

Ex-Officio Member
MA. CRISTINA ALDEGUER-ROQUE
Secretary
Department of Trade and Industry

Age: 57 years old

Date of Appointment: August 2, 2024

Ma. Cristina A. Roque currently serves as the Acting 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.

Before her appointment as Acting Secretary, Ms. Roque made significant contributions as the Trade Undersecretary from February to July 2024.

She led the MSME Development Group (MDG) and was instrumental in advancing micro, small, and medium enterprises (MSMEs) through various initiatives. Under her leadership, she 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 OTOP Program Management Office and the Comprehensive Agrarian Reform Program Management Office (CARP-PMO).

She also oversaw the operations of important attached agencies such as the Small Business Corporation (SCorp), the Cooperative Development Authority (CDA), and the Philippine Trade Training Center (PTTC). Ms. Roque introduced groundbreaking initiatives to support the MSME sector, notably the OTOP Retail and Learning Center, which transformed existing OTOP hubs and Go Lokal stores into dynamic spaces combining retail with mentorship opportunities. She also led targeted Business Matching initiatives, including training like "How to be a Supplier of Jollibee," connecting MSMEs with potential large-scale buyers.

Additionally, she pushed for digitalization and e-commerce through the DTI-Bagong Pilipinas National Food Fair and the DTI-Bagong Pilipinas National Trade Fair in 2024, significantly expanding market opportunities for MSMEs.

Ms. Roque also spearheaded the first-ever Beauty Fair organized by the DTI, further broadening the scope of support for MSMEs in the beauty and wellness sector. Looking ahead, she plans to establish SME hubs in all Philippine embassies worldwide. These outlets will serve as platforms to market Filipino products to international audiences, thereby stimulating the manufacturing sector and contributing to job creation.

As Chairperson of Small Business Corporation, Ms. Roque introduced new policies to make SBCorp's financing programs more accessible and favorable for MSMEs. She also spearheaded the launch of the DTI-Bagong Pilipinas Marketplace, the country's

largest B2B e-commerce platform, dedicated to promoting Philippine MSMEs' products and services both locally and internationally.

Ms. Roque's leadership is characterized by her unwavering commitment to the growth and development of MSMEs, recognizing their essential role in the Philippine economy. Her extensive experience in both government and the private sector, where she had a 30-year career as an entrepreneur, uniquely positions her to drive initiatives that create a more inclusive and prosperous business environment for all Filipinos.

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