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Export Sectors in Cebu to hold Strategy Planning for 2010

Written by Jun Abines

Tuesday, 15 December 2009

All the export sectors in Cebu will be holding a strategy planning this Friday, December 18, 2009 at Cebu Grand Hotel from 1:00 PM to 6:00 PM. The project is being initiated by Philexport Cebu, DTI and GTZ to address the long time clamor among export sectors and stakeholders to have a well-planned and well-coordinated projects and programs for next year in anticipation of the long-awaited export rebound.

Philexport Cebu, the umbrella organization of all the 9 export sectors in Central Visayas will sit down in a workshop with its export sector members namely Furniture, Fashion Accessories, Gifts Toys & Housewares, Seaweed, Food, Garments, Industrial goods and lastly the Health and Wellness sector. Philexport Cebu has experienced some redundancies of activities and a lack of a coordinated strategy with other Export Business Support Organizations under its umbrella because of lack of planning.

The strategy planning session this December 18, 2009 will allow all export business support organizations to list all their planned activities for year 2010 and compare it with the other support organizations. Redundant projects will be identified, projects that have specific or general impact will be assigned to the organization with more capability and specialty and the pooling of resources and sharing of vital information between exporters will be tackled. The exporters will also calendar all the actionable plans that was recommended by the industry during the Exporters' Forum last December 2, 2009 which was organized by Philexport Cebu, DTI and GTZ.

The said planning event will benefit all export support organizations in terms of cost savings and time efficiency. It will also give all export companies across all sectors a more active role in the programs and events where they are going to be assigned to.

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