



Private Enterprise Accelerated Resource Linkages (PEARL)2

**Funded by the Canadian International
Development Agency (CIDA)**

Duration: 2002 – 2007

Canadian Executing Agency (CEA)

***Innovation and Science Council of
British Columbia (ISCBC)***

and

BC Institute of Technology (BCIT)





PEARL2 PROJECT PURPOSE

To support the *development of small and medium enterprises* that creates meaningful jobs for both men and women, through the *strengthening of Business Support Organizations (BSO) and Investment Promotion Groups (IPG)*



Program Components

- **Sectoral Enhancement (SE)**
- **Partnership Development Facility (PDF)**
- **Capacity Development for Investment Promotion (CDIP)**



SECTORAL ENHANCEMENT (SE)

Developing the capacity of BSOs to provide services and programs to members to enhance export capability

- **BSO – Capacity Development**
- **Technical Consultancies / Training**
- **Support for participation in Trade Fairs and Missions**

Focus Sectors *(as directed by DTI):*

- **Food – Processed Mango**
- **Wearables – Costume and Fine Jewelry / Footwear / Leather goods**
- **Giftwares – Holiday decors (all types)**
- **Furniture and Home Furnishings – Furniture (all types) / Housewares**
- **Organic and Natural Products – Processed Organic Products / Phyto-personal care and pharmaceutical products**
- **Information Technology – Computer Animation / Software Development / Wireless Applications / Medical Transcription**



Sectoral Enhancement

What we have achieved:

- **11 'State of the Sector' Reports**
- **11 Strategic Planning Workshops**
- **15 BSO Capability Dev't. Workshops**
- **Assisted 6 sectoral associations to 6 Trade Fairs**
- **Market Forum for Home Furnishings, Cebu City**
- **Marketing Collaterals for Cebu FAME**

Partnership Development Facility

Approved Sub-Projects/Funded to date:

- **Davao City Chamber of Commerce & Industry**
- **Cebu Educational Development Foundation for IT**
- **Development Academy of the Philippines**
- **Cagayan de Oro Chamber of Commerce & Industry**
- **Pollution Control Association of the Philippines-
TESDA 7**
- **Cebu Chamber of Commerce & Industry**
- **Dipolog Chamber of Commerce & Industry**
- **Iligan City Investment Promotion Center**
- **Ateneo De Davao University**



PARTNER DEVELOPMENT FACILITY (PDF)

Davao Gulf Chamber of Commerce and Industry

Capacity Enhancement Program for SME Development

Cebu Education Development Foundation for IT

IT Professional Certification Standards

Development Academy of the Philippines

Center for Quality and Competitiveness

Cagayan de Oro Chamber of Commerce

SME Administration and Development Program

Pollution Control Association of the Philippines

Integration of EMS into TESDA Training Facilities

Cebu Chamber of Commerce and Industry

Business and Industry Growth Promotion

Dipolog Chamber of Commerce and Industry

Investment Promotion and SME Development Center



Capacity Development For Investment Promotion

- Development and diffusion of information on Trade and Investment – ‘Canada Desk’
- Annual Training Seminars on "*Comparative Best Practices in Investment Promotion*" for BOI and Investment Promotion Agencies (IPA)
- Support IPGs to prepare and promote Business Missions, domestic and international Trade Exhibitions, and Conferences for BSOs
- Annual Pearl2 Investors’ Round Table





CAPACITY DEVELOPMENT FOR INVESTMENT PROMOTION (CDIP)

- **Capacity Development Activity (Training / Technical Consultancies)**
 - *Currently undertaking an assessment of current capability of IPGs*
 - *BOI / DTI Regional Offices / LGUs with investment promotion functions*
 - *Cebu Investment Promotion Agency*
 - *Cagayan de Oro Business Promotion Center*
 - *Davao Investment Promotion Center*
 - *Iligan Investment Promotion Center*
- **Development and Diffusion of Information on Trade and Investment**
 - *Collaboration with Pearl2 partners (within the other components) on the development of a data base of investment opportunities (Canada Desk Function)*
- **Annual Training Seminars on "Comparative Best Practices in Investment Promotion"**
 - *Curriculum currently under development (in collaboration with World Bank – Multilateral Investment Guarantee Agency (MIGA))*
- **Annual Pearl2 Investors' Round Table**
 - *Initial Round Table -- Tuesday March 30, 2004*

Development and diffusion of information on Trade and Investment 'Canada Desk'

- Assist BOI in disseminating information to BOI Investment Promotion Counselors and DTI Trade Industry Officers
- Strengthen capability of BOI, Investment Promotion Groups (IPG) and Investment Promotion Agencies (IPA)
- Promote international business linkages, particularly within ASEAN
- Close collaboration with Trade Commissioner Service and Canadian Chamber of Commerce (CanCham)



Annual Training Seminars

- **Analytical papers on policies, regulations and incentive structures with respect to investment promotions for the Philippines**
- **Training curricula based on international best practices in investment promotion for BOI and IPAs (MIGA – World Bank)**



Business Missions

- **Support IPGs to prepare and promote domestic and international trade exhibitions, and conferences for Business Support Organizations**
- **Develop networks and business links**
- **Identify investment opportunities**

Annual Pearl2 Investors' Round Table

- Assist in promotion and coordination of business development services for local and foreign firms
- Work with BSO partners in Sector Enhancement and Partner Development Facility component
- Package and promote business and investment opportunities

