



TPO NETWORK

WORLD CONFERENCE & AWARDS 2012

MATRADE EXHIBITION AND CONVENTION CENTRE (MECC),
KUALA LUMPUR, MALAYSIA, 18 AND 19 OCTOBER, 2012

TRANSFORMING TPOS' BUSINESS THROUGH INNOVATION ENHANCING TPO IMPACT ON EXPORTING SMES THROUGH INNOVATION

BIOGRAPHICAL NOTE

Mr. Senen M. Perlada

Director, Bureau of Export Trade Promotion (BETP), the Philippines



Mr. Perlada joined the Department of Trade and Industry's Bureau of Export Trade Promotion (DTI-BETP) as the Bureau Director in 2008, and is concurrent Executive Director of the Export Development Council, the apex public-private partnership organization for export policy and development in the Philippines. He has more than 20 years of international marketing experience and business development work in the private sector, having held various senior management positions in a number of Filipino and internationally engaged firms. He continues to be a part-time lecturer at the John Gokongwei School of Management at the Ateneo de Manila University and Program Director for International Business Minor.

In 1988-1992, he was the DTI's Trade Representative assigned to the Philippine Consulate General in Kobe, Japan, where he was instrumental in enhancing trade flows between the Philippines and the Kansai region, as well as inward investments from the area of Western Japan.

Presently, his tasks essentially include formulation and execution of focused and market-driven export promotion programs such as outbound and inbound business matching, identification of new markets and new product opportunities, as well as other strategic export market development initiatives for DTI. He leads the BETP, the focal Export Promotion Agency of DTI, in providing enabling services to the Philippine exporting community through business intelligence and strategic knowledge management supportive of product and market diversification.

He is a graduate of the University of the Philippines' School for Economics.

