

比側としては今後、もう1名採用する計画である。Miss BALITE は、非常に優秀で日本語のレベルもかなり高いため、技術移転については、セミナー開催を通じて主に教授法を指導している。

④ 研修員受入れ

1989年度の受入研修員の中に、本分野のカウンターパートは含まれていないが、Miss BALITEについては来年6月からの外部機関主催のセミナーに参加する予定になっている。

⑤ 機材の使用状況

本センターには、商業日本語専用のLL教室が設置されているが、現在までの使用実績は2～3回程度（延べ10時間程度）と少ない。この理由は、今のところ、セミナーの内容がLL機材を使ったカリキュラムになっていないことと教材が未だ充分整備されていないためである。

(2) 実施上の問題点

本分野における問題点は現在、発生していないが、今後配置予定のカウンターパートの日本語能力がどの程度であるかによって、2人のカウンターパートをどう育成していくかが問題となる。

### Ⅲ 調査団所感・その他

#### 1. FDCの協力確認

無償資金協力によるFDCの建物が1989年3月に完成するに伴い、FDCのPTTCへの協力が従来通り継続されるか懸念されるため、調査団はルストレFDC所長を訪問し、この点について確認したところ、同所長より従来通りカウンターパートの派遣等できる限り協力する旨の表明を得た。

#### 2. 人員配置

前述のとおり、センターの人員配置は現在、定員101名に対し、まだ75名の状態であるため、比側に今後の見通しについて質したところ、比側より先日DBMより優秀な人材の配置が認可されたので、早急にリクルートを開始するとの説明があった。

#### 3. 地方研修の実施（中堅技術者養成対策費）

比側は、1989年度センター活動の目玉として地方研修を実施する計画を持っており、我が方に対し、専門家の協力と中堅技術者養成対策費の利用について要請してきた。これに対し、我が方より本件コースは比側のカウンターパートが中心になって実施すべきことを指摘するとともに専門家の参加については、本人の負担にならない程度で行いたい旨回答し、中堅技術者養成対策費については、既に予算は確保しているので、具体的な研修計画を作成し要請するよう説明した。

#### 4. AV機器の利用状況

本センターには、ビデオ教材の作成が可能なAV機器が設置されているが、編集技術などソフトのノウハウがないため、機材の利用状況が悪い。従って今後、AV教材作成の短期専門家を派遣して、利用状況の改善を図る必要がある。

「 ミ ニ ッ ツ 」



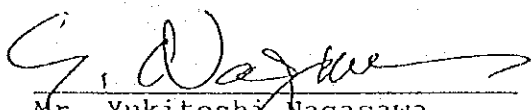
MINUTES OF DISCUSSIONS  
ON THE JAPANESE TECHNICAL COOPERATION  
FOR THE PROJECT ON THE PHILIPPINE TRADE TRAINING CENTER  
IN THE REPUBLIC OF THE PHILIPPINES

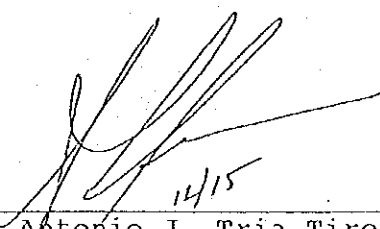
The Japanese Consultation Team (hereinafter referred to as "the Team") organized by the Japan International Cooperation Agency (hereinafter referred to as "JICA") and headed by Mr. Yukitoshi Nagasawa, Head of Technical Cooperation Division, Mining and Industrial Development Cooperation Department, JICA, visited the Republic of the Philippines from December 8 to December 17, 1988 for the purpose of reviewing the activities of the project for the Philippine Trade Training Center in the Republic of the Philippines (hereinafter referred to as "the Project") and working out the Annual Work Plan for the further promotion of the Project.

During its stay in the Republic of the Philippines, the Team exchanged views and had a series of discussions with Philippine authorities concerned in respect of the achievement of technical cooperation conducted on the Record of Discussions, Tentative Schedule of Implementation signed on February 23, 1987 and The Annual Work Plan signed on February 26, 1988 and necessary measures to be taken by JICA and PTTC for the successful implementation of the above-mentioned Project.

As the result of discussions, both parties mutually agreed upon the matters referred to in the document attached hereto and to make the utmost efforts for the effective and successful implementation of the Project during the cooperation period.

Manila, December 15, 1988

  
Mr. Yukitoshi Nagasawa  
Leader,  
Japanese Consultation Team,  
Japan International  
Cooperation Agency,  
Japan

  
Mr. Antonio J. Tria Tirona  
Executive Director,  
Philippine Trade  
Training Center,  
Department of Trade & Industry,  
The Republic of the Philippines

## I. GENERAL REVIEW

The Center's facilities and building was formally inaugurated by President Corazon C. Aquino on May 23, 1988. The project is now in the implementation stage of the training in the field of Trade Training (Trade Business, Trade Management, Japanese Business Language) and Inspection (Furniture, Garment and Food) in accordance with the Tentative Schedule of Implementation of the Project signed on February 23, 1987 between The Japanese Implementation Survey Team and the Authorities concerned of the Government of the Republic of the Philippines.

Seminars on Trade Business, Japanese Business Language, Testing and Inspection and Trade Exhibition have been implemented as planned.

Regarding the Project activities thus far, JICA has dispatched 10 long term experts and 1 short term expert.

JICA dispatched one long term expert in the field of Japanese Business Language in March 1988 and two long term experts in Trade Business in May and July 1988 respectively. Five counterpart personnel for training in Japan have already been nominated for training by the end of March 1988.

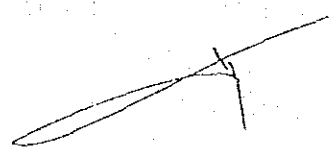
Also, JICA has preceded to provide and will provide the machinery and equipment necessary for the technical transfer of the Project.

The Philippine side has secured the necessary budgetary allocation required for the smooth implementation of the Project.

Besides, the Center has made every effort to recruit necessary number of staffs and counterpart personnel.

The activities taken by both sides have been regarded as steady progress of the Project.

Thus, based on the common recognition of the present state of the Project as mentioned above, both sides confirmed the continuous cooperation between the Japanese and Philippine governments for the further progress of the Project.



## II. ANNUAL WORK PLAN

The Japanese side and the Philippine side have jointly formulated the Annual Work Plan for the period as is given in Annex I according to the present state of progress and the other conditions of the Project. Its outline is as follows:

### A. Philippine Side

1. Provision of center facilities necessary for the implementation of the Project
2. Staff Recruitment (necessary number of staffs and secretaries)
3. Allocation of Philippine counterpart personnel (necessary number of technical counterpart personnel for the Project activities-including Japanese Business Language)
4. Ensuring the transfer of knowledge from JICA experts to counterpart Personnel

### B. Japanese Side

#### 1. Dispatch of experts

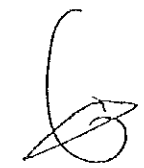
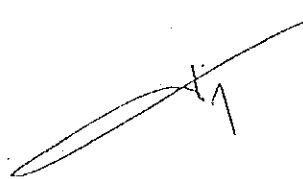
##### a) Long term experts

- 1) Leader (Chief Adviser)
- 2) Coordinator
- 3) Trade Training (A)
- 4) Trade Training (B)
- 5) Trade Training (C)\*
- 6) Inspection (Furniture)
- 7) Inspection (Garment)
- 8) Inspection (Food)
- 9) Japanese Business Language

\* The assignment of Trade Training (C) is until May 17, 1989

##### b) Short term experts

- 1) Trade Training (Garment)
- 2) Trade Training (Fresh/Frozen Food)
- 3) Inspection (Garment)
- 4) Inspection (Food)
- 5) Inspection (Furniture)
- 6) Exhibition



2. Dispatch of Japanese Consultation Team
3. Acceptance of Philippine counterpart personnel in Japan (5 persons: the fields are a matter to be arranged by PTTC under the guidance of Japanese experts)
4. Provision of Equipment and Machinery (Necessary equipment and machinery for the implementation of the Project within the range of Japanese budget)

### III. ATTENDANCE OF THE MEETING

The attendance of the meeting is shown in ANNEX II.



ANNEX I

ANNUAL WORK PLAN (From April 1989 to March 1990)

Calendar Year	1 9 8 9										1 9 9 0	
	1 9 8 8		1 9 8 9		1 9 8 9		1 9 8 9		1 9 8 9			
Japanese Fiscal Year	1	2	3	4	5	6	7	8	9	10	11	12
Item	4/4			1/4			2/4			3/4		4/4
(Philippine side)												
1. Operation of the Center												
2. Staff Recruitment												
3. Allocation of counterpart personnel												
4. Preparation of A <sub>2-3</sub> Forms for training Philippine counterparts in Japan												
5. Preparation of A <sub>4</sub> Forms for provision of equipment												
(Japanese side)												
1. Dispatch of Japanese Experts												
a) Long-term Experts												
1) Leader (Chief Advisor)												
2) Coordinator												
3) Trade Training(A)												
4) Trade Training(B)												
5) Trade Training(C)												
6) Inspection(furniture)												
7) Inspection(Garment)												
8) Inspection(Food)												
9) Japanese Business Language												

ANNUAL WORK PLAN (From April 1989 to March 1990)

Calendar Year	1 9 8 9												1990	
Japanese Fiscal Year	1 9 8 9													
Item	1	2	3	4	5	6	7	8	9	10	11	12	1	
b) Short-term Experts 1) Trade Training 2) Trade Training (Fresh/Frozen Food) 3) Inspection (Garment) 4) Inspection (Food) 5) Inspection (Furniture) 6) Exhibition 3. Dispatch of Japanese Consultation Team 2. Training of Philippine Counterpart Personnel in Japan 3. Provision of Equipment & Machinery	4/4				1/4				2/4			3/4		4/4
	(5 persons)								(5 persons)					

Note: This Plan is subject to condition that necessary budget will be acquired for the implementation of the project.  
 This Plan is subject to change within the scope of the Record of Discussions.

ANNEX II

PRESENT:

A. PHILIPPINE SIDE

1. MR. ANTONIO J. TRIA TIRONA  
Executive Director
2. MRS. MA. ANGELINA V. ANGELES  
Deputy Executive Director
3. MRS. ISABEL E. MELGAR  
Chief, Plans and Program Division
4. MRS. MA. TERESA B. CORPUS  
Chief, Finance & Administrative Services Division
5. MISS MA. TERESA COLIGADO  
Chief, Faculty Division
6. MRS. ADELAIDA L. INTON  
Chief, Bus. Mgt. Division
7. MR. RAMON CATARATA  
Sr. Trade & Industry Development Specialist  
Testing & Inspection Division
8. MR. DENNIS CRUZ  
Acting Chief, Trade Exhibition Division
9. MR. BENJI BOHN PATAJO  
Chief, Publications and Information Division
10. MISS EDITH GAPANGADA  
Sr. Faculty
11. MISS LUZ LIZADA  
Sr. Faculty
12. MISS FLORDELIA BALITE  
Jr. Faculty

B. JAPANESE SIDE:

1. MR. YUKITOSHI NAGASAWA - Leader  
Head, Technical Cooperation Division  
Mining and Industrial Development  
Cooperation Department  
JICA
2. MR. KENJI NISHIBE - Technical Cooperative  
Official, Technical Cooperation Division Planning  
International Trade Policy Bureau (Trade Training)  
Ministry of International Trade & Industry

3. MR. IKUO TSUKAGOSHI  
Chief, International Cooperation Unit  
General Affairs Division  
International Trade & Industry Inspection  
Institute  
Ministry of International Trade & Industry  
- Technical Cooperation  
Planning  
(Inspection on  
Industrial Products)
4. MR. TATSUYA ANAI  
Chief, International Standard Unit  
Food and Marketing Bureau  
Ministry of Agriculture, Forestry and  
Fisheries  
- Technical Cooperation  
Planning  
(Inspection on  
Agricultural Products)
5. MR. SHIGEHO CHIBA  
staff, Technical Cooperation Division- Coordinator  
Mining and Industrial Development  
Cooperation Department  
JICA
6. MR. TAMAICHI MATSUMOTO  
Leader (Chief, Adviser)  
JICA Experts Team
7. MR. KATSUHIKO EBINA  
Coordinator
8. MR. TAMIO IJIRI  
Trade Training
9. MR. ZENJI OKUMURA  
Trade Training
10. MR. KOCHI KAWAKITA  
Trade Training
11. MR. YUICHI AKINO  
Inspection (Food)
12. MR. SAKAZO TAKEUCHI  
Inspection (Furniture)
13. MR. NAOKIYO MIZUNO  
Inspection (Garments)
14. MISS NANA SEKIYA  
Japanese Language

「全体会議討議事項」



## MATTERS DISCUSSED:

### 1. Welcome and Introduction of the Members of the Philippine Side and the Japanese Side

Mr. Tirona started the meeting by first welcoming the JICA Consultation Survey Team and proceeded to introduce the members of the Philippine Side composed of the Executive Director, Deputy Executive Director, Chiefs of the various divisions and Faculty of the Philippine Trade Training Center.

In turn, the Japanese Side introduced the members of the JICA Consultation Survey Team.

### 2. Overview of the International Trade Group

The Philippine Side gave a short overview of the International Trade Group, stating that the mandate of ITG is to develop and implement plans, programs, policies and strategies for the development, expansion, and maintenance of the country's export trade. In effect ITG is the group responsible for the plans and programs in export promotion and development.

### 3. Structure of PTTC

The Philippine Side presented the structural organization of the Philippine Trade Training Center, explaining the respective functions and responsibilities of the Plans and Programs Division, Finance and Administrative Services Division, Faculty Division, the three Operations Divisions for Trade Business, Testing & Inspection, and Trade Exhibition, and Publications and Information Division.

It was added that to complement the full-time Faculty, PTTC also maintains a roster of Part-time Faculty to handle specific topics.

### 4. 1988 PTTC Performance

Key areas where PTTC could be measured in terms of performance are in course development, training materials development, and course implementation.

For course development, one major area of concern is the Training Needs Analysis survey conducted in 1988 totalling 5 as of November 1988 as against a target of 2, in view of the regional programs requested of PTTC. Courses designed tottalled 36 as of Nouvenber 1988.

In the area of training materials development a total of 33 training packs used for the courses implemented in 1988 were developed.

On course implementation, 71 seminars were conducted as of November with additional 6 more to be implemented in December. Number of participants in these seminars totaled 2,586.

A more detailed report on the 1988 performance is included in the PTTC 1988 Accomplishments Report submitted to the Japanese Side.

#### 5. Faculty Development

Twelve faculty and key officials were trained in 1988. Of these, 4 were trained in Japan covering areas on Management of Training Institute, International Marketing Practices in Japan, Audio -Visual production with emphasis in VCR equipment, and Testing and Inspection of Food. The balance of 8 full-time faculty were trained under the programs of the International Trade Center, Geneva covering Basics Export Marketing (Manila), Market Research (Thailand), Case Development (Indonesia), Market Survey of the French Market for Philippine tropical food, Market Survey of the Middle East Market for Philippine Garments.

#### 6. Institutional Development

The Philippine Side discussed the various linkages established with international organizations apart from JICA such as the International Trade Center, (Geneva), CBI (Center for the Promotion of Imports from Developing Countries - Netherlands), IMPOD (Import Promotion Office for Products from Developing Countries - Sweden), CDG (Carl Duisberg Gessellschaft of the Federal Republic of Germany), EEC (European Economic Community), TFO (Trade Facilitation Office - Canada), and JETRO (Japan External Trade Organization).

The PTTC also established linkages with IIST (International Institute for Studies and Training for a three-phased program. The first program is a seminar on the Japanese Market and Culture to be held in Japan to be attended by Filipinos. Under the second program, IIST will send their Faculty to the Philippines to conduct a seminar on the nuances of the Japanese Market (2 days seminar). Under the third program, Japanese investors will be invited to come to the Philippines during which time PTTC will conduct an investments promotion seminar.

#### 7. Staffing

The PTTC has 101 position items, 86 are permanent plantilla items while 15 are contractual under the Foreign Assisted Project. At present 76 position are already filled up: 64 regulars and 12 contractuales.

The Center has 11 full-time faculty: for Trade Exhibition, (1), Testing and Inspection (2), Trade Business (7) and Japanese Language (1).



There are 18 regular items recommended for up grading which were approved by the Department of Budget & Management.

#### 8. Budget

For 1988, PTTC was given a total budget of P18.293 M, P9.223 M for Foreign Assisted Projects and P 9.070 for the regular budget.

For 1989 PTTC requested a budget of P21.176 of which P9.102 is for the Foreign Project while P12.074 M is for the regular budget. The budget is broken down into personal services, maintenance and capital outlays.

The requested budget however was slashed by P455,000 by the Senate (Upper House). This will however be renegotiated for its restoration.

#### 9. Facilities Utilization

The Philippine Side reported that as to room utilizations on the average the rooms were 50% utilized. Specifically, Seminar Room D was 45% utilized.

As to the laboratories, the percentage utilization is as far as seminars are concerned only. There are some instances when laboratory equipment is not available that part of the training is conducted at the Food Development Center. Aside from this, there are also requests received from the private sector for testing of their product samples.

The exhibition halls targetted for 33% utilization for this year, but it has achieved 50% utilization. A total of 22 events were held and these included conventions, trade fairs and seminars.

The Philippine Side likewise emphasized that PTTC matches its activities with the Records of Discussion but not 100%.

#### 10. Clarifications on Specific Issues by the Japanese Side

##### 10.1 Clarification on the results of evaluation of courses conducted by participants.

The Philippine Side said that around 80% of participants rated the Trade Business courses conducted as satisfactory at the very least.

The Testing and Inspection courses likewise achieved an 80% average.

##### 10.2 On the Cooperation of Japanese Experts

The Philippine Side said that the basic problem with the Japanese experts is communication gap but cooperation is there. They have the technical knowledge but the way of imparting this knowhow needs improvement.

It was further clarified that the communication gap is being bridged by the close coordination of the full-time faculty with the Japanese Experts. As to the role of the Japanese experts in carrying out seminars as well as their contribution to course development specifically in upgrading the quality of courses, it was clarified that the experts actually sit down during the conduct of seminars and put in their comments/recommendations for improvement of the courses where necessary. The PTTC management gives consideration of the recommendations and if implementable, incorporate these in the next run of the seminars. For example Mr. Ijiri suggested the design of a case study for the Basics of Exporting course which was accordingly developed and implemented.

The Philippine side recognizes that the sharing by the Japanese experts of their experiences has helped a lot in enriching courses, particularly since the full-time faculty are good in theories but lack experience. The faculty need more time to study.

On the case of the testing and inspection faculty, they are theoretically grounded but they need to learn more on actual applications.

### 10.3 Questions with regard to CITEM

The Japanese side observed that CITEM has not concluded the agreement with PTTC for development of trade exhibition courses.

The Philippine side clarified that PTTC has written CITEM twice but up to now, no reply has been forthcoming from them. The problem with CITEM is that they want full control of the exhibition halls with PTTC shouldering the expenses. Of course PTTC cannot agree to this arrangement because of tight budget and also because CITEM has its own budget in addition to earnings from participation fees for their market weeks. For the use of the halls, PTTC is charging CITEM only for the cleaning services and electricity consumption.

This matter has already been raised to the Secretary of Trade and Industry and hopefully this will be resolved by the end of December.

For outside clients, as long as the purpose is to promote trade, PTTC allows the use of the halls for minimal fees for maintenance purposes only.

As for the development of trade exhibition courses, what is happening now is that PTTC is tapping CITEM officials as resource persons in the seminars, while course development is done by PTTC in close consultation with the Japanese experts.

#### 10.4 On the utilization Performance of the Exhibition Halls.

The Japanese side requested details on the utilization performance of exhibition halls such as the number of special events held from March to November 1988, descriptions and titles of said events, and sponsoring agencies/organizations.

### II. Overview of 1989 Programs

The Philippine side informed that from 1989 to 1991, the ITG agreed to implement plans and programs on a product/market focus which PTTC plans and programs will support. The ITG has identified 30 target market countries to develop and penetrate within the period.

For 1989 PTTC plans to implement 122 activities but the final plans will be decided upon as soon as the JICA experts have given their recommendations.

The Japanese side observed that the full-time faculty may not have enough time to absorb the knowledge transferred by the JICA experts considering the 122 seminars to be conducted and considering further that these are only 11 in-house faculty. The Philippine side clarified that although PTTC is not allowed to hire additional permanent personnel in 1989, the present personnel complement will be beefed up with the hiring of contractuels.

On the question of which area will be the priority of PTTC, the Philippine side said that the assistance to existing exporters by way of seminars on market/product penetration will be the priority in support of the export targets enunciated by the DTI Secretary.

### III. Other Concerns

#### 1. Functions of ITG

The Japanese side requested more detailed information on the functions of ITG, as well as the DTI organizational structure. As requested the Philippine side presented the DTI structure outlining the agencies, proper and attached under it and the functions of the ITG.

#### 2. Implementation of ITG Plans and Programs

The Japanese sought clarification on how ITG will implement its plans and programs, to which the Philippine side explained that it is the Bureau of Export Trade Promotion (BETP) which actually identifies the target markets and products for implementation by all ITG agencies. The ITG plans and programs are then discussed and agreed upon by the Management Committee which meets twice a month.

### 3. Involvement of JICA Experts in ITG Plans and Programs

The Japanese side wanted to know how the JICA experts communicate their concerns or recommendations to the ITG, since they are not attending the ITG Mancom meetings.

The Philippine side recognizes that PTTC has not related with the JICA Team Leader on a general level with respect to their concerns but will raise the matter of inviting the JICA Team Leader to attend the Mancom meeting to the ITG Undersecretary.

The Japanese side said that if the JICA experts however are invited as observers in the Mancom meetings then this is fine since the JICA does not want to interfere in matters internal to ITG.

### 4. Transfer of Technology to Counterpart

The Japanese side suggested that the PTTC faculty make full use of expertise of JICA experts to upgrade/improve the course content of Basics of Exporting and other courses.

The Philippine side replied that in fact the faculty has been availing of the expertise of the JICA experts for the continuous upgrading/improvement of courses on the basis of evaluation by seminar participants. It is a matter of standard policy to have an evaluation for every seminar by the JICA experts, Faculty, Plans and Programs and Operations and whatever recommendations made as a result of the evaluation are then incorporated and implemented were applicable.

In this regard, the Japanese side suggested that there are instances that on-the-job training is necessary to enhance the knowledge of faculty apart from attending trainers' training programs.

To get further transfer of expertise from the Japanese experts, the Philippine side explained that PTTC management has encouraged Faculty to have on-the-job training as well as on-on-one consultations with Japanese experts.

Towards this end, one-on-one consultations have already been arranged with the experts starting with the food, and garments testing and inspection group. It is however necessary that a curriculum be designed by the experts for the one-on-one with PTTC faculty. On this point, the Japanese side agreed and committed to prepare such a curriculum including the teaching materials to be used. The Philippine side added that PTTC is also interested to learn the export techniques of the Japanese.

#### IV. Comments of the JICA Consultation Team

1. Presentation by the Philippine side on PTTC 1988 accomplishments is very informative and shows fruitful results.
2. Contribution of the JICA experts is great and should continue.
3. Transfer of technology/expertise to the counterpart faculty should be done effectively to enable them to continue their work even after the JICA Technical Cooperation has expired and in order to maintain the quality of the seminar being conducted by PTTC.

#### V. Agreements on Specific Issues

The Philippine side and the Japanese side held separate one-on-one meetings to discuss matters relative to trade business, testing and inspection for food, furniture and garments, trade exhibitions and Japanese language. During these sessions, agreements on specific issues were reached.

##### 1. Trade Business

- 1.1 On the transfer of technology to PTTC Counterpart Faculty, the Philippine side and the Japanese side drew up a work plan for the transfer of knowledge and expertise from the JICA experts on trade training to the PTTC faculty, specifically on the handling of topics in the Basics of Exporting Course.

It was agreed that Mr. Francis Perfecto, Sr. Faculty will remain as the faculty coordinator for the BOE and that the course contents will be handled after the full consultation between PTTC and the Japanese side to finalize the course contents while referring to as follows:

- |                                    |    |                                     |
|------------------------------------|----|-------------------------------------|
| 1. Export Financing                | -- | R. Agustin/Ijiri                    |
| 2. Finding the Right Buyer/Product | -- | B. Belen/Okumura                    |
| 3. INCO Terms                      | -- | M. Coligado/Kawakita                |
| 4. Export Procedures               | -- | M. Coligado/Okumura                 |
| 5. Costing/Pricing                 | -- | B. Belen/F. Perfecto/<br>Ijiri      |
| 6. Negotiating with a Buyer        | -- | M. Coligado/B. Bombase/<br>Ijiri    |
| 7. GSP                             | -- | BETP                                |
| 8. Packing/Marking Labelling       | -- | D. Inocencio/R. Agustin/<br>Okumura |
| 9. Freight/Shipping                | -- | D. Inocencio/R. Agustin/<br>Okumura |

- |                      |    |                                     |
|----------------------|----|-------------------------------------|
| 10. Marine Insurance | -- | D. Inocencio/R. Agustin/<br>Okumura |
| 11. Getting Paid     | -- | M. Coligado/B. Bombase/<br>Ijiri    |
| 12. Export Budgeting | -- | A. Tirona/B. Belen                  |

This procedure will be the same for other courses. Ultimately, the intention is for the PTTC full-time faculty to handle all topics.

- 1.2 On counterpart training in Japan, the Philippine side and the Japanese side agreed to adopt as standard procedure for all external scholarships/training a suggestion from the Japanese experts to conduct a pre-departure seminar for a counterpart personnel scheduled to go on training in Japan to better prepare him/her for the training.

It was further agreed that the Philippine side will submit a detailed outline of the training expected to be taken by counterpart personnel to be trained in Japan before nominations will be made with the full consultation with the Japanese experts.

- 1.3 The Japanese side informed the Philippine side of a JICA scheme to fund medium-level personnel for technical training, for example trainers' training for regional staff to be held in Manila. The Japanese side also requested that the Philippine side should consult with the Japanese experts on utilization of the fund.

## 2. Testing and Inspection

- 2.1 On Food Testing and Inspection, the Philippine side raised the problem of training materials and books in Japanese which could be used in Food Testing and Inspection courses. The Japanese side agreed to bring this matter up with JICA for the possibility of having these translated.

- 2.2 On the Furniture and Testing and Inspection, the Philippine side inquired on the status of the 1988 and 1989 requests for equipment. The Japanese side informed that the 1988 request may be made available early 1989 but this have to be slashed by JICA because of budgetary constraints. The request amounts to a total of \$3 M which is a little expensive.

The Philippine side also requested for an English translation of JIS standards for Furniture but the Japanese side said that JICA cannot provide this. The Japanese Standard Association (JSA) is the proper source to contact for these standards.

- 2.3 On garments testing and inspection, the Philippine side inquired on the status of the 1989 equipment request. The Japanese Side gave a brief run down of the items included in the list. The request for the inclusion of the wrap reel in the list was not favorably considered since this is supposed to be fabricated by PTTC.

On this point the JICA Expert clarified that there is a problem of fabrication of the reel because the available equipment at PTRI will have to be dismantled to be able to get the specifications for fabrication.

On other equipment requests, the Japanese Side advised the Philippine Side to course these requests through the JICA expert who will forward these to the JICA Head Office for consideration.

As regards training of counter part personnel in Japan, the Japanese Side informed that the proposed training of one of the two nominees is actually the first Group Training Course for Testing and Inspection for Garments that JICA will be handling. However, at this point in time there are still no developments on the nominations.

With respect to any other clarifications, the Japanese side said that the reports submitted by the JICA experts are substantial enough.

### 3. Trade Exhibition

- 3.1 The Philippine side intend to propose an increase in utilization rates of the exhibition hall to 75%-80% and build up a firm exhibition calendar for 1989-1990.
- 3.2 For new projects, the Philippine side is sounding off DTI for any event to be held in PTTC. Proposed Events should emphasize the promotion of export and domestic trade and these will be given priority.
- 3.3 The Philippine side further informed the Japanese side that they intend to change the display at the PTTC show window every month. They proposed that PTTC gives free space to the Product Development and Design Center of the Philippines and to the Art Association of the Philippine for display of their products as an image-building campaign on PTTC.
- 3.4 For the 1989 Work Program of Trade Exhibition, the Philippine Side identified two major thrusts in 1989 which are to bring the exhibition seminars to the regions for which 4 regional seminars are proposed, and to develop 2 advances exhibition training modules to be test-run in Manila (4 seminars are likewise proposed).

- 3.5 The Philippine side said that the exhibition system is limited only to a standard 3 x 3 m. booth so that if an exhibitor would like to have a larger booth, PTTC cannot provide because of lack of corner poles. The Philippine side would like therefore to request additional poles for this purpose.

The Philippine side further observed that the service entrance at the Exhibition Hall is not high enough to allow entry of big products. The door should be extended up to the ceiling.

#### 4. Business Japanese Language

- 4.1 The Japanese side inquired on how far the transfer technology has gone with respect to the Business Japanese Language to which the JICA expert replied that she has so far succeeded in terms of preparing her PTTC counterpart in aspects of course development, textbook design and evaluation. The ultimate aim is for the PTTC counterpart to eventually take charge of the course after the Japan Technical Cooperation has expired.
- 4.2 One major problem faced by the JICA expert and her counterpart is the difficulty of hiring additional top caliber counterpart. However, she plans to hire one more in March or April 1989 who will undergo screening and vigorous training on the nature of the job. Meanwhile the present counterpart will undergo training on language teaching methodologies, Japanese culture and Japanese Business Language.
- 4.3 Another problem is the marketing and promotion of the courses to target participants. There is a need to revise and revitalize the advertisement and selling of the courses. The JICA expert recognizes that one reason for this difficulty could be the courses are run for at least 2 months which may be too taxing for businessmen. Another could be that PTTC does not offer night courses which could be more convenient to the business sector.

As for bringing the courses to the regions, the JICA expert feels the regions are not yet ready for these although she is agreeable to having a TNA for language conducted in Cebu.

- 4.4 The Japanese side inquired on whether the Philippine side has any request from JICA to which the Philippine side replied that they would like to request English-Japanese dictionaries which they feel should be supplied to students in the Level 2 up.

The Japanese side stated that it may not be wise to sell the dictionaries. Making the books available to

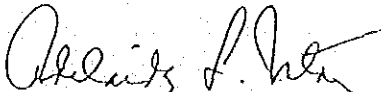


studentss to borow will suffice the need for the present time at any rate, this matter will be raised to JICA for further consideration.

Adjournment

There being no other matters to discuss, the planning session and the individual meetings were adjourned at 12:00 PM on 13 December 1988.

Prepared by:

  
ADELAIDA L. INTON

ATTESTED:

ANTONIO J. TRIA TIRONA  
Executive Director  
PTTC

PRESENT:

A. PHILIPPINE SIDE:

1. MR. ANTONIO J. TRIA TIRONA  
Executive Director
2. MRS. MA. ANGELINA V. ANGELES  
Deputy Executive Director
3. MRS. ISABEL E. MELGAR  
Chief, Plans and Program Division
4. MRS. MA. TERESA B. CORPUS  
Chief, Finance & Administrative Services Division
5. MISS MA. TERESA COLIGADO  
Chief, Faculty Division
6. MRS. ADELAIDA L. INTON  
Chief, Bus. Mgt. Division
7. MR. RAMON CATARATA  
Sr. Trade & Industry Development Specialist  
Testing & Inspection Division
8. MR. DENNIS CRUZ  
Acting Chief, Trade Exhibition Division
9. MR. BENJI BOHN PATAJO  
Chief, Publications and Information Division
10. MISS EDITH GAPANGADA  
Sr. Faculty
11. MISS LUZ LIZADA  
Sr. Faculty
12. MISS FLORDELIA BALITE  
Jr. Faculty

B. JAPANESE SIDE:

1. MR. YUKITOSHI NAGASAWA - Leader  
Head, Technical Cooperation Division  
Mining and Industrial Development  
Cooperation Department  
JICA
2. MR. KENJI NISHIBE - Technical Cooperation  
Official, Technical Cooperation Division Planning  
International Trade Policy Bureau (Trade Training)  
Ministry of International Trade & Industry

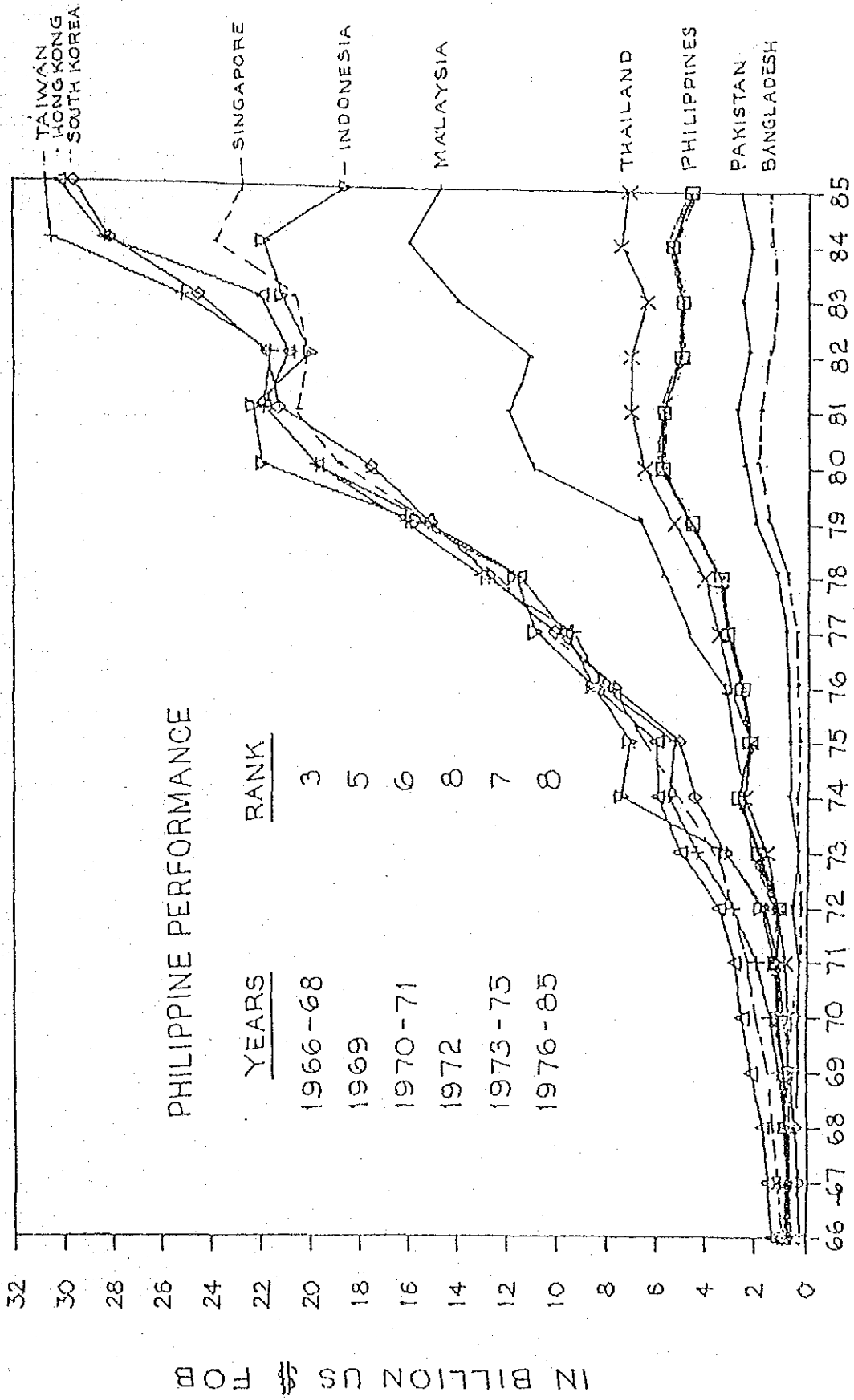
3. MR. IKUO TSUKAGOSHI  
Chief, International Cooperation Unit  
General Affairs Division  
International Trade & Industry Inspection  
Institute  
Ministry of International Trade & Industry  
- Technical Cooperation  
Planning  
(Inspection on  
Industrial Products)
4. MR. TATSUYA ANAI  
Chief, International Standard Unit  
Food and Marketing Bureau  
Ministry of Agriculture, Forestry and  
Fisheries  
- Technical Cooperation  
Planning  
(Inspection on  
Agricultural Products)
5. MR. SHIGEHO CHIBA  
Staff, Technical Cooperation Division  
Mining and Industrial Development  
Cooperation Department  
JICA  
- Coordinator
6. MR. TAMAICHI MATSUMOTO  
Leader (Chief, Adviser)  
JICA Experts Team
7. MR. KATSUHIKO EBINA  
Coordinator
8. MR. TAMIO IJIRI  
Trade Training
9. MR. ZENJI OKUMURA  
Trade Training
10. MR. KOCHI KAWAKITA  
Trade Training
11. MR. YOUICHI AKINO  
Inspection (Food)
12. MR. SAKAZO TAKEUCHI  
Inspection (Furniture)
13. MR. NAOKIYO MIZUNO  
Inspection (Garments)
14. MISS NANA SEKIYA  
Japanese Language

# PROFILE OF PHILIPPINE EXPORTERS

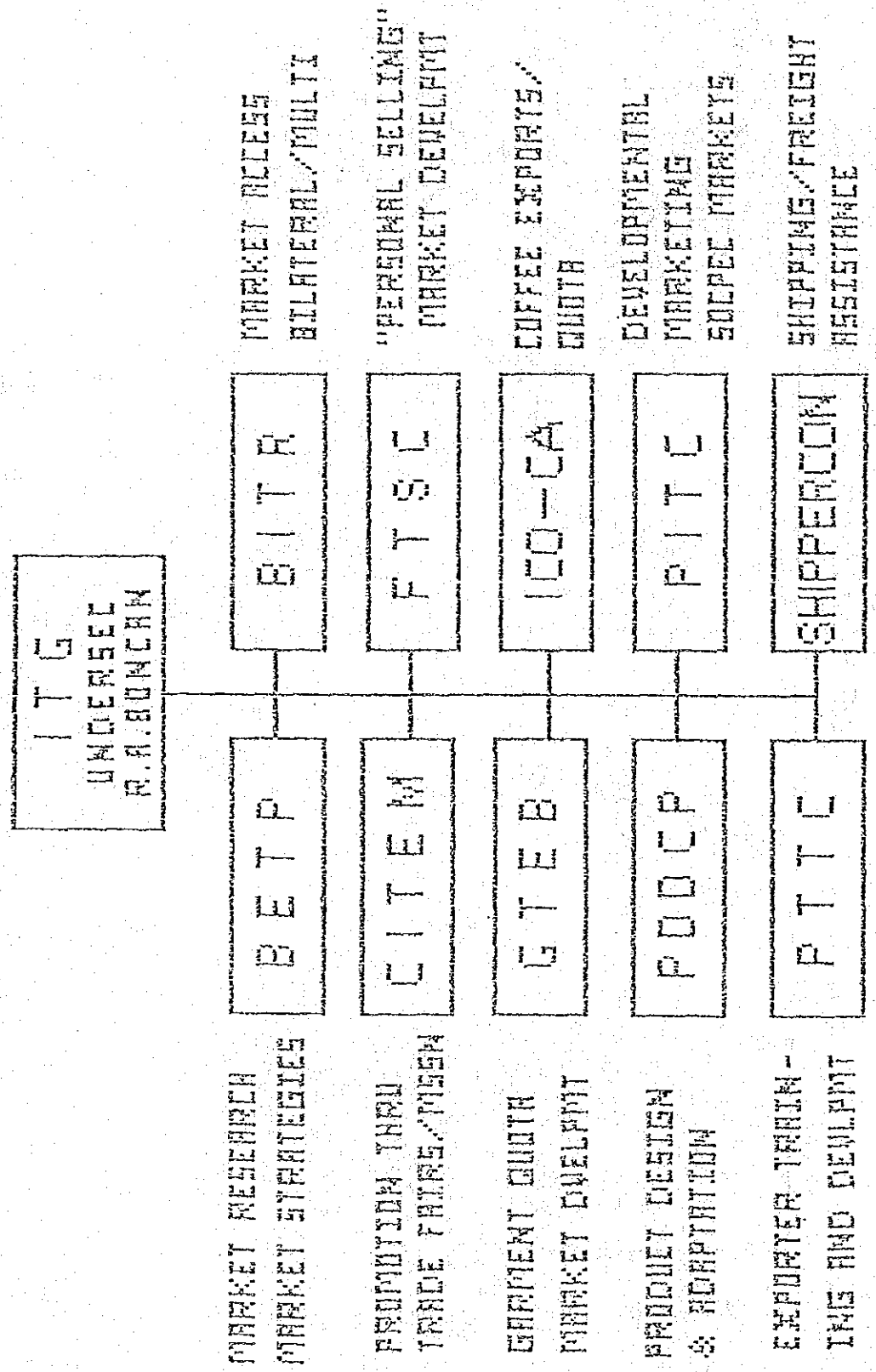
## IN NUMBER PER ANNUAL SHIPMENT BRACKET

VALUE OF ANNUAL SHIPMENTS ( IN THOUSAND US \$ )	1 9 8 7		1 9 8 4	
	NUMBER OF FIRMS	% OF TOTAL	NUMBER OF FIRMS	% OF TOTAL
<u>T O T A L</u>	<u>5,267</u>	<u>100.0</u>	<u>4,409</u>	<u>100.0</u>
100 AND LESS	3,277	62.2	2,847	64.5
101 - 500	1,015	19.3	800	18.1
501 - 1,000	335	6.4	255	5.8
1,001 - 5,000	446	8.5	363	8.2
5,001 - 10,000	85	1.6	63	1.4
10,001 - 50,000	92	1.8	62	1.4
OVER 50,000	17	0.3	19	0.4

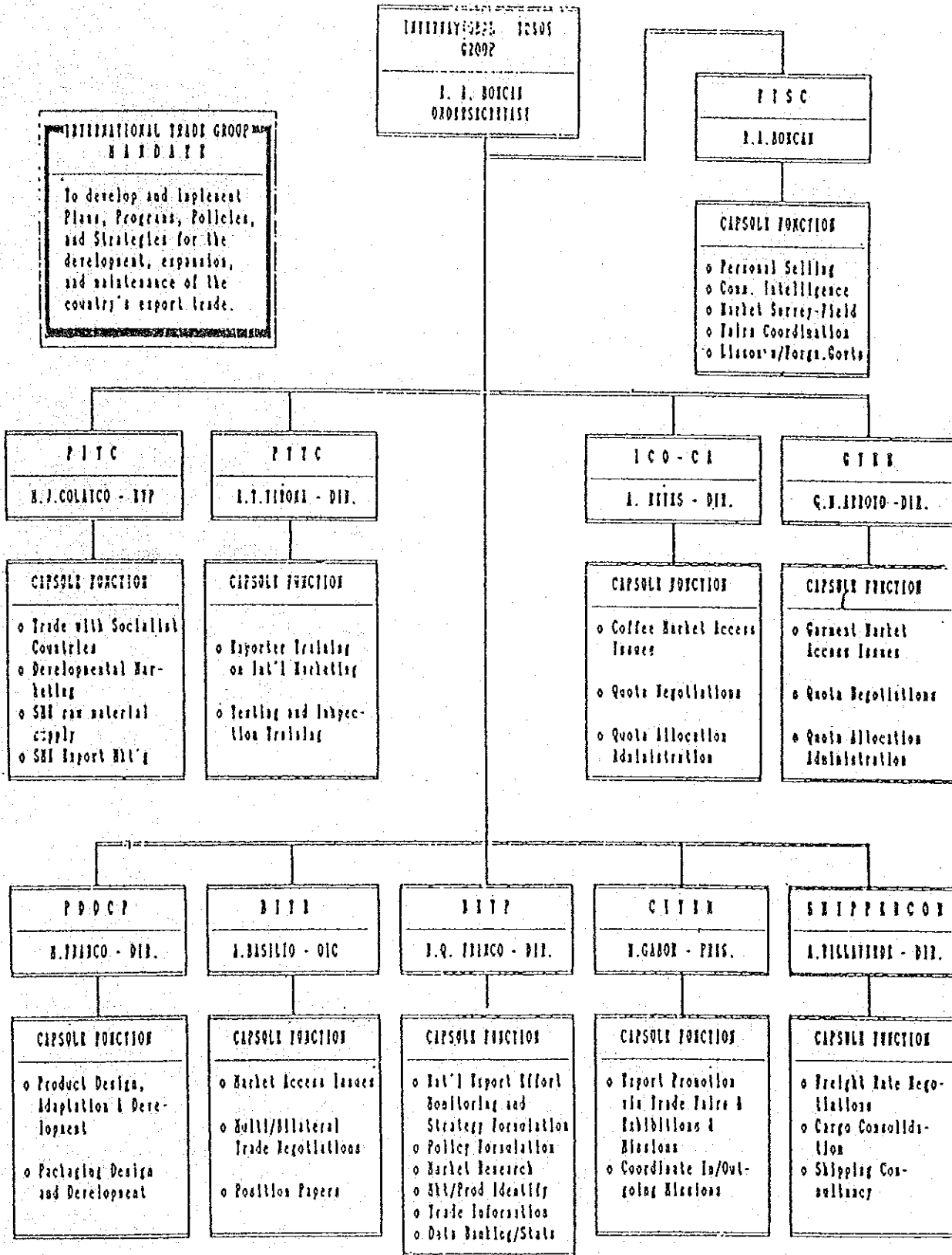
# COMPARATIVE EXPORT PERFORMANCE PHILIPPINES VS 9 ASIAN COUNTRIES 1966-1985



# INTERNATIONAL TRADE GROUP ORGANIZATION CHART



DEPARTMENT OF TRADE AND INDUSTRY  
 INTERNATIONAL TRADE GROUP  
 ORGANIZATIONAL CHART



\*\*\* LIFELIS NOT CONSIDERED \*\*\*





「 個 別 協 議 議 事 録 」

- (1) 貿易研修
- (2) 展示
- (3) 輸出検査(工業産品)
- (4) 輸出検査(農水産品)
- (5) 商業日本語





PHILIPPINE TRADE TRAINING CENTER

(1) 貿易研修

MINUTES OF ONE-ON-ONE MEETING  
WITH JICA CONSULTATION MISSION ON TRADE TRAINING  
PTTC CONFERENCE ROOM  
December 12, 1988 2:00 PM

PRESENT:

Philippine Side

Mr. A.J.T. Tirona  
Mrs. I.E. Melgar  
Miss M. T. Coligado  
Mrs. A. L. Inton

Japanese Side

Mr. K. Nishibe  
Mr. T. Matsumoto  
Mr. T. Ijiri  
Mr. Z. Okumura  
Mr. K. Kawakita

AGENDA:

1. 1988 Accomplishment on Trade Training Courses
2. Counterpart Staffing and their Activities
3. Transfer of Technology to Counterpart
4. Counterpart Training in Japan
5. Facilities Utilization
6. Others

DISCUSSION:

- I. Mr. Tirona presented the 1988 Accomplishments of the Trade Business.
- II. Counterpart Staffing and their Activities  
Faculty - 7 Sr. & Jr. Faculty for Trade Business
  - design courses, teach some topics in assigned courses, coordinate seminars
  - for 1989 management will allow Faculty to have more time for training and less in coordinative function.
- III. Transfer of Technology  
Faculty will have to relate more with the Japanese experts in 1989.
- IV. 1989 Work Program for Trade Training  
For 1989, there will be very few courses to be designed, except for improvements of courses i.e., Basics of Exporting, Costing & Pricing, Sales Offers and Contracts, etc.

inputs of the new courses on Import for Export will come from the Export Assistance Network (EXPONET).

Mr. Tirona does not foresee any new topics to be discussed.

#### V. Comments of JICA Experts

1. Mr. Ijiri feels that the number of courses being conducted are too many and teaching depends upon part-time faculty. He added that the full-time faculty cannot make their own materials - they are dependent upon the part-time faculty.
2. Mr. Kawakita said that the Faculty lacks business background and therefore it is difficult to relate with them. He suggested that all Faculty must study BOE so that they will understand exporting better.
3. Mr. Okumura suggested that Faculty should try to absorb more the knowledge and expertise of the Japanese experts and Part-time Faculty. Mr. Tirona commented that the problems foreseen is on the one-on-one basis with the JICA experts. Faculty would much prefer to have a curriculum (purposive schedule) to guide them on what to discuss with the experts. He therefore suggested that time be set for identified topics to be discussed one-on-one, e.g. INCO terms, contracts, etc.

Mr. Ijiri observed that Faculty should be exposed more on practical aspects of marketing, i.e. plant visits, visit to ports, etc.

4. Mr. Nishibe inquired on whether Faculty are assigned to handle specific topics.

Mr. Tirona said no, all of them are expected to be generalists for which of course the JICA experts disagree.

#### 5. FACULTY ASSIGNMENTS FOR THE BOE COURSE

It was agreed that the Faculty will be assigned to specific topics to be backed up by the JICA experts after full consultation with them as follows:

BOE In-Charge - Francis Perfecto

#### TOPICS

- |                                    |                                       |
|------------------------------------|---------------------------------------|
| 1) Export Financing                | - Mr. Ijiri/Mr. R. Agustin            |
| 2) Finding the Right Product/Buyer | - Mr. Okumura/<br>Mr. Bonifacio Belen |
| 3) INCO Terms                      | - Mr. Kawakita/Ms. Coligado           |
| 4) Export Procedures               | - Mr. Okumura/Ms. Coligado            |

Mr. Nishibe requested that PTTC should outline in detail the type of training expected to be drawn up for the counterpart Faculty to be sent to Japan to enable JICA to develop the appropriate training program.

Mr. Nishibe also suggested that PTTC consult with the JICA Experts even for the selection of counterpart personnel to be trained in Japan. He requested schedule of training to which Mrs. Angeles replied that this has to be consulted with JICA Experts first although a tentative list of possible candidates has already been drawn up.

#### VII. FACILITIES UTILIZATION

A report on the percentage utilization of rooms in 1988 was submitted. Mr. Nishibe requested more details, i.e. specific dates the seminar rooms were used.

#### VIII. OTHERS MATTERS

1. Mr. Matsumoto inquired if it is possible to provide consultancy to participants after attending PTTC seminars.

Mr. Tirona replied that he has no objection to this but must be very careful not to step on the turf of other agencies.

2. Mr. Nishibe informed that there is a JICA Scheme to fund medium - level personnel for technical training at PTTC. For example, trainers' training for regional staff to be held in Manila.

Mrs. Angeles suggested that maybe the fund can be used to cover accommodation of regional staff attending PTTC seminars in Manila.

MINUTES OF JICA SURVEY  
TEAM MEETING WITH TRADE EXHIBITION  
DECEMBER 13, 1988 AT 10:00 AM

Present:

MR. KENJI NISHIBE	- JICA
MR. TAMAICHI MATSUMOTO	- JICA
MR. DENNIS CRUZ	- PTTC
MS. AUREA MANUEL	- PTTC

Matters Discussed:

1988 Accomplishments

The Philippine Side presented the organizational chart of the Trade Exhibition Division composed of 3 permanent personnel and 1 faculty. The acting chief of the Division who also acts as Faculty coordinates with full time faculty and JICA expert in the development of trade exhibition courses which should have been done by CITEM. However, the Memorandum of Agreement has not been concluded to date. At this point, PTTC is getting the services of CITEM officials as resource speakers in trade exhibition seminar and for one-on-one consultations.

Evaluation Reports

The Philippine side presented evaluation reports for the first module "How to Participate in Trade Fairs and Maximize Their Benefits", a three day seminar; and also on Module II or the advanced course "The Technical and Creative Aspects of Exhibitions and Visual Merchandising". The target audience were exporters and suppliers whose immediate plans include participating in trade fairs. The course was designed to teach participants the nature of physical arrangements in exhibitions, its particular communications medium and the different conceptual imparts which will lead to the design of an exhibition module.

The latest seminar, just concluded last December 8-9, 1988 was then presented. The course was a revised version of the first module based on the evaluation of the seminar conducted last June 28-30, 1988. It was made more concise to be appreciated by the participants.

Types of Campaign for Participation

Under an informal arrangement with CITEM, CITEM recommends to the the applicants of their market weeks to attend the PTTC Trade Exhibition Courses.

Invitation letters are also mailed to existing exporters. In addition, press releases and advertisements are placed in newspapers, and flyers and posters are distributed.

## Course Development

The Exhibition Division head and full-time Faculty handle the Trade Exhibition courses.

In 1989, 2 more advance exhibition modules will be developed for a Test-run in Metro Manila. The target audience for Module III are the regional offices of DTI so that they will be prepared to re-echo what they have learned on their respective regions.

## Evaluation on Seminar

Seminars conducted were rated satisfactory 83-87% by the participants. The Technical aspects of Exhibition & Visual Merchandising was a very special case. The participants' expectations were met and they were very much impressed by the booth dressing.

Aside from the 3 seminars on Trade Exhibition, the Trade Exhibition Division also conducted a seminar on "Market Entry Strategies for Garment Exporters to the Middle East" last May 9, -21, 1988 in cooperation with the International Trade Center, Geneva. There were 16 participants consisting of garment exporters, traders and government sector representatives.

## Utilization of Exhibition Halls

From a projected utilization rate of 33%, actual use of PTTC Exhibition Halls was equivalent to 50.39% or 102 days. A Total of 22 events were held at PTTC Exhibition Halls, exclusive of the PTTC seminars conducted. Those events have generated approximately P429,159.04. Of this amount, approximately 17% or P71,893.26 has been paid/collected while 83% are still in the form of account receivables.

The exhibition halls have generated quite a number of inquiries/reservation. Due to rigid selection criteria for approval of events by the Center, a number of the reservations have been disapproved.

Confirmed reservation have been slated for 1989 to 1990. Among these are: Manila FAME Market weeks, 1st Manila Antique Show, the NDAP Convention, etc.

The Japanese side sought clarification on the procedure of granting approval to events sponsored by other institutions.

The Philippine side explained that the applicants are asked to put their request in writing to the PTTC Executive Director along with a description of the proposed event, its objectives, target public, etc. The Exhibition Head then meets with the client to verify if the sponsoring organization really exists. Based on the applicants request, PTTC then sends a reply letter, together with cost estimate. If the applicant is amenable to the estimate and conditions, the applicant is then requested to submit their floor

plan and electrical layout for study, after which they are sent the formal CONTRACT OF LEASE and the final estimate of charges. They are asked for 100% down payment and full payment a week before the event.

#### Methodology for Maintaining Exhibition Halls

The Philippine side informed that PTTC uses the services of a booth contractor who can suitably handle PTTC exhibition equipments. Maintenance or janitorial services are also hired. The organizers of the event are requested to deal directly with the service contractor accredited by PTTC.

Another important point is that PTTC has developed a system or exhibition manual for fair organizers, along with the necessary forms for needed services/equipment.

The Japanese side inquired whether the full time faculty and the Exhibition Division head taught in the 3 seminars conducted in 1988.

The Philippine side presented the course syllabus as evidence that they were handling topics in the course.

The Japanese side sought clarification on what PTTC had done with the charges collected for electricity. The Philippine side told that the money goes to the National Treasury.

The Japanese side asked whether the faculty who lecture in trade exhibition seminars are part-time faculty.

The Philippine side replied that the Faculty like Mr. Jose Yulo and others receive honoraria. They could not be full - time faculty like the PTRI because they are occupying high positions in their organization/agency.

The Japanese side wanted to know how the Trade Exhibition personnel would know the best lecturers in CITEM. The Philippine side replied that thru personal relationship with them and being once employed in that agency they are in the best position to know who are the best speakers for certain topics. In addition, they can sit down informally with them regarding the topics to be discussed and the materials needed in the seminar. With regard to cooperation of the CITEM Faculty, this is on an individual capacity, not as a whole organization.

#### Transfer of Technology to Counterpart

With regards to transfer of technology, the JICA experts were given a concept paper by Faculty for study. Their comments and recommendations will be much appreciated by Faculty.



## Utilization Procedure

The Japanese side asked if it is better for CITEM to have control of the exhibition halls.

The Philippine side opined that from the experience gained so far, fair organizers who use the halls often have seminar events tied in with the exhibition. An arrangement wherein PTTC manages the seminar rooms and CITEM manages the halls would be a highly confusing arrangement for the client. He would have to deal with 2 organizations instead of one when staging an event. They will not appreciate this. Furthermore, CITEM has first priority to use the exhibition halls even if there are already other scheduled events.

Mr. Nishibe asked if it is possible to share space between PTTC & CITEM for holding events simultaneously.

Mr. Cruz said it is possible if the events are different from each other, for example like one exhibition and one conference. Some events could not be possible e.g. to conferences; since the halls dividing partitions are not sound proof.

## 1989 Work Program

The Japanese side inquired on the 1989 Work Plans for Trade Exhibition.

The Philippine side informed the Japanese side that there will be 2 major thrusts for the Trade Exhibition Training. Firstly, to bring the exhibition seminars to the regions for exporter/manufacturers based outside of Metro Manila. A total of 4 regional seminars are proposed. Secondly, at least 2 advance exhibition training modules will be developed for test run in Metro Manila. Four seminars are proposed.

With reference to the utilization of the halls, the exhibition division will endeavor to increase the utilization rate to 75%-80% and build a firm exhibition calendar for 1989-1990. For new projects, PTTC is sounding off DTI for every event to be held in PTTC. Events emphasizing the promotion of export and domestic trade will be given priority.

Another proposal is for the show window of PTTC to be changed every month. PTTC will give free space for display to the Product Development and Design Center of the Philippines and the Art Association of the Philippines as an image-building campaign for PTTC.

The Japanese side then inquired about problems of the Center with respect to the Trade Exhibition Training, if any.

The Philippine side stated that the conclusion of a Memorandum of Agreement between PTTC and CITEM will result in increased efficiency and more seminars for trade exhibition.

#### Proposals for JICA Assistance

The Philippine side observed that the Exhibition System is limited only to a standard 3x3 m booth so that if an exhibitor would need a larger booth PTTC cannot provide because of lack of corner poles. It is therefore requested that additional corner poles be provided by JICA if possible.

The Philippine side further observed that the service entrance at the Exhibition Hall is quite low that big products cannot be accommodated. This has to be extended up to the ceiling.

The Philippine side likewise mentioned the need for additional expert for trade exhibition for technical advise, especially during the workshop period. The dispatch of an additional Japanese expert therefore will be most helpful.

The Japanese side said to course this request thru Mr. Matsumoto for consideration under the JICA Cooperation Project.

JICA CONSULTATION MEETING ON FURNITURE  
AND GARMENTS TESTING AND INSPECTION  
Furniture Laboratory  
2:00 P.M., December 12, 1988

PRESENT WERE:

1. Mr. Ikuo Tsukagoshi - MITI
2. Mr. Sakazo Takeuchi - JICA
3. Mr. Naokiyo Mizuno - JICA
4. Mr. Melencio Laxamana - FPRDI
5. Mr. Jorge Mundo - CITC
6. Ms. Caridad Cuchon - PTRI
7. Ms. Gloria Bondad - PTRI
8. Ms. Editha Gapangada - Faculty, PTTC
9. Mr. Ramon Catarata - TID, PTTC
10. Ms. Malynda Mangosing - TID, PTTC

MATTERS DISCUSSED:

Mr. Takeuchi introduced the JICA in-charge for Testing and Inspection for Garments and Furniture.

FURNITURE

1. Introduction of CITC and FPRDI faculty.
2. A brief description of the furniture course, its course content, target participants and the evaluation of the participants was discussed.
3. Inquiry on the status of the 1988 and 1989 equipment requested. The Japanese side told the group of what is included in the list which amounted to a total \$3 million which is a little expensive.

The 1988 equipment request may arrive early next year, but JICA may also slash some of the requests because of budgetary constraints. Clarification was also made regarding the inclusion of the brightness tester which cannot be included in the 1989 list nor replace it with a shearing jig. The Japanese side informed that this may be requested in 1990.

4. An inquiry was also made as to the status of counterpart personnels' nomination for training in Japan. The Japanese side informed that so far there are no developments about it. With respect to faculty training, JICA is conducting training in furniture. The right person to contact is Mr. Ebina for full information on this training.
5. The Philippine side requested for an English translation of JIS Standards for Furniture, but JICA cannot provide this. The Japanese Standards Association (JSA) is the right office to contact for said standards.

GARMENTS

1. The PTRI and PTTC Faculty introduced themselves individually.
2. The Philippine side gave a brief review of the seminars held in 1988 and the plans for 1989.

3. On equipment requests, the Japanese side gave a brief run-down of the items included in the list. The Philippine side inquired if the wrap reel can be included in the list but the Japanese side informed that this was not included because it was assumed that PTTC will have it fabricated. The JICA Expert informed that as of now, there is still a problem of fabrication because the MIRDC needs the specifications of the equipment and to be able to get this, they have to dismantle the wrap reel of PTRI which is impossible.
4. On other equipment requests, the Japanese side advised that these be coursed through the JICA Expert who will recommend to the JICA Head Office.
5. The Philippine side also inquired on the status of the nominations of the 2 Garments faculty for training in Japan.

The Japanese side replied that so far there are no developments about this. It was further informed that the course wherein one of the candidates was nominated is actually the 1st Group Training Course for Testing and Inspection for Garments that JICA will be handling.

6. With respect to further clarifications on other matters, Japanese side said that the reports submitted by the JICA Experts are almost complete and they already have all the information they need.

The meeting ended at 4:00 P.M.

Minutes of the JICA One-on-One Consultation  
(Food)

Dec. 12, 1988 2:00 P.M.

Food Laboratory

Present during the session were:

Ms. MA. ANGELINA V. ANGELES	--	Deputy Exec. Director, PTTC
Ms. MA. LUZ C. LIZADA	--	Sr. Faculty, PTTC
Ms. GERTRUDE J. MALICDEM	--	Jr. TIDS, PTTC
Mr. YOICHI AKINO	--	JICA Consultant (Food)
Mr. TATSUYA ANAI	--	Member, JICA Consultation Mission Ministry of Agriculture Forestry and Fisheries

FDC staff also came to sit in the meeting.

The FDC staff were:

Ms. ROSABEL A. RONCAL	--	Asst. Director, FDC
Mr. HECTOR C. MAGLALANG	--	Section Chief, FDC
Ms. LEAH T. BARGAN	--	Section Chief, FDC

MATTERS DISCUSSED:

Some salient points raised at the PTTC-FDC meeting held on Dec. 9 were discussed by Ms. Angeles. These include the brief review of the food seminars as to the composition of participants. 70% were technical and about 30% were non-technical meaning management, marketing or government people.

Plans for 1989 include the holding of 3-day lecture seminars and 10-day lecture-lab. seminars which will be product specific such as shrimps instead of a fish/marine products course.

Five courses scheduled for February 1989 will push through.

Feedback on courses:

Small businessmen said that facilities are good but want to know what alternatives to use.

As of now, faculty largely FDC, and PTTC faculty as well are being given teaching assignments. Ms. Lizada and Ms. Malicdem are to undergo training in Japan by 1990, so for 1989 lab. training.

Plans for Regional Seminars will only be basic seminars since there are no facilities laboratory in the regions.

Mr. Anai was brought to the AV Room to view an edited version of the last seminars.

The matter of Japanese training materials and books were raised, and Mr. Anai said it was possible to have them translated through JICA.

Mr. Anai was asked to review the report given to him so that should he have any questions or matters to be clarified, these maybe directed to the PTTC staff the next day.

Meeting ended at 4:00 P.M.

## FOOD PLANT VISIT

Per request of Mr. Akino, arrangements were made for a plant visit at Jonas International on Dec. 13, 1988. During the plant visit were Mr. Tatsuya Anai, JICA Audit Team, Mr. Akino, JICA Food Consultant, Luz Lizada, Sr. Faculty and Gertrude Malicdem, TID Specialist.

The team was welcome by Ms. Nancy Young who later toured the group to the plant's manufacturing area where processing of banana chips & macapuno currently on-going. Mr. Anai was briefly oriented on the process and was likewise shown the plant's newly acquired canning equipment which is to be operational early next year. Ms. Young likewise asked Mr. Akino and Mr. Anai to evaluate their newly-formulated product- if the taste would suit the Japanese consumers-or not. As they are planning to bridge this product to Japan next year for Foodex'89 going to be held in Japan.

The plant visit arranged with Unimarine Resources Corp. scheduled for 3:00 PM, Dec. 13, 1988 had to be cancelled as Mr. Anai & Mr. Akino had to attend to more important matters.

MINUTES OF DISCUSSION WITH MR. CHIBA

December 12, 1988  
1:30-2:25 pm

During the first part of the one-on-one consultation, Ms. Sekiya related to Mr. Chiba how the Business Japanese started, from the time she came from Japan, to the hiring of her counterpart, to the first offer of the Rush Course and then to the present. She explained to Mr. Chiba the course and materials she has temporarily designed and co-authored with her counterpart, the content and the scheduling of courses and most especially her reasons of scrapping the Rush Course and shifting the base line of the series of Business Japanese Courses from the Rush Course to Level 1.

Mr. Chiba asked the nature of participants in our courses and the apparent reasons why they had come to study Business Japanese inspite of the fact that English is still the medium of international trade business. He eventually asked for a copy of participants, which Ms. Balite provided him with the next day together with a roster of the graduates. It is important to note that the nature and number of graduates is more important than that of the participants (or applicants).

How far the transfer of technology has gone was pointed out next by Mr. Chiba. The ultimate aim of the presence of Japanese experts here at PTTC is to guide and transfer technology to their respective counterparts to prepare the latter in the aspects of course or curriculum development, textbook designing and evaluation. It is understood that it will be the faculty, which in the case of Business Japanese is Ms. Balite, who will eventually have to take charge of the course after the JICA's project here at PTTC shall have culminated. Ms. Sekiya has so far succeeded in this regard in as much as she has trained Ms. Balite in language teaching methodologies by letting her team teach with her in the Rush-2 and Level-1 Courses.



Besides, early next year, Ms. Balite will take charge of Level-1 solely by herself and then proceed to Level-2 late next year. Mr. Chiba's only concerns regarding this matter are the technical training in Japan and OJT for Ms. Balite. In answer to these, Ms. Sekiya revealed to Mr. Chiba her plans of sending her present counterpart to Japan summer next year and exposing her to the nature of language used in the trading companies even here in Manila starting March 1989. The plan is then to let the counterpart go on for The Japan Foundation training for Japanese language teachers and then to a JICA-sponsored training after the culmination of the first. Ms. Sekiya has conceded to extending the counterpart's training next year for two more weeks to round-up trade institutes or organizations in Japan. Aside from these, the present counterpart will be scheduled to go on an OJT at the Manila branch of a Japanese trading company in April. That will at least answer the need for the present faculty to undergo an OJT aside from handling and conducting courses as part of the faculty development program of PTTC. Mr. Chiba pointed out the need for the counterpart to get exposed to Japanese trade business language for the reason that Business Japanese is in itself distinct.

Problems facing both Ms. Sekiya and Ms. Balite were also pointed out. First and foremost, the pressing difficulty of hiring a top caliber counterpart to add the workforce of two for Business Japanese was taken up. Ms. Chiba was convinced of the fact that there are very, very few Japanese language teachers in the Phil. who are themselves Filipinos and who possess the necessary qualifications. Ms. Sekiya is now thinking of hiring one more this coming March or April. The new counterpart will undergo screening and rigorous training on the nature of the job while the present counterpart is to undergo training on language teaching methodologies, Japanese culture and Japanese business summer next year. There is a need to hire and train one more counterpart inasmuch as PTTC's courses have to go on continuously even in the instance of faculty turnover.

Second, the need to revise and revitalize the advertisement and selling of the courses outside. More cooperation from the TBM personnel is being sought after. Ms. Sekiya and Ms. Balite can partly see the reasons why it is hard to sell the courses outside. For

one thing, the language courses take at least 2 months to finish which may be too taxing for busy businessmen to finish. PTTC does not offer night courses which should have been more accessible to the busy participants. In connection to this, Ms. Sekiya pointed out that she feels it is not yet ripe for our courses to go to the regions especially to Cebu even if this need was revealed in the recent TNA by the Garments Faculty of PTTC. She is, however, in favor of undergoing a TNA for language in Cebu but not until she feels we are ready and the region itself is ready for such a training course. In the future, under persistent pressure, the Business Japanese might really have to go regionals.

Third, the problem of the counterpart being loaded with too much work: teaching, development of the course, research, editing the texts, translation, etc. A more efficient way of dividing tasks and workloads for the counterpart is being thought of.

Also, Ms. Sekiya feels that the evaluation of the course should be left to her and her counterpart to be assured of a very detailed evaluation basing on the survey and for the counterpart's own training and exposure.

The issue on requiring all faculties, in-house and part-time, to undergo language training before embarking in Japan was also discussed. The three all agreed on the importance and need for the trainees to have at least mastered basic Japanese the fact that although English is an international language and portions of the training will be conducted in English, Japanese is still primarily used among business circles and Japanese companies at least require this for their OJT trainees. Prior business language training can minimize tension and misunderstanding between the Japanese trainers and Filipino trainees. It will better prepare the trainees for other aspects, aside from technical, which they are likely to encounter in Japan. This system is being employed in Malaysia and there is no reason why the same cannot be employed here for Filipino trainees. In this way, the Business Japanese Language courses of PTTC can partially fulfill their objectives of servicing the government sector. This system will be employed by JICA head office in Japan

starting next year. The certificates of performance and attendance will then be made prerequisites and requirements for undertaking training in Japan under JICA. This is one aspect PTTC should be fully aware of.

Ms. Sekiya had requested Mr. Chiba for dictionaries (English-Japanese) from JICA. Ms. Sekiya and Ms. Balite have foreseen the need to supply dictionaries to students in the Level 2 up. Mr. Chiba did not think it wise to sell the dictionaries. Letting the students borrow the books during the course will suffice the need for the present time. We are now left with the alternative to either let the students borrow the dictionaries from our supply and have them rented. This matter has been left for further consideration of JICA.



「合同委員会議事録」



JOINT COMMITTEE MEETING  
PHILIPPINE TRADE TRAINING CENTER  
13 DECEMBER 1988  
4:00 P.M.

PRESENT:

A. Philippine Side:

1. MR. ANTONIO J. TRIA TIRONA  
Executive Director  
Philippine Trade Training Center
2. MRS. MA. ANGELINA V. ANGELES  
Deputy Executive Director  
Philippine Trade Training Center
3. MISS MINERVA FRANCO  
Executive Director  
Product Development and Design Center  
of the Philippines
4. MR. ROLANDO SENARES  
Officer-in-Charge  
Cottage Industries Training Center
5. MISS LAURA SAN PEDRO  
Representing Mrs. Mina T. Gabor  
President, CITEM
6. MRS. EMELYN TAYTAYON  
Representing Assistant Secretary Gloria M. Arroyo  
Executive Director, GTEB
7. MR. HECTOR MAGLALANG  
Representing, Dra. Alicia Lustre  
Director, Food Development Center
8. Others Present:
  - a. MRS. MA. TERESA B. CORPUS  
Chief, Finance & Admin.  
PTTC
  - b. MRS. ISABEL E. MELGAR  
Chief, Plans and Programs  
PTTC
  - c. MRS. ADELAIDA L. INTON  
Chief, Business Management  
PTTC
  - d. MR. DENNIS CRUZ  
Acting Chief, Trade Exhibition  
PTTC

- e. MR. BENJI B. PATAJO  
Chief, Publication & Information  
PTTC
- f. MR. RAMON CATARATA  
Sr. Trade & Industry Specialist  
Testing and Inspection

B. Japanese Side:

1. MR. MORIA MIYAMOTO  
Resident Representative  
JICA Manila
2. MR. YUKITOSHI NAGASAWA  
Head, Technical Cooperation Division  
Mining and Industrial Development  
Cooperation Department  
Japan International Cooperation Agency  
Team Leader, JICA Consultation Survey Mission
3. MR. KENJI NISHIBE  
Official, Technical Cooperation Division  
International Trade Policy Bureau  
Ministry of International Trade & Industry  
(Technical Cooperation Planning, Trade Training)
4. MR. IKUO TSUKAGOSHI  
Chief, International Cooperation Unit  
General Affairs Division  
International Trade & Industry  
Inspection Institute  
Ministry of International Trade & Industry  
(Technical Cooperation Planning Inspection on  
Industrial Products)
5. MR. TATSUYA ANAI  
Chief, International Standard Unit  
Food and Marketing Bureau  
Ministry of Agriculture, Forestry and Fisheries  
(Technical Cooperation Planning on  
Agricultural Products)
6. MR. SHIGEHO CHIBA  
Staff, Technical Cooperation Division  
Mining and Industrial Development  
Cooperation Department  
JICA (Coordinator)
7. MR. TAMAICHI MATSUMOTO  
Leader, Chief Adviser  
JICA Experts Team



- 8 MR. TAMIO IJIRI  
Trade Training
- 9 MR. ZENJI OKUMURA  
Trade Training
10. MR. YOUICHI AKINO  
Inspection (Food)
11. MR. SAKAZO TAKEUCHI  
Inspection
12. MR. KUCHI KAWAKITA  
Trade Training
13. MR. NAOKIYO MIZUNO  
Inspection (Garment)
14. MISS NANA SEKIYA  
Japanese Language

The meeting started at 4:00 PM with the Executive Director of the Philippine Trade Training Center presiding.

1. Introduction of the PTTC Joint Committee Members and the JICA Consultation Survey.

The Chairman welcomed everyone to the second meeting of the PTTC Joint Committee for the year and proceeded to introduce and acknowledge the presence of the representatives of the agencies making up the membership of the Committee.

The Chairman then introduced the Resident Representative of the Japan International Cooperation Agency, the members of the JICA Consultation Survey Team, and the JICA Experts Team.

The meeting was purposely called to present to the members on the 1988 project activities of PTTC and to inform these of the proposed plans for 1989.

2. Report on the 1988 Project Activities

a. Japanese Side

Mr. Y. Nagasawa, Leader of the JICA Consultation Survey Team reported that in 1988, JICA provided the following

- dispatch of 10 long-term experts and 1 short term expert to PTTC
- training of 4 Philippine counterpart personnel in Japan

- provision of equipment/chemicals requested by PTTC

b. Philippine Side

Mr. Tirona reported on the accomplishments of PTTC in 1988 as follows:

- In the area of course development, 5 Training Needs Analysis Surveys were conducted and 36 courses were designed.
- In the area of training materials development, a total of 33 training packs were developed.
- In the area of course implementation, 71 seminars were conducted as of November 1988 with additional 6 more to be conducted in December. This includes 6 regional seminars conducted on the request of the Regional and Domestic Group.

3. Proposed Plan for 1989

Mr. Tirona presented the proposed Work Program of PTTC in 1989 which will cover:

- Implementation of 122 seminars in 1989, mainly on a product - market focus in conjunction with the Market Strategy plans of the International Trade Group.
- At least 16 regional seminars will likewise be conducted in response to requests from the regional offices.

The PTTC Management, Faculty and Plans & Programs will sit down with the JICA Experts to finalize the 1989 program sometime this month.

4. Other Matters

- a. Miss Franco of PDDCP inquired regarding the "Understanding the Japanese Market for Ladies Garments, Processed Food and Furniture" Seminar.

Mrs. Angeles gave a brief description of the seminar and assured of the linkage with PDDCP on designs especially on furniture.

Mr. Tirona replied that PTTC is inclined towards marketing rather than indepth designs on specific products

- b. Mr. Nagasawa mentioned that the ITG group has identified 30 target markets to have a closer linkage within the group including CITEM in making curriculums/training courses and teaching in PTTC seminars.

Mr. Tirona explained that for 1988, PTTC conducted 2 seminars in Exhibition and CITEM personnel have been tapped to teach during the seminars. Unfortunately, the memorandum of agreement between PTTC and CITEM under which CITEM will be responsible for course development and provision of Faculty has not been concluded to date.

- c. Mr. Miyamoto inquired on how PTTC evaluates the course content of the seminar.

Mr. Tirona explained that there are three evaluations made every seminar which are the participants evaluation, Seminar coordinator's evaluation and the JICA Expert's evaluation. Example cited was the BOE which was revised already for 5 times or more within a year to further develop the course. For the survey questionnaire made by Plans and Programs, Mrs. Melgar explained that out of 49 BOE participants who were not yet involved in export, 5 have been exporting already.

- d. Miss Franco expressed difficulty in designing products for the Japanese Markets especially in Garments and Furniture. For Food, PDDCP concerns are on packaging, forms and shapes. She requested that more visual aids be used during seminars in the absence of experts.

Mr. Tirona mentioned the availability of these visuals and requested JICA to help secure the necessary visuals needed in seminars and other teaching aids.

Mr. Nagasawa- also discussed the possible appropriation of funds for this purpose upon the request of Mr. Matsumoto to JICA. Also aside from the in-house teaching faculty, more part-time faculty will be tapped in the conduct of seminars.

It was also suggested that for the PTTC program for 1989 which include regional seminars, contribution from PDDCP to the pool of faculty is requested in the conduct of these seminars.

Miss Franco explained that before the setting up of market encounters in the Regions, PDDCP conducts seminars for the participating companies. She mentioned also that PDDCP is happy to provide counter-

parts for the training/conduct of seminars. In this connection she inquired if PDDCP faculty can also be trained in Japan thru PTTC.

Mr. Nagasawa replied that their concern is the faculty that contributes to the Center (PTTC) activities.

Mr. Tirona added that as part of the family in ITG, PDDCP can be perhaps included.

- e. Mr. Senares expressed his concern over the lack of testing on Quality in the Regions. CITC caters mostly to cottage and small industries only and they lack equipment for testing. He inquired on how PTTC can help in this regard.

Mr. Takeuchi explained that PHRDC conducts trainings for this industry to develop their skills. PTTC facilities are intended only for testing, and inspection. Therefore it is possible that CITC/PHRDC training graduates can enroll in PTTC testing and inspection seminars on furniture to learn how to conduct the test and evaluate.

Mr. Tirona recommended a trainers training for regional officers for this purpose so that they can disseminate the knowledge they acquired to the regions.

Mrs. Angeles added that in previous seminars conducted by PTTC, government participants mostly from BPS attended the testing and inspection seminars to let them know the principles in Quality inspection and testing of furniture. She also explained that due to the absence of equipment for testing, they can be taught other alternatives on how to check the quality of the furniture. Perhaps JICA can be requested to provide simple hand tools and testing equipment like the moisture meters in the DTI Regional Offices to service their clients, since it is impossible to bring the PTTC equipment in the Regions.

Mr. Nagasawa replied that he is not sure if JICA will agree to provide these tools but sending trainers for the regions to train in PTTC has more possibilities. He requested for a proposal on this project.

Mr. Tirona observed that not all the Regions have capacity to produce furniture because of lack of raw-materials. Therefore, only those who have the capability to produce and export furniture will be given the priority in providing tools. He identified that out of 13 Regions maybe 7 Regions only have the capability.

Mr. Miyamoto explained that if these are simple equipment only maybe a prototype can be imported from Japan to be manufactured in the Philippines if the supplier can be identified.

ADJOURNMENT

There being no other matter to discuss, the meeting adjourned at 5:30 P.M.

Prepared by:

RAMON CATARATA

ATTESTED:

ANTONIO J. TRIA TIRONA  
Executive Director

