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フィリピン貿易研修センター事業  
巡回指導調査団報告書

平成2年(1990年)2月

国際協力事業団

国際協力事業団

21687

## 序 文

フィリピン共和国は、1986年以降アキノ政権による地方経済の活性化、国営企業の民営化及び投資環境の整備などの民間主導の経済運営を中心に改善を進め、実質G N Pの成長率は86年 1.8 %、87年 5.9%、88年 6.7%と着実に経済再建の兆しを見せている。

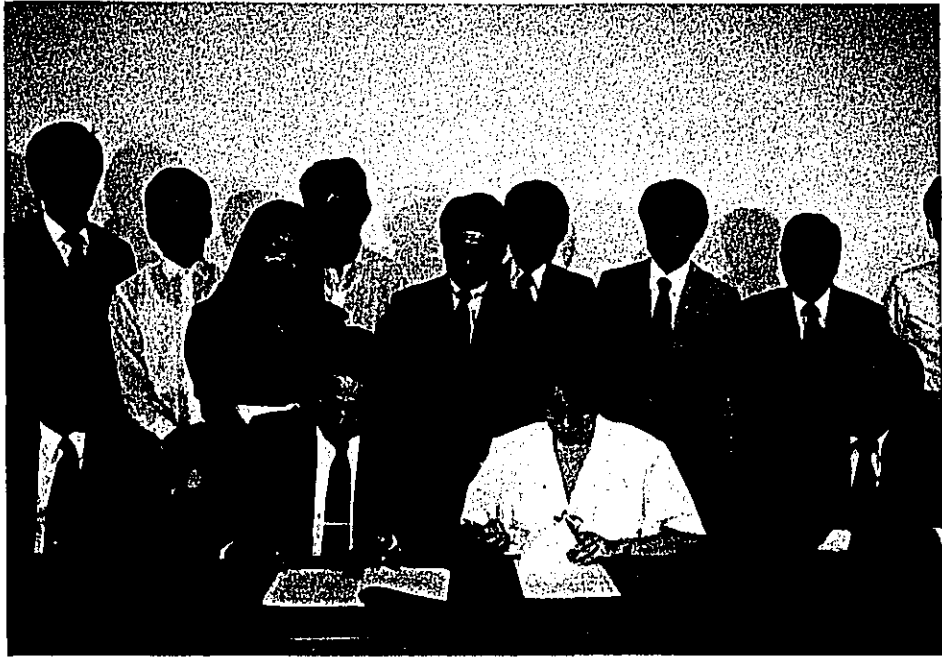
こうした中、本プロジェクトは特に、同国の輸出振興を図るため、貿易実務に精通した人材養成を目的として開始して以来、今年で満3年目を迎える。これまでに本貿易研修センターは数多くのセミナーを開催しており、年々活動範囲も広がっている。

本報告書は、平成2年度の技術協力計画を作成するために派遣された巡回指導調査団の調査結果をとりまとめたものである。

ここに本調査団派遣に関し、御協力いただいた関係各位に深甚なる謝意を表するとともに、今後とも本件技術協力の成功のために一層の御支援をお願いする次第である。

平成2年2月

国際協力事業団  
鉱工業開発協力部  
部長 山崎宗重



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## I 巡回指導調査団派遣

### 1. 派遣目的

本プロジェクトも協力開始からまもなく4年目を迎え、センター活動は益々盛況である。今回の調査団派遣目的は、P T T Cの90年度活動計画とそれに対する我が方の技術協力内容について比側関係者及び派遣専門家と十分協議し、平成2年度の協力計画を作成することである。

### 2. 調査団の構成

分 担	氏 名	所 属 先
団長 総 括	長 沢 幸 敏	国際協力事業団鉦工業開発技術課
団員 貿易研修・展示	竹 中 速 雄	通商産業省通商政策局技術協力課
団員 輸 出 検 査 (工業産品)	橋 村 恒 男	通商産業省通商産業検査所総務部総務課
団員 輸 出 検 査 (農水産品)	穴 井 達 也	農林水産省食品流通局消費経済課
団員 業 務 調 整	千 葉 滋 輔	国際協力事業団鉦工業開発技術課

### 3. 調査日程

日順	月日	曜日	午前・午後	業 務 内 容
1	1/6	土	午 前 午 後	東京 → マニラ (往路) 専門家と打合せ
2	7	日	午 前 午 後	専門家と打合せ 資料整理
3	8	月	午 前 午 後	J I C A 事務所・日本大使館表敬、打合せ 貿易工業省表敬 <個別協議> ・長沢、竹中 …………… 貿易研修・展示 ・橋村 …………… 輸出検査 (工業産品) ・穴井 …………… " (農水産品) ・千葉 …………… 商業日本語
4	9	火	午 前 午 後	全体協議 個別協議
5	10	水	午 前 午 後	合同委員会開催 ミニッツ (案) 作成
6	11	木	午 前	ミニッツ署名 J I C A 事務所・日本大使館報告
7	12	金		マニラ → 東京 (帰国)

#### 4. 主な面談者

##### (1) フィリピン側関係者

###### 1) 貿易工業省

Paul A. Boncan	次官
Antonio J. Tirona	輸出振興局局長

###### 2) 貿易研修センター

Ma. Angelia V. Angeles	センター所長
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###### 3) その他

Mina T. Gabor	観光省次官
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##### (2) 日本側関係者

###### 1) 日本大使館

井上 淳	一等書記官
------	-------

林田 直樹	”
-------	---

###### 2) JICA事務所

宮本 守也	所長
-------	----

大島 勝彦	次長
-------	----

斉藤 克郎	所員
-------	----

###### 3) JICA専門家

秀島敬一郎	リーダー兼展示
-------	---------

海老名捷彦	業務調整員
-------	-------

川喜多宏一	貿易研修
-------	------

奥村 善治	”
-------	---

竹内 阪蔵	輸出検査(家具)
-------	----------

塚越 郁生	” (繊維)
-------	--------

秋野 洋一	” (食品)
-------	--------

関谷 ナナ	商業日本語
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巡回指導調査団主要調査項目

項目	現 状 及 び 経 緯	調 査 項 目
<p>1. 元年度年次計画の進捗状況の把握 1-1. (日本側) a) 専門家派遣</p>	<p>&lt;長期&gt;派遣中 8名 チーム・リーダー 1名 (新旧交替) 貿易実務 2名 輸出検査 (家具) 1名 輸出検査 (繊維) 1名 ('89年10月着任) 輸出検査 (農水産品) 1名 商業日本語 1名 調整員 1名 ・新任チームリーダーは、本年12月20日着任予定。</p>	<p>1) 繊維輸出検査を除く協力分野について長期専門家派遣の必要性を検討する。</p>
<p>b) 研修員受入れ</p>	<p>&lt;短期&gt;元年度 (10月末迄) 派遣実績なし ・元年度派遣要請分野-繊維、食品輸出検査及びAV機器 (各1名) 貿易実務 (2名)</p> <p>62年度: 5名 (展示1、食品1、貿易3) 63年度: 5名 (貿易1、繊維1、食品1、展示1、家具1) 元年度: 6名 (貿易2、食品1、繊維1、家具1、準高1) 2年度: 5名</p>	<p>1) 左記派遣要請の具体的なT/R、期間・時期の確認 2) 2年度要請分野・内容・人数・期間・時期</p> <p>1) 2年度受入分野の選定及び研修希望内容 2) A.A.、フォーラムの提出期限の確認 (これまでの遅延の理由)</p>
<p>c) 機材供与</p>	<p>既供与機材・携行機材: 別添 供与・携行機材実績 元年度供与機材 : 現在、調整中</p>	<p>1) 既供与携行機材の使用状況 2) 2年度供与機材の必要性</p>

項 目	現 状 及 び 経 緯	調 査 項 目																		
1-2. (フィリピン側) a) センター施設利用状況 b) センター組織状況 c) センター予算措置状況	総勢職員数 85名('89年度10月末現在) 別添参照 元年度予算 (ペソ) <table border="1" data-bbox="475 869 916 1525"> <thead> <tr> <th>予算科目</th> <th>予 算 額</th> </tr> </thead> <tbody> <tr> <td>1. 人件費</td> <td>6,960,000</td> </tr> <tr> <td>2. 施設運営費</td> <td>14,004,000</td> </tr> <tr> <td>(1) 光熱水料</td> <td>2,828,000</td> </tr> <tr> <td>(2) 施設保守管理費</td> <td>1,482,000</td> </tr> <tr> <td>(3) 研修関連経費</td> <td>3,825,000</td> </tr> <tr> <td>(4) その他経費</td> <td>5,363,000</td> </tr> <tr> <td>(5) 備品費</td> <td>506,000</td> </tr> <tr> <td>合 計</td> <td>20,964,000</td> </tr> </tbody> </table>	予算科目	予 算 額	1. 人件費	6,960,000	2. 施設運営費	14,004,000	(1) 光熱水料	2,828,000	(2) 施設保守管理費	1,482,000	(3) 研修関連経費	3,825,000	(4) その他経費	5,363,000	(5) 備品費	506,000	合 計	20,964,000	1) センター施設利用実績及び今後の利用計画 1) 今後の各課配置計画 1) 元年度予算執行状況の確認
予算科目	予 算 額																			
1. 人件費	6,960,000																			
2. 施設運営費	14,004,000																			
(1) 光熱水料	2,828,000																			
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(4) その他経費	5,363,000																			
(5) 備品費	506,000																			
合 計	20,964,000																			
2. 協力分野別活動状況 a) 貿易実務	<ul style="list-style-type: none"> <li>・ 輸出基礎コース (I) 17回</li> <li>・ 輸出基礎コース (II) 4 "</li> <li>・ 交渉の進め方 2 "</li> <li>・ 金融 2 "</li> <li>・ 原価計算と販価設定 4 "</li> <li>・ 再輸出のための原料輸入 2 "</li> <li>・ 輸送 2 "</li> <li>・ 市場参入セミナー 29 "</li> <li>・ 政府職員等の指導者を対象としたセミナー 7 "</li> <li>6 "</li> </ul> <p style="text-align: right;">小計 75回</p>	1) 技術移転状況と現状の問題点 2) 2年度活動計画 3) 中堅技術者養成事業の検討																		

項 目	現 状 及 び 経 緯	調 査 項 目
b) 試験検査 (繊維)	<ul style="list-style-type: none"> <li>・ 繊維、生地衣料品のための材料選択</li> <li>・ 品質管理手法及びその衣料品の試験検査への応用</li> <li>・ 生地と衣料品の物理試験と評価</li> <li>・ 生地と衣料品の化学試験と評価</li> <li>・ 生地と衣料品の検査</li> <li>・ 特別コース (モジュール I)</li> <li>・ その他 (外部機関との共催セミナー)</li> </ul> <p style="text-align: center;">小計</p>	<ul style="list-style-type: none"> <li>2 回</li> <li>3 "</li> <li>2 "</li> <li>2 "</li> <li>2 "</li> <li>1 "</li> <li>15 "</li> </ul> <p style="text-align: center;">27 回</p>
c) 試験検査 (家具)	<ul style="list-style-type: none"> <li>・ 家具試験検査</li> <li>・ その他 (外部機関との共催セミナー)</li> </ul> <p style="text-align: center;">小計</p>	<ul style="list-style-type: none"> <li>5 回</li> <li>5 "</li> </ul> <p style="text-align: center;">10 回</p>
d) 試験検査 (食品)	<ul style="list-style-type: none"> <li>・ 冷凍魚及び水産品の水質検査</li> <li>・ 果実野菜加工品の品質検査</li> <li>・ 冷凍エビの品質管理</li> <li>・ 食品包装</li> <li>・ 缶詰</li> <li>・ 果実野菜の品質管理</li> <li>・ DTI 職員対象コース</li> <li>・ その他</li> </ul> <p style="text-align: center;">小計</p>	<ul style="list-style-type: none"> <li>1 回</li> <li>1 "</li> <li>1 "</li> <li>1 "</li> <li>1 "</li> <li>1 "</li> <li>1 "</li> <li>1 "</li> </ul> <p style="text-align: center;">8 回</p>

項 目	現 状 及 び 経 緯	調 査 項 目
e) 展示	<ul style="list-style-type: none"> <li>・ 国際展示参加戦略</li> <li>・ 国際展示参加と商談</li> <li>・ 展示技術・デザイン</li> <li>・ 展示マーケティング</li> </ul> <p style="text-align: center;">小計</p> <p style="text-align: right;">13回</p>	
f) 商業日本語	<ul style="list-style-type: none"> <li>・ レベル (I)</li> <li>・ レベル (II)</li> <li>・ レベル (III)</li> <li>・ レベル (IV)</li> </ul> <p style="text-align: center;">小計</p> <p style="text-align: right;">6回</p>	
	<p style="text-align: center;">合 計</p> <p style="text-align: right;">139回 (受講者総数 5,956名)</p>	

項 目	現 状 及 び 経 緯	調 査 項 目	
3. 2年度年次計画の策定		1) 比例関係者及び派遣専門家と協議の上、作成する。	
4. 実施運営上の問題点	<p>1) 日本研修について、派遣専門家が研修内容を作成する際、比例と十分打合わせしていないため、研修員の期待と現実とにかなりずれがある。</p> <p>また、派遣専門家と受入れ先との連絡があまり行われていないため、受入れ直前まで研修計画を作成するのに時間がかかっている。</p> <p>2) 現状C/Pは月の大半をセミナー開催の準備に追われているため、専門家の技術移転が計画的に実施できない。</p> <p>3) 比例はC/Pにコンサルタンスイをさせたいが、C/Pの能力はまだまだ不十分であるため、専門家の指導が必要であるほか、来日研修でも研修して欲しいとの希望が出た。</p>	<p>1) 現状の研修費の算定、研修計画の作成について調査する。</p> <p>2) C/Pの業務状況と専門家の技術移転計画を確認する</p>	

供与 - 携行機材実績

平成 元年11月15日  
(価格-100千円以上)

6 1 年 度		6 2 年 度		6 3 年 度		元 年 度	
品 目	数 量	品 目	数 量	品 目	数 量	品 目	数 量
車両 (ステーションワゴン) スライドプロジェクター スクリーン カセットレコーダー アンプ 白板 計算機 トランス ワープロ	1 台 1 セット 2 セット 2 セット 4 セット 2 台 2 セット	複写機 (現地調達) マイコン (現地調達) 会議用コンファレンスシステム マネキン スナックステーター 分光・測色計 スタンション ライトボックス エレメントルブリック試験機 シーリングダグワリド  (供与額 25,575千円)	1 セット 1 セット 70 セット 1 セット 1 セット 1 セット 3 セット 180 個	撮像機付ワープロ (現地調達) インターフェイスアダプター ビデオプロジェクター OHP タイムベースコレクター カラービデオ ドラインクタイムテスター 万能試験機 薬品あらし測定器 記録計 教室用木吸机・椅子 工作机 応接セット 窒素分折器 生物三吸器微鏡 ニットシュリンクテスター (供与額: 16,094千円)	1 セット 2 セット 1 セット 3 セット 1 セット 1 セット 1 セット 1 セット 12 個 1 個 1 セット 1 式 1 台 1 台	現在、機材調達中	
(供与額 6,975千円)		ワープロ タイプライター カメラ トランペンメーカー OHP インスタントスライド製作用 カラースライド 卓上バキュームシーラー 手持屈折型高度計 ダブリクター カセットプリンター 測定器用工具セット 巻 箱 ビデオテープ 事務用品  (総 額 8,093千円)	3 セット 1 台 2 セット 1 台 1 台 1 セット 1 台 1 個 30 台 1 台 1 台 1 セット	缶 詰・冷凍食品 機物分析用 巻箱 事務用品  (総 額 1,513千円)	36 種類 1,772個		



## II 調査結果

### 1. プロジェクト実施体制の整備状況

#### (1) センターの人員配置

1989年12月末現在のセンター人員は、80名で、フィリピン側の当初計画 101名に対し、21名不足の状態であった。不足の原因は、予算上の制約で有能な人材がリクルートできないためである。ただし、一般的にフィリピンにおける各省庁及び関係機関の人員配置状況は、定員に対し、80%のカバー率であることを考えると、現在の本センターの人員配置は妥当と思われる。

#### (2) センター予算措置状況

フィリピン側の本プロジェクトに対する1989年度予算は、最終的に20,964千ペソで、本予算の執行状況については現在決算中とのことであった。(決算出来次第、報告するとのことであった)

1990年度予算は、前年度比 5.3%減の19,862千ペソ(予備費 2,916千ペソ含む)であるが、フィリピンの国家予算全体が大幅な緊縮財政下にあつて本予算を確保出来たことは、プロジェクト関係者の努力とセンターに対する期待が窺える。なお、予算内訳は下表のとおり。

1990年度予算  
(単位千ペソ)

	一般予算	FAPS予算	合計
人件費		1,579	
経常支出費		5,918	
備品・設備費			
	9,449	7,497	16,946

予備費 2,916

### 2. 1989年度活動実績

1989年度のセンター活動実績について、フィリピン側より次のとおり説明があつた。

1989年度のセミナー開催実績は、当初計画 122回に対し、140回実施しており、参加者は輸出企業及び輸出予定企業の民間人と政府職員で合計 6,388人に達した。また、このうち地方セミナーも27回開催し、1,053名の参加者があつたとのことで、センター関係者は地方セミナー開催に自信がついたようである。

実績内訳は、下表のとおり。

1989年度セミナー開催実績

	開催数	受講者数
貿易研修	53	2,345
展 示	15	857
家具検査	6	84
繊維検査	12	281
食品検査	8	152
商業日本語	8	127
外部との共催	38	2,542
合 計	140	6,388

3. 貿易研修

(1) 1989年度活動状況

貿易実務研修は、P T T Cによる研修ニーズの分析調査やセミナー参加者の評価を参考にしながら既存コースの改善や新しいコースの開設を行っている。

この結果1989年のセミナー開催状況は次表のとおり84回の開催があり、受講者数は4,388人のぼった。

これは、P T T Cが特定商品のマーケティングセミナーの開設に重点を置き始めたこと、D T Iのセミナー担当窓口がP T T Cに移行されることになり、徐々に関連するセミナーの移行が始まったこと及び外国政府関係機等との共催によるセミナーの増加がその要因であった。

また、平成元年度に新たに開催されたコースは23である。(別添1 参照)

研修実績と研修内容（1989. 1. 1～11. 30）

主なコース名	開催回数	受講者数（人）
輸出基礎コース（Ⅰ）	20	995
輸出基礎コース（Ⅱ）	4	69
交渉の進め方	2	74
金融	3	44
原価計算と売値設定	5	249
再輸出のための原料輸入	2	76
輸送	2	32
その他	8	594
小計	46	2,133
市場参入セミナー（注）	31	2,043
政府職員等指導者対象セミナー	7	212
小計	38	2,255
合計	84	4,388

（注）外国政府関係機関との共催によるもの

## 1) 専門家の派遣状況

### ① 長期専門家

長期専門家については、前年に引き続き奥村善治専門家（派遣期間：1988年5月11日～1990年8月9日）及び川喜多宏一専門家（派遣期間：1988年7月15日～1991年1月14日（延長後））が派遣されており、貿易実務研修セミナー講師に対する技術指導を行っている。

### ② 短期専門家

短期専門家の派遣は行われなかった。

## 2) カウンターパートの技術移転

### ① カウンターパートの配置

1989年のカウンターパートの配置は次のとおりである。

Maria Coligado (注)

Doni Belen (注)

Bert Bombasa (長期出張中)

Augustir Romel

Francis Perfects

C. S. Capistrano

J. P. Inigo

Isabel Melgar (注)

Betty Jesus

Belinda Alano

(注) 年途中で退職した者

### ② 技術移転の内容

川喜多、奥村両専門家の技術移転内容は次のとおりである。

(川喜多専門家)

輸出基礎コース : 講座内容全般への指導、輸出商品／買手の選択、相手国の輸入制度調査方法、貿易用語、輸出入手続きの概要、国際定義、商談及び契約書での注意事項、輸出原価計算と販売原価設定政策

商談と契約書作成 : 申し込みと受諾、契約書作成時の注意事項

輸出金融 : 資金の動き、資金繰り表、資金調達方法、制度金融

再輸出のための輸入 : 講座内容の編成指導、保税輸入の諸手続き

運 送 : 講座内容の編成指導、運送契約の概要、海上保険の概要

(奥村専門家)

輸出基礎コース( I ) : 輸出商品の選択と買手の探し方、輸出手続き、包装・表示、船荷証券と海上保険、海上・航空運賃の体系

輸出基礎コース(Ⅱ)：市場調査、商品開発、販売経路の選択と販売促進、輸出戦略、日本の流通事情

輸送：国際規則と運賃同盟、コンテナ輸送国際複合輸送、フレイト・フォワード、海上保険

再輸出のための原料輸入：輸入手続き、保税輸入、保税倉庫・工場、関税還付制度、委託加工のための保税輸入

### 3) 研修員の受入れ状況

研修員の受入れについては2名が予定されており、うち1名は既に実施された。

Mr. Francisco Reyes Perfectsについては、1989年11月12日から同年12月17日まで行われ、総合商社の役割、流通チャネル、輸入市場としての日本等について日本での研修が行われた。

また、Mr. David Inocencioについては、1990年2月～4月頃の予定で、水産物を主体とした日本での市場調査を主体とした研修を予定している。

### 4) 機材の利用状況

セミナーの開催に伴い、セミナールームに付随したA/V機材、OHP等は有効に活用されており、かつ、使用頻度も高い。

## (2) 平成2年度年次計画

### ① 研修計画

平成2年度貿易研修計画については、次の項目を重点に研修を行う予定である。

- 1) 特定商品により絞ったコースの開設
- 2) 市場参入コースの増設
- 3) 平成2年における特定商品を家具を中心に展開
- 4) マーケティング・コースにプロダクションマネジメントを含める。
- 5) 特別イシューも加える。
- 6) アイランド・フェア参加者のための輸出基礎コースの開設
- 7) 輸出基礎コースのための教材の作成を完成させる。

### ② 専門家の派遣状況

#### 1) 長期専門家

奥村専門家及び川喜多専門家がそれぞれ5月及び7月に任期満了となるため、技術移転の状況等を踏まえ後任専門家の派遣又は任期延長を行う必要がある。

#### 2) 短期専門家

P T T Cからは、特定商品のマーケティング・セミナーに関する開催要望が強いため、これに対応した短期専門家をセミナーの開催時期を考慮したうえで派遣することが必要である。

なお、P T T Cからは具体的に繊維、木製家具、果物、加工果物及び食品分野の流通及びマーケティング・ノウハウ専門家の派遣要請がなされている。

以上の点からもこうした分野別の専門家の派遣を短期間でも可能な限り多く派遣することが、研修内容の充実につながり、さらに効果的なものとなる。

### ③ 研修員の受け入れ

平成2年度については、次の2名が予定されている。

#### 1) Mr. Rommel Agustin

研修期間については平成2年10～12月であり、特に家具及び木工品に関するマーケティング・スキルの研修と市場調査を要望している。

#### 2) Mis Cristina S. Capistrano

研修期間については平成2年6月から8月の間を希望しており、研修内容については相手国の輸入制度に合わせる輸出実務の習得及び日本や市場で売れる商品とは具体的にどんなものか等も含めたマーケティングもあわせての研修を希望している。

### (4) 問題点及び今後の対応策

カウンターパートの転職や長期出張等により専門家からの技術移転がふり出しに戻ることもある。また、セミナーの種類及び開催回数が多いことから指導にまとまった時間をとることが難しいことがあげられている。

これについては、PTTC側も問題は認識しているものの十分な人数のカウンターパートの配置は困難であるが、輸出基礎コース等基礎的分野での技術移転はPTTC内講師を重点に配置し、特定分野のマーケティングやより高度な分野については、今後とも外部講師に依存していかざるを得ないものと思われる。

また、指導に時間を要するとの点については、専門家による教材の事前配布による指導やセミナーでの実施指導等も考慮すべきである。

なお、両専門家より、既に述べたとおりフィリピン側が、より実践的なセミナー開催を要望していることに鑑み、日本対象の商品別セミナーを短期間で単独又は他の機関との共同により数多く開催して欲しい旨要望があった。

CURRICULUM DEVELOPED  
1989

TRADE BUSINESS COURSES:

1. Market Research and Trade Information
2. Basic Export Seminar for the Printing Industry
3. Exporting Tropical Processed Fruits to France
4. Exporting Fruit Pulp and Purees to France
5. Applied Research Techniques for Regional Trade Officers
6. Importing for Re-export
7. GTEB Rules and Regulations
- 8.\* Trainers Training on International Marketing (in coordination with ITC)
9. Legal Aspects of Doing Business in the USA
10. Costing & Pricing of Ladies and Children's Garments
11. Basics of Exporting for Bacolod
12. GSP Japan
13. Selling to Europe
14. Selling to the Socialist Countries
15. Seminar on the Harmonized System
16. Optimizing Transportation and Transport-Related Costs
17. Trade Promotions for the Foreign Service Officers
18. How To Negotiate with your European Buyer (in coordination with CEGOS of Belgium)
- 19.\* Role of Educators in Export Promotion (Orientation Seminar for PACSB)
20. Conventional Trading: Import/Export Procedures
21. Business Japanese Language for Cebu (2-week intensive course)
22. EEC Seminar on Marble Industry and the European Market

23. Export Promotions Seminar with a focus on the European Market (in coordination with CEGOS of Belgium)
- 24.\* Role of Marketing Educators in Export (developed for Notre Dame College of Gen. Santos City)



#### 4. 展 示

##### (1) 平成元年度活動状況

###### 1) 活動状況

###### ① 研修実績及び研修内容

平成元年度は15回のセミナーが開催され、857名の参加者があった。このセミナー内容や開催時期については別添2のとおりである。

セミナーは、基礎コースと上級コースがあり、前者はケース・スタディとフィルムを中心に実施されており、後者はこれに加えて実際に展示施設を使ってサンプルを展示するグループ別のコンテスト形式で行われ、効果をあげている。

###### 2) 専門家の派遣状況

###### ① 長期専門家

松本玉一専門家が1987年5月から展示研修の指導に当たっていたが89年11月に帰国したのち、この分野の後任専門家の派遣は行われていない。

###### ② 短期専門家

平成元年度の派遣実績はない。

###### 3) カウンターパートへの技術移転

カウンターパートの配置については、次の2名であり、この他事務担当職員が2名配置されており、計4名でセミナーの開催から展示施設の利用等を運営している。

Mr. Dornis Cruz

Mr. Leonard Resete

上記2名とも展示基礎知識や展示デザインに関し、十分な知識を習得しており、日本での研修によりさらにレベル・アップが図られた。

###### 4) 研修員の受け入れ

昭和63年度に既に2名を実施したことから平成元年度の実績はない。

###### 5) 機材の利用状況

展示場及びその設備については、元年度40のイベントが行われ、年間224回が使用された。これは、メンテナンス期間を差し引いた展示場使用可能日数からみると72.9%の使用率となる。

なお、展示場の使用実績については、別添3を参照。

##### (2) 平成2年度年次計画

###### 1) 活動状況

###### ① 研修計画

平成2年度の計画では15回の展示セミナーを開催し、450名の参加を見込んでいる。なお、本年度はDTIの要請により、地方での研修開催にも重点を置きたいとしている。

## ② 展示場使用計画

平成2年度は展示場の使用率を75%程度とする計画である。

### 2) 専門家派遣状況

#### ① 長期専門家

派遣予定はない。

#### ② 短期専門家

商品の変化に伴う展示手法の変化も大きいことから、最新の情報を常にカウンターパートにインプットする必要からも短期専門家の派遣が必要である。

### 3) カウンターパートへの技術移転

国際見本市参加戦略、商談ブースの活用、広報活動に関するコースの開発が予定されており、こうした分野の技術移転が望まれるが、長期専門家が派遣されないため、短期専門家派遣による対応が必要である。

### 4) 研修員の受け入れ

平成2年度の予定はない。しかし、既に述べたとおり、商品変化や展示手法の変化に対応するための方策が必要となろう。

### 5) 供与機材の要請

展示効果をさらに高め、セミナー等での参加者への参加意欲を高めるために、展示ブース用プラットフォーム及び照明器具等について供与要請がなされた。

### (3) 問題点及び今後の対応

松本専門家が展示分野も兼務していたが、今後展示分野の専門家が派遣される予定がないため、新しい展示技法等についてフィリピン側の要請にどのような形で答えられるかが問題となっている。

これについては上述したとおり短期専門家の派遣による技術移転やセミナー開催時の外部講師からの技術移転や外部機関との共催等によってカバーするのも一案かと思われる。

## SEMINARS

The Trade Exhibition Division implemented a total of (12) twelve exhibition seminars and (3) three intervening seminars for FY 1989. Breakdown as follows:

February 13 - 15, 1989	How to Organize Trade Fairs & Exhibitions
February 27 - 28	How to Participate in Trade Fairs & Maximize their Benefits
March 9 - 10	How to Participate in Trade Fairs & Maximize their Benefits
March 16 - 17	How to Participate in Trade Fairs & Maximize their Benefits
April 18 - 19	Market Information for Garments Exporters to the Middle East
June 29 - July 1	How to Organize Trade Fairs & Exhibitions
July 3 - 4	How to Participate in Trade Fairs & Maximize their Benefits
July 6 - 7	How to Participate in Trade Fairs & Maximize their Benefits
July 17	European Merchandising Trends in 1990/91
July 17 - 18	How to Participate in Trade Fairs & Maximize their Benefits
July 20 - 21	How to Participate in Trade Fairs & Maximize their Benefits
July 31 - August 5	How to Effectively Participate in International Trade Fairs
September 11 - 15	Technical and Creative Aspects of Exhibition & Visual Merchandising

October 13

NGO'S SEMINAR  
Participating in Trade Fairs  
Effectively

November 16 - 17

How to Participate in  
Trade Fairs & Maximize  
their Benefits

A total of 857 participants attended the seminars with an average of 57 participants per session. From the 13 seminars implemented by the Division, 624 participants was generated and only 498 evaluated the conduct of the seminars. Based on the evaluation line, the overall rating was very satisfactory (52%) and 29% as excellent.

Implementation of (1) one additional Exhibition seminar " MODUL II Technical and Creative Aspects of Exhibition & Visual Merchandising " in coordination with Bureau of Domestic Trade Promotion which was cancelled last December 11 - 15, 1989 due to the recent coup attempt.

## EVENTS FOR JANUARY - DECEMBER 1989

<u>DATE</u>	<u>PROJECT/ORGANIZER</u>	<u>FACILITIES TO BE USED</u>
January 15-17	DTI-HRDS Presentation of ITG Group w/US Boncan	Hall B
January 24-27	NDAP Polishing Professional Skills for the 90's	Hall B
February 5-7	BUREAU OF CUSTOMS Foundation Day	Halls A & B
February 6-8	DTI - HRDS Presentation w/RDG Group of US Follosco	Hall B
February 8-10	DTI Account Officers Meeting w/ Sec. Concepcion	Hall B
February 20-27	INTREX 1st Manila Antiques Exh.	Halls A-C
March 13-16	GTEB	Hall B
April 3	DTI - HRDS ITG Visual Presentation	Hall B
April 18 - May 01	CITEM 9th Manila F.A.M.E. GTH & FA Market Week	Halls A-C Lobby
May 2-9	BDTP Southern Luzon Island Fair	Halls A-C
May 10-14	CITEM Livelihood Opportunities Sem.	Halls A-C
May 10-21	PDDCP Industrial Design Exhibit	Lobby/ Show Window
May 20-27	BETP National Exporters Congress	Halls A-C Lobby
June 12-14	DTI - Industry Captains Meeting	Hall B

June 12-14	New Committee Tree System	Halls A-B
June 04-11	PHIL. ENVIRONMENT: Opportunities in Conservation and Rehabilitation	Sem. Rms. C & D Hall B & Lobby
June 18-25	SOFTRAIN '89 Phil. Computer Society	Halls A-C Sem. Rms. A, B & D
June 29-July 29	COLOR'S EXHIBIT Spring/Summer 1990-91 Colors PDDCP	Window Display
July 11	Industry Captains Meeting DTI-Planning	Exhibit Hall B
July 10-24	Quality Above All Exhibit Consolidated Automotive Parts Producers Association Pilipinas Nissan, Inc. Universal Motors Corporation	Halls A-C
July 31-Aug. 01	CDG Seminar on How to Effectively Participate in Int'l. Trade Fairs	Hall A
August 8-10	RDG Interaction Meeting DTI	Exhibit Hall B
August 21-23	Loan Financing to NGO's	Exhibit Hall B
August 23-25	Industry Captain's Meeting	Exhibit Hall B
August 25-27	Workshop on the Outflow Industry (Board of Investment)	Exhibit Hall B
August 29-31	Seminar on Microcomputer Applications in Small & Medium Business (DTI- BSMBD)	Exhibit Hall B
Sept. 6-10	AD - CUBES OF THE YEAR	Lobby
Sept. 17-23	Trade 200 Exhibit	Hall A
Sept. 21	DTI Industry Captain's Meeting	Hall B
Sept. 25-27	Customs & Industry Consultative Council (PHILEXPORT)	Halls A-C
September 30	Appreciation on Garments Business (GTBB)	Hall B

October 01	PEC Dinner Cocktail	Hall B
October 5-17	10th Manila F.A.M.E. Gifts, Toys, Gifts, Housewares, Market Week	Halls A-C Lobby
October 18-23	MAGIC (c/o Mrs. Concepcion)	Halls A-C
October 27-28	National Productivity Congress (Phil. Productivity Movement)	Halls A-C
November 6-12	H.E.A.D.S. '89 PESO	Halls A-C
November 15-17	Investment Conference (DTI - BOI)	Hall B
November 20-28	Manila Antiques Exhibition (INTREX)	Halls A-C
November 29	BOI Industry Captain's Meeting	Halls A-C
December 13	GTEB Rules & Regulations	Hall B

updated as of  
12/21/89  
/abd

## 5. 輸出検査（家具）

### (1) 1989年度活動状況

#### ① 活動状況（研修実績、内容等）

輸出検査（家具）のセミナーは、1988年度において4回、1989年度において6回の計10回開催された。

受講研修者は、政府技術系職員（本省機関及び地方部局の技術担当）及び家具製造関連の私企業の技術系管理者を対象としている。セミナーは、教材備品の関係もあり、次のとおりとした。

#### i) 定員

1コース当たり15名を限度として実施。ただし、受講希望者が多く、24名に達したセミナーもあった。

#### ii) 研修日数

12日間のプログラムを編成。

#### iii) 研修時間

8：30AM～5：00PM

フィリピンにおける一般企業では、1週間以上（土・日を除けば5日間）の研修に対しては、会社側が研修者の参加を敬遠する傾向にある。家具試験・検査セミナーは実質12日間であるが、現在までは政府機関及び企業における協力を得ている。

#### iv) 教材

講義は、それぞれの技術、試験・検査の内容に基づき17項目、約280ページの「研修テキスト」を作成し、これを中心に講義を進めている。

また、視聴覚機器の利用としては、ビデオ、OHP、スライド等をFacultyにも使用させるとともに、教材の技術スライドの英訳化及びそのビデオ化を進めている。

#### v) 研修者の技術レベル

セミナーにおける指導項目が試験・検査であるため、技術面の管理・監督者の参加が望ましい。従って、企業においては工場長、技術管理者を対象とし、政府職員では本省、地方部局とも技師クラスを対象としている。

なお、セミナーのテキスト作成にあたっては、各々の専門別Facultyとの打合せを実施しつつ編集したが、研修レベルの向上に合わせ、部分的に改訂・増補を予定している。1回のセミナーにおける研修員の数を見込み当初15名に限定したのは、設置機材数が限られていること（ノギス、携帯用木材含水率計等それぞれ5点のため、3名ごとに1台を使用）、家具試験室を研修室（座学を主体）として使用するため実習時の機材配置と指導の適正化を図る必要があることなどを理由として決定した。

次表の研修実績に示すとおり、研修者は最低で10名、最高で24名であった。



## 研修実績

セミナー	期 間	研修者数	備 考
'88年度	第1回～第4回	55	政府職員 8名、私企業 47名
'89年度 第1回	1.16 ～ 1.31	13	政府職員 1名、私企業 12名
第2回	4.3 ～ 4.18	12	政府職員 4名、私企業 8名
第3回	6.5 ～ 6.21	24	政府職員 3名、私企業 21名
第4回	7.10 ～ 7.25	10	政府職員 10名
第5回	9.18 ～10.3	13	政府職員 3名、私企業 10名
第6回	11.20 ～12.5	12	政府職員 6名、私企業 6名
計		139	政府職員 35名、私企業 104名

また、家内工業技術センター、林業開発研究所及び関連企業の見学研修を2日間とした。

企業では関連企業の者は勿論、外部の者に工場内部を見せたがらないため、研修者にとって、セミナーの機会に輸出家具製造工場を見学できたことは研修効果の向上につながった。

### ② 専門家の派遣

#### a) 長期専門家

現在、輸出検査(家具)として、竹内阪蔵専門家(派遣期間:1987年10月14日～1990年10月13日)が派遣され、カウンターパートへの技術移転に従事している。

#### b) 短期専門家

「家具設計と強度計測」に関し、1989年3月30日～4月29日の1ヶ月間、通産省工業技術院製品科学研究所主任研究官である佐野吉雅専門家が派遣された。平成元年度には、「塗装技術と塗料試験」分野の専門家の派遣が要請されている。

### ③ カウンターパートへの技術移転

P T T Cの職員機構の構成として、一般職員、内部講師(常勤、Inhouse Faculty)及び外部講師(非常勤Faculty)に分かれており、それぞれの研修内容に対応させて、供与機材とJ I S、I S O等の規格により技術移転(指導)を実施している。これらは、いずれも材料はもとより、加工適正、構造特性等製品の検査(性能検査、寸法検査等)についても指導の対象としている。

#### a) カウンターパート(c/p)及びFacultyの配置

技術移転の対象となるc/p、及びFacultyとしては次のとおりである。直接の担当課であるTesting and Inspection Div. (T I D)のChiefであるMs. Alice L. Galvanの他に次のc/pがいる。

① Mr. Eugen O. Refuerzo (Inhouse Faculty)

② Mr. Ramon G. Catarata

③ Mr. Maximo A. Din (Operator, 実験助手)

なお、以上の3名と別に各々の技術分野により、次の外部講師を招へいし、研修を担当してもらっている。

④ Mr. Ricardo F. Casin (FPRDI, 林産開発研究所)

⑤ Mr. Melehcio G. Laxamana ( " )

⑥ Mrs. Adelina Mahas ( " )

⑦ Mr. Jorge E. Mundo (CITC, 家内工業技術センター)

⑧ Mr. Romualdo Sta Ana (CFIP, フィリピン家具工業会)

なお、P T T Cの要請により、D T I、製品規格局 (Bureau of Product Standard, BPS)の担当官が Philippine Standardについての説明を行っている。

Mr. Casin, Mr. Laxamana 及び Mrs. Mahasは科学技術省、林産開発研究所の主任研究官の地位にあり、木材利用の総合的見地から家具に対する一般特性及び接着剤、塗料、塗装の適正について担当している。

Mr. Mundoは、D T I傘下である家内工業技術センターの技術部長で家具構成の基本特性、加工に関する接合部と強度特性について担当するとともに、教材、試験材の加工についても指導している。

また、Mr. Sta Anaは、フィリピン家具工業会の技術顧問として家具加工機械・家具工場における「工程管理」他、家具補助材料の研修を担当している。

#### b) 技術移転項目

Faculty については、それぞれの専門分野ごとにその技術レベルは、指導的な域に達しているもので特に問題はない。P T T Cの Chiefを除くT I Dの3名は、これからのP T T Cの家具試験・検査部門の中核となるよう、木材及び竹・藤の材質及びこれらを使用した家具製品の試験・検査について技術移転している。

外部 Facultyには、フィリピンに家具を含めた試験・検査方法の規格がないため、J I SやI S Oに基づく試験方法等セミナー開設に合わせて講義し、供与機材による技術指導を行っている。

技術指導の項目は、次のとおり。

- i) 家具、木製品の概要、木材乾燥及び含水率管理
- ii) 家具に係る規格 (J I S、I S O、S G等)
- iii) 接合構造及び加工法、接着剤の適正使用
- iv) 試料 (試験体) の作成要領
- v) その他、木材の等級別判定、藤材の品目判定

試験・検査の実習としては、次のとおり。

## ① 材料試験方法

- i) 木材の比重計測、含水率の正確な測定
- ii) 物理、機械的強度の計測（材料の引張り、圧縮、曲げ等）
- iii) 目視評価法、加工面の仕上げ効果の判定
- iv) 試験機、測定機の操作方法（万能試験機、家具試験機等）

## ② 材料・製品試験方法

### i) 家具製品について

- 椅子－繰り返し衝撃荷重試験及び安定性等
- テーブル、事務用机－側方荷重試験等
- キャビネット－側方荷重試験、安定性等

### ii) 塗料、塗装について

- 塗料－粘土、乾燥時間等
- 塗装－クロスカット試験、塗膜引掻き、その他密着性、光沢度、平滑度の計測等

### iii) 椅子貼り材料、包装材料の試験

- 椅子貼り生地、ビニールレザー等の磨耗試験
- ダンボール紙等包装材料の破裂度試験、折り曲げ試験等

## ③ 検査方法

- i) 検査機器操作法－木材含水率計、塗料膜厚計等の携帯用測定器による検査
- ii) 性能、品質評価法－J I S、I S Oその他消費生活用製品安全法等による品質評価測定方法

### iii) その他

- 供与機材の整備、点検、その他保守要領の指導
- 工場見学研修時の安全指導、調査項目の内容検討

## ④ 研修員の受入れ

本年度は、Mr. Melencio G. Laxamana (FPRDI)が集団研修「認証制度に関する研修」への参加を申請していたが、昨年（平成元年）11月中旬、本人がインドネシアへ一時出向となり、交代者の申請手続きの期間がなかったため今回の受入れはできなかった。

## ⑤ 機材の利用状況

無償供与機材については、'88年度第1回セミナー（6/6～6/21）から現在に至るまで機材の整備点検及び保守をc/pに指導しており、各機材を活用している。

## (2) 1990年度年次計画

### ① '90年度のセミナー開催計画

'89年度における家具試験・検査分野のセミナーは、計画通り6回の実施をもって終了した。

'90年度は別添に記載したセミナー計画案により実施を予定している。PTTCが実施するセミナー以外に、カナダ、スウェーデン等各国の家具を対象とした3～5日間のセミナーが予定されているが、これらについては専門家は直接関与していない。しかし、主催者側の要請により、c/pは協力している。

セミナーの実施計画にあたっては、TIDのChief Ms. Alice 他担当者、外部 Faculty及び竹内専門家を含めて立案され、所長 Mr. Angeles の了解を得ている。

受講者の技術レベルは、当初計画通り、政府職員では技術指導官、私企業においては工場長、技術管理者クラスとしており、研修内容は若干高度なレベルを目標にしている。

試験・検査は、JIS及びISOを主体に部分的には米国のASTM等を準用している。

なお、'88年度の供与機材として、JIS規格、学校用、事務用家具類を受けたので家具の標準化と併せて研修を組み、比国家具産業の技術振興にも資したいと考えている。これらの展示には日本大使館、文化センター(JICC)から参考パネルの貸与をうけるなど、情報面の協力も図っている。

## ② 専門家の派遣

'89年度には塗装分野の試験・検査の短期専門家を要請している。'89年度中の派遣が困難であれば、'90年度も引き続きその派遣が要請されている。

## ③ カウンターパートへの技術移転

技術移転内容は、1.(3)のb)の項目に基づきc/pへの技術移転を図っている。これらは、JIS、ISO及び関連規格により実施しているが、今後は製品規格局(BPS)にも働きかけて、Philippine Standardの立案を計画している。

## ④ 研修員の受入れ

'89年度にはMrs. A. MahasをMr. M. Laxamara(インドネシア出向により辞退)に代わりに受け入れる予定であったが、期間的な問題で断念した。このため'90年度には2名の受入れを要望している。

## ⑤ '90年度の供与要望機材

次表の機材の供与が要請されている。これらの機材は、技術移転の波及効果をあげるため、また、供与機材の保守整備における部品を加工するため必要なものである。

番号	機材名	仕様	数量
1	家具試験用測定員一式	1) ノギス、300mm用 2) コンベックス・ルール 3) シックネスゲージ ダイアル型 4) 簡易上皿天秤 1kg用	12セット

番号	機材名	仕様	数量
		5) ブッシュ・プルケース 30kg用 6) 木材用含水率計 7-35%程度 7) クロスカットガイド 1mm、2mm 8) 試験体工作用、木工工作用セット 9) 回路試験器	
2	小型卓上旋盤	2500A型又は同等機、附属品を含む	1セット
3	万能折り曲げ機	YK 700簡易手動方式	1台
4	荷重変換器 (標準型)	引張り、圧縮型 500kg用 (U3G1型)	2ヶ

### (3) 実施上の問題点

P T T Cプロジェクトの技術協力計画に基づいて技術移転を進めており、輸出検査(家具)については特に問題となるものはない。また、要望等については次のとおりである。

- ① P T T Cにおける技術移転の対象であるc/pは、現在2名(Mr. Ramon Catarata 及び Mr. Maximo Din)であり、また、この他に内部 Facultyの一員として、Mr. Eugene Raferzoがいる。P T T Cのみの研修であれば現在の3名で最低必要要因は充たされているが、Mr. Ramon及び Mr. Eugeneは、それを兼務せざるを得ない実情にあることから、1名の増員(技師クラス)が望ましい。
- ② 塗装技術及びその試験方法分野の短期専門家の派遣について、要望されているが、塗装は、家具の最終仕上げ工程であり、技能的要素も多いことから適切な塗装と適正な試験・検査の指導ができる専門家が是非とも必要である。

## 輸出検査（家具）分野における今後の技術移転と研修の進め方

c/p及びFacultyに対して、家具における規格（JIS、ISO及びASTM等）と供与機材による試験・検査技術について、指導を実施し、併せてこれらのセミナーを開催してきた。これらは、いずれも基本的な技術の移転であるが、これまでの技術レベルをベースとして、引き続き特定技術の移転に協力する。

当初計画（Tentative Schedule of Implementation, TSI）に基づき、次の内容による教材の開発も検討している。

- ・Modul I、現在まで実施の基礎的セミナーを対象に12日間履修する。
- ・Modul II～Modul VII、特定技術として基礎的セミナーの修了者を対象として3日～5日程度のセミナーを実施する。
- ・Modul VIIIは、籐家具（Rattan Furniture）を主体とした研修であるが、これにはデータの蓄積も必要とされることから資料の作成並びに試験の結果及び考察を含めて検討を進める。

また、フィリピンにおける家具の規格（PS規格等）を作成するため、それぞれの担当PS技術委員会に規格案を提出することを検討している。

さらに、学校用家具を含めた事務用家具の効率的利用として、家具の標準化と加工技術の参考資料として、PTTC展示分野の担当者とも共同で展示計画を進めている。

## 1990年度の家具試験・検査研修項目（案）

セミナー	タイトル	機 関
Modul I	木製家具の試験及び品質評価	FPRDI、CITC、CFIP
Modul II	家具における木材乾燥性、欠点及び乾燥原理	FPRDI、CITC、CFIP
Modul III	家具における接着剤の性質及びその応用	FPRDI、CITC、CFIP Adhesives Mfrs.
Modul IV	家具における組立ての接合及び構成	FPRDI、CITC、CFIP
Modul V	家具における仕上げ加工剤及び仕上げ加工方法	FPRDI、CITC、CFIP Finishing Mat' ls. Mfrs.
Modul VI	家具産業における品質管理及びその応用	CFIP
Modul VII	市場で要求される家具品質基準及び試験規格	BPS、CFIP、FPRDI、CITC
Modul VIII	籐家具の試験及び品質管理	FPRDI、CITC、CFIP

## 6. 輸出検査（繊維）

### (1) 1989年度活動状況

本分野の技術協力は、1987年10月に長期専門家を派遣して以来、現在まで3名の長短期専門家が、PTTCのカウンターパート及びPTRI (Philippine Textile Research Institute)の職員に対し試験・検査技術の指導及び諸外国の規格・基準、製造加工技術等に対する必要情報の提供並びにセミナー開催のために必要なコースカリキュラム、テキストの作成、講義内容のアドバイス等の協力を行ってきている。

#### ① セミナー開催実績（1989年1月～12月）

PTTCにおける1989年中の本分野関係セミナーの開催実績は、下表のとおりである。

##### A. レギュラーコース

コース名	開催回数	時期（期間）	受講者数
I. 繊維の基礎知識 （民間企業対象）	2	'89. 1. 9 ~ 1.13 (5)	14
		5. 8 ~ 5.12 (5)	23
II. 衣料品の品質管理 （民間企業対象）	3	2. 6 ~ 2. 9 (4)	34
		5.30 ~ 6. 2 (4)	59
		10.16 ~ 10.19 (4)	24
III. 繊維製品の物理試験 （民間企業対象）	2	2.20 ~ 2.24 (5)	9
		6.26 ~ 6.30 (5)	20
IV. 繊維製品の化学試験 （民間企業対象）	2	3.13 ~ 3.17 (5)	7
		9.25 ~ 9.29 (5)	24
V. 衣料品の品質管理 （民間企業対象）	2	4. 3 ~ 4. 7 (5)	13
		8.14 ~ 8.18 (5)	40
#. 繊維製品総合コース （政府機関対象）	1	11. 6 ~ 12. 5 (20)	10
合計	12	(72)	277

##### B. スペシャルコース

コース名	時期（期間）	受講者数
I. 衣料品検査に係るトピックストレーニング	'89. 2. 27 ~ 3. 6 (8)	19
II. 衣料品管理責任者研修	5.15 ~ 5.19 (5)	20
III. 繊維製品の試験・検査	8. 7 ~ 8. 8 (2)	12
IV. 加工剤の化学分析	8. 9 ~ 8.11 (3)	14
V. 機器操作研修	9.18 ~ 9.22 (5)	22
VI. 衣料品輸出業界技術管理	11.18 & 11.25 (2)	38
合計	(25)	125

C. 衣料品業界研修プログラム

コース名	開催回数	時期（期間）	受講者数
I. 衣料品管理者コース	2	'89. 1. 9 ~ 1.13 (5)	20
		3. 6 ~ 3.10 (5)	19
II. 繊維製品管理者コース	3	1.16 ~ 1.20 (5)	18
		2.20 ~ 2.24 (5)	20
		3.20 ~ 3.24 (5)	23
III. カッティング技術	3	1.16 ~ 1.20 (5)	10
		2. 6 ~ 2.10 (5)	11
		2.27 ~ 3. 3 (5)	10
IV. 研修担当者コース	1	1.23 ~ 2.17 (26)	11
V. 製品企画・管理	2	1.31 ~ 2. 2 (3)	27
VI. ワークスタディコース	1	3.14 (1)	17
VII. ラインバランシング	1	3.15 (1)	38
VIII. 品質管理コース	1	3.16 (1)	24
VI. 品質管理技術	1	3.20 ~ 3.22 (3)	13
合計	15	(75)	291

A. のレギュラーコースにおける民間企業対象の I ~ V の各コースは、それぞれ関連項目別に編成されており、また、政府機関対象の VI のコースは、これらを総合したものである。また、I から V の各コースが 1 週間程度としているのは、民間企業から受講しやすいように配慮しているためである。各コースとも、受講者は熱心で質疑も活発である。

講師陣は、主に、PTRI の職員及び P T T C のカウンターパートにより構成されている。

専門家からの意見としては、セミナーにおける試験・検査実習に要する時間が不十分であるが、受講者が民間企業ということで、試験設備も皆無なところから参加していることなどを考慮すれば、まず品質検査の概要とその重要性を認識させることに主眼を置かざるを得ず、実習内容の密度充実については、今後の課題であるとのことである。

なお、上記セミナーのなかには、外部機関との共催セミナーも含まれており、これらには試験・検査技術分野が直接担当しないものもある。

② 資料、教材等の作成状況

カウンターパートへの技術移転に際しては、日本から携行した規格、書籍、参考資料、スライド、ビデオ等及び現地で作成・翻訳した資料を使用している。また、P T T C において実施されるセミナーの教材については、PTRI 及び P T T C のカウンターパートとともに作成し、適宜内容の見直しを行い、その内容充実に努めている。

現在までに整備したテキストは、以下のとおりである。



- From Fiber to Fabrics and Selection of Materials for Garment Quality
- Manufacturing Processes and Properties of Textile and the Selection of Materials for Garment Quality
- Quality Management for the Garment Industry
- Physical Testing and Evaluation of Fabrics and Garments
- Chemical Testing and Evaluation of Fabrics and Garments
- Fabrics and Garment Inspection

また、セミナーに使用するビデオ教材についても、同様にして資料提供や助言指導により、以下のとおり作成、整備している。

- Textile
- Fiber to Fabric Process
- Garment Final Quality Inspection
- Quality Control
- Fiber Identification & Mixture Ratio
- Chemical Analysis of Formaldehyde and Dieldrin

### ③ 専門家派遣

本分野は、フィリピンにおける繊維製品の品質向上に資する試験・検査技術協力を目的として、1987年10月以降次のとおり専門家を派遣している。

派遣区分	派遣期間	専門家氏名	専門分野
長期	1987. 10. 14～1989. 10. 13	水野 尚清	繊維製品試験・検査一般
短期	1989. 1. 26～1989. 3. 25	塩飽 裕	衣料品の外観検査
長期	1989. 10. 3～1991. 10. 2	塚越 郁生	繊維製品試験・検査一般

なお、フィリピンでは現在、衣料品の輸出促進に力を入れていることから、PTTCとしては、特に衣料品の縫製技術等、品質向上を目的とする外観検査及び工程管理関係の短期専門家を次のような計画で要望している。

年度	元年度	2年度
派遣内容	衣料品の外観検査 衣料品の工程検査	衣料品の外観検査 (メリヤス製品)
派遣時期・期間	平成2年1月から2ヶ月	平成2年9月から3ヶ月

#### ④ カウンターパートへの技術移転

セミナーの講義、運営を担当する職員は別表1のとおりである。

また、技術移転の項目は、別表2のとおりであり、これら内容については、セミナーの開催日などを考慮しつつ、適宜行っている。試験・検査技術は、反復訓練により技術の習得と技能向上が図られることから、In-House (PTTC) のカウンターパートに対しては習得度をみながら繰返し、又、新たな内容の移転を行っている。

技術移転の方法としては、計画的にカウンターパートに対し個別に指導しているが、特に短期専門家任期中は、衣料品（縫製品）の外観検査技術のスペシャルセミナーとして、カウンターパート、講師陣（19名）に対し、1989年2月27日～3月6日の日程でトレーナーズトレーニング・コースを開催した。また、更に、加工処理剤分析技術、機器操作技術等に関するトレーナーズトレーニング・コースも別途実施している。

#### ⑤ 研修員の受入れ

1989年は、本分野からのカウンターパート研修員として、PTRIのMs. Bondadが1月～3ヶ月間、日本で研修を受けた。その内容は、JICA集団研修「繊維製品検査技術コース」（2ヶ月）及び、個別に衣料品の外観検査、繊維製品の標準化制度概論（1ヶ月）であり、ともに通商産業検査所が担当した。

また、PTTCのカウンターパートMs. Gapangadaは、前述の集団研修に参加する機会を得、広範な技術補完ができた。Ms. Bondadと共に帰国後は、専門家の協力の下、直ちにPTTC開催のセミナーにおいてその習得内容を反映している。

#### ⑥ 機材の利用及び管理状況

供与・携行機材は、概ねその使用目的に合わせ適宜、技術移転時やセミナーの開催時に有効に使用されている。また、すべての機材が、必要なときにすぐ運転可能な状態に保管、管理されている。

### (2) 1990年度年次計画

#### ① 1990年度のセミナー開催計画

繊維試験・検査分野のセミナーは、'89年度のセミナー内容、アンケート等を分析した結果、現在、以下のようなコースプログラムの変更や追加を前提に、第1四半期のスケジュールを組み立てている。第2四半期以降については、内容及び日数はほぼ固まっているが開催時期は未定である。

なお、PTTC側は、'90年度の重点方針として、「品質管理」を盛りこんだセミナーの実施を検討している。品質管理技法を活用した品質向上対策については、比国の縫製産業の現状から時期尚早と思われるが、ともかく本分野については、すでに'89年度から実施しており、ビデオ、スライド等の教材の充実等を図りつつ、引き続き実施することになっている。

また、'89年度と同様、このほかに衣料品関係の貿易実務及び生産管理関連の外部機関共催セ

ミナーも別途計画されている。

1989年開催コース/日数	1990年開催(案)/日数	
I. 繊維の基礎知識	I. 繊維の基礎知識 (2)	
	I-A 染色(新規追加) (4)	
	I-B ニットの知識	
II. 衣料品の品質管理 (4)	II. 衣料品の品質管理 (4)	1.16~1.19
III. 繊維製品の物理試験(5)	III-A 縫糸、衣料品の試験 (2)	
	III-B 織物の物理試験 (3)	
IV. 繊維製品の化学試験(6)	IV-A 繊維混用率試験等 (2)	1.12~2.13
	IV-B 有害物資の分析 (2)	3.8~3.9
	IV-C 染色堅ろう度試験 (2)	
V. 繊維製品の品質検査(4)	V-A 織物の検査 (2)	
	V-B 衣料品の検査 (2)	1.25~1.26
#. 繊維製品試験・検査総合コース (20)	# 繊維製品試験・検査総合コース	

② 短期専門家の派遣及び技術移転

1990年以降の計画については、Iの(3)及び(4)による。

③ カウンターパート研修員の受入れ

平成元年度は、PTRIの Ms. Lillian Abilleraが、1990年1月15日から3ヶ月の予定で、日本で、研修を受けることになっている。研修内容はJICA集団研修「繊維製品検査技術コース」(2ヶ月)を受講後、繊維製品関係の化学分析技術について研修を受けることになっている。

また、2年後は、PTTCのカウンターパートであるMs. Gapangadaをより広範かつ実践的な衣料品の外観検査技術習得のために日本に個別派遣することを予定している。

④ 平成2年度の供与要望機材

今後の技術移転及びセミナーの充実並びに衣料品(ガーマント)の試験・検査設備拡充に向けて、以下の機材の供与が要請されている。

機材名	機材の必要性	参考価格(円)
顕微鏡 (4台)	繊維鑑別等の技術指導及びセミナー実習に際し、ステージ可動式のものが必要である。現有する2台のうち、2台は可動式でないため、実効があがらないので追加設備が必要。	580,000 (4台)
ラップ・リール (1台)	番手(糸の太さ)等測定のため、規定糸長巻取用の装置で、セミナーに使用。(現在必要時、PTRIのものを借用。)	660,000

機 材 名	機 材 の 必 要 性	参考価格 (円)
リンクルテスター (1台)	防しわ性試験技術及びセミナーに使用するために必要。	200,000
全自動選択試験機 (1台)	繊維製品の収縮率試験、外観変化評価の標準機。技術指導及びセミナーに使用。	2,400,000
衣料品外観喧嘩試験判定装置、レプリカ (1式)	衣料品の外観変化評価のための装置で、技術指導及びセミナーで使用。	500,000
乾熱試験機 (1台)	ホットプレッシングに対する染色堅ろう度試験技術指導のために必要。	600,000
全自動振とう機 (1台)	繊維混用率試験実施に際し、繊維溶解処理を安全かつ的確に行うために必要。	300,000

### (3) 事実上の問題点

#### ① セミナーの開催日数、内容等について

- ・各開催セミナーの所要日数が少ない。(現状では、企業の出席可能日数を考慮のため、やむを得ない。また、セミナー自体が分割される予定でもある。)
- ・実習に要する時間が少ない。(品質試験・検査の重要性を引き続き強調し、充実を図る。)
- ・品質管理技法(いわゆるQC7つ道具)を取り入れた品質向上ためのセミナーを重視しているが、品質の良否、評価技術に関する知識が欠如しているため、これら技法を取り入れた衣料品の品質管理、向上策云々は時期尚早の感あり。
- ・受講者からのアンケート結果を次回以降のセミナーに反映させようとする姿勢は、セミナー充実に向けての努力にも見受けられるが、安易なカリキュラムの変更(削除等)は、繊維分野全体のセミナーカリキュラム構成上、片手落ちな研修内容になる可能性がある。(受講者の希望のみを考慮するととれる短絡的なカリキュラム変更の風潮に対する是正、適正化指導。)

② カウンターパート等職員の不足及び技術指導時間の調整が問題である。改善に努力はしているものの、依然セミナーの開催回数は多く、その準備等もあり、また、専門家も各セミナーに立ち会うため、技術指導用の試料準備や機器運転予備チェック等、時間調整に苦慮している。また、職員の辞職により、新たに指導を開始しなければならないようなケースも生じている。

別表-1

○ カウンターパート及び関係者リスト

氏名	年齢	所属先	専攻	備考
Ms. EDITA GAPANGATA	31	P T T C	被服	講師課 アフリカにて「パターンメイキング」技術指導
Ms. MYLENE MANGOSING	28	"	経済	試験検査課
Mr. DOMINADOR OLIVER	25	"	機械	試験検査課
Ms. CARIDAD CUCHON	44	P T R I	化学	技術サービス課長 1981 日本 品質管理研修 1985 ドイツ 貿易研修 1986 日本 繊維機械研修
Mr. ALFREDO ALCANTARA	48	P T R I	繊維	1986 日本 繊維研修 1988 イギリス 綿、ニット研修
Ms. GLORIA BONDAD	41	P T R I	化学	1989 日本 繊維検査技術研修
Ms. LILLIAN ABILLERA	31	P T R I	化学	1990 日本 (予定)
Ms. FLOREN PAGSISIHAN	38	P T R I	被服	
Mr. ANDRES RAMIREZ	51	P T R I	電気	1977 日本 機織研修
Ms. ELIJIAH DORIA	28	P T R I	化学	
Ms. VILMA AUTEA	35	P T R I	被服	
Ms. CORA LLORICO	33	P T R I	化学	
Ms. CARMELA BABOR	31	P T R I	化学	
Ms. JOVITA HAYIN	47	P T R I	繊維	1976 日本 機織研修
Ms. MIRASOL PICO	30	P T R I	化学	
Ms. DAIZY LOPES	37	P T R I	化学	1987 日本 機織研修
Ms. MILA ILAGAN	36	P T R I	化学	
Ms. CAROL TAYAG	28	P T R I	化学	1987 日本 コンピューター研修
Ms. EMERENCIA CORNISTA	39	P T R I	化学	1984 スイス 化学研修
Mr. SEVERINO LIM	38	P T R I	被服	
Ms. BRIGIDA OBINGUAR	38	P T R I	化学	1984 ドイツ 染色研修 1979 日本 機織研修
Mr. FRANCISCO ARGUELLES	38	P T R I	化学	1985 ホーランド 紡織研修
Ms. LITA PEDRUGAO	47	P T R I	繊維	
Ms. LOVEMINDA TIBERIO	48	P T R I	化学	
その他関係者				
Ms. BELESIDA TOLENTINO		PDC-DAP		
Mr. LEY VILLAMIN		PDC-DAP		
Ms. SUSAN SORIANO		PDC-DAP		
Dr. ANGELITA DIZON	55	UP	被服	

(備考) P T T C …… Philippine Trade Training Center  
P T R I …… Philippine Textile Research Institute  
PDC-DAP …… Productivity & Development Center, Development Academy of the Phil.  
UP …… University of Philippines

別表一 2

○ 技術移転内容

技術移転項目	内 容
<ul style="list-style-type: none"> <li>・ 繊維の基礎知識</li> <li>・ 衣料品の基礎知識</li> <li>・ 検査・試験機器</li> <li>・ 織物の外観検査</li> <li>・ 衣料品の外観検査</li> <li>・ 繊維物理試験</li> <li>・ 繊維化学試験</li> <li>・ 衣料品の品質表示</li> <li>・ 衣料品の安全規制</li> <li>・ 消費者苦情</li> <li>・ 衣料品の品質基準</li> <li>・ セミナーアドバイス</li> </ul>	<ul style="list-style-type: none"> <li>・ 繊維の分類、性質、性能</li> <li>・ 糸の分類、</li> <li>・ 織物の組織、分類、製織、染色、仕上げ</li> <li>・ 編物の組織、分類、製編、染色、仕上げ</li> <li>・</li> <li>・ 操作技術、メンテナンス技術</li> <li>・ 欠点解説、生成原因、標準動作、チェックポイント、検査方法、基準</li> <li>・ 欠点解説、生成原因、標準動作、チェックポイント、検査方法、基準</li> <li>・ 織度（番手）、撚り数、組織及び密度</li> <li>・ 引張強さ、引裂強さ、破裂強さ、磨耗強さ</li> <li>・ 滑脱抵抗力、縫目強さ、防しわ性、収縮率</li> <li>・ スナッグ、ピリング、防水性、燃焼性</li> <li>・ 繊維の鑑別 顕微鏡法、燃焼法、溶解法、IR法、着色法</li> <li>・ 混用率 解じよ法、溶解法、顕微鏡法</li> <li>・ 染色堅牢度 耐光、洗濯、摩擦、汗、ドライクリーニング</li> <li>・ 機器分析 蛍光増白剤</li> <li>加工処理剤（樹脂）</li> <li>ディルドリン（防虫剤）</li> <li>APO（難燃剤）</li> <li>・ 品質表示の必要性和方法</li> <li>・ 安全規制の概要と基準他</li> <li>・ 繊維製品の苦情原因と処理方法</li> <li>・ S I F, メーカー基準等</li> <li>・ コースカリキュラム原案作成アドバイス</li> <li>・ テキスト作成アドバイス</li> <li>・ 講義内容アドバイス</li> </ul>

## 7. 輸出検査（農水産品）

### (1) 1989年度活動状況

#### ① セミナー実績

冷凍水産物、果実・野菜加工品、缶詰、包装等について8回セミナーを開催し、延べ162名の参加があった。

セミナーの開催実績は、下表のとおりである。

	期 間	コ ー ス 名	参加者数
1	'89. 2. 6~10	冷凍魚及び水産品の品質検査	23 名
2	2. 20~24	果実・野菜加工品の品質検査	18 名
3	5. 8~12	貿易工業省職員対象食品の品質検査	17 名
4	7. 17~21	冷凍エビの品質検査	22 名
5	8. 7~15	果実・野菜の品質検査（上級コース）	8 名
6	8. 29	日本の輸出入検査の概要	10 名
7	9. 5~ 8	加工食品の包装及び表示	42 名
8	9. 25~29	缶詰の品質検査	21 名

上記の計画されていたセミナーの他にアメリカ合衆国食品医薬品局（USFDA）講師によるアメリカの食品規制、輸入検査等についてのセミナーも'89.10.28~30に187人の参加を得て開催された。

研修の内容については、表題が'88年と同じであっても、テキストを充実し、レベルを上げたものになっていた。

#### ② 専門家派遣

長期専門家については、前年に引き続き秋野洋一氏が任期である'90年1月まで本分野を担当した。

食品分野の短期専門家として鈴木重治氏（東京農林規格検査所）が'89.3.30~6.29の3ヶ月派遣され、食品分析のセミナー教材作成、カウンターパートへの技術移転等を行った。

#### ③ カウンターパートへの技術移転

前年に引き続き、セミナーの準備、開催という過程において技術移転を図るという手法をとった。

P T T CのIn-house Facultyのカウンターパートとして、前年に引き続きMs. Luz C. Lizada, Ms. Gertrud Malicdemが配置されていたが、先に述べた貿易工業省職員対象のセミナーにおいては食品開発センター（FDC）の力を借りずにP T T Cのカウンターパート独自で行い、自信と力をつけたことがうかがえる。

FDCの4人のカウンターパートについては、引き続きJAS規格・検査方法等について技術

移転を行うとともに、日本の食品衛生法、輸出入検査、米国の Good Manufacturing Practice についての概要解説を行いレベルアップを図った。

#### ④ 研修生の受入れ

'89 年度においては、P T T C 職員でカウンターパートの Ms. Gertrude Malicdem が '89 年 9 月～12 月 J I C A の集団研修コースにおいて輸出入食品検査について研修した。

さらに、同じく P T T C 職員でカウンターパートの Ms. Luz C. Lizada が '90 年 3 月～6 月に東京農林規格検査所を中心として、食品検査等について研修を受ける予定となっている。

#### ⑤ 機材の利用状況

供与機材については、一部使用上のミスで故障しているものがあるほか、セミナー等に常時使用しており、利用状況は良好である。

### (2) 1990 年年次計画

#### ① '90 年度のセミナー計画

Ms. Gertrude Malicdem と Ms. Luz C. Lizada の日本での研修成果の発表会 2 回を含め、12 回のセミナーを予定している。

従来のコースに加え、新たに「食品添加物検査」、「食品加工における品質管理機材について」、「食品開発、品質管理のための官能検査」を加えることとしている。

さらに、中堅技術者養成研修を 6～7 月をめぐり 10 日間の日程で行う予定としている。

#### ② 専門家派遣

長期専門家の秋野洋一氏が '90 年 1 月 10 日で任期終了のため帰国し、専門家不在となったため、フィリピン側から後任を要請されており、長期専門家又は複数の短期専門家を派遣する予定である。

なお、派遣時期は、中堅技術者養成研修の準備を指導できる時期が望ましい。

#### ③ '90 年度供与機材

'90 年度は、食品検査の根本である食品衛生の事項についても力をいれること及びカウンターパートの Ms. Gertrude Malicdem が日本で食品衛生について基礎を研修してきたことを活かす上で簡単な細菌検査機器の供与が要請されている。

#### ④ 研修生の受入れ

F D C から 2 名、J I C A の集団研修の輸出入食品検査コース及び水産物加工コースに希望が出てきているが、他にも希望がある模様であるので日本からの専門家が着任してから P T T C と F D C の調整の上、正式に要請することとなる。

#### ⑤ 実施上の問題点

食品検査部門のカウンターパートについては、現在のところこのまま引き続き技術を修得していきたいとの意向が強いことから、事務方との明確な業務分担を徹底させて、できるだけセミナーの検査技術に関する事項にのみ専念させることが一層求められる。



## 8. 商業日本語

### (1) 1989年度活動実績

#### ① 研修実績

1989年度のセミナー開催実績は、8回で、このうち、カウンターパートが講師となって実施した開催回数は5回である。受講者総数は、127名に達し、参加身分は主に、政府職員、日本留学予定者及び現地日本企業社員等である。毎回のセミナーには日中の開催にもかかわらず、多数の応募があり、面接をして定員（20名）に絞っている。（参加料 1人 600ペソ）

セミナーの内容については、レベルを4段階に分け、それぞれの内容も工夫されており、かなり好評である。

#### ② 専門家派遣

現在、関谷ナナ専門家が担当しているが、本年3月23日で任期終了となるため、今後同専門家の任期を延長するかもしくは後任者を派遣するかの検討が必要である。

#### ③ カウンターパートへの技術移転

現在、本分野のカウンターパートとして、Ms. Flordelia B. Somosolと Ms. Belen Santosの2名が配置されている。両名とも有能なカウンターパートで日本語においてもかなりのレベルにあるので、関谷専門家は主に、OJTを通じて日本語の教授法を指導している。その他に、カウンターパートと共同で絵カードを使ったビデオ教材等を作成している。

### (2) 1990年度年次計画

1990年度のセミナー開催回数は、9回実施する予定である。また、今回フィリピン側からの要請で試験的に1月29日から2月9日までセブにおいて地方セミナーを開催することになっている。

### (3) 実施上の問題点

本分野はこれまで、関谷専門家と2名のカウンターパートによる3人体制でコース設定から評価まで全てを担当し、盛況にコース運営を行っており、フィリピン側からも高い評価を得ている。ただし、関谷専門家の任期が3月下旬であり、カウンターパート2名もそれぞれ3月と6月に退職予定であることから、これまで積み上げた実績がどこまで引き継ぎできるかが問題である。

### Ⅲ 今後の課題

#### 1. カウンターパートの退職問題

C/P一部に民間企業へ転職するなど退職者が出てきた。退職の理由は給与等の待遇及び安定性を考えた場合、民間企業の方がはるかに魅力があるため。

#### 2. センター予算の確保

取敢えず90年度については前年度並みの予算を確保したが、91年以降は政府の財政削減計画により先行き不透明である。

#### 3. センター活動に対する我が方の協力範囲

90年度のセンター活動は、前年実績を上回る地方セミナーの開催を予定しており、これに対し我が方（専門家）としてどの程度まで協力するか明確にしておく必要がある。

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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, Director of the Technical Cooperation Division, Mining and Industrial Development Cooperation Department, JICA, visited the Republic of the Philippines from January 6 to January 12, 1990 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.

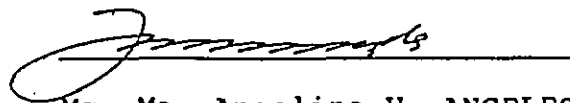
During its stay in the Republic of the Philippines, the Team exchanged views and had a series of discussions with Philippine authorities concerned in respect of the achievement of technical cooperation conducted on the Records of Discussions, Tentative Schedule of Implementation signed on February 23, 1987 and the Annual Work Plan signed on December 15, 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, January 11, 1990



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



Ms. Ma. Angelina V. ANGELES  
Executive Director,  
Philippine Trade  
Training Center,  
Department of Trade & Industry,  
The Republic of the Philippines

## MATTERS DISCUSSED

### 1. Presentation of PTTC's Accomplishments for 1989

Ms. Ma. Angelina V. Angeles, Executive Director of PTTC, started the meeting with a presentation of PTTC's accomplishments for 1989. She touched on 5 critical areas of the Center, namely:

- A. Course Development - the Center developed 36 courses for 1989, exceeding the 30 originally targeted for the year. Some of the courses came about due to the requests for more trainings and the Center felt that these needs have to be addressed immediately. She also noted that of the 36, 5 were trainers' training courses. She cited the participation of the JICA experts not only in developing these courses and training the faculty but also in training the participants.
- B. Training Materials Developed and Produced - this refers to the training packs that are distributed to the participants in each seminar. There were also 5 cases developed by the faculty, and 2 of these cases were included in the ITC publications together with the cases developed by other training institutions. The Center has also developed VTR materials which could be classified into 2: materials to supplement training packages (particularly in TID courses) and Market Information Series (MIS) wherein guest foreign consultants are interviewed on the market conditions in their country. The MIS Series are also used during the conduct of Trade Business courses to show to the participants what the market potentials for specific products are.
- C. Training Needs Analysis Performance - the Training Needs Analysis surveys form a basis for the nature of courses which the Center offers. Ms. Angeles distinguished the two kinds of TNA's conducted by the Center. The first one is called the General TNA, the purpose of which is to determine the general kind of training that is to be offered to the participants. In contrast, the Mini TNA is conducted to validate the requests from the Regions for specific seminars. If the seminar requested by the region is indeed appropriate, then a curriculum is developed. If not, then the Center informs the requesting region or province and makes a counter proposal.
- D. Seminars Conducted by the Center in 1989 - the Center conducted a total of 140 seminars generating 6,388 participants. Of the 140 seminars, 123 are the PTTC - JICA seminars. The rest are the seminars conducted in coordination with international organizations (i.e. European Community, ITC, IMPOD, USAID, UNCTAD). These seminars are mostly Market Penetration Courses for the foreign markets.

She also noted that 27 of the 140 seminars are Regional seminars. Some of the regional seminar requests have to be turned down due to manpower constraints. Because of the increase in demand for more trainings on export marketing and operations in the Regions as well as in Manila, the Center has decided to establish linkages with the academic sector, which can assist PTTC by providing additional part-time faculty.

Ms. Angeles also noted the Plans and Programs Division of the Center conduct a regular feedback survey among previous participants of the Basics of Exporting course, six months after they attend the seminar. The questionnaire is structured in such a way that the Center gets to know where they were before the seminar, where they are now, and what are their problems. The feed back survey also brought forward some issues which the Center feels very important in assessing its performance.

E. Plantilla of Personnel - as of Dec. 31, 1989, 80 of the 104 plantilla positions have been filled up. This does not include, however, the laboratory assistants of the Center. These persons are contracted by the Center, as well as other support personnel to the divisions and still form part of the PTTC Team.

## 2. PTTC's General Thrusts for 1990 - 1992

The following are the general strategies that PTTC will take for the years 1990 - 1992:

### I. Rationalization of Curriculum

#### Trade Business Management

1. Increase Product Focus
2. Increase Market / Product Focus
3. Address Special Issues & Developments
4. Provide Training to Island Fair Participants

#### Testing and Inspection Division

1. Include concepts of Quality Control as a system and orientation
2. Break long courses into modules.

#### Trade Exhibitions Division

1. Provide training to Island Fair Participants
2. Develop course on Trade Missions



II. Expand Faculty Function

1. Research
2. Advisory / Consultancy (eventually)
3. Training of Faculty
  - 3.1 Training focused on specific products / markets
  - 3.2 Focus on On-The-Job-Training
  - 3.3 Focus on research and consultancy

III. Increase Linkages with:

1. Academic sector (through PACSB)
2. Existing training institutions (ISSI, TLRC, NMYC)
3. Chambers/Trade associations

IV. Increase Utilization of PTTC Facilities:

1. Offer advisory services on Testing and Inspection
2. Improve lobby and increase activities that will attract business meetings / round table discussions on trade issues at PTTC

V. Preparation for 1992

Integrate Faculty into regular plantilla

VI. Increase Linkages with International Organizations for Market Penetration Courses

CURRICULA

(Target Audience : Private Sector)

TRADE BUSINESS COURSES

I. Basic Courses

- BOE I
- BOE II (Organizing for Exports)
- BOE III (Financing for Exports)
- BOE IV (One day Refresher Course)





II. Advanced Courses

- Costing and Pricing
- Market Research
- Export Marketing Management

III. Specialized Courses

Europe 1992  
GSP and Harmonized System

IV. Program Package (Product focus: Furniture)

Export Marketing Management  
Production Planning and Control  
Costing and Pricing  
Product Dev't. and Adaptation

V. Market Penetration Courses

Japan  
(focus)  
- processed food  
- garments  
- wooden furniture  
- cutflowers  
- stuffed toys

Federal Republic of Germany  
(focus)  
- housewares

Other markets to be identified will take into consideration the priority markets and products which will be discussed during the International Trade Group Planning Session on January 13 - 14, 1990.

VI. Business Japanese Language

Business Japanese Language level 1  
Business Japanese Language level 2  
Business Japanese Language level 3  
Business Japanese Language level 4  
Special 2 week course in Cebu  
Graduates' Course



## VII. Ongoing Staff Development Training

### 1. PRODEX (with BETP and ITC)

#### Product Focus

- Furniture
- Builders' Woodworks
- Wooden Toys
- Natural Fibers

#### Activities Involved

- Market Research
- Seminar on Strategy Formulation for Small Enterprises
- Case Development
- Public Seminar on Export Marketing and Strategy Formulation and Implementation for Exports

### 2. IMPOD

#### Activities involved are:

- Survey of Furniture firms to get an overview of the situation (done in 1988)
- Study Tour in Sweden (done in 1989)
- Consultancy (Ongoing in 1990)
- Case Development and Implementation of a Seminar on Production Planning and Economy for the Private Sector

### 3. EUROPEAN COMMUNITY

#### Seminars on:

- Strategic Export Marketing
- Market Research
- Market Forecasting

### 4. ITC (Strengthening of Training Institutions on the Foreign Trade Sector)

- Faculty Training on Consultancy

### 5. ITC Project on Strengthening PTTC

- Consultancy Services to PTTC Management on Strategic Planning
- Trainers' Training on International Marketing



## CORRICULA

(Specialized Target Audience)

### 1. Academe

- Trainers' Training and Orientation on Export Marketing

### 2. Government

- Bureau of Export Trade Promotion
- Foreign Service Corps
- Regional Trade Officers

### 3. Nongovernmental Organizations

- refers to groups of communities producing products which may be exported

## TESTING AND INSPECTION DIVISION

### Garments

To include:

- Concepts of Quality Control in Testing & Inspection Courses

To address:

- Specific Problems related to the production or quality of Garments

### Food

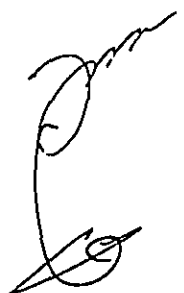
To include:

- Food Packaging and Labeling
- Courses on Safety Standards, Food Laws of Specific Target Markets
- Continue Food Testing and Inspection Courses
- Trainers' Training

### Furniture

To include:

- Concepts of Quality Control in the Seminars
- Break of seminars into smaller modules
- Continuation of Testing and Inspection Courses for Government Inspectors



## TRADE EXHIBITIONS .DIVISION

Continue implementation of:

- Exhibitions Training Module 1  
(How to Effectively Participate in Exhibitions and Maximize their Benefits)
- Exhibitions Training Module 2  
(Technical and Creative Aspects of Visual Merchandising)
- Exhibitions Training Module 3  
(How to Organize Trade Fairs)
- To develop an Exhibitions Training Module 4  
(How to Effectively Participate in Exhibitions and Maximize their Benefits) with specific product category as focus
- To develop a curriculum on How to Participate and Organize Trade Missions

### 3. Seminar Administration

Mr. Nagasawa, Leader of the Japanese Consultation Team, noted the need to classify seminars into two: those seminars which can easily be handled by the full-time faculty and those handled by the part-time faculty.

Ms. Angeles clarified that presently, certain topics in the basic courses are taught by the full-time faculty. Practitioners of the field are invited to lecture on highly specialized areas such as shipping, collection of export proceeds, etc. For this purpose, PTTC has developed a core of part-time faculty. She also emphasized that the PTTC full-time faculty handle the curriculum development of some courses, and discuss with the part-time faculty the details of the topics assigned to the guest lecturers.

### 4. PTTC's Expanding Role

Mr. Nagasawa likewise took notice of the fact that PTTC had been involving itself in many fields of activities. Given PTTC's limited budget, Mr. Nagasawa suggested that the activities be limited to some extent. He said that PTTC has expanded so much but concentration must be considered in integrating the various courses PTTC offers. He also reminded the group that the JICA budgetary contribution is very limited in both manpower and equipment. Furthermore, PTTC's international linkages were highly appreciated by Mr. Nagasawa.

Ms. Angeles also explained that TNA results reveal other problems requiring government's attention or action but which may fall outside the mandate of the center. In such



situations, PTTC's role is to refer these concerns to the appropriate or concerned agencies. PTTC also plans to discuss with other training institutions, such as Technology and Livelihood Resource Center (TLRC), University of the Philippines Institute of Small Scale Industries (UP-ISSI) and the National Manpower Youth Council (NMYC), the respective responsibilities and roles of each so as to prevent overlapping of training activities.

#### 5. The Deputy Executive Director

Responding to the query of Mr. Tirona, Director of the Bureau of Export Trade Promotion (BETP), on the need to get a Deputy Director of the Center, Ms. Angeles said that a Deputy Director shall be appointed within the year, hopefully within the first half of 1990.

#### 6. Dispatch of Short Term Experts to the Philippines

Ms. Angeles noted the need for more short-term experts, preferably marketing experts, for the Trade Business Group. The experts should be fairly familiar with the Japanese Market for garments (men's wear and industrial uniforms), wooden furniture, or fresh and processed foods. In addition an expert on production management was also requested by Ms. Angeles. There is also a need for short term experts who can give advice on product adaptation and development covering the 3 major product groups earlier mentioned.

Ms. Angeles specified that the short-term experts should preferably have business experience in importing furniture, food and garments to Japan. A short-term expert in product management with expertise in production planning can guide and supplement the existing faculty for food, garments, and furniture.

From the long-term experts, PTTC expects assistance in the finalization of materials developed by the Center. For one, she mentioned, the materials for the Basics of Exporting still require a lot of development, i.e. organizing for exports.

Mr. Refuerzo, PTTC Senior Faculty, reiterated Ms. Angeles' request for short term experts, particularly for production management, whose field of expertise must include production planning and control, scheduling, layout, and factory management. The expert should also be knowledgeable in quality control systems.



## 7. PTTC Phase II

Ms. Angeles, proposed the establishment of a branch in Cebu. This Center shall service the needs of those in the Visayas and Mindanao areas, specifically, training on trade business and exhibition courses. PTTC Manila, on the other hand, will cater to the needs of those in Metro Manila and the whole of Luzon. Details of the proposal shall be submitted to Mr. Nagasawa before the Team leaves for Japan.

Mr. Nagasawa said that although he finds nothing wrong with the proposal, he still needs a document on the request and though he is not in a position to give a definite answer, he will bring the documents to Japan and submit them to the authorities concerned. On the request for short term experts, Mr. Nagasawa indicated that the points raised will be taken into consideration.

## 8. Request for Additional Equipment

Ms. Lizada, Food Testing and Inspection Faculty, brought up the request for food testing equipment, including microbiological facilities. She reiterated that the existing facilities and equipment are not adequate to fully conduct a testing and inspection course. Furthermore, she mentioned that since most of Ms. Malicdem's training in Japan were on microbiological training, the knowledge obtained becomes inapplicable because of the inadequacy of facilities. Mr. Tirona voiced his concern that though Ms. Lizada's claim is valid, PTTC might duplicate the existing facilities and projects of the Food Development Center (FDC). To this, Mr. Nagasawa suggested that although basic microbiological instruments will be provided to some extent, PTTC makes use of FDC facilities.

Mr. Tirona noted that garment facilities, particularly the ones for garment inspection are insufficient. Since the garment exports are growing at an increased rate and it is forecasted to have such a continuing trend, garment inspection facilities will be much needed. Mr. Nagasawa stated that he will discuss the matter with the JICA Experts after receiving overall list of equipments to be required.

## 9. Counterpart Training in Japan

Regarding the training of faculty in Japan, Mr. Nagasawa suggested that the prospective participants consult with the JICA counterpart in PTTC the desired content of the would-be-training. After all modifications have been made, the proposal shall be sent to the Training Department of JICA through the JICA Philippines Office as soon as possible.



Ms. Angeles also requested that the training in Japan should focus on the practical side , with emphasis on knowing the Japanese market for a specific product. This approach will necessarily require more visits to the market sites, to private enterprises. With respect to the training of Testing and Inspection faculty, it is also important for them to be exposed likewise to the way the product is handled in the market.

With respect to the individualized training of the faculty, Ms. Angeles suggested that a JICA training officer be made available with whom the trainee can discuss and validate his findings and observations about the Japanese market. This arrangement was found useful by a number of faculty who had the opportunity to discuss their findings with some Japanese businessmen in Japan.

Ms. Angeles also noted the need for training of the operations group.

Mr. Nagasawa expressed his hope that those who have been trained in Japan will stay long in PTTC and that if ever they desire to leave the center, they shall be available as part-time faculty.

#### 10. Other Concerns

Mr. Hideshima, Chief Adviser of the JICA Experts Team, suggested that trainings focus on Philippine exports of small and medium-scale industries, e.g. in subcontracting high fashion items rather than mass produced items such as uniforms, men's wear and underwear.

Director Tirona clarified that while it is true that men's wear and industrial uniforms are mass produced, the growing trend in the Philippines is for larger firms to subcontract the production of such items to smaller producers. He also noted that because of the small quantity of orders per design (e.g. 12 dozens per design) for high-fashion items, production of these items by Filipino producers becomes difficult. In contrast, the production of mass items is easier to produce because the designs of the items hardly change and as pointed out may be subcontracted to attain the volume needed.

#### ANNUAL WORK PLAN

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

ANNUAL WORK PLAN (From April 1990 to March 1991)

Calendar Year	1 9 9 0				1 9 9 1
Japanese Fiscal Year	1 9 8 9	1 9 9 0			
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</sub> -A <sub>1</sub> Forms for training Philippine counterparts in Japan	—				
5. Preparation of A <sub>1</sub> Forms for provision of equipment		—			
(Japanese side)					
1. Dispatch of Japanese Experts					
a) Long-term Experts					
1) Leader (Chief Adviser)					
2) Coordinator		▲			
3) Trade Training (A)		▲			
4) Trade Training (B)			▲		
5) Inspection (Furniture)				▲	
6) Inspection (Garment)					
7) Inspection (Food)	▲				
8) Business Japanese Language		▲			



ANNUAL WORK PLAN (From April 1990 to March 1991)

Calendar Year	1 9 9 0				1 9 9 1
Japanese Fiscal Year	1 9 8 9	1 9 9 0	1 9 9 0	1 9 9 0	1 9 9 1
Item	1 4/4	2 1/4	3 3/4	4 4/4	5
b) Short-term Experts 1) Trade Training 2) Inspection (Industrial Goods) 3) Inspection (Food) 4) Exhibition		( 5 Persons )			
3. Dispatch of Japanese Consultation Team					
2. Training of Philippine Counterpart Personnel in Japan		( 5 Persons )			
3. Provision of Equipment & Machinery					

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.

PRESENT:

PHILIPPINE SIDE:



1. MS. MA. ANGELINA V. ANGELES  
Executive Director, PTTC
2. MR. ANTONIO J. TRIA TIRONA  
Director, BETP
3. MS. ADELAI DA L. INTON  
Chief, Trade Business Management Division
4. MS. MA. TERESA B. CORPUS  
Chief, Finance and Administrative Services Division
5. MR. DENNIS N. CRUZ  
Chief, Trade Exhibitions Division
6. MS. BEATRIZ G. DE JESUS  
OIC, Plans and Programs Division
7. MR. DAVID A. INOCENCIO  
OIC, Faculty Division
8. MR. FRANCISCO PERFECTO  
Sr. Faculty, Faculty Division
9. MR. ROMMEL G. AGUSTIN  
Sr. Faculty, Faculty Division
10. MR. EUGENE O. REFUERZO  
Sr. Faculty, Faculty Division
11. MS. MA. LUZ C. LIZADA  
Sr. Faculty, Faculty Division
12. MS. EDITHA B. GAPANGADA  
Sr. Faculty, Faculty Division
13. MS. CRISTINA CAPISTRANO  
Sr. Faculty, Faculty Division
14. MS. BELEN SANTOS  
Jr. Faculty, Faculty Division
15. MS. MARITA C. GUIYAB  
Trade and Industry Development Specialist  
Trade Business Management Division
16. MR. JOHN PAUL B. INIGO  
Trade and Industry Development Specialist  
Plans and Programs Division

17. MR. RONALDO T. LIMBAGO  
Trade and Industry Development Specialist  
Plans and Programs Division
18. MS. KABAITAN R. GUINHAWA  
Trade and Industry Development Analyst  
Plans and Programs Division
19. MR. BASILIO M. BAES  
State Auditing Examiner II  
Commission on Audit (PTTC)

JAPANESE SIDE:

1. MR. YUKITOSHI NAGASAWA - Leader  
Head, Technical Cooperation Division  
Mining and Industrial Development  
Cooperation Department  
JICA
2. MR. HAYAO TAKENAKA - Technical Cooperation  
Official Planning  
Technical Cooperation Division (Trade Training)  
Ministry of International Trade & Industry
3. MR. TSUNEO HASHIMURA - Technical Cooperation  
Technical Official Planning  
International Trade and Industry (Inspection on  
Inspection Institute Industrial Products)  
Ministry of International Trade & Industry
4. MR. TATSUYA ANAI - Technical Cooperation  
Chief, International Standard Section, Planning  
Consumers Economy Division (Inspection on  
Ministry of Agriculture, Forestry, Agricultural Products  
and Fisheries)
5. MR. SHIGEHO CHIBA - Coordinator  
Staff, Technical Cooperation Division  
Mining and Industrial Development  
Cooperation Department  
JICA
6. MR. KEIICHIRO HIDESHIMA  
Leader (Chief, Adviser)  
JICA Experts Team
7. MR. KATSUHIKO EBINA  
Coordinator

8. MR. ZENJI OKUMURA  
Trade Training
9. MR. KOICHI KAWAKITA  
Trade Training
10. MR. IKUO TSUKAGOSHI  
Inspection (Garments)
11. MR. SAKAZO TAKEUCHI  
Inspection (Furniture)
12. MS. NANA SEKIYA  
Japanese Business Language

## 「個別協議議事録」

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

# THE UNIVERSITY OF CHICAGO

PH.D. THESIS

BY

JOHN H. COOPER

IN

PHILOSOPHY

1964

1964



MINUTES OF DISCUSSION  
WITH THE CONSULTATION SURVEY TEAM  
OF THE JAPAN INTERNATIONAL COOPERATION AGENCY (JICA)  
FOR THE PHILIPPINE TRADE TRAINING CENTER (PTTC)  
SMALL GROUP MEETINGS : TRADE BUSINESS

8 JANUARY 1990

PRESENT:

A. PHILIPPINES

1. MS. MARIA ANGELINA V. ANGELES  
Executive Director
2. MS. ADELALDA INTON  
Chief, Trade Business Division
3. MS. BEATRIZ DE JESUS  
Officer-In-Charge, Plans & Programs Division
4. MR. DENNIS CRUZ  
Chief, Trade Exhibition Division
5. MR. DAVID INOCENCIO  
Officer-In-Charge, Faculty Division
6. MR. ROMMEL AGUSTIN  
Senior Faculty
7. MR. FRANCIS PERFECTO  
Senior Faculty
8. MR. LEONARDO ROSETE  
Senior Faculty
9. MS. CRISTINA CAPISTRANO  
Senior Faculty

B. JAPAN

1. MR. YUKITOSHI NAGASAWA - Leader  
Head, Technical Cooperation Division  
Mining and Industrial Development  
Cooperation Department  
J.I.C.A.
2. MR. HAYAO TAKENAKA  
Official  
Technical Cooperation Division  
Ministry of International Trade & Industry

3. MR. KEIICHIRO HIDEHIMA  
Leader (Chief, Adviser)  
JICA Experts Team
4. MR. ZENJI OKUMURA  
Trade Training
5. MR. KOICHI KAWAKITA  
Trade Training

MATTERS DISCUSSED:

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

Ms. Angeles started the meeting by first welcoming the JICA Consultation Team and proceeded to introduce the members of the Philippine Side.

2. Overall Accomplishment Report

Ms. Angeles distributed copies of the Trade Business Overall Accomplishment Report to the Japanese Survey Team and briefed the members of the group of its contents.

- A. 36 New Courses Developed

Ms. Angeles reported that 24 of the 36 new courses developed belonged to Trade Business. Generally, the courses developed were "Market" courses. Various training materials for these courses were developed including case studies and simulations. She indicated that there were courses which dealt with trainers training on International Marketing and on Trainer's skills.

- B. Training Materials Developed

In training materials development, Ms. Angeles reported that 5 new case studies on export trade were developed based on actual documentation of export experiences.

PTTC also ventured into the development of audio-visual or Video Tape Recording (VTR's) training materials, a specific example of which was the development of the VTR on the Step-by-step Export Procedure wherein the PTTC faculty, audio-visual group and JICA experts actively participated in its development. This is now used in the Basics of Exporting course.

In addition, PTTC also produced and developed a program, The Market Information Series, wherein guest foreign experts are interviewed by PTTC's in-house faculty in a talk show format in PTTC's studio. These are presented in



PTTC's seminars where the knowledge is shared continuously to a wider audience.

### C. Training Needs Analysis

PTTC conducted regular Training Needs Analysis Surveys, spearheaded by the Plans and Programs Division as a basis for the development of PTTC courses. Major TNA Surveys determine what courses to be offered answering the needs of the client in the province, while minor or mini TNA surveys validates requests made by the regional office regarding its training thrusts.

### 3. Affirmation of the Mission Objectives.

Mr. Nagasawa affirmed the accomplishments of PTTC and inquired as to the current status of the Centers' programs, adding that the purpose of the said meeting was to be frank and candid about discussions regarding the project.

### 4. PTTC Developments

Ms. Angeles approached PTTC problems as opportunities where the Center is in the position to address, she conceded however, that the perennial problem lies in coping with the demand. As far as the basic courses are concerned, Ms. Angeles stated that they have been developed. These however have to be continuously developed to take into consideration latest developments.

The Basics of Exporting, as she pointed out, is being conducted and is in demand in the provinces. She attributed the success of the Centers' courses due to the cooperation of the faculty and the experts willingness to share their experiences and thoughts about the seminars.

As with the original accord as stated in the Records of Discussion, Ms. Angeles stated that there have been changes, largely due to the changes that have been occurring in the Philippine situation. This is manifested by the branching out of certain topics like the addition of the Modes of Entry into Exports, where PTTC teaches the participants not only how to become an exporter or trader but how to venture into exports through subcontracting, etc. She also stated that because the PTTC faculty does not have the expertise to teach such topics, it has been relying on its part-time faculty to do so.

A notable change that Ms. Angeles pointed out was the incursion into production management. The Center, in addressing the needs of the exporter, acknowledges the fact that production difficulties have led a lot of businessmen into trouble. In addressing this need, the Center also

Another concern raised by Mr. Nagasawa is the point on consultancy services to be offered by the faculty. Though he is confident of the capability of the Filipino counterpart, he stated that perhaps he may lack such experience to do so in specific fields. As it is, he faces a lot of duties with his teaching and research load, compounded with the trainings that he is to undertake, how can he still have time to engage in consultancy services.

Ms. Angeles reiterated that PTTC has to look at its resources and balance it with respect to the demand for the Center's services. In this connection, PTTC is in the process of recruiting more faculty. Activities are also being prioritized. Linkages with the academic and other government counterparts are being established with the goal of securing their assistance in the conduct of seminars particularly in the regions. This would then lighten the load of the PTTC faculty, who can then focus on developmental work.

Mr. Inocencio also asked the JICA experts on how much time would be needed in order to train the PTTC faculty to levels acceptable to the experts' standard. To this Mr. Kawakita replied depending on the level of the counterpart. Off hand, he said that the counterpart should at least be trained to transcend the level that of the brightest BOE participant. In order to effectively transfer the techniques of the optimum level, he estimated two years.

Ms. Angeles suggested to establish a common baseline or level of knowledge among the faculty. This will then be used as a basis for the counterpart training. She added that experience has taught PTTC that through immersion, one gets the necessary skills and knowledge in order to teach the said course. To this everyone agreed.

Mr. Perfecto clarified his position that though technology transfer is desired, the faculty would have to acquire the information and then apply the said technology in the context of the Philippine situation. He pointed out that this makes technology transfer more difficult.

#### 8. Team Concept

Concern was again raised regarding the conduct of the courses. This was raised by the Japanese Side due to the assignment or rotation of the faculty to key courses and without having a single faculty being assigned to one particular course.

Ms. Angeles stated that a team leader is assigned for the development of a course. However, he is assisted by 2 or more faculty so that in case he leaves, any of the team members may takeover in supervising the course development.

tackles the basic problem of how to improve the capability of the producer.

Another change was the implementation of focused product and market seminars instead of the general approach seminars. Thus, the Center offers seminars wherein a specific product is paired off with a specific market. In 1988, the Center started introducing product focused seminars.

In view of this thrust, PTTC Faculty today are encouraged to concentrate in specific areas of products and markets.

#### 5. Linkages

PTTC established linkages with the Department of Foreign Affairs and piloted a training program for outbound members of the Diplomatic Corps on the marketing of Philippine products and economics. Received well by its participants, it has been recommended to become a requirement for all members of the Diplomatic Corps.

PTTC also established linkages with the academe through the Philippine Association of Colleges and Schools of Business (PACSB). An orientation seminar for marketing professors was recently conducted and its focus was on marketing applications. With the linkage in place, PTTC hopes to tap their faculty in joint projects such as teaching and research activities.

#### 6. Request for Government Trainings (In-house)

PTTC has received requests from the Bureau of Export Trade Promotions and the Regional Development Group regarding trainings for their respective staff. This particular training aims to develop better Trade Promotion Officers.

#### 7. Training of Counterparts

In 1990, PTTC hopes to develop its faculty in three areas: training, advisory services and research. In order to achieve this, PTTC sends its faculty to On-the-Job Trainings with PTTC and other government agencies, through market exposures abroad, training seminars and workshops conducted by the International Trade Center (UNCTAD/GATT) as well as JICA sponsored Trainings in Japan.

The JICA Team expressed their deep concern regarding such trainings. As pointed out by Mr. Nagawara, there seems to be less time for transfer of technology between the JICA experts and their counterparts. If the expert is to train the faculty, more time has to be allotted for such.

#### 9. Role of PTTC in Regional Seminars

It was agreed that experts may be tapped to join the Training Needs Analysis Survey. It was argued that seeing the difference between those of the Manila and the regional participants, the experts would have a better insight as to the nature of businesses present in the region.

Members of the PTTC faculty pointed out that one has to "tailor fit" a course to the level of the participant. In the regions, there is a need to go into more basic concepts as compared to that being ran in Manila.

Through the participation of the experts in the field, either through TNA's or seminars, it was realized that their inputs would be most valuable especially in the development and implementation of curriculum.

Mr. Nagasawa expressed his concern that the successful implementation of regional seminars would require sufficient budgetary and personnel allocation.

#### 10. Clarification of the Role of Long-Term Experts in PTTC

Mr. Angeles inquired as to the role of the long-term experts in terms of teaching loads. Mr. Nagasawa clarified that in aspects where the counterpart does not have the experience to teach, the Japanese experts could assist them up to the extent of lecturing to participants of the seminars. He added that it would be possible should the experts agree to do so.

#### Adjournment

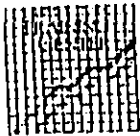
There being no other matters to be discussed, the meeting was adjourned at 4:50 p.m.

Prepared by:

JOHN PAUL H. LIGCO

ATTESTED BY:

MA. ANGELINA V. ANGELES  
Executive Director  
PTTC



PHILIPPINE TRADE TRAINING CENTER

(2) 展 示  
INTERNATIONAL TRADE CENTER COMPLEX  
ROXAS BLVD. COR. SEN. GIL J. PUYAT AVE.  
1100 PASAY CITY, PHILIPPINES

MINUTES OF DISCUSSION  
WITH THE CONSULTATION SURVEY TEAM  
OF THE JAPAN INTERNATIONAL COOPERATION AGENCY (JICA)  
FOR THE PHILIPPINE TRADE TRAINING CENTER (PTTC)  
SMALL GROUP MEETINGS : TRADE EXHIBITION

8 JANUARY 1990

PRESENT:

A. PHILIPPINES

1. MS. MA. ANGELINA V. ANGELES  
Executive Director
2. MR. DENNIS CRUZ  
Chief, Trade Exhibition Division
3. MR. LEONARDO ROSETE  
Senior Faculty, Trade Exhibitions

B. JAPAN

1. MR. YUKITOSHI NAGASAWA - Leader  
Head, Technical Cooperation Division  
Mining and Industrial Development  
Cooperation Department  
J.I.C.A.
2. MR. HAYAO TAKENAKA  
Official  
Technical Cooperation Division  
Ministry of International Trade & Industry
3. MR. KEIICHIRO HIDESHIMA  
Leader (Chief, Adviser)  
JICA Experts Team
4. MR. ZENJI OKUMURA  
Trade Training
5. MR. KOICHI KAWAKITA  
Trade Training

MATTERS DISCUSSED:

1. Accomplishment Report

Mr. Cruz presented the Trade Exhibition Division's objectives and accomplishment for 1989. He discussed the

DEPARTMENT OF TRADE & INDUSTRY

number of seminars implemented (15 as against 9 targeted) and the exhibition halls and lobby's utilization rate (72.40%). The seminars' participants consisted primarily of owners/manufacturers with gifts/toys, furniture, garments and fashion accessories as top product lines.

## 2. Clarification of Issues

Mr. Hideshima raised the issue of the short term objective for trade exhibition and Mrs. Angeles pointed out that during Mr. Matsumoto's term, it was proposed that trade exhibitions be focused on specific products. Ms. Angeles mentioned that a lot of exhibitors would also need specific information on how to display their products and how to conduct exhibits, and that the manner of exhibits for garments might be different with that of furniture. The proposal was not able to take off because of the large demand for conducting exhibits under general claim.

Another point discussed was the requirement for exhibitors to attend trade exhibition seminars:

Mr. Cruz emphasized that PTTC was gearing up its trade exhibitions seminars in support of the island fair program of the Department, which becomes a training ground for exhibitors prior to their participation in the Market Week or the CITEM Fair in Manila. PTTC's commitment to the program is in the conduct of training course on How to Participate in Trade Fairs. PTTC proposes that before a trade exhibition seminar is conducted, a Basics of Exporting seminar should be offered two months before, to give them a basic framework on how to cost their product, how to produce their product with the end view of exporting.

## 3. Short Term Experts in Trade Exhibitions

Ms. Angeles discussed that the role of the long term expert has really been interacting with the trade exhibition faculty and TED in the development of curriculum with the terms of reference, to originally subcontract to CITEM. Since this was taking a long time and while PTTC's people are being trained in trade exhibition, PTTC then developed the basic curriculum, bringing in speakers from CITEM and external speakers/professional organizers.

Another area discussed that might need a short term expert would be the more technical course "Creative and Technical Aspects of Exhibitions and Visual Merchandising. An expert might be needed here to discuss what kind of presentation would be necessary if one were to join a Japanese trade exhibit because balancing color, light, etc. maybe different if one were exhibiting in Europe.

#### 4. Inclusion of Exhibition Topics in Other PTTC Courses

Mr. Hideshima proposed that the training, which the Department of Foreign Affairs (DFA) plans to have PTTC hold regularly, include the importance of international trade fairs. Ms. Angeles said that information on trade fair can be made available as part of the handouts. CITEM has the available information. Anyone who wants to participate in international trade fairs where the Philippines is participating may go through CITEM. The danger of distributing information, according to Ms. Angeles is that one might find would-be exporters joining who then do not have the capability in following through an order placed during the fair.

Mr. Roseke noted that exhibiting a specific product for a specific market might be difficult to market because of the very limited scope of the topic and participants. He proposed that this be integrated into the Market Penetration course. This was also emphasized by Mr. Cruz.

#### 5. Issues and Suggestions

Mr. Roseke also raised the problem on the lack of display aids which limits the exercises during the seminar. Participants have had to improvise and it takes long for the participants to do this, resulting to a "not so ideal set-up".

Mr. Okumura mentioned of the Japanese experts suggestion of the possibility of utilizing the exhibition space for display of Japanese products. Ms. Angeles recognized the possibility of having these displays to serve as sample area to show the participants the kind of products needed in Japan.

Mr. Hideshima noted that courses on trade business, testing & inspection, trade exhibition and Japanese language are of different directions. Ms. Angeles agreed on the need to move towards integration of the courses. She, however, noted the problems presently encountered in this area. The idea of designing a course that borders on trade business and testing & inspection had encountered some resistance from the counterparts. The idea of trade business faculty to move in trade exhibition e.g. costing and pricing aspect of the exhibition seminar was brought out. But then the counterparts find it difficult to release the faculty, since this will take out valuable time from them.

Mr. Hideshima mentioned the suggestion of Mr. Tirona that those who will go into training abroad should bring samples of Philippine product to test the market there and get feedbacks from the buyers as to its quality, etc.

Adjournment

There being no other matters to be discussed, the meeting was adjourned at 4:30 P.M.

Prepared by:

*Aurea L. Manuel*  
AUREA MANUEL

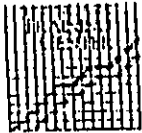
ATTESTED BY:

*Dennis Cruz*  
DENNIS CRUZ

NOTED BY:

*MA. ANGELINA V. ANGELES*  
MA. ANGELINA V. ANGELES  
Executive Director  
PTTC





MINUTES OF DISCUSSION  
WITH THE CONSULTATION SURVEY TEAM  
OF THE JAPAN INTERNATIONAL COOPERATION AGENCY (JICA)  
FOR THE PHILIPPINE TRADE TRAINING CENTER (PTTC)

SPECIAL MEETING : TRADE EXHIBITION

10 JANUARY 1990

PRESENT:

A. PHILIPPINES

1. MR. DENNIS CRUZ  
Chief, Trade Exhibition Division
2. MR. LEONARDO ROSETE  
Senior Faculty, Trade Exhibitions

B. JAPAN

1. MR. HAYAO TAKENAKA  
Official  
Technical Cooperation Division  
Ministry of International Trade & Industry

MATTERS DISCUSSED:

1. Implementation of Exhibition Seminars

Mr. Cruz presented to Mr. Takenaka photographs taken during one of the seminars implemented (Technical Aspects of Exhibition and Visual Merchandising). He discussed with Mr. Takenaka how the participants set-up their booths using improvised accessories and the process by which they were graded. He mentioned that in order to gauge if the participants learned anything from the seminar-workshop, a panel consisting of people from CITEM, PTTC-Faculty and JICA were invited as judges to select the best booth, best presentation and best lighting among the participants. Likewise, a mock-up fair was usually presented in the workshops wherein JICA experts acted as buyers and the participants as the sellers.

Mr. Takenaka inquired the number and the manner of how the participants were grouped and how many faculty members

DEPARTMENT OF TRADE & INDUSTRY

taught in each seminar. For his part, Mr. Cruz presented to him the seminar materials of all the modules, the contents and the faculty in charge of the particular seminar. A copy was given to Mr. Takenaka for his reference.

Mr. Takenaka inquired if the objectives of the Division were attained. To this Mr. Cruz replied that the Division was able to mount 15 Exhibition seminars as against the target of 9 seminars for 1989. All the seminars have been properly evaluated and reported to Mr. Matsumoto. However, the last exhibition seminar was not observed by Mr. Matsumoto because his term as a long-term expert had already ended.

## 2. Trade Exhibition Division's Plans for CY 1990

Mr. Cruz presented to Mr. Takenaka the calendar of the Division's events and seminars in PTTC and the proposed activities for Halls Utilization. He pointed out that most of the seminars of TED are in conjunction with Island Fairs for Luzon, Visayas and Mindanao. Mr. Cruz also pointed out that there will also be two exhibition seminars in preparation for the Manila F.A.M.E. The Manila F.A.M.E. is attended by experienced exporters who have graduated from the Island Fairs and who are confident and ready enough to face foreign buyers. All of the above-mentioned fairs are projects of the Department of Trade and Industry.

## 3. Other Concerns

Mr. Takenaka expressed deep concern for the Trade Exhibition Division. He raised the problem mentioned last Monday about the equipment needed by the Division. Mr. Rosete pointed out that division needs accessories for the Participants' Booths. Pictures were shown to him to give him some ideas on the equipment needs of TED. Some of these equipments included:

- A. an Octanorm System
- B. different types of lamps/lights (needed for the booths' set-up.)

Mr. Takenaka advised the Trade Exhibition Division to present to JICA a documented proposal stating the Division's problems and for the Division to make a formal request for approval.

Mr. Takenaka asked clarification regarding the plans of PTTC in implementing regional seminars as mentioned last Monday by Ms. Angeles. Mr. Cruz explained that PTTC needs to look for resources and balance the demands of the regions first before giving an actual seminar. Basics of Exporting, and Costing and Pricing are the preparatory seminars to be given in the regions and then Training for Fair

Participation will follow. This is usually the case when Island Fairs are held in the concerned regions.

Lastly, Mr. Cruz mentioned about the office equipment needed by the Division and Mr. Takenaka told him that this be put in writing for consideration.

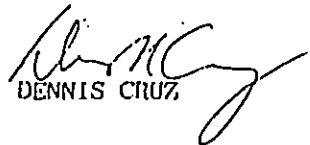
Adjournment

There being no other matters to be discussed, the special meeting was adjourned at 3:30 P.M.

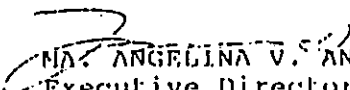
Prepared by:

  
AUREA MANUEL

ATTESTED BY:

  
DENNIS CRUZ

NOTED BY:

  
NA. ANGELINA V. ANGELES  
Executive Director  
PTTC



MINUTES OF DISCUSSION  
WITH THE CONSULTATION SURVEY TEAM  
OF THE JAPAN INTERNATIONAL COOPERATION AGENCY (JICA)  
FOR THE PHILIPPINE TRADE TRAINING CENTER (PTTC)  
SMALL GROUP MEETINGS : FURNITURE SECTOR

8 JANUARY 1990

PRESENT

A. PHILIPPINES

1. MR. RAMON G. CATARATA  
Sr. Trade & Industry Dev'l. Specialist  
Testing & Inspection Division
2. MR. EUGENE O. REFUERZO  
Senior Faculty
3. MR. RONALDO T. LIMBAGO  
Trade & Industry Dev'l. Specialist  
Plans & Programs Division
4. MR. MAXIMO A. DIN  
Laboratory Assistant (Furniture)  
Testing & Inspection Division

B. JAPAN

1. MR. TSUNEO HASHIMURA  
Technical Official  
International Trade & Industry  
Inspection Institute  
Ministry of International Trade & Industry (MITI)
2. MR. SAKAZO TAKEUCHI  
Inspection (Furniture)

MATTERS DISCUSSED

1. 1989 Accomplishments and Plans for 1990

For 1989, the furniture sector of the Testing and Inspection Division was able to implement six (6) seminars generating 90 participants, compared to four (4) seminars and 56 participants of the previous year. The actual target for 1989 was five (5) but due to the requests of the DTI regional participants, one module was developed for them. The other seminar was a Technical Briefing of the

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Tokyo Fair Participants. Mr. Catarata also explained that the seminars took 12 days to finish because the seminars cover the complete process of furniture manufacturing.

For 1990, the plans are to hold 9 seminars which will include the regular courses and some newly developed / to be developed courses like a training course for Rattan furniture manufacturers and a course on Production Planning, Economy and Techniques (in coordination with IMPOD). Also, some courses will be modularized - that is, the basic topics of some courses will be developed into separate 5 day topics. This is to accommodate the request of the participants who find the 12 day course too long a time to be out of their factories.

As done before, the seminars will be conducted in close coordination with The Forest Products Research and Development Institute (FPRDI), Chamber of Furniture Industries of the Philippines (CFIP), and Collage Industry Technology Center (CITC).

## 2. Equipments Requested Through JICA

Mr. Catarata discussed the matter of equipment, noting that 13 of the 24 requested in 1988 for 1989 were already approved and delivered. He also indicated that the previous request for 30 sets of measuring tools worth 10 million yen have been reduced to 12 sets of measuring tools worth 5 million yen. Aside from the 12 measuring tools, the other equipments for 1990 are the following:

- 1) small type tool lathe (1 unit)
- 2) bending machine (1)
- 3) load cell, B (2)
- 4) test weights, 1.5 kg./unit (JIS S 1024 series 1989, 50 units)
- 5) dial gauge indicator (JIS S 1024 s 1989 3 units)
- 6) jig , weight pushing plate (JIS S 1028 4 units)

Aside from the equipment, Mr. Catarata also asked Mr. Hashimura if they could also send new standards as developed by the Japanese Standards Association. This is because some of the standards existing with the Center are already obsolete. He added that having the above mentioned items will give access to the Filipino furniture manufacturers the various data / information needed in order to make their products highly competitive in terms of quality and specifications. Mr. Hashimura said that he will follow up the said requests when he goes back to Japan, although he clearly stressed that he could not make any firm commitments at the moment.

### 3. Dispatch of Short Term Experts

Mr. Hashimura recalled that there was a request from PTTC of a short term expert on Paints and Finishes. However, the events of December last year made it quite difficult to send one over. The Philippine side hoped that such request could still be considered as finishing is one aspect of furniture manufacturing wherein the Filipino furniture manufacturer could use a great deal of assistance. Mr. Catarata also explored the possibility of asking for another expert on Production Planning and Techniques, wherein Testing and Inspection plays an important role in every operation. However, since the expert on paints and finishes was the first requested, it was agreed upon that it should be given priority.

### 4. Counterpart Training Acceptance

Mr. Hashimura explained that for the Japanese fiscal year 1989, a training on Furniture was offered and Mr. Melencio Laxamana of EPRDI was the official participant. However, Mr. Laxamana was not able to join said training. Since the said training course will still be offered for the Fiscal Year 1990, Mr. Hashimura said that they will try to explore the possibility of offering two (2) slots to the event to enable at least one (1) PTTC faculty / staff to attend. The Philippine side appreciated and agreed to the proposal.

### 5. Other Matters

Additional Faculty - Mr. Hashimura wanted to know if the Center is hiring additional faculty; Mr. Eugene Refuerzo of Faculty answered that they have been doing so, particularly for furniture, and hopefully will be able to have one this year.

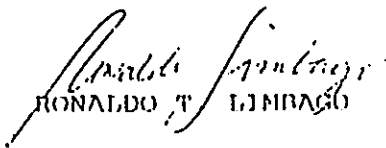
Standards - Mr. Catarata again brought up the matter of updating standards. He said that standards are essential in making Philippine made furniture highly competitive in the international market. He also informed the group that there is right now a Technical Committee on Furniture Standards, of which PTTC is a member. Right now, the committee is drafting some standards for local furniture manufacturers, particularly on the safety requirements of office equipment.

Allocation of Projects - Mr. Hashimura said that there will be a meeting of the various agencies in Japan for projects to be included in the next fiscal year. He said that they will try their best to allocate more projects particularly for the Center.

Adjournment

There being no other matters to be discussed, the meeting was adjourned at 4:30 p.m.

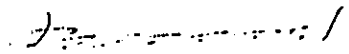
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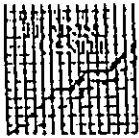
  
RONALDO T. LIMBAGO

ATTESTED BY:

  
RAMON CATARATA

NOTED BY:

  
MA. ANGELINA V. ANGELES  
Executive Director



PHILIPPINE TRADE TRAINING CENTER

(4) 輸出検査(繊維)  
INTERNATIONAL TRADE CENTER COMPLEX  
ROXAS BLVD. COR. SEN. GIL J. PUYAT AVE.  
1300 PASAY CITY, PHILIPPINES

MINUTES OF DISCUSSION  
WITH THE CONSULTATION SURVEY TEAM  
OF THE JAPAN INTERNATIONAL COOPERATION AGENCY (JICA)  
FOR THE PHILIPPINE TRADE TRAINING CENTER (PTTC)  
SMALL GROUP MEETINGS : GARMENT SECTOR

8 JANUARY 1990

PRESENT:

A. PHILIPPINES:

1. MS. EDITH GAPANGADA  
Senior Faculty, Testing and Inspection  
Garments
2. MS. MALYNDA MANGOSING  
Trade & Industry Development Analyst
3. MR. ADOR OLIVAR  
Laboratory Assistant

B. JAPAN

1. MR. TSUNEO HASHIMURA  
Technical Official  
International Trade and Industry  
Inspection Institute  
Ministry of International Trade & Industry
2. MR. IKUO TSUKOGOSHI  
Inspection (Garments)

MATTERS DISCUSSED:

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

The meeting started with Ms. Gapangada welcoming the JICA Consultation representatives and proceeded to introduce the members of the Philippine Trade Training Center staff present.

2. Accomplishment Report

Ms. Gapangada presented the 1989 Accomplishment Report for the Garment Sector and made mention of the 1990 PTTC Garment Program.

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A total of 12 regular courses with 277 participants and 15 special courses with 125 participants in attendance were conducted in 1989. A total of 15 Garment Industry Training Programs with 291 participants. All GITE seminars were conducted in cooperation with BOI.

In 1990, 12 regular courses are to be programmed for the Garments Sector. There is a cut in number from the courses offered in 1989. This had been done to give way to PTTC's staff development which in the previous year was not given a priority.

It will also be observed that duration of courses for 1990 has been shortened compared to 1989 schedule. This was done to cater to the participants' time constraint problem.

### 3. List of Requests to JICA

The following equipment was requested by Mr. Mizuno in 1988 for 1989 use but were not yet granted:

- a. Universal-Type Abrasion Tester
- b. Hot Air Dryer
- c. Crease Recovery Tester

For fiscal year 1990, the following equipment have been listed for requisition from JICA :

- a. Wrap reel
- b. Wrinkle Resistance Tester
- c. Commercial Washing Machine
- d. Microscope (4 pcs.) 400 x magnification
- e. Hot press Equipment for Colorfastness
- f. Shaking machine

Other equipment for consideration are:

- a. Attachment of inspection machine for fabric defects grading
- b. Textile Microscope for fabric count

Following materials were requested by Mr. Mizuno and Mr. Tsukagoshi for 1989 :

- a. 10 pcs. pick glass
- b. 2 pcs. blue scale
- c. 2 desiccator
- d. glass fiber for Dieldrin analysis
- e. multi-fiber/standard fibers samples
- f. steel balls

About 100 pieces of garment samples will be brought by JICA according to the request of Mr. Shiwaku who will arrive from Japan on January 29, 1990.

Request for complete set of JIS in English was also reiterated. Mr. Tsukagoshi has made the request earlier.

Request for a Knitting Production Expert was also mentioned. Mr. Hashimura said that sending of short term expert on knitting will be discussed when he goes back to Japan. No commitment was made regarding this request.

PTTC requested from Mr. Shiwaku under the Technical Cooperation Plan for a Short Term Expert in Textile Inspection Field was also discussed. Mentioned as subjects for cooperation were:

- a. Standardization of the final inspection formation for garments
- b. Midterm inspection in production process for garments
- c. Explanation of defects of fabrics
- d. Explanation of defects of garments

#### 4. Comments from the JICA Consultation Representative

Mr. Hashimura questioned the number of seminars conducted in 1989. Ms. Gapangada explained that the GTP seminars were conducted in cooperation with the Board of Investments. Assistance in marketing of courses, implementation and evaluation of courses and secretarial support was extended by PTTC. No faculty involvement. Regular and special courses conducted required the full time attention of faculty and the operations group.


#### 5. Clarifications on Counterpart Training

Counterpart training in Japan was to be represented by Ms. Lillian Abillera. Request for extension of Ms. Abillera's stay for individual training for advanced chemical testing was mentioned. Mr. Hashimura assured that he will arrange for her extension as soon as he arrives in Japan even if Ms. Abillera has been attending the group training. Mr. Tsukagoshi cited that he has already discussed the matter with Mr. Ebina and confirmed of its possibility.

Adjournment

There have been no other matters to be discussed, the meeting was adjourned at 4:45 p.m.


Prepared by:

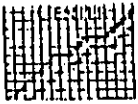
  
DONA LOPEZ

ATTESTED BY:

  
ROMEL SAPANGADA

NOTED BY:

  
ANGELINA V. ANGELES  
Executive Director  
PTTC



MINUTES OF DISCUSSION  
WITH THE CONSULTATION SURVEY TEAM  
OF THE JAPAN INTERNATIONAL COOPERATION AGENCY (JICA)  
FOR THE PHILIPPINE TRADE TRAINING CENTER (PTTC)  
SMALL GROUP MEETINGS : FOOD SECTOR

8 JANUARY 1990

PRESENT:

A. PHILIPPINES

1. MS. MA. LUZ C. LIZADA  
Senior Faculty, Food Testing & Inspection
2. MS. GERTRUDE J. MALICDEM  
Trade and Industry Development Specialist
3. MS. KADAITAN R. GUINHAWA  
Trade and Industry Development Analyst  
Plans and Programs Division
4. MR. EDUARDO P. DULIAN, JR.  
Laboratory Assistant, Food Testing & Inspection

B. JAPAN

1. MR. TATSUYA ANAI  
Chief, International Standard Section,  
Consumers Economy Division  
Ministry of Agriculture, Forestry, and Fisheries
2. MR. YOICHI AKINO  
Inspection (Food)

MATTERS DISCUSSED:

1. Accomplishment Report

PTTC presented the 1989 Food courses conducted by the center and the proposed training seminars for 1990. It was noted that PTTC offered 4 food courses in 1988, and 10 in 1989. The proposed courses for food in 1990 is 12.

2. Confirmation of Counterpart Training

Mr. Anai confirmed Ms. Lizada's training to Japan starting March 21 to June 20. Ms. Lizada proposed that the following be included in her training: Total Quality Control on Food,

DEPARTMENT OF TRADE & INDUSTRY

Japanese Methods, Japanese Food Sanitation Law, Food Product Development, Food Packaging, and Food Processing. The group was informed by Mr. Anai that some textbooks and other materials on these matter will be available upon request.

Regarding the Trainers' Training funded by JICA, Mr. Anai informed the group that the short-term expert will arrive in March and help both PTTC and FDC in developing the course curriculum for the said course. As of now though, there is no definite word whether JICA will approve and finance the project.

When asked about the possibility of sending someone from PTTC to a Packaging Engineering course in Japan, Mr. Akino replied that the concern for food is more on labeling and not on packaging.

### 3. JICA Sponsored Seminars

Mr. Akino stated that he would request for two training seminars this year (Import-Export Food Inspection and Marine Food Processing) in Japan to be sponsored by JICA. Participants are preferably to be chosen from FDC. PTTC staff are not to be included in the training because Mr. Akino said that they have to be trained first under a Japanese food expert.

### 4. Short Term Experts

The possibility of the arrival of a long-term expert and 2-3 short-term consultants was mentioned both by Mr. Akino and Mr. Anai. If, however, a long-term expert is not possible, 3 short-term experts are requested instead.

Regarding the arrival of Japanese short-term experts, Mr. Anai said that one is scheduled to arrive at about the same time as Ms. Lizada's training in Japan. The said expert is a Food Inspection Technologist. He can, in turn, be asked to give some materials on food testing and inspection to PTTC.

### 5. Clarifications on Specific Issues

As to the status of the equipment requested from JICA for 1990, Mr. Akino suggested to ask this from Mr. Ebina. He also explained that some instruments that PTTC is asking for are already available in FDC.

Regarding the possibility of upgrading the existing facilities of PTTC, specifically the setting up of microbiological facilities, he mentioned that the request should be directed to Mr. Nagasawa, the head of this JICA audit mission during the plenary session.

When asked about the possibility of having an expert from the Ministry of Health and Welfare, Mr. Anai replied that the request should be coured through JICA.

Mr. Akino and Mr. Anai will read through the papers given by PTTC and questions will be asked later.

Adjournment

There being no other matters to be discussed, the meeting was adjourned at 4:30 P.M.

Prepared by:

*K. R. Guinawa*  
KABATTAN R. GUINAWA

ATTESITD BY:

*Ma. Luz Lizada*  
MA. LUZ LIZADA

NOTED BY:

*Ma. Angelina V. Angeles*  
MA. ANGELINA V. ANGELES  
Executive Director  
PTTC



MINUTES OF DISCUSSION  
WITH THE CONSULTATION SURVEY TEAM  
OF THE JAPAN INTERNATIONAL COOPERATION AGENCY (JICA)  
FOR THE PHILIPPINE TRADE TRAINING CENTER (PTTC)  
SMALL GROUP MEETINGS : BUSINESS JAPANESE LANGUAGE

8 JANUARY 1990

PRESENT:

A. PHILIPPINES

1. MS. FLORDELIA B. SOMOSOT  
Senior Faculty, Business Japanese Language
2. MS. BELEN SANTOS  
Junior Faculty, Business Japanese Language

B. JAPAN

1. MR. SHIGEHO CHIBA  
Staff, Technical Cooperation Division  
Mining and Industrial Development  
Cooperation Department  
JICA
2. MS. NANA SEKIYA  
Business Japanese Language

MATTERS DISCUSSED

1. Accomplishment Report for 1989

Ms. Sekiya gave a brief summary of the 1989 accomplishments: There were eight (8) courses conducted and in April 1989, a new Filipino counterpart was hired. In addition to this, Ms. Sekiya informed Mr. Chiba that textbooks and references for BJI I and II were already completed. Pictures and audio-visual materials are the on-going projects. As for the technical transfer, BJI teachers have study seminars' every Tuesday and Thursdays.

2. 1990 Course Schedule

Ms. Sekiya presented the 1990 Course Schedule to the body. She also added that PTTC will offer a rush course in Cebu City on January 27 - February 9, 1990. This will be the first time a regional course will be conducted. She also said that a graduate course will be added to the regular courses and said that the course design is on process. This course will be once a week from 2:00 P.M. - 4:30 P.M.

DEPARTMENT OF TRADE & INDUSTRY

Participants for this course are graduates of Level IV and who have enough knowledge and are qualified. She added that Level III will now be handled by Mrs. Somosot where in the past it was being conducted by the JICA expert. Level I and II are being conducted by the local counterparts while the JICA expert acts as an adviser. At this point Mr. Chiba inquired as to who will handle the regional rush course in Cebu to which Ms. Sekiya replied that the Filipino counterparts will conduct it.

### 3. Promotional Tools / Marketing

#### A. Institutional Ads and Solo Ads.

PTTC comes up with institutional ads twice a month in addition to solo advertisements before the classes starts. This ad proved to be very effective that the target number of participants is being achieved from 85 to 100%. As regards regional Seminar DTI regional office is responsible for the generation of participants while PTTC takes care of seminar materials.

#### B. Posters

Posters are currently being distributed to DTI attached agencies and Trade Association, as supplemental to the marketing of the Business Japanese Language Course.

Ms. Sekiya also said that PTTC is now known as a reputable institution for Japanese Language Courses.

### 4. Seminar Fees

Mr. Chiba asked how much PTTC charge for the Japanese Business Language Courses. He was informed by the body that for regional courses DTI office charge P400.00 while the regular courses in Manila have a fee of P600.00. He also inquired as to where the fees go. Ms. Somosot said that it goes to the Trust fund and can be used for honoraria of speakers and snacks of participants.

Ms. Sekiya also informed Mr. Chiba that government officers who are participants are free of charge.

### 5. Participants

PTTC usually interview would-be-participants prior to registration. So far, it has been observed by the Business Japanese Language Faculty that the good students come from Private sector who represents small and medium Japanese firms. Other participants are students and researchers who



come from the different universities and plan to work or do some research in Japan.

With regard to government sectors, these are people who service Japanese clients.

#### A. Facilities / Room Assignments

Ms. Somosot stated that compared to other institutions PTTC has the best facilities.

Mr. Chiba then asked if the Language Laboratory (LL) Room is being utilized. Ms. Somosot replied that it is being utilized for LL or oral examinations. Ms. Sekiya added that she is not concentrated on the LL room, though it helps to stimulate the student to study Japanese more effectively. In the case of Level III, Ms. Somosot said that she plans to give more assignments by using LL room, though she was doubtful if her students would be able to do so. Ms. Sekiya informed Mr. Chiba that she has requested Ms. Angeles to provide white boards in the LL room.

#### 6. Short-Term Experts

Ms. Sekiya also told Mr. Chiba about the ongoing video project of Business Japanese Language. Mr. Chiba informed that short-term JICA AV expert will come to PTTC and maybe he can advise something about the video project for some improvement.

#### 7. Problems and Issues

##### A. Resignations of BJI Faculty

Mr. Chiba asked Ms. Somosot about her plans on June. Mrs. Somosot said that she hasn't made any plans yet and she's not applying in any companies. She added that she wants to continue her studies at UP. Ms. Sekiya pointed out that if ever Ms. Somosot has enough time, she'll also act as part-time language teacher at PTTC.

In case of Ms. Santos, doing part-time job seem impossible because she plans to migrate this year to Canada and she also wants to pursue her MA studies.

At this point, Ms. Sekiya said that there will be a need to look for Filipino counterparts who are knowledgeable of Japanese language and who are willing to stay for at least a year should Ms. Santos and Ms. Somosot pushed through with their plans.

## B. Salary and Security

Ms. Somosot said that because their appointments are contractual in nature, they have no security of tenure and have limited benefits. Ms. Somosot added that due to this fact and that the government can't compete with the private companies in terms of salaries and bonuses, there is a dilemma.

## 8. Other Matters Discussed

### A. Other major institutions offering Japanese Language Courses in Manila:

1. Japan Information and Cultural Center, Japan Embassy
2. Foreign Service Institute, Dept. of Foreign Affairs
3. Dela Salle University
4. University of the Philippines

### B. Change of BJJ-JICA Expert

Mr. Chiba is in the process of looking for another JBL-JICA Expert in place of Ms. Sekiya whose term will end on March 1990. In the event that he doesn't find one, then Ms. Sekiya is willing to extend her term in order to avoid discontinuity of the 1990 course program until such time that there is a replacement.

### C. Training of BJJ Faculty

There is a training opportunity offered by JICA but because of conditions such as rendering at least six months for every 1 1/2 months training, Faculty members opt not to go.

### D. Counterpart Training Materials

Ms. Sekiya requested Mr. Chiba to send training materials ( 1 Course Package ) for the BJJ teachers. According to Mr. Chiba the request will be granted on February 1990. It will be utilized for the BJJ teachers' training.

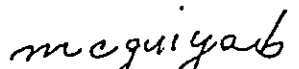
### E. Dictionaries (English-Japanese, Japanese-English)

Ms. Sekiya informed Mr. Chiba that she made inquiries about handy pocket dictionaries available in the local bookstores. Since there was no available dictionaries fitted for the course, she requested JICA to publish a dictionary.

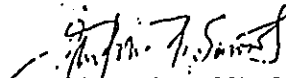
Adjournment

There being no other matters to be discussed, the meeting was adjourned at 4:50 P.M.


Prepared by:

  
MARITA C. GUIYAB

ATTESTED BY:

  
FLORDELIA SOMOSOT

NOTED BY:

  
MA. ANGELINA V. ANGELES  
Executive Director  
PTTC



## PTTC 1989 ACCOMPLISHMENT REPORT

ANNEX A : CURRICULUM DEVELOPED 1989

ANNEX B : TRAINING MATERIALS DEVELOPED AND PRODUCED 1989

ANNEX C : 1989 TRAINING NEEDS ANALYSIS SURVEYS

ANNEX D : SUMMARY OF PTTC TRAINING COURSES IMPLEMENTED

ANNEX E : PLANTILA OF PERSONNEL AS OF 3/DECEMBER 1989

# THE UNIVERSITY OF CHICAGO

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## PHILIPPINE TRADE TRAINING CENTER

### ACCOMPLISHMENT REPORT: JAN.- DEC., 1989

The year 1989 was a busy year for the Philippine Trade Training Center. Courses developed in 1988, the Center's first full year of operations, were implemented. New courses identified in the previous years, were developed and tested.

#### I. COURSE DEVELOPMENT:

The Center developed a total of 36 new courses. Of these, 24 were for Trade Business (including 1 for Japanese Business Language), 9 for Testing & Inspection and 3 for Trade Exhibitions. (Annex A provides the list of all 35 courses).

Fourteen (14) courses were revised or improved accordingly on the basis of the evaluations conducted by the seminar participants.

A total of 31 printed training materials were developed & produced. Of these, 22 were training packs for the seminars, 5 were cases used as part of the seminar's exercises & workshops, 3 were developed by the JICA expert for the PTTC full-time faculty, and one was an additional handout for the seminar. In addition to the printed materials, 16 audio-visual materials were produced. Fourteen of these were VTR materials, produced by PTTC utilizing the A/V studio and 2 were sets of slides showing market situations & color trends & forecasts. (Annex B shows the list of materials).

The development of the course curriculums & training materials were undertaken in close consultation with the JICA experts assigned to the project and with the following agencies:

- a. Food Development Center
- b. Forest Products Research & Development Institute
- c. Cottage Industry Technology Center
- d. Philippine Textile Research Institute
- e. Philippine Shipper's Council (for the Optimizing Transportation & Transport Related Costs seminar)

As part of the on-going activities of the Center, 24 Training Needs Analysis Surveys were conducted. Three of these were surveys administered to determine the Factors affecting Perceptions of foreign Buyers towards Filipino Suppliers, and of perceptions of Filipino suppliers towards Foreign Buyers. (Annex C gives a detailed listing of surveys conducted)

## II. COURSE IMPLEMENTATION:

The Center conducted 140 seminars with 6,388 participants. Of these, 123 seminars with 5,335 participants were conducted under the JICA project. (See Annex D for breakdown of courses)

While the bulk of the seminars were conducted in Manila, the Center likewise serviced the needs of the regions. A total of 27 regional seminars were conducted with 1053 participants.

The Center likewise conducted 16 specialized seminars which necessitated the coordination with other international organizations aside from JICA.

In support of the country's National Export Strategy, the Center plans to conduct seminars in 1990, with increased activities in the regions, & increased focus on Market Entry Courses.

In addition, the Center shall direct its regular courses to specific products: Furniture, Garments & Food.

## III. STAFF DEVELOPMENT:

### A. Faculty & Technical Staff Development:

In line with the Center's thrust in strengthening and further developing the capabilities of the Center's faculty and staff, a total of 14 full-time faculty and technical staff were trained in the various fields of international marketing, testing and inspection of garments and food, and Japanese Language Instructional Techniques.

In the second quarter of the year, a major training program was conducted among the trade business faculty of the Center and selected academic personnel from Business Schools in Manila. The seminar/workshop which focused on International Marketing and Training Skills was conducted by ITC consultants for three weeks. The purpose of the seminar was to establish a common framework on international marketing among the PTTC full-time faculty and technical staff.

In addition to the International Marketing Seminar/Workshop for the faculty, specific full time faculty members attended seminars abroad on case development, product development and adaptation, international business and export marketing.

Six faculty and technical staff were sent to Japan to train on the following areas under the JICA project:



- a. Exhibitions (Mr. Dennis N. Cruz)
- b. Exhibitions & Marketing of Wood Products (Mr. Leonardo C. Rosete)
- c. Testing & Inspection of Textile Products (Ms. Edita B. Gapangada)
- d. Teaching Techniques for Japanese Language (Ms. Flordelia Balite-Somosot)
- e. Testing & Inspection of Food (Ms. Gertrude Malicdem)
- f. International Marketing of Garments to Japan (Mr. Francisco R. Perfecto)

The Center also introduced the on-the-job training for the trade business faculty. An agreement was forged with the Philippine International Trading Corporation, whereby the PTTC faculty will be detailed to the Corporation for 1 month as assistant merchandisers. The program was tested in September with Mr. Felizberto Bombase participating. Based on the initial evaluation of Mr. Bombase and the PITC management, it was agreed to extend the training period to three months, and implement this prior to a Manila FAME. The next run of the program will therefore be implemented in 1990, after a revised program has been designed.

In-house training was likewise conducted for the full-time and part-time faculty of the Testing and Inspection Group (Garments). Specific training modules were designed by the JICA consultants (Messrs. Mizuno and Shiwaku) for the event.

#### B. Development of Academic Personnel as Possible Part-Time Faculty for the Center

In line with the Center's thrust of developing other part-time faculty for the Center, the Center also established formal linkages with the Philippine Association of Collegiate Schools for Business (PACSB). The PACSB has a membership of 140 business schools all over the country. Based on the agreement arrived at with this association, the areas of cooperation between PACSB & PTTC covers the following:

- a. Joint faculty development programs (In this respect, the Center has conducted an orientation seminar for PACSB member schools on export marketing, and have included a number of the PACSB faculty in the PTTC faculty development program)
- b. Exchange of information & training materials
- c. Joint researches to be undertaken on export marketing

- d. Joint Case development on export operations & marketing (materials to be used in seminars/workshops and for teaching in schools)
- e. Exchange of faculty (PACSB faculty trained under the PTTC faculty development program will be tapped by PTTC in the conduct of its seminars particularly in the regions)

#### C. 1990 Staff Development Program:

The thrust for faculty development for 1990 will focus on the individual faculty's needs. More and more, training will be related to the specific tasks of the faculty. As such, emphasis will be given on on-the-job training, and knowledge of specific markets and products, & export operations.

With respect to the Technical Staff of the Center, training shall be provided to further develop their skills on the management of seminars, knowledge of general export marketing operations, conduct of training needs analysis and specific researches which would be needed for corporate planning.

Specific training will be needed to enhance the capability of the Publications & Information Group, particularly in the production of VTR and A/V training materials. In this regard, the Center looks to JICA for support in training on this highly specialized field.

On-going in-house training provided by the JICA consultant is likewise envisioned.

#### IV. INSTITUTIONAL DEVELOPMENT

In addition to JICA, the Center established & strengthened its linkages with the following international organizations:

1. International Trade Center (Geneva, Switzerland): PTTC is currently linked with ITC on two projects: the first is the Project on Strengthening of Training Institutes in the Foreign Trade Sector, and the other is the project specifically designed to strengthen PTTC's capabilities.

The first project trains the PTTC faculty on export marketing and specific training skills. For 1990, the project shall be undertaking a series of seminars on consultancy services (which shall be provided by faculty), and on export marketing. In addition to the seminars, the Center has benefitted from the management consultancy provided by the project.

The second project focuses on the development of the over-all capabilities of the Center. Under this project, faculty & management development are the central concerns. With respect to the faculty development phase, it was agreed, that on-the-job training with respect to actual market (field) research will be undertaken by specific faculty members.

2. CBI (Center for the Promotions of Imports from Developing Countries - Netherlands) - CBI conducts specific market/product courses. For 1989, CBI conducted seminar/workshops on Fresh Fruits for Europe, and Foundations Garments for the Netherlands market.
3. IMPOD (Import Promotion Office for Products from Developing Countries - Sweden) - An IMPOD project focusing on the Production Planning and Control for the Furniture Sector is now in place. PTTC is involved in the project, which will culminate in the conduct of a seminar for the industry on this specific topic.
4. Carl Duisberg Gessellschaft of the Federal Republic of Germany - The training program on International Marketing of Processed Fruits & Furniture was started in 1989 and shall end in 1990. In addition to this, a seminar on How To Effectively Participate in International Fairs was conducted by CDG in 1989. PTTC has submitted proposals for the conduct of a market/specific seminar for Housewares and a repeat of the Exhibition seminar for Cebu.
5. European Community - In 1989, the Center implemented three seminars under the EC program: curriculum development for international marketing, export marketing for the private sector, and how to negotiate with the European Buyers. For 1990, the Center's proposal for the conduct of three seminars on Strategic Export Marketing, Market Forecasting and Market Research were approved. In addition, a regional seminar (includes the participation of ASEAN countries) on How to Participate Effectively in International Fairs, shall be implemented.
6. Japan External Trade Organization (JETRO) - Through JETRO, Seminars on the marketing of specific Filipino products to Japan, shall be implemented in 1990.

V. STAFFING:

The center has a total of 104 position items of which 86 are permanent plantilla items while 18 are contractual under the Foreign Assisted Project.

As of the end December, 1989 the center has 80 filled positions: 63 regulars, and 16 contractals.

Annex E shows the plantilla positions & its status of occupancy as of December 31, 1989.

VI. BUDGET

For 1989, the center has a total budget of P20.9 million. For 1990, the approved budget is P16.9 million. Of this, P9.465 million is for the regular fund and P7.497 million, for the foreign assisted projects fund. The amount of P2.9 million was allocated on reserve for unprogrammed expenses.

PHILIPPINE TRADE TRAINING CENTER  
 ACCOMPLISHMENT REPORT  
 JANUARY-DECEMBER, 1989

MOST IMPORTANT SPECIFIC OBJECTIVES	1989 TARGETS	YR TO DATE ACTUAL	ACCOMPLISHMENT % OF TARGET
<b>C.O.6.0 COURSE DEVELOPMENT</b>			
S.O.6.1 Designing & packaging of the Center's training courses for 1989 which address the needs of exporters and gov't officials resulting in relevant courses	30 courses designed	36	120.00
	5 improved courses	14	280.00
	4 General TNAs (Regional)	9	225
	11 Mini-TNA for all new courses	15	136.36
<b>C.O.7.0. TRAINING MATERIALS DEVELOPMENT</b>			
S.O.7.1 Develop & produce training materials for the courses designed resulting in a better understanding & appreciation of topics covered during the seminar	50 new trng materials designed (includes cases manuals, vtr)	31 17 vtr prod'n 22 sets of a/v materials	140.00
	8500 printed handouts	8097	95.26
<b>C.O.8.0. COURSE IMPLEMENTATION</b>			
S.O.8.1. Conducting of seminars designed resulting in informed & skilled exporters with respect to export marketing	122 seminars	140	114.75
	4500 participants	6388	141.96
<b>C.O.9.0 FACULTY DEVELOPMENT PERFORMANCE</b>			
S.O.9.1. Train PTTC faculty (full-time and part-time) on areas of int'l mktg. testing & inspection, trade exhibition and trainer's skills	5 trainer's courses	6	120
	50 faculty/mktg educators trained	73	146

‡ TARGETS BASED ON REVISED TARGETS AS AGREED UPON WITH OFFICE OF OPERATIONAL PLANNING.  
 IT IS TO BE NOTED THAT ORIGINAL TARGET FOR SEMINAR PARTICIPANTS AS SUBMITTED TO DBM WAS 6100

"ANNEX A"

CURRICULUM DEVELOPED  
1989

TRADE BUSINESS COURSES:

1. Market Research and Trade Information
2. Basic Export Seminar for the Printing Industry
3. Exporting Tropical Processed Fruits to France
4. Exporting Fruit Pulp and Purees to France
5. Applied Research Techniques for Regional Trade Officers
6. Importing for Re-export
7. GTEB Rules and Regulations
- 8.\* Trainers Training on International Marketing (in coordination with ITC)
9. Legal Aspects of Doing Business in the USA
10. Costing & Pricing of Ladies and Children's Garments
11. Basics of Exporting for Bacolod
12. GSP Japan
13. Selling to Europe
14. Selling to the Socialist Countries
15. Seminar on the Harmonized System
16. Optimizing Transportation and Transport-Related Costs
17. Trade Promotions for the Foreign Service Officers
18. How To Negotiate with your European Buyer (in coordination with CEGOS of Belgium)
- 19.\* Role of Educators in Export Promotion (Orientation Seminar for PACSB)
20. Conventional Trading: Import/Export Procedures
21. Business Japanese Language for Cebu (2-week intensive course)
22. EEC Seminar on Marble Industry and the European Market

23. Export Promotions Seminar with a focus on the European Market (in coordination with CEGOS of Belgium)
- 24.\* Role of Marketing Educators in Export (developed for Notre Dame College of Gen. Santos City)

#### TESTING AND INSPECTION COURSES:

- 25.\* Trainers Training on Garment Inspection (developed by JICA expert for PTTC faculty training)
26. Garment Supervisors' Training Course for the Women of Tondo
- 27.\* Chemical Analysis of Finishing Agents (developed by JICA expert for PTTC faculty)
28. Quality Management for Garment Industry
- 29.\* Operation of Garment Testing Equipment (developed by JICA expert for PTTC faculty and lab operators)
30. Basic Course on Testing of Fruits and Vegetables for Government Inspectors
31. USFDA Rules and Regulations on Marine-based Products and Ethnic Food
32. Packaging and Labelling of Processed Food
33. Quality Testing and Inspection for Canned Food

#### TRADE EXHIBITION:

34. How to Organize Trade Fairs
35. Effective Participation in Trade Fairs (in coordination with CDG)
36. Technical Aspects of Exhibition Mounting (in coordination with CDG)

"ANNEX B"

TRAINING MATERIALS DEVELOPED AND PRODUCED  
1989

PRINT MATERIALS

- I. Trade Business
  1. Market Research and Trade Information
  2. Business Japanese Language Level I
  3. Business Japanese Language Level II
  4. Basic Export Seminar for the Printing Industry
  5. Exporting Tropical Processed Fruits to France (Dried Fruit)
  6. Exporting Fruit Pulps, Purees and Concentrates to France
  7. Case Study: Island Artcrafts Inc.
  8. Case Study: ISIP Cotton
  9. Costing & Pricing Case: Food
  10. Costing & Pricing Case: Furniture
  11. Costing & Pricing Case: Garments
  12. Christmas Decors for Canada
  13. Legal Aspects of Doing Business in the USA
  14. Optimizing Transportation and Transport-Related Costs
  15. Importing for Re-export
  16. Trade Promotions for Foreign Service Officers
  17. Research on the Marketing Practices of the Garment Industry
  18. Estimating your Product Cost (For Costing & Pricing Seminar for Pampanga)
  19. Garment Supervisor's Training for the Women of Tondo
  20. Product Costing for Export Furniture (Supplemental Handout for Costing & Pricing Seminar held in Pampanga)



## II. Testing & Inspection:

21. Packaging and Labelling of Food Products
22. Training on Equipment Operation for TID Faculty (developed by JICA Expert)
23. Quality Management for Garment Industry
24. Basic Course on Quality Inspection of Fruits and Vegetables for Government Inspectors
25. Testing & Inspection of Textile Products in Japan (debriefing materials)
26. Quality Testing and Inspection for Canned Food
27. Trainers Training on Garment Inspection (developed by JICA Expert)
28. Chemical Analysis of Finishing Agents (developed by JICA Expert)
29. USFDA Reference Materials
30. International Standards on Physical and Chemical Test Methods, Fabric Grading System and Garment Sizing for Quota & Non-Quota Countries

## III. Trade Exhibition:

31. How to Organize Trade Fairs and Exhibitions

## VTR MATERIALS

32. From Fibers to Yarns
33. Market Information Series: Food for the Netherlands Market (interview with CBI Consultants)
34. MIS Series: Processed Food and Furniture for the German Market (interview with CDG Experts)
35. 2 sets of slides on the French Market for Tropical Fruits, Purees, Pulps and Concentrates
36. Step by Step Export (Export Procedural Flow)
37. Success Story: M. R. Knitwear
38. Success Story: Auralyn's

39. Success Story: BALMAC
40. MIS Series: French Market for Tropical Fruits, Purees, Pulps and Concentrates (interview with Mr. Jean Muller, ITC Consultant)
41. MIS Series: Legal Aspects of Exporting to the USA (interview with Mr. Ted Hume)
42. MIS Series: Foundation Garments for the Netherlands Market (an interview with CBI Consultants)
43. MIS Series: The Philippine Marble Industry & Prospects of Philippine Marble in the European Market (interview with EC Consultants)
44. MIS Series: Prospects of Philippine Furniture Industry (interview with IMPOD Team of Consultants & IMPOD project participants)
45. MIS Series: Color Forecast (interview with Mr. Tyler, CITEM Product Specialist)
46. MIS Series: How To Effectively Participate in International Fairs (interview with CDG Consultants)
47. One set of slides on Color Forecasts
48. Weaving: A Method of Fabric Construction
49. Visual Materials for 20 lessons of Japanese Business Language I
50. Visual Materials for 2 lessons on Testing and Inspection of Garments

"ANNEX C"

PHILIPPINE TRADE TRAINING CENTER  
 1989 TRAINING NEEDS ANALYSIS SURVEYS (CONDUCTED BY PPD)  
 YEAR-ENDING DECEMBER 1989

	PERIOD	PURPOSE
MAJOR TNA'S:		
1. ORIENTAL MINDORO	JANUARY	TO DETERMINE THE NATURE OF SEMINARS PTTC COULD OFFER
2. MARINDUQUE	JANUARY	TO DETERMINE THE NATURE OF SEMINARS PTTC COULD OFFER
3. METRO MANILA	SEPTEMBER	FACTOR ANALYSIS OF: A. PERCEPTIONS OF FOREIGN BUYERS TOWARDS FILIPINO SUPPLIERS (LOCAL AGENTS)
4. METRO MANILA	SEPT-OCT	B. PERCEPTIONS OF FILIPINO SUPPLIERS TOWARDS FOREIGN BUYERS
5. METRO MANILA	OCTOBER	C. PERCEPTIONS OF FOREIGN BUYERS TOWARDS FILIPINO SUPPLIERS (PARTICIPANTS OF THE F.A.M.E.)
6. BUTUAN, AGUSAN DEL NORTE	DECEMBER 28-29	TO DETERMINE THE NATURE OF SEMINARS PTTC COULD OFFER
7. ILIGAN, LANAOS D.N.	DECEMBER 28-30	TO DETERMINE THE NATURE OF SEMINARS PTTC COULD OFFER
8. ILOILO	DECEMBER 27-29	TO DETERMINE THE NATURE OF SEMINARS PTTC COULD OFFER
9. AKLAN	DECEMBER 27-29	TO DETERMINE THE NATURE OF SEMINARS PTTC COULD OFFER
MINI-TNA'S:		
10. BACOLOD	JANUARY 30-31	VALIDATION OF REQUEST FOR SEMINAR BY DTI-VI
11. METRO MANILA	FEBRUARY	EXPORT PROMOTION COURSE FOR REGIONAL OFFICERS
12. ALBAY, BICOL	MARCH 1-3	VALIDATION OF REQUEST FOR SEMINAR BY DTI-V
13. WOMEN OF TONDO	FEBRUARY	FOR THE DEVELOPMENT OF A COURSE ESPECIALLY FOR THE WOMEN OF TONDO

14. METRO MANILA	-STAGGERED SCHEDULE-	FOR THE DEVELOPMENT OF "IMPORTS FOR RE-EXPORTS" COURSE
15. BETP	APRIL	FOR BETP STAFF DEVELOPMENT COURSE
16. CEBU	JULY 5-6	FOR THE POSSIBILITY OF HOLDING JAP LANG COURSE
17. COTABATO CITY	JULY	VALIDATION OF REQUEST FOR COSTING & PRICING SEMINAR BY DTI-XII
18. LAGUNA	AUGUST	TO VALIDATE REQUEST FOR SEMINAR BY THE LAGUNA EXPORT COUNCIL
19. BULACAN, BATANGAS, MANILA, LAGUNA, DAVAO, & CEBU	SEPTEMBER	IN COORDINATION WITH JETRO & BETP FOR THE CUTFLOWERS SEMINAR
20. CAVITE, LAGUNA	DECEMBER 5-7	TRAINERS' TRAINING ON FOOD
21. BAGUIO CITY	DECEMBER 12-15	TRAINERS' TRAINING ON FOOD
22. CEBU	DECEMBER 26-28	TNA ON THE TRADE PROMOTIONS OFFICERS OF DTI-RDG VII
23. ZAMBOANGA	DECEMBER 28-29	TO VALIDATE THE IMPLEMENTATION OF THE IMPOD PROJECT IN ZAMBOANGA
24. GEN. SANTOS CITY	JULY*	VALIDATION OF REQUEST FOR SEMINAR BY DTI-XI

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\* TNA CONDUCTED BY FACULTY

SUMMARY OF PTTC TRAINING COURSES  
 IMPLEMENTED: JANUARY-DECEMBER, 1989

"ANNEX D"

COURSE TITLE	NO. OF COURSES			DATE	NO. OF PARTICIPANTS		
	MML	REG	TOTAL		MML	REG	TOTAL
<b>I. TRADE BUSINESS</b>							
1. Basics of Exporting			21				1065
A. Manila	13						
				1/23-27	71		
				1/28	49		
				2/20-24	39		
				3/13-17	61		
				4/17-21	84		
				5/26	32		
				6/26-30	93		
				7/10-14	43		
				8/14-18	49		
				9/18-22	82		
				10/16-20	46		
				11/20-24	55		
				12/11-15	24		
B. Regional		8					
a. Roxas City				1/25-27			32
b. Paopanga				4/3-5			28
c. Bacolod				4/11-14			21
d. Isabela				7/19-21			8
e. Gen. Santos				7/27-29			41
f. Laguna				9/27-29			33
g. Cotobato City (Convent'l trading)				9/26-27			140
h. Cagayan de Oro				11/14-17			34
2. Export Marketing Mgt.			4				69
A. Manila	3						
				5/14-18	14		
				7/24-28	23		
				10/23-25	21		
B. Regional		1					
a. Paopanga				8/28-30			11
<b>SUB TOTAL</b>	<b>16</b>	<b>9</b>	<b>25</b>		<b>786</b>	<b>348</b>	<b>1134</b>

COURSE TITLE	NO. OF COURSES			DATE	NO. OF PARTICIPANTS		
	MNL	REG	TOTAL		MNL	REG	TOTAL
<b>I. TRADE BUSINESS</b>							
<b>3. Costing &amp; Pricing</b>			4				157
Manila	3			3/20-21	30		
				5/10-11	23		
Regional		1		9/21-22	91		
Pampanga				11/28-29	15		
<b>4. Financing for Export</b>			3				
Manila	3			3/8-10	21		40
				7/26-27	10		
				12/14-15	9		
<b>5. Sales Offers &amp; Contracts</b>			2				74
	2			4/26-28	38		
				9/13-15	36		
<b>6. Optimizing Transport &amp; Transport-related Costs</b>			2				32
	2			8/14-16	14		
				<del>10/14-18</del>	<del>18</del>		
<b>7. Japanese Language</b>			8				135
a. Level I	4			1/23-3/20	23		
				5/5-6/13	23		
				7/14-9/8	22		
				9/29-11/24	23		
b. Level II	2			1/23-3/20	15		
				9/29-11/24	15		
c. Level III	1			5/22-7/17	7		
d. Level IV	1			7/31-10/6	7		
<b>8. GTEB Rules &amp; Regulations</b>			9				814
	9			4/25-26	80		
				5/16	100		
				7/26	80		
				8/29	105		
				9/26	77		
				10/17	70		
				11/28	163		
				12/13	103		
				12/18	56		
<b>SUB TOTAL</b>	<b>27</b>	<b>1</b>	<b>28</b>		<b>1234</b>	<b>0</b>	<b>1234</b>

COURSE TITLE	NO. OF COURSES			DATE	NO. OF PARTICIPANTS		
	MNL	REG	TOTAL		MNL	REG	TOTAL
<b>I. TRADE BUSINESS</b>							
9. Imports for Re-exports	2		2	8/7-10 10/9-10	21 55		76
10. Role of Educators in Expt. Dev't.			2				71
Manila	1			9/1	46		
Regional Gen. Santos City		1		11/29-12/2	25		
11. Costing & Pricing (for NGOs)	1		1	9/15	75		75
12. Trade Promotions for Foreign Service Officers	1		1	9/19-20	25		25
13. Market Research & Trade Information	1		1	1/11-13	40		40
14. Market Penetration Courses:			6				
a. I'bas Decors for Canada		2					39
Pampanga				4/10		19	
Legaspi				3/11		20	
b. Legal Aspects of Exporting to USA							173
Manila	1			3/29-31	57		
Regional Cebu		3		4/15 5/26		75 20	
Legaspi				5/31		21	
<b>SUB TOTAL</b>	<b>7</b>	<b>6</b>	<b>13</b>		<b>344</b>	<b>155</b>	<b>499</b>

COURSE TITLE	NO. OF COURSES			DATE	NO. OF PARTICIPANTS		
	MNL	REG	TOTAL		MNL	REG	TOTAL
I. TRADE BUSINESS			12				1327
c. Dried Fruits for European Mkt. (Davao)		1		6/27-28		27	
d. GNT for Middle East	1			4/18-19	38		
e. Overview of European Market		2					
Cebu				6/16		105	
Legaspi				6/19		33	
f. MIS at Expt Congress:	5						
Selling to USA				5/25	250		
Selling to EC				5/25	300		
Selling to Socialist Countries				5/25	66		
Harmonized System				5/25	38		
GSP Japan				5/25	178		
g. Debriefing on Belgian Market	1			10/18	30		
h. Trends & Forecasts for Children's Wear in USA	1			4/19	34		
i. Merchandising Orienta- tion & Forecasts on Europe 1990 for GTH	1			7/17	28		
SUB TOTAL	9	3	12		1162	165	1327



COURSE TITLE	NO. OF COURSES			DATE	NO. OF PARTICIPANTS		
	MML	REG	TOTAL		MML	REG	TOTAL
II. TESTING & INSPECTION							
A. GARMENTS			18				411
1. From Fibers to Fibers: Selection of Materials for GMT Quality	1			1/9-13	14		
2. Quality Control Techniques & their Application to GMT Testing & Inspection	1			2/6-8	34		
3. Physical Testing of GMT	2			2/20-24 6/26-30	9 26		
4. Faculty Training on GMT Inspection	1			2/27-3/4	30		
5. Chemical Testing of GMT	1			3/13-17	7		
6. Supervisors' Course - Textiles	1			5/15-19	15		
7. Fabric & GMT Inspection	2			4/3-7 8/14-18	13 40		
8. Mfg Process & Proper- ties of Textiles & Select- ion of Materials for GMT	1			5/8-12	23		
9. Quality Mgt. for Garment Industry	2			5/30-6/2 10/16-19	58 24		
10. Chemical Analysis of Finishing Agents	1			8/7-8	10		
11. GMT Textile Testing & Inspection (Debriefing)	1			8/9-11	14		
12. Operation of GMT Testing Equipment (FTY Trng)	1			9/18-22	22		
13. Colorfastness, Fiber Comp., & Harmful Subs- tances in Fabrics & GMT	1			9/25-29	24		
14. Basic Team Mgt Techniques	1			11/11, 18 & 25	38		
15. GMT & Textile Test. & Insp for Govt Sector	1			11/6-29	10		
SUB TOTAL	18	0	18		411	0	411

COURSE TITLE	NO. OF COURSES			DATE	NO. OF PARTICIPANTS		
	MNL	REG	TOTAL		MNL	REG	TOTAL
II. TESTING & INSPECTION							
B. FURNITURE			7				90
1. Wooden Furniture	6			1/16-31	13		
				4/3-18	12		
				6/5-21	23		
				7/10-25	10		
				9/18-10/3	13		
				11/28-12/8	12		
2. Trng for Participants to the Tokyo Intl Furniture Fair	1			8/10-11	7		
C. FOOD			8				162
1. Frozen Fish	2			2/6-10	23		
				7/17-21	22		
2. Fruits & Vegetables	3			2/20-24	19		
				5/8-12	17		
				8/7-15	8		
3. Food Testing & Inspection: Japanese Requirements & Export/import Inspection Systems (Debriefing)	1			8/29	10		
4. Packaging & Labelling of Processed Food	1			9/5-8	42		
5. QC in the Canning of Food	1			9/25-29	21		
SUB TOTAL	15	0	15		252	0	252

COURSE TITLE	NO. OF COURSES			DATE	NO. OF PARTICIPANTS		
	MNL	REG	TOTAL		MNL	REG	TOTAL
<b>III. TRADE EXHIBITIONS</b>							
1. How to Organize Trade Fairs			2				95
Manila	1			2/13-15	53		
Cebu		1		6/29-7/1		42	
2. How to Participate in Trade Fairs			10				619
Manila	3			3/15-17	65		
(for NGOs)				11/16-17	23		
Regional		6		10/13	208		
Baguio				2/27-28		36	
Legaspi				3/9-10		36	
Davao City				7/3-4		73	
Cagayan de Oro City				7/6-7		31	
Cebu City				7/17-18		91	
Tacloban City				7/20-21		38	
3. Technical & Creative Aspects of Visual Merchandising	1			9/11	18		
<b>OTHER SEMINARS: IN COORDINATION WITH INT'L ORGS.</b>							
A. Carl Duisberg Gesellschaft			3				148
1. Know-how Transfer Program in Int'l Marketing	1			1/16-20	55		
2. Special Program for Designers	1			7/31-8/4	15		
3. How To Effectively Participate in Trade fairs	1			7/31-8/4	78		
B. CBI (Netherlands)			3				103
1. Exporting Fresh & Processed Foods to Europe	1			1/19	53		
2. Foundation Garments & Beachwear for Europe	1			4/24-25	24		
3. CBI PROMOTOR	1			4/26-28	26		
<b>SUB TOTAL</b>	<b>11</b>	<b>7</b>	<b>18</b>		<b>618</b>	<b>347</b>	<b>965</b>

COURSE TITLE	NO. OF COURSES			DATE	NO. OF PARTICIPANTS		
	MNL	REG	TOTAL		MNL	REG	TOTAL
OTHER SEMINARS: IN COORDINATION WITH INT'L ORGS.							
C. EC-Assisted Projects:			4				178
1. Curriculum Dev't	1			2/2-8	27		
2. Export Promotions	1			6/19-23	62		
3. How to Negotiate w/your European Buyer	1			11/20-24	30		
4. Seminar for the Marble Industry	1			5/8-9	59		
D. International Trade Center:			2				49
1. Exporting Processed Tropical Fruits	1			2/28-3/1	25		
2. International Marketing for PTTC Faculty Trng.	1			5/22-6/9	24		
E. IMPOD (Sweden)			2				26
1. IMPOD Proj. Phase III Production Planning	1			1989	4		
2. Furniture & the Scandinavian Market	1			9/9	22		
F. USAID			1				187
1. USFDA Rules & Regulations for Ethnic Foods Noodles & Lumpia Wrappers	1			10/28-30	187		
G. UNCTAD							
1. GSP & Other Trade Laws			2				106
Manila	1			10/2-3	68		
Cagayan de Oro City		1		10/5-6		38	
SUB TOTAL	10	1	11		508	38	546
TOTAL PTTC-JICA:	97	26	123		4576	1015	5591
OVER-ALL TOTAL:	113	27	140		5335	1053	6388



PHILIPPINE TRADE TRAINING CENTER

INTERNATIONAL TRADE CENTER COMPLEX  
 ROXAS BLVD. COR. SEN. GIL J. PUYAT AV.  
 1300 PASAY CITY, PHILIPPINES

"ANNEX E"

PLANTILLA OF PERSONNEL AS OF 31 DECEMBER 1989

Division	Positions	No. of Positions	No. of Filled Positions
OED	Executive Director	1	1
	Deputy Executive Director	1	0
	Secretary II	1	1
	Secretary I	1	1
	Sub-Total	4	3
FASD	Administrative Officer V	1	1
	Administrative Officer IV	1	1
	Budget Officer II	1	1
	Accountant II	1	1
	Human Resource Mgt. Officer II	1	1
	Supply Officer II	1	0
	Supply Officer I	1	1
	Engineer II (M.E.)	1	0
	Engineer I (E.E.)	1	0
	Engineer I	1	1
	Cashier II	1	1
	Bookkeeper	1	1
	Disbursing Officer I	1	1
	Human Resource Mgt. Asst.	1	1
	Clerk III	1	0
	Clerk II	3	1
	Storekeeper I	1	1
	Communications Eqpt. Optr. I	1	1
	Mechanic I	1	1
	Driver II	1	1
	Driver I	2	2
	Electrician I	1	1
	Messenger	5	4
Utility Worker I	2	2	
Sub-Total	32	25	
PPD	Planning Officer V	1	1
	Planning Officer III	2	1
	Planning Officer II	2	2
	Planning Officer I	3	1
	Clerk II	2	2
		10	7

PID	Information Officer V	1	0
	Media Production Specialist III	1	1
	Creative Arts Specialist III	1	1
	Media Production Specialist II	1	0
	Trade-Industry Dev't Specialist II	1	0
	Engineer II	1	0
	Feature Writer	2	2
	Audio-Visual Aids Technician III	1	1
	Information Officer I	1	0
	Audio-Visual Aids Technician II	1	0
	Trade-Industry Dev. Researcher	1	1
	Media Production Specialist I	3	1
	Audio-Visual Aids Technician II	1	0
	Artist Illustrator II	2	2
	Photographer II	1	0
	Audio-Visual Aids Technician I	1	1
	Audio-Visual Equipment Operator I	1	1
	Clerk II	2	2
		=====	=====
		23	13
TID	Chief Trade-Industry Development Specialist	1	1
	Sr. Trade-Industry Dev't. Specialist	1	1
	Trade-Industry Dev't. Specialist II	1	1
	Trade-Industry Dev't. Specialist I	1	1
	Clerk II	2	2
		=====	=====
		6	6
BMD	Chief Trade-Industry Dev't. Specialist	1	1
	Sr. Trade-Industry Dev't. Specialist	1	1
	Trade-Industry Dev't. Specialist II	1	1
	Trade-Industry Dev't. Specialist I	2	1
	Clerk II	2	2
		=====	=====
		7	6

TED	Chief Trade-Industry		
	Dev't. Specialist	1	1
	Sr. Trade-Industry		
	Dev't. Specialist	1	1
	Trade-Industry		
	Dev't. Specialist I	1	0
	Clerk II	1	1
		=====	=====
		4	3
TOTAL REGULAR ITEMS - - - - -		86	63
FACULTY	Chief Development		
	Management Officer	1	1
	Supvg. Development		
	Management Officer	1	1
	Development Mgt. Officer II	10	9
	Development Mgt. Officer I	2	1
	Clerk II	3	3
	Driver	1	1
		=====	=====
		18	16
TOTAL FAPS ITEM- - - - -		18	16
TOTAL PLANTILLA POSITIONS - - - - -		104	80

