



# Secretary Ma. Cristina A. Roque

Department of Trade  
and Industry



**BIG BOLD REFORMS:**  
THE PHILIPPINES 2026



# INITIATIVES TO STIMULATE FOREIGN TRADE AND INVESTMENTS



— Presidential visits and other high-level visits to foreign countries, and one-on-one meetings with potential investors (medium, large companies) organized by the Foreign Trade Service Corps



— Align sector-focused and company-specific promotions with industry clusters; enhance competencies of the Filipino workforce to meet industry demands



— Improve of ease of doing business by implementing the CREATE MORE Act, EO 18 updating the Strategic Investment Priority Plan (SIPP), and coordinating promotion efforts to enhance our attractiveness as an investment destination

# FOREIGN TRADE SERVICE CORPS

## 29 POSTS IN 21 COUNTRIES

### The Americas (6)

- Washington, D.C.
- New York
- San Francisco
- Los Angeles
- Mexico
- Toronto

### Europe and Middle East (8)

- Berlin
- Geneva
- Brussels
- London
- Paris
- Madrid
- Dubai
- Riyadh

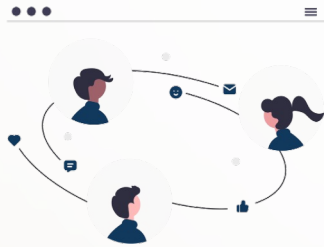
### East Asia and China (8)

- Seoul
- Osaka
- Tokyo
- Beijing
- Guangzhou
- Shanghai
- Hong Kong, SAR
- Taipei

### ASEAN ++ (7)

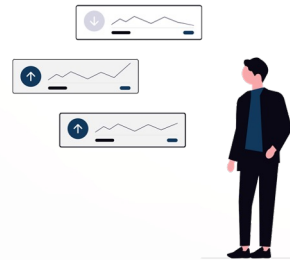
- Bangkok
- Ho Chi Minh
- Singapore
- Kuala Lumpur
- Jakarta
- Sydney
- New Delhi

# GREATER MARKET ACCESS THROUGH FTA NEGOTIATIONS



## Trade Diversification

- ▶ Expand export destinations
- ▶ Reduce dependence on a few markets
- ▶ Tap into high-growth economies across the region and beyond



## Preferential Market Access

- ▶ Reduce tariffs and non-tariff barriers
- ▶ Enable PH goods and services to reach new markets easily and compete effectively in the global arena



## Investment Promotion

- ▶ Encourage FDIs, technology transfer, and long-term partnerships



## Regional Integration & Promotion

- ▶ Draw closer economic ties with ASEAN and partner economies
- ▶ Promote collaboration on trade and investment policies

# GREATER MARKET ACCESS THROUGH FREE TRADE AGREEMENTS

## LIST OF FREE TRADE AGREEMENTS UNDER MARCOS JR. ADMINISTRATION

### RATIFIED AGREEMENTS

- Regional Comprehensive Economic Partnership (RCEP)
- Philippines-Korea Free Trade Agreement (PH-ROK FTA)

### SIGNED AGREEMENTS / ONGOING RATIFICATION PROCEDURES

- Philippines – United Arab Emirates Comprehensive Economic Partnership Agreement (PH-UAE CEPA)
- Second Protocol to Amend the ASEAN Trade in Goods Agreement (ATIGA)
- Second Protocol to Amend the ASEAN-Australia-New Zealand FTA (AANZFTA) ASEAN-China FTA (ACFTA) 3.0 Upgrade Protocol
- First Protocol to Amend the ASEAN-Hong Kong, China Free Trade Agreement (AHKFTA)
- 5th Protocol to Amend ASEAN Comprehensive Investment Agreement (ACIA)
- Protocol to Amend the ASEAN Agreement on Movement on Natural Person (MNP)



36  
JECs

5

Markets  
with GSP  
Schemes

20

FTA  
Partners

### ONGOING NEGOTIATIONS

- Philippines – Chile Comprehensive Economic Partnership Agreement (PH-CL CEPA)
- Philippines – European Union FTA (PH-EU FTA)
- Philippines – Canada FTA (PH-CA FTA)
- Philippines – India Preferential Trade Agreement (PTA)
- Philippines – Israel FTA
- ASEAN – Canada FTA (ACAFTA)
- ASEAN Digital Economy Framework Agreement (DEFA)

### EXISTING ASEAN TRADE AGREEMENTS UNDERGOING UPGRADE NEGOTIATIONS

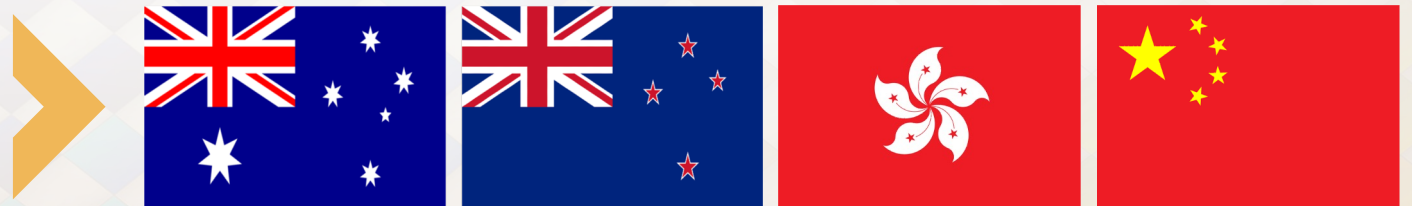
- ASEAN-India Trade in Goods Agreement (AITIGA)
- ASEAN-Korea Free Trade Agreement (AKFTA)

Source: DTI – Bureau of International Trade Relations as of 15 January 2026

# GREATER MARKET ACCESS THROUGH FREE TRADE AGREEMENTS

## Trade Agreements Concluded / Ongoing Ratification Procedures

- Second Protocol to Amend the ASEAN Trade in Goods Agreement (Upgrade)
- Second Protocol to Amend the ASEAN-Australia-New Zealand FTA (Upgrade)
- ASEAN-China FTA 3.0 Upgrade Protocol (Upgrade)
- First Protocol to Amend the ASEAN–Hong Kong, China FTA (Upgrade)
- Fifth Protocol to Amend ASEAN Comprehensive Investment Agreement (Upgrade)
- Tenth Package of Commitments under the ASEAN Framework Agreement on Services (Upgrade)
- Protocol to Amend the ASEAN Agreement on Movement of Natural Persons (Upgrade)



# GREATER MARKET ACCESS THROUGH FREE TRADE AGREEMENTS

## Ongoing FTA Negotiations

- PH–Chile Comprehensive Economic Partnership Agreement (CEPA)
- PH–European Union FTA
- PH-Canada FTA
- PH-India Preferential Trade Agreement (PTA)
- ASEAN Digital Economy Framework Agreement
- ASEAN-Canada FTA
- ASEAN–India Trade in Goods Agreement (Upgrade)
- ASEAN-Korea FTA (Upgrade)

## For Accession

- Comprehensive and Progressive Agreement for Trans-Pacific Partnership (CPTPP)



# GREATER MARKET ACCESS THROUGH FREE TRADE AGREEMENTS

## 4 Bilateral Trade Agreements

- PH–Japan Economic Partnership Agreement
- PH–European Free Trade Association FTA
- PH–Republic of Korea FTA
- PH–United Arab Emirates CEPA (for ratification)



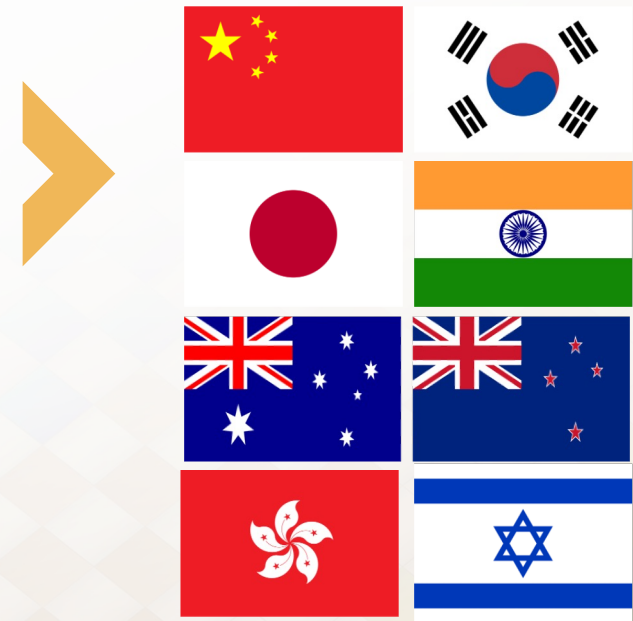
# GREATER MARKET ACCESS THROUGH FREE TRADE AGREEMENTS

## 8 ASEAN Free Trade Agreements

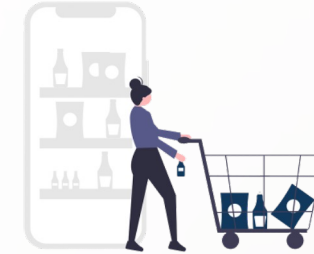
- ASEAN Free Trade Area (ASEAN Trade in Goods Agreement, ASEAN Trade in Services Agreement, and ASEAN Comprehensive Investment Agreement)
- ASEAN-China FTA
- ASEAN-Republic of Korea FTA
- ASEAN-Japan CEPA
- ASEAN-India FTA
- ASEAN-Hong Kong, China FTA
- ASEAN-Australia-New Zealand FTA
- Regional Comprehensive Economic Partnership (RCEP)

## Undergoing Exploratory Talks

- PH-Israel FTA



# SUPPORTING LOCAL INDUSTRIES, EMPOWERING MSMEs AND PROTECTING CONSUMERS



- ▶ Support local manufacturers through the **Tatak Pinoy Strategy**
- ▶ Push for Halal exports and revive garments exports
- ▶ Establishment of **DTI AI and Start-up Center**
- ▶ **Malikhaing Pinoy Website** – a registry of Filipino Creatives
- ▶ **Domestic Bidders (DoBid) Preference Program**
- ▶ Opportunities in stock markets
- ▶ Joining domestic and international trade shows to strategically position PH products, i.e., **National Trade Fair, National Food Fair, Coconut Trade Fair, Cosmobeauté, Gulfood**, etc.
- ▶ **MSME Hub** featuring B2B, Retail Lifestyle Concepts, and an All-Filipino Coffee Shop
- ▶ **SBCorp's financing programs**, i.e., SME Financing, Check Rediscounting, Women Enterprise Fund, ERF, Business Expansion Fund
- ▶ Keeping prices low and stable
- ▶ Strong **e-Commerce platforms** to push sales of MSME products; **E-Commerce Philippines TRUSTMARK badge**
- ▶ Strict monitoring of retail firms and factories to ensure their products are compliant with standards, technical regulations, and applicable **Fair Trade Laws**



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