



Dr. CEFERINO "PERRY" S. RODOLFO
VICE MINISTER
MINISTRY OF TRADE AND INDUSTRY (DTI) – PHILIPPINES

Ceferino S. Rodolfo, Ph.D. Undersecretary or Vice Minister for the Industry Development and Trade Policy Group (IDTPG) of the Department of Trade and Industry (DTI), and Vice Chairman and Managing Head of the Board of Investments was awarded DTI's Executive of the Year in 2014, after only a year of service in DTI.

Since 2013 as IDTPG Assistant Secretary, Dr. Rodolfo has provided key support in authoring the country's international trade strategy, and in coming up with the Philippine Trade Negotiation Agenda. In negotiating international trade agreements, he strengthened the One Country, One Voice program (OCOV), DTI's institutional consultation mechanism, involving a broad range of stakeholders. OCOV significantly contributed to ensure the country's readiness to pursue free trade agreements (FTAs) with key trading partners, address outstanding economic and trade issues, provide employment opportunities for Filipinos, particularly in rural areas, and maximize the benefits of economic integration.

His work also included the country's substantive participation in various international fora, such as the Asia Pacific Economic Cooperation and the World Trade Organization (WTO), and heightened awareness of key DTI programs and initiatives geared towards strengthening the competitiveness of local industries, particularly micro, small, and medium enterprises (MSMEs). He communicated both the opportunities and challenges of the country's various trade engagements to guide businesses, academe, government agencies, and civil society.

From 2000 – 2010, Dr. Rodolfo served as the Senior Policy Adviser for the IDTPG. He designed, developed, and facilitated stakeholder consultations, capacity-building programs, and undertook research on trade and industry. He also provided assistance in evaluating trade-related programs of development partners, specifically in the areas of capacity building, public advocacy,

organizational development, and broadening stakeholder participation. He provided technical advice on the development of the country's trade negotiating positions.

Dr. Rodolfo is the first Filipino participant in the Strategic Management Program of the Industrial Management Institute (IMI), sponsored by the IMI and by the Islamic Development Bank, held in Tehran, Iran in 1995. He is a faculty member of the School of Management (SMN) of the University of Asia and the Pacific (UA&P) since 1991 and was appointed Vice Dean of the SMN and Academic Director of the Advanced Management Program of the SMN in 2011. He also joined the International Faculty Development Program of the IESE Business School in Barcelona, Spain in 2007.

Dr. Rodolfo obtained his Economics Degree from the School of Economics of the University of the Philippines and his Master of Science in Industrial Economics, on full scholarship from the Hanns Seidel Foundation of Germany, from the Center for Research and Communication (CRC), now known as UA&P. He also holds a Doctoral Degree in Public Administration (DPA) from the National College of Public Administration and Governance of the University of the Philippines.