

PEDP 2018 – 2022 (FOOD EXPORTS)

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1st VCO TWG Meeting



PEDP 2018-2022 is subsumed under the Philippine Development Plan 2017-2022



US\$ 122 – 130.8 Billion
total exports by **2022**

By 2040, the Philippines shall be a prosperous middle-class society where no one is poor. Our people will enjoy long and healthy lives, are smart and innovative, and will live in a high-trust society

MATATAG
(Deeply-rooted)

- ✓ Family is together
- ✓ Time with friends
- ✓ Work-life balance
- ✓ Strong sense of community

MAGINHAWA
(Comfortable)

- ✓ Free from hunger and poverty
- ✓ Secure home ownership
- ✓ Good transport
- ✓ Travel and vacation

PANATAG
(Secure)

- ✓ Enough resources for day-to-day needs and unexpected expenses
- ✓ Peace and security
- ✓ Long and healthy life
- ✓ Comfortable retirement



PEDP 2018-2022 : KEY STRATEGIES

Strategy No. 1

Improve the overall climate for export development

Remove unnecessary regulatory impediments to goods movement and services delivery; Raise productivity and competitiveness of Philippine enterprises; Upgrade exports quality and standards; Improve exporters' access to trade finance; Enhance export sectors' innovative capacity through an efficient system of national innovation, Information)

Strategy No. 2

Exploit existing prospective opportunities from trading arrangements

Exploit opportunities from regional and preferential trading arrangements to expand market access, explore new trading partners, and develop new export products; Launch well-coordinated and sufficiently-funded exports and investment promotion campaign)

Strategy No. 3

Design comprehensive packages of support for selected products and services sectors

Recognizes the larger Inclusive Innovation Industrial Strategy (I3S) as foundation for integrated industrial development where interrelated industries feed on each other both in the domestic and international markets

PHILIPPINE EXPORT DEVELOPMENT PLAN (PEDDP) 2018-2022

KEY EXPORT SECTORS



ELECTRONICS



PROCESSED FOOD & BEVERAGES



IT-BPM (BUSINESS SERVICES)



TOURISM & TRAVEL-RELATED GOODS

PRODUCTS	Office Equipment, e.g., parts for cellular phones, electrical apparatus, telephone sets and Consumer Electronics, e.g., radio transmitters, internet video-conferencing equipment	Coconut Products, e.g., coco water, coco milk/cream, MCT, and VCO; Canned Tuna; Processed Fruits (banana, mango, pineapple), e.g., purees, dried fruits, and preserves; Baked Goods and Confectionery, e.g., biscuits and snack foods, candies; Beverages, e.g., ready-to-drink (RTD), wines & spirits	Creative Industries, e.g., advertising, digital art/graphic design, animation, game development, film; Healthcare Information; Startup; Logistics/Transport; Franchising; Construction; Education; IT-BPM; Maintenance, Repair and Overhaul (MRO) for Aerospace; Gastronomy	Tourism Services, e.g., accommodation services, travel agencies, tour operators, health and wellness (spa); Souvenir Items; Food Lore
MARKETS	USA, Germany, China, and Hong Kong	USA, Europe, Canada, ASEAN+3 (China, Japan, Korea), Middle East	USA, Europe, Canada, ASEAN+3, Oceania (Australia & New Zealand)	USA, Europe, Canada, Japan, Korea, Middle East

DTI 12 PRIORITY INDUSTRY SECTORS



AGRI-BUSINESS



AEROSPACE PARTS



AUTOMOTIVE AND AUTO PARTS



CHEMICALS



CONSTRUCTION



IT-BPM



ELECTRONIC PRODUCTS



FURNITURE, GDH AND WEARABLES



SHIPBUILDING



TOOL AND DIE



TOURISM



TRANSPORT AND LOGISTICS

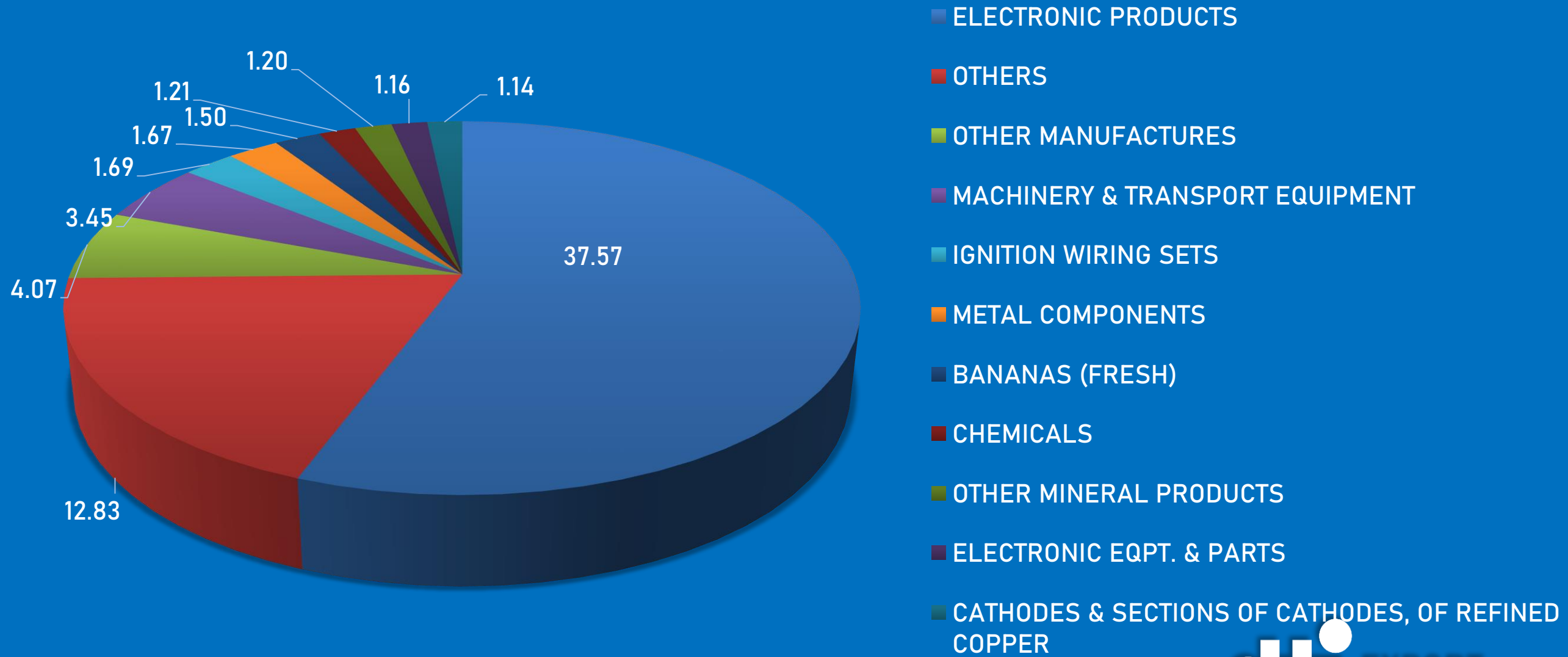
FOOD AND AGRIMARINE

CONSUMER AND INDUSTRIAL

SERVICES

2018 MERCHANDISE EXPORTS TO THE WORLD

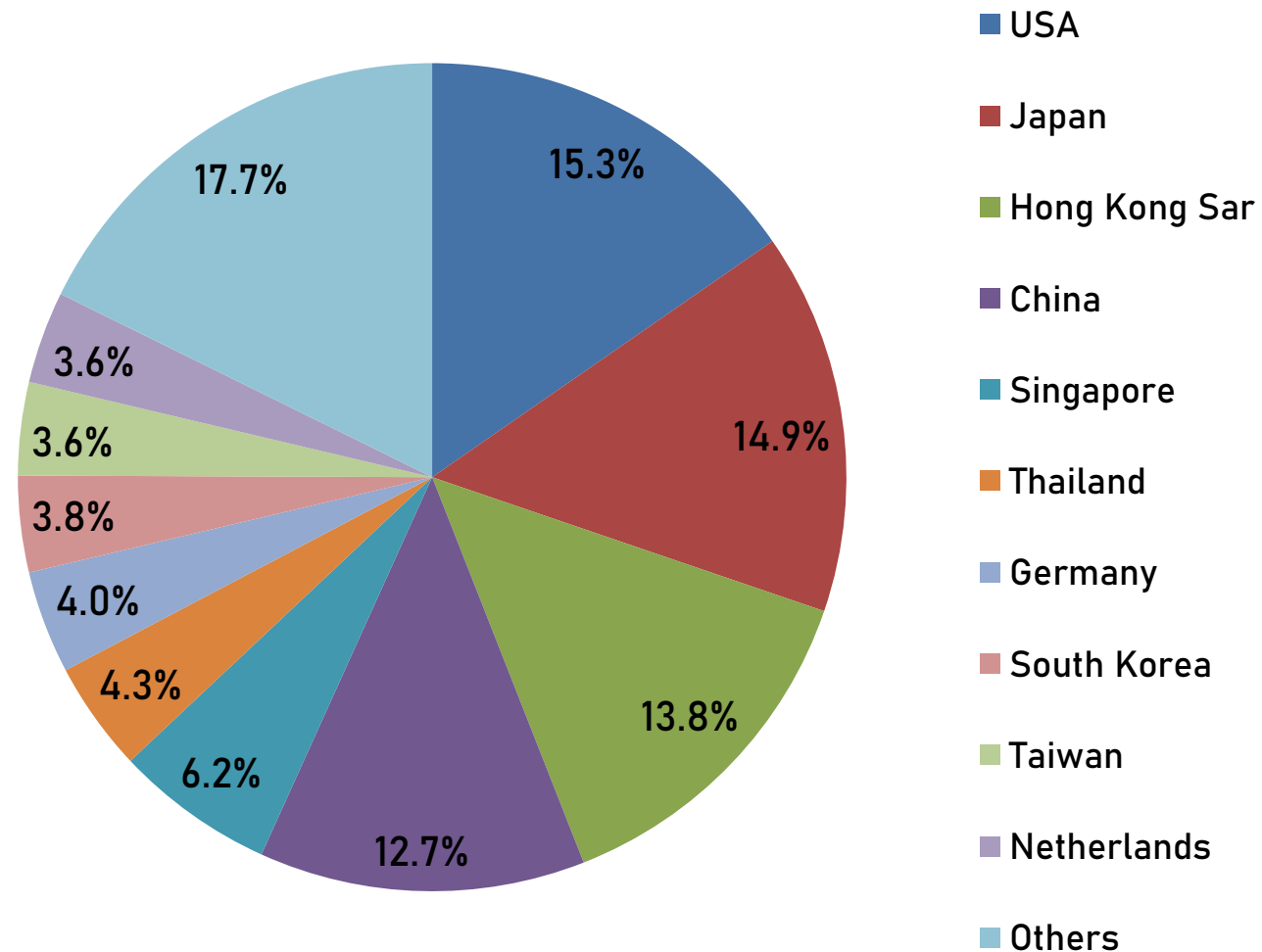
US\$ 67.49 Billion



2018 Top PH Export Markets

US\$ 69.31 Billion

% Share



PDP 2017-2022 & PEDP 2018-2022

EXPORT TARGETS

Exports	2017		2018		2019		2020		2021		2022	
	Low	High	Low	High	Low	High	Low	High	Low	High	Low	High
Goods (US\$B)	45.1	45.6	47.8	48.8	51.2	52.7	54.8	56.9	59.2	62.0	61.0	62.2
Services (US\$B)	34.5	34.9	38.3	39.0	42.6	43.7	47.2	49.0	52.4	55.3	61.0	68.6
Total (US\$B)	79.7	80.4^a	86.2	87.8^b	93.7	96.4	102.0	105.8	111.6	117.3	122.0	130.8

Notes:

^a Actual value for 2017: Goods=\$51.8B; Services = \$34.8; Total Exports = \$ 86.6B

^b Actual Value for 2018: Goods = \$51.7B; Services = \$37.5B; Total Exports = \$ 89.2B

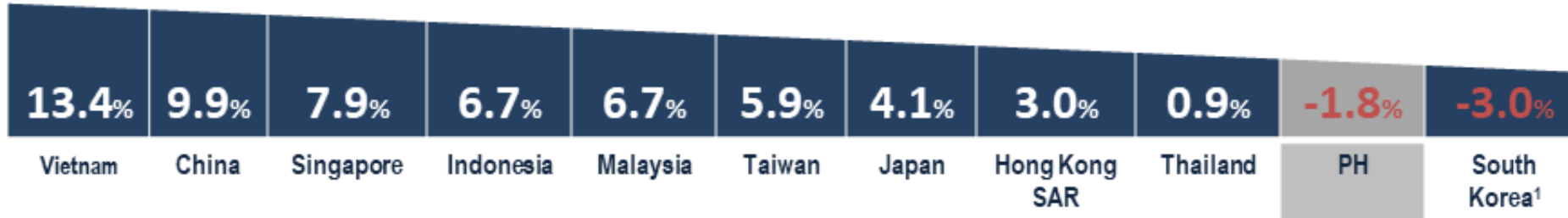
1) Trade stats based on BPM6

2) PEDP 2018-2022 has been endorsed by the Economic Development Cluster for the approval of the President.

Comparison of Merchandise Export Performance of Some Asian Economies and other PH Major Markets, December 2018

JAN-DEC 2018, YTD Growth Rate

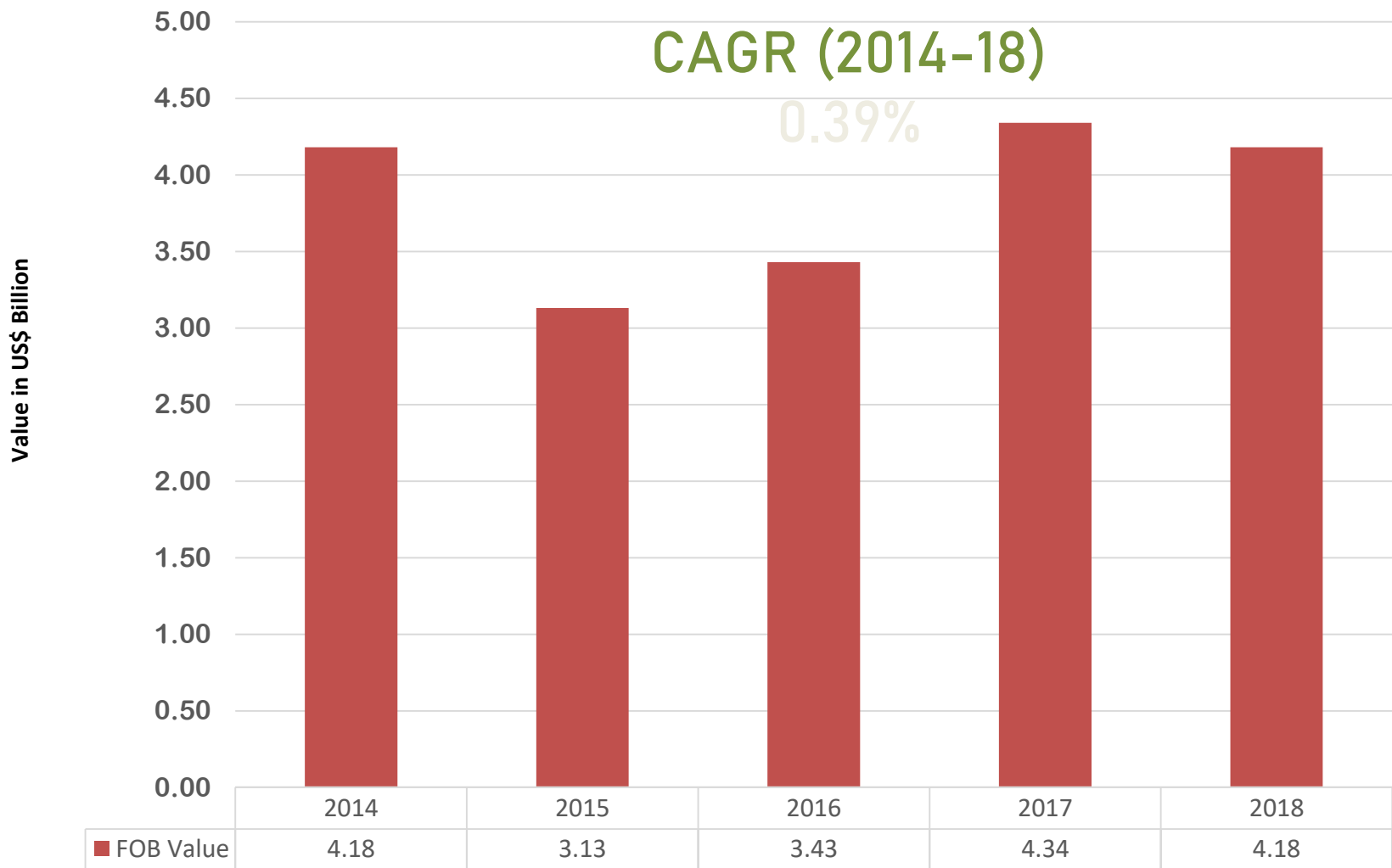
MERCHANDISE EXPORTS IN SELECTED ASIAN ECONOMIES



DECEMBER 2018, YOY Growth Rate

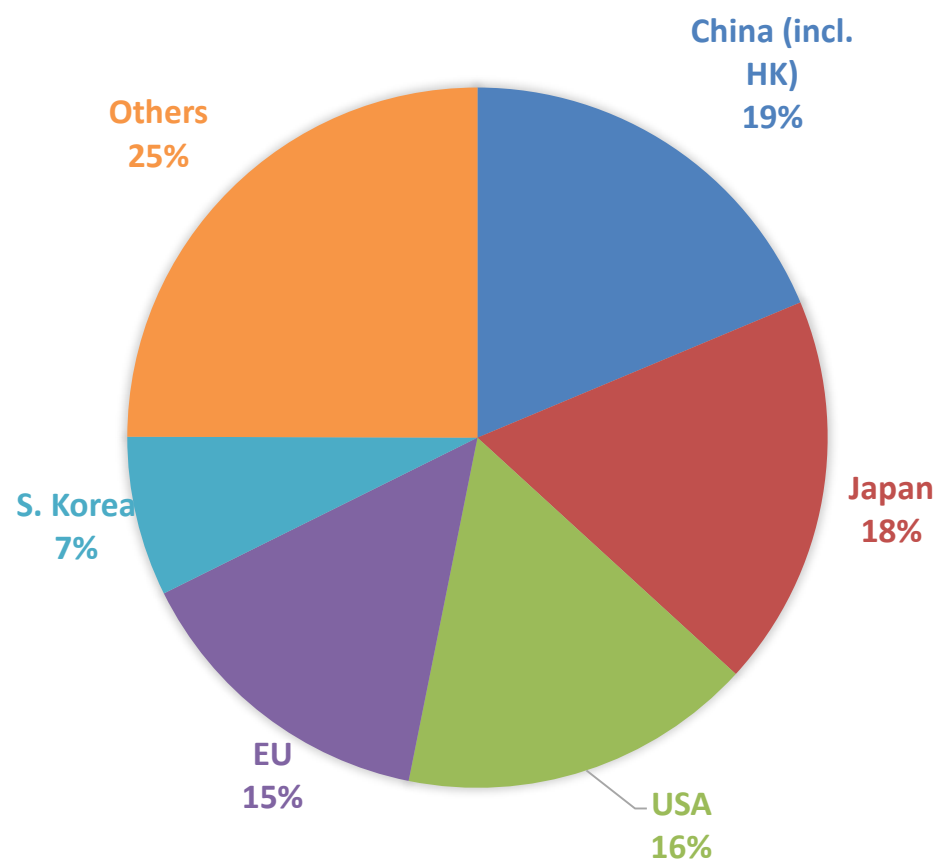


PH Food Exports to the World FY 2014-2018



Source: PSA, processed by DTI-EMB

Top Markets of PH Food Products FY 2018



	Market	Export Value	PH Ranking*
1.	China (incl. HK)	USD 782 M	26
2.	Japan	USD 758 M	14
3.	USA	USD 684 M	25
4.	EU	USD 607 M	50
5.	S. Korea	USD 309 M	16

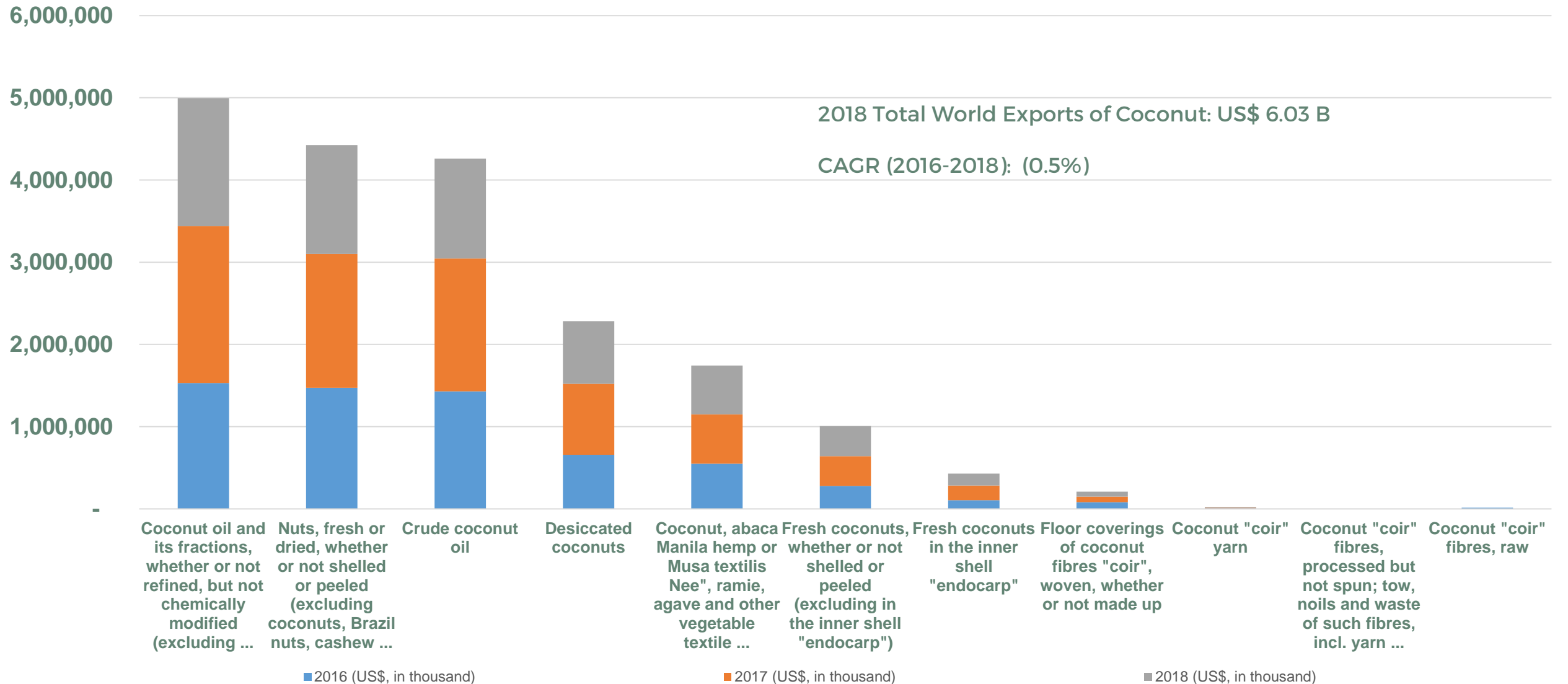
*versus other exporting countries of food products to China (incl.HK), Japan, USA, EU and South Korea, respectively.

Sources:

PSA, processed by DTI-EMB

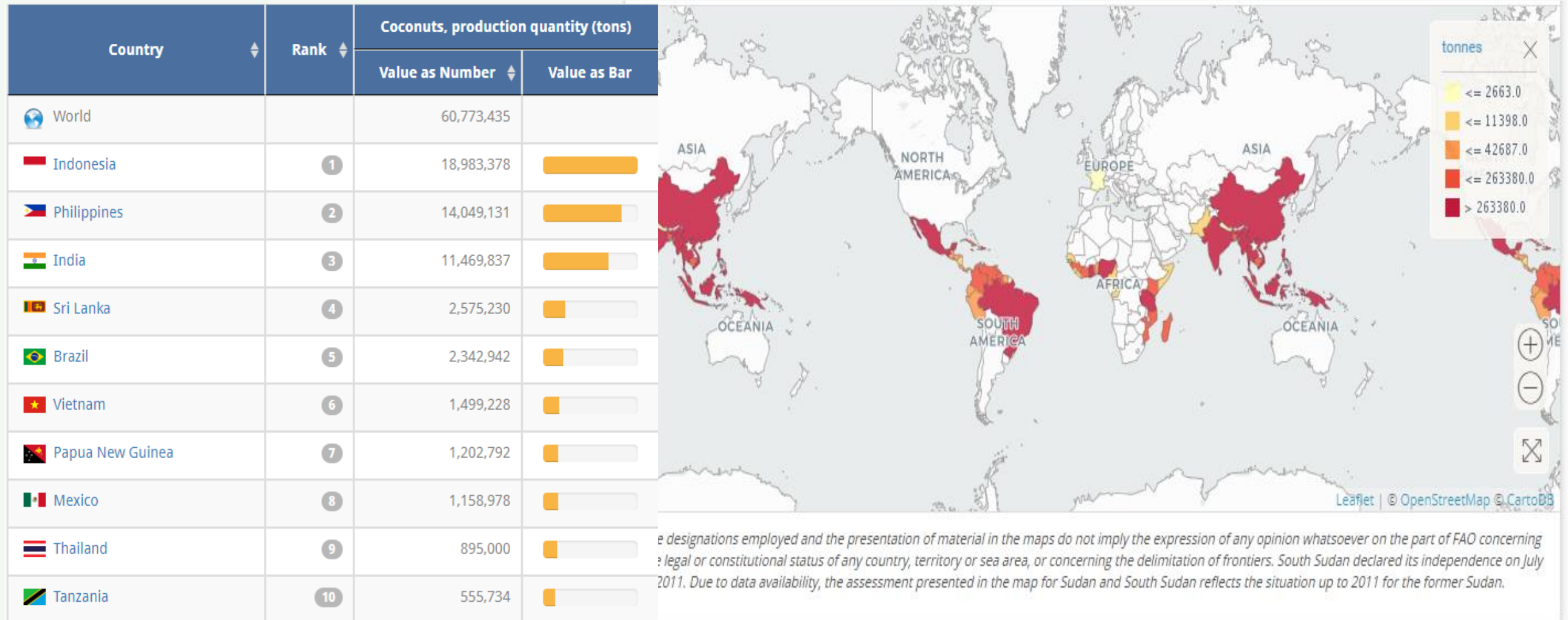
ITC calculations based UN COMTRADE Statistics

The world exports a total of **US\$ 6.03 B** coconut products in 2018.



PH is the 2nd largest producer of coconut.

Production quantities of Coconuts by country, 2017



Source: Food and Agriculture Organization (FAO)

Coconut is the 4th biggest PH food export in 2018.

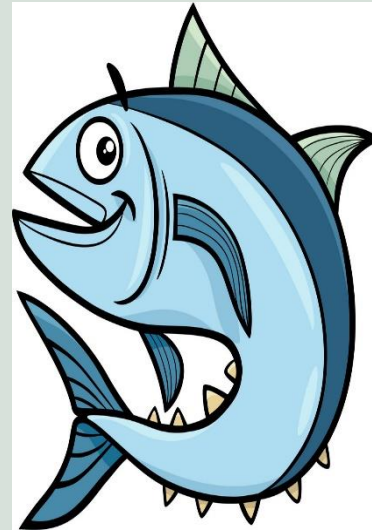
Top PH Food Exports to the World 2018



Fresh Fruits
USD 1.72 Billion



Fruits and
Extracts
USD 519.18
Million



Tuna
USD 485.54
Million



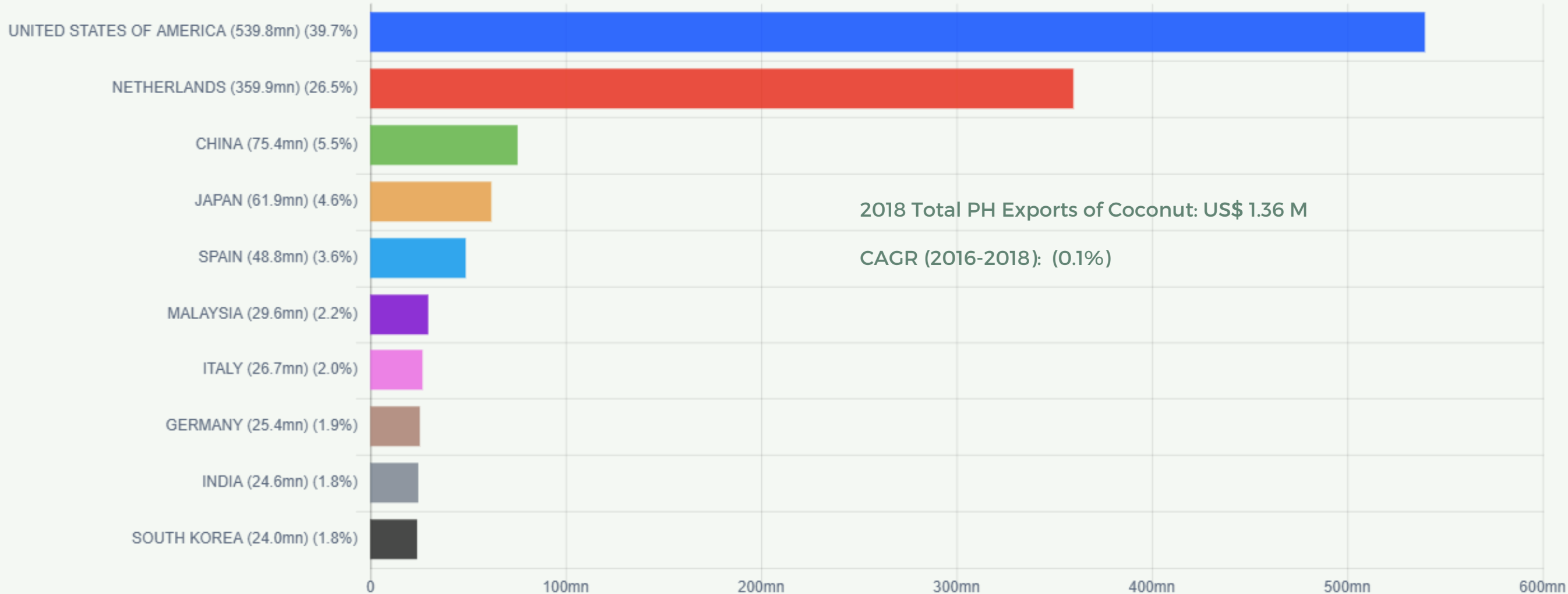
Coconut
USD 450
Million



Cereals/Flours
USD 239.95
Million

US is the top export market for PH coconut products

TOP 10 EXPORT MARKETS (in US\$, %Share)
2018



Other Coconut Foodstuff



Coconut Milk Powder



Coconut Nectar



Coconut Sugar



Coconut Amino

Coconut in Personal Care

'MILLENNIAL SKINCARE' IS MOSTLY MADE OF COCONUT OIL AND GLITTER

BY JACQUELINE ARIAS



“Coco Oil to Beauty Routine?”

WHY NOT?



**Coconut
Charcoal
Face Mask**



**Spray
Body
Lotion**



**Hair
Cream**



**Foot
Cream**



**Tanning
Moisturizer**



Bronzer



**Body
Polish**



Lipstick



Hair Oil

Activated Carbon



Food Grade
and
Pharmaceutical
Grade!



Coconut in Clothes



Coconut in Cars

**Ford Focus
Electric**





“
***WHAT LIES
AHEAD?***”

The global coconut products market is projected to exhibit a **CAGR of 9.9%** from 2019 to 2027.



Asia Pacific is expected to be the fastest growing market.



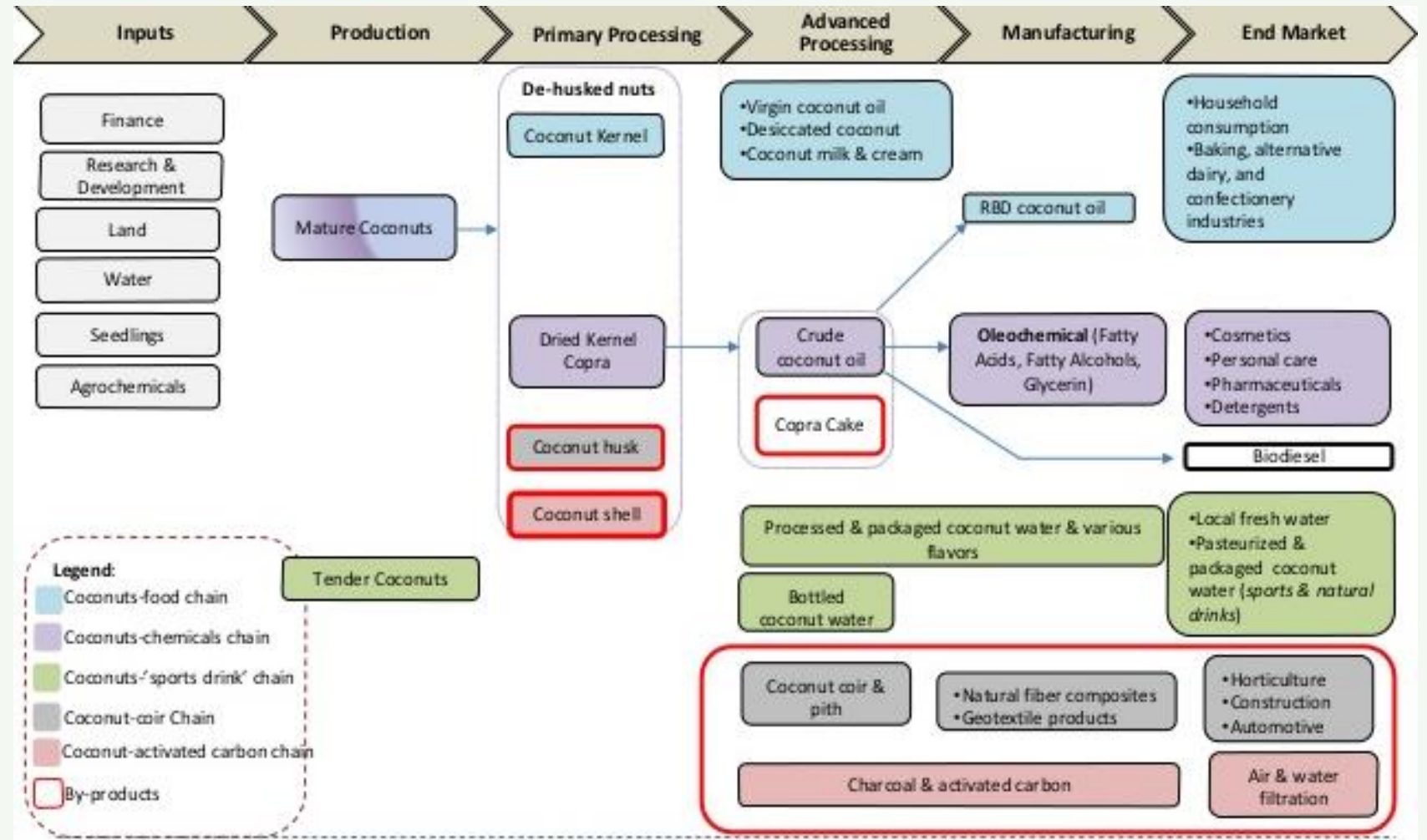
Coconut oil segment is expected to drive the coconut products market



Key players in the market are focused on adopting different business strategies

One coconut can be transformed to >360 products!

Coconut Value Chain: Input-Output Structure



Source: Pomeroon Coconuts & Spices (2018)

Image from ITC Report 2016 in partnership with Duke University

THANK YOU!

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