the short- and long-term target results
- Generate ideas and suggestions to achieve the targets, including the conduct of studies and tapping expertise
- Advocate the Action Agenda to the relevant agencies
- Communicate the milestones to the wider public



These Champions are affiliated with a number of major Private Sector associations

Atty. Emerico de Guzman (<i>PMAP</i>)	Human Resources
Mr. Baltazar Endriga (<i>MAP</i>)	Management
Mr. Sergio Ortiz-Luis, Jr. (<i>Philexport</i>)	Financing
Mr. Dave Balangue (<i>FINEX</i>)	Transaction Costs and Flows
Mr. Meneleo Carlos (<i>FPI</i>)	Infrastructure
Mr. Antonio del Rosario	Energy
Mr. Francis Chua (<i>FFCCCI</i>)	Special concerns (<i>legislature</i>)
Atty. Miguel Varela (<i>PCCI</i>)	Special concerns (<i>judiciary, ombudsman</i>)

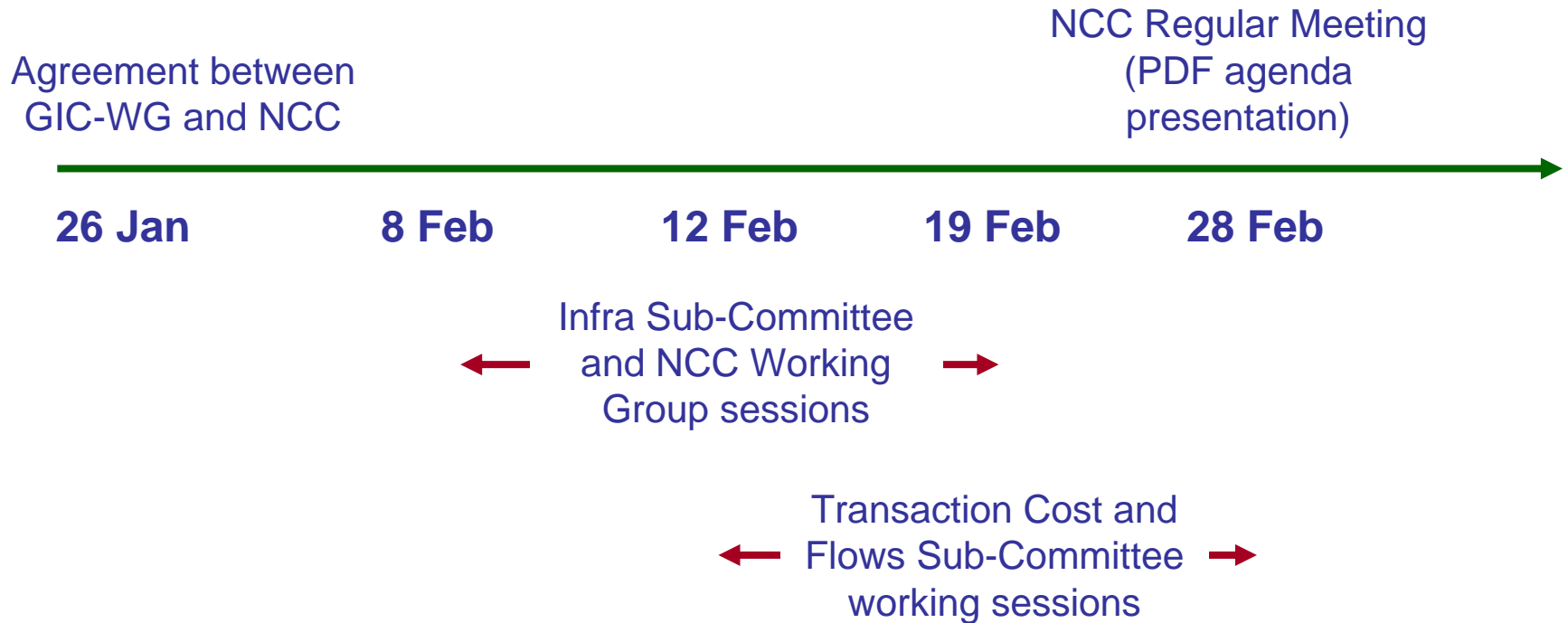


The NCC is a venue to advocate activities geared towards competitiveness

- **Recommend policies** for both public and private sectors that can enhance competitiveness
- Assist in identifying critical gaps in key competitiveness-related projects and **mobilize resources** to help move them forward
- Conduct studies on, identify, disseminate and build on **best practices** on competitiveness
- Provide a platform to **communicate and mainstream** principles of competitiveness and relevant gains to a wider audience
- Facilitate the strengthening and expansion of the **Public-Private Partnership** as the engine for competitiveness



The NCC-PDF convergence will be actualized within February



Working Sessions Outputs:

- Key Messages for the PDF
- Priority Projects



The Proposed Breakout Agenda will be presented to the NCC at the end of February

NCC Priority Projects for Transaction Flows and Costs:

- Improve the procedures for the entry and exit of business persons
- Enhance the procedures for the entry and exit of goods
- Position DTI as the one-stop shop for businesses
- Institutionalize impact analysis on additional government requirements before their implementation
- Investment Ombudsman (economic change)
- *Consistency in the implementation of agreed business rules*
- *Improve the processes in starting and closing a business*



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NCC Priority Projects for Effective Public & Private Sector Management:

- Implement a Quality Management System for government offices to achieve ISO 9000 Certification, 20% of offices to be certified by 2010
- Fast track the implementation of the Government Rationalization Program
- Institutionalize a system of cross-posting between senior public and private sector officials
- LGUs: Achieve world-class performance of cities in 2008, 20% of the municipalities by 2010
- E-governance in all government offices
- Private Sector Volunteerism:
 - Big Brother-Small Brother Program including volunteers (Bayanihan for Productivity)
 - Charm Project
- Adopt the use of governance scorecards for companies by 2010



The PDF Breakout Session on Competitiveness *(Illustrative Flow)*

- Review and agreement on priority projects
- Review and agreement on key messages derived during the various working sessions



Thank You