

LUCITA P. REYES
Governor
Board of Investments
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With her experience, knowledge and skill on investments promotion and regulation gained from her forty seven years of service in the Board of Investment (BOI), Ms. Lucita P. Reyes was appointed as BOI Governor in June 2013 by President Benigno Aquino III. Her unparalleled knowledge of the ins and outs of the organization can be attributed to the fact that she was rotated to the various offices and had performed functions ranging from administrative, technical, supervisory, to managerial as she devoted her career to the BOI.

While completing her degree of Bachelor of Science in Commerce Major in Economics at the Philippine College of Commerce, she started her career in the BOI as Analyst under the Institute of Export Development Office on 03 October 1969. She was promoted to the position of Senior Training Specialist on 14 September 1977 and to Assistant Chief Investments Training Specialist on 03 January 1981.

In August 1981, she was detailed to the Garments and Textile Export Board (GTEB) as Chief of the Quota Division until March 1983. She maximized her short stint in the GTEB by successfully introducing processes and procedures in administering quota, tracking its utilization and implementing significant reforms which benefited the garments industry one of which was the passage of Executive Order No. 823 which amended the law creating GTEB, expanded its powers and functions, and enhanced the quota administration system.

Come April 1983, she returned to the BOI and served as Chief Investments Specialist in the Export Development Department, and the Packaging/Printing and Publishing Sector of the Service Department. Four years later, she became Director after having gone through rigorous screening process. As such, she headed the Toys, Gifts, Furniture and Housewares Department from September 1988 to July 1993, the Consumer Manufactures Department from July 1993 to August 1997, the Incentives Department from September 1997 to December 2000 and the Policy Systems and Budget Department from January 2000 to December 2001.

Her promotion to the position of Executive Director in December 2001 did not come as surprise. As Executive Director, she supervised the three major organizational units of the BOI which are the Technical Services Group, the Investments Promotions Group, and the Industry Investments Group over a period of ten years. For someone who rose from the ranks and who loves the industry, the herculean task of supervising the core groups was manageable and enjoyable.

In July 2010, she was appointed to the Garments and Textile Industry Development Office (GTIDO) as Supervising Executive Director where she lobbied with the United States (US) Congress for the passage of the Save Our Industries Act seeking to provide duty-free treatment to the garments imported by the US from the Philippines. She held the position of Supervising Executive Director at the GTIDO concurrently as Executive Director of the BOI until May 2011.

She remained an Executive Director of the BOI until she was entrusted the position of Governor in June 2013 which she holds up to the present. One of her major contributions as Executive Director was the preparation of roadmaps of identified industries to improve their competitiveness and provide them a business environment conducive to growth and sustainable development.

Her impressive service in the government is further amplified by the attached list of her qualifications, accomplishments and affiliations.

QUALIFICATIONS AND ACCOMPLISHMENTS

I. Civil Service Eligibility

- Civil Service Professional
- Career Executive Service Officer (Rank II)

II. Accomplishments

Present

1. Successfully negotiated the Philippine position in the WTO Information Technology Agreement 2 in Geneva, Switzerland as the Philippine lead negotiator.
2. Chair of ASEAN-Korea Working Group on Investment and the Philippine-India Joint Working Group on Trade and Investment.
3. Philippine lead negotiator in the ASEAN-China Working Group on Investment.
4. DTI representative to the Technical Board on Privatization Council, alternate DTI representative Technical Committees, Investment Coordination Committee and Mining Industry Coordinating Council (MICC).
5. Alternate Chair to the Economic Concerns Technical Committee of MICC that crafted the Proposed Bill on Fiscal Regime for Metallic Minerals.
6. Alternate Representative in defending DTI/BOI position on Investment Incentives Rationalization and Tax Incentive Management Transparency Act (TIMTA)
7. Chair of BOI Change Management Team and Personnel Selection Board

Past

1. Alternate DTI Representative to the Public-Private Partnership Governing Board, Cabinet & Technical Infrastructure Committee (INFRACOM)
2. Prepared and negotiated with DBM the BOI Modified Rationalization Plan.
3. Alternate Representative to the Power Sector Assets & Liabilities Management Corporation and the National Renewable Energy Board.
4. Permanent Representative to the Waling-Waling Coordinating Committee Technical Working Group on Economic Efforts, the Technical Committee on Tariff and Related Matters, the Philippine Exporters Confederation Board of Trustees, Technical Committee, Fiscal Incentives Review Board, and the DOF One-Stop-Shop Inter-Agency Tax Credit and Duty Drawback Center.
5. Principal Focal Person for Special Visa for Employment Generation (SVEG).
6. BOI Representative to the DTI Productivity Committee, the PSCC Revisions/Modifications on Harmonized Commodity Description and Coding Systems, the Foreign Assisted Project Steering Committee, and the Fuel Oil Industry Team.
7. Member of the Task Force on Importation Manual formed by the Commission on Export Procedures, the EDF Board of Review on Private Sector US-aid Funded Pre-Investment Facility, the Philippine Economic Environmental and Natural Resources Accounting Committee, the Committee on the Philippine Financial Program, the Committee on Socio-Economic Development.
8. Vice Chairman of the Inter-Agency Working Group on Foreign Direct Investment (FDI).
9. Project Manager of the BOI Data Enhancement System.
10. Developed a 2-year Investment Promotion Training Program funded by the German Government that benefitted 30 – 40 Investment Promotion Officers of different PH Investment Promotion Agencies (IPAs) and LGUs.

III. Training and Seminars Attended

1. Workshop on ASEAN-Korea Partnership to Promote ICT Capacity Building in ASEAN Region in Seoul, Korea on 10-14 December 2012
2. Temasek Foundation Series on Trade & Negotiations (TFSTN) In-Country Workshop in Makati City on 17-19 September 2012
3. Trade Policy Analysis Course: Selected Topics in Trade Policy Formulation in Clark Freeport Zone, Pampanga on 15-16 December 2011
4. Trade Policy Analysis Course: Introduction to Trade Policy Analysis in Makati City on 05-07 December 2011
5. Corporate Image Workshop in Makati City on 21 November 2011
6. Franklin Covey Workshop: Great Leaders, Great Teams, Great Results in Makati City on 08, 11, 14 November 2011
7. Philippine Financial Reporting Standards in Makati City on 09 September 2011
8. Seminar on Capacity Building Towards Evidence- Based Trade Policy Making in Bangkok, Thailand on 25-29 July 2011
9. CESB Creative Innovations and Reforms for Committed Leadership and Effectiveness (C.I.R.C.L.E.) Forum on 25 March 2010
10. Training-Workshop on Advanced-Level Skills Enhancement for International Negotiators in Clark Freeport Zone, Pampanga on 13-14 December 2007
11. ASEAN-ANZ Foreign Trade Agreement Negotiations Workshop on Investment Singapore on 14 – 16 February 2006
12. Corporate Image Workshop on 08 – 09 December 2005
13. Intensive Course on Trade Negotiation Skill in Bangkok, Thailand on 31 January – 4 February 2005
14. Current FDI Trends & Investment Agreements: Challenges and Opportunities in Chile on 25-26 May 2004
15. Seminar on Subsidies Disciplines for Asia Pacific Countries on 11-13 November 2003
16. Total Quality Management in Makati on 5 - 7 June 1997
17. CDG Management Workshop in Germany on 16 - 27 February 1997
18. High-Impact Time Management Industry and Investments Building in Makati on 8 - 9 February 1996
19. Seven Habits of Highly Effective People Workshop in Makati on 17 - 20 April 1995
20. High-Impact Visual Design & Presentation in Makati on 23 January– 2 February 1995
21. Corporate Image Program for Top-Liners in Makati on 9 - 10 March 1994
22. Trade Policy Evaluation Workshop in Canberra, Australia on 11 - 26 February 1994
23. Allen Management Planning and Control Workshop in Makati 4 - 9 April 1988
24. UNIDO Workshop on Industrial Project Preparation, Evaluation, & Financing on 7 June – 4 July 1987
25. Work Improvement Forum at the Development Academy of the Philippines on 29 November 1984
26. Project Analysis Seminar in Makati on 28 Sept. – 11 October 1983
27. World Bank Seminar on Industrial Evaluation in Makati on 29 Sept. - 12 October 1982
28. CDG Seminar on Export Marketing in Bremen, West Germany on 14 April - 22 May 1978
29. ITC - JETRO Seminar on Export Promotion in Fujinomiya, Japan on 14 Oct. - 2 November 1974

IV. Education

Tertiary	:	Bachelor of Science in Commerce Major in Economics Philippine College of Commerce 1966-1971
Secondary	:	Ramon Magsaysay High School 1962-1966
Elementary	:	Juan Luna Elementary School 1956-1962

