



MA. CRISTINA A. ROQUE
SECRETARY, DEPARTMENT OF TRADE AND INDUSTRY

Ma. Cristina A. Roque currently serves as the Secretary of the Department of Trade and Industry (DTI), where she is responsible for advising the President on trade and investment matters, establishing policies, supervising departmental activities, and ensuring effective operations across all DTI offices and attached agencies.

Ms. Roque's leadership is characterized by her unwavering commitment to the growth and development of micro, small, and medium enterprises (MSMEs), recognizing their essential role in the Philippine economy. Her extensive experience in government and a 30-year entrepreneurial career uniquely position her to lead projects that foster a more inclusive and prosperous business environment for all Filipinos.

Before becoming the Secretary, Ms. Roque made significant contributions as Trade Undersecretary from February to July 2024. She led the MSME Development Group (MDG) and was instrumental in advancing MSMEs through various initiatives. She also managed key bureaus, including the Bureau of Small and Medium Enterprise Development (BSMED) and the Bureau of Marketing Development and Promotions (BMDPO), as well as the One Town, One Product (OTOP) Program Management Office and the Comprehensive Agrarian Reform Program Management Office (CARP-PMO). In addition, she supervised the Small Business Corporation (SBCorp), the Cooperative Development Authority (CDA), and the Philippine Trade Training Center (PTTC).

Ms. Roque introduced groundbreaking initiatives like the OTOP Retail and Learning Center, transforming OTOP hubs and Go Lokal stores into dynamic spaces that blend retail with mentorship. She is a champion of the DTI's 5-Point MSME Agenda that advances digitalization, market diversification, enhanced access to financing, franchising, and a strong focus on mentorship and training. Her efforts are reshaping the MSME landscape, driving innovation and creating more export opportunities for the Philippine market.

Expanding market opportunities for local MSMEs, Ms. Roque pushed for digitalization and e-commerce in the DTI-Bagong Pilipinas National Food Fair and Trade Fair in 2024. She also

launched the first-ever Beauty Fair organized by the DTI, offering new support and opportunities for MSMEs in the beauty and wellness sector.

As Chairperson of the Small Business Corporation, Ms. Roque implemented new policies to make SBCorp's financing programs more accessible and beneficial for MSMEs. She also launched the DTI-Bagong Pilipinas Marketplace, the country's largest B2B e-commerce platform, which promotes Filipino MSMEs' products and services both locally and globally.

Looking ahead, she plans to establish more SME hubs through the Philippine Trade and Investment Centers and in close collaboration with our Embassies worldwide. These hubs will serve as platforms to showcase and market Filipino products to international audiences, thereby stimulating the manufacturing sector and contributing to job creation.

Ms. Roque holds a Bachelor of Science in Industrial Management Engineering with a minor in Chemical Engineering from De La Salle University.