



FOCUS INDUSTRIES AND THEIR TVET LEVEL QUALIFICATION REQUIREMENTS

Waterfront Cebu City Hotel and Casino

September 25, 2018

CEBU CHAMBER OF COMMERCE AND INDUSTRY, INC.'s INITIATIVE TO ADDRESS THE ISSUE

To update the 2013 Sunrise Industries Study in Metro Cebu and their Job Requirements, CCCI conducted another study this year, with the following objectives:

- 1.To identify current & projected basic skills/qualifications required across industry sectors & how they are presently served.**
- 2. Identify existing service providers (Tech-Voc Institutions, Schools, Training Companies) offering Dualized training on the identified basic skills/qualifications.**
- 3. Update /Validate the Sunrise Industries Study conducted in the year 2013 as a basis for the identification of Focus Industries in Cebu.**

CEBU CHAMBER OF COMMERCE, INC.'s INITIATIVE TO ADDRESS THE ISSUE

METHODOLOGY

- *A survey questionnaire was developed and was used as interview guide:*
 - *(a) to identify the CORE BUSINESS of each industry participant*
 - *(b) to identify what BASIC CORE SKILLS were needed by the industry in performing its CORE BUSINESS,*
 - *(c) to identify the BASIC SUPPORT SKILLS that cut across the identified industries needed for their businesses.*
 - *to validate the findings of the 2013 research on the status of the sunrise industries in Metro Cebu.*
- *The data gathered was validated by a focus group discussions (FGD) with the Cebu Chamber executives and triangulated by a key informant interviews (KII) with selected captains and human resource managers of selected industries.*

CEBU CHAMBER OF COMMERCE AND INDUSTRY, INC.'s INITIATIVE TO ADDRESS THE ISSUE

PARTICIPATING INDUSTRIES

CONSTRUCTION

GIFT TOYS AND HOUSEWARES (GTH)

INFORMATION & COMMUNICATION TECHNOLOGY/ BUSINESS
PROCESS OUTSOURCING (ICT/BPO)

LOGISTICS

MANUFACTURING

TOURISM

INDUSTRY SKILLS DEMAND

The respondents per industry identified the following CORE SKILLS and SUPPORT SKILLS that their respective industries need

INDUSTRIES RESPONSE ON SKILLS DEMAND

INDUSTRY	CORE SKILLS	SUPPORT SKILLS
Construction	Building Maintenance	Bookkeeping
	Carpentry	Billing and Collection
	Concrete Works	Field Admin Support
	Construction Management (civil, mechanical, electrical)	Knowledge of government requirements
	Drafting (CAD preferred)	Liaison
	Heavy Equipment Operator	Logistics
	Laborer	Marketing (selling) skills

INDUSTRIES RESPONSE ON SKILLS DEMAND

INDUSTRY	CORE SKILLS	SUPPORT SKILLS
Construction	Masonry	Payables
	Plumbing	Payroll
	Property Management (dealing with tenants)	Purchasing
	Steel Works	Receivables
	Tile Setting	Timekeeping
	Waterproofing	Warehouseman
	Woodworks	

INDUSTREIS RESPONSE ON SKILLS DEMAND

INDUSTRY	CORE SKILLS	SUPPORT SKILLS
CLOTHES AND FASHION ACCESSORIES	Subcontracting	
	Automation	
	Tool and Dye Making	

INDUSTRIES RESPONSE ON SKILLS DEMAND

INDUSTRY	CORE SKILLS	SUPPORT SKILLS
FURNITURE AND HOME ACCESSORIES	In-laying (stone and shell)	Accounting
	Sanding	Finance
	Painting	Product Research and Development
	Machining	Drafting
	Carpentry	
	Welding	

INDUSTRIES RESPONSE ON SKILLS DEMAND

INDUSTRY	CORE SKILLS	SUPPORT SKILLS
TOYS AND SOUVENIR ITEMS	Engraving	Accounting
	Graphic Designing	Finance
	Large Format Printing	Purchasing
	Tool and Dye Making	Artist/Creativity
	Plating	Product Research and Development
	Sublimation Operator	
	Lathe Machine Operator	

INDUSTRIES RESPONSE ON SKILLS DEMAND

INDUSTRY	CORE SKILLS	SUPPORT SKILLS
ICT/BPO	Communication Skill	Accounting
	Technician - Cabling	HR Functions
	Technician -RFID	Finance
	Technician - CCTV	Administrative Support
	Computer Literacy (Office Suites)	
	Sales Skills	

INDUSTRIES' RESPONSE ON SKILLS DEMAND

INDUSTRY	CORE SKILLS	SUPPORT SKILLS
LOGISTICS	Cargo Handling	Bookkeeping
	Computer Literacy	Equipment Maintenance
	Basic Air Cargo – IATA	Vehicle Driver
	Driving (Truck / Prime Mover)	
	Dispatching	
	Forklift Operator	

INDUSTRIES' RESPONSE ON SKILLS DEMAND

INDUSTRY	CORE SKILLS	SUPPORT SKILLS
MANUFACTURING - AUTOMOTIVE	Automotive Airconditioning	Accounting
	Automotive Bodybuilding	Finance
	Automotive Body Painting	HR Functions
	Automotive Mechanic	LTO Registration
	Communication Skill	Basic Management Skill
	Sales Skill	
	Welding	

INDUSTRIES' RESPONSE ON SKILLS DEMAND

INDUSTRY	CORE SKILLS	SUPPORT SKILLS
MANUFACTURING – ELECTRONICS/SEMICON	Blueprint Interpretation	Communication Skill
	Automotive Problem Solving	Basic Management Skill
		Computer Literacy
		Logistics Management

INDUSTRIES' RESPONSE ON SKILLS DEMAND

INDUSTRY	CORE SKILLS	SUPPORT SKILLS
MANUFACTURING - SHIPBUILDING	CAD/Design Engineering	Interpersonal Skill
	Drafting (Manual)	Equipment Handler / Maintenance
	Analytical Skill	
	Basic Drawing Comprehension	
	Basic Math (Geometry, Trigonometry)	
	Communication Skill	

INDUSTRIES' RESPONSE ON SKILLS DEMAND

INDUSTRY	CORE SKILLS	SUPPORT SKILLS
MANUFACTURING – WATER TREATMENT	BS Chemical Engineer	Automation
	BS Chemistry	Process Control
	Design Engineering	Computer Programming
	Waste Water Treatment	
	Water Treatment	

INDUSTRIES' RESPONSE ON SKILLS DEMAND

INDUSTRY	CORE SKILLS	SUPPORT SKILLS
TOURISM - HOSPITALITY	Communication Skill	Accounting
	Front Desk	Computer Literacy
	Housekeeping	Inventory Management
	Tourism Coordinator	Purchasing skill
	Kitchen Basics	Sales Skill

INDUSTRIES' RESPONSE ON SKILLS DEMAND

INDUSTRY	CORE SKILLS	SUPPORT SKILLS
TOURISM - RESORT	Restaurant Management (Culinary)	
	Resort Management	

INDUSTRIES' RESPONSE ON SKILLS DEMAND

INDUSTRY	CORE SKILLS	SUPPORT SKILLS
TOURISM - RESTAURANT	Basic Dining Set-up	Computer Literacy
	Kitchen Basics	Communication Skill

INDUSTRIES' RESPONSE ON SKILLS DEMAND

INDUSTRY	CORE SKILLS	SUPPORT SKILLS
TOURISM – TRAVEL AND TOURS	Airline/Airport Coding	Accounting
	Amadeus	
	Communication Skill	
	Customer Service	
	Multimedia Skill	
	Numeric Skill	
	Passport Processing	
	Sales Skill	
	Airline Ticketing	
	Tour Guiding	
	Travel Consultant	

collaboration
SUCCESS
BUSINESS

SKILLS THAT CUT ACROSS INDUSTRIES

**The study identified the Core Skills
that cut across Industries**

CORE SKILLS THAT CUT ACROSS INDUSTRIES

BUSINESS

INDUSTRY	CORE SKILL
Construction Furniture	CARPENTRY
Tourism Manufacturing – Automotive ICT/BPO	COMMUNICATION SKILL
All Industries	COMPUTER LITERACY
Shipbuilding Water Treatment Construction	DESIGN ENGINEERING
Construction Furniture Shipbuilding	DRAFTING
Tourism ICT/BPO Automotive	SALES SKILLS

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SUPPORT SKILLS THAT CUT ACROSS INDUSTRIES

The study identified the Support Skills that cut across Industries

SUPPORT SKILLS THAT CUT ACROSS INDUSTRIES

BUSINESS

INDUSTRY	SUPPORT SKILLS
All Industries	ACCOUNTING
Tourism Semi-Conductors ICT/BPO	COMMUNICATION SKILL
All Industries	COMPUTER LITERACY
Construction Tourism	INVENTORY MANAGEMENT
Construction Automotive Gift Toys Electronics/ Semiconductors	LOGISTICS MANAGEMENT
Electronics/ Semiconductors Automotive	GENERAL MANAGEMENT
Furniture Gift Toys	PRODUCT RESEARCH AND DEVELOPMENT
Construction Tourism Furniture	PURCHASING
Construction Tourism Travel and Tours	SALES SKILL

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SUNRISE INDUSTRIES OF METRO CEBU

**The study validated the 2013 research on
the Sunrise Industries of Metro Cebu**

SUNRISE INDUSTRIES OF METRO CEBU

RANK (2013)	INDUSTRY	RANK (2018)
1	ICT/BPO	1
2	TOURISM	1
2	MANUFACTURING	7
3	HEALTH AND WELLNESS/MEDICAL TOURISM/RETIREMENT	6
3	CONSTRUCTION	2
4	AGRICULTURE/AQUACULTURE	NR
5	FOOD	4
6	TRANSPORTATION	5
6	CREATIVE INDUSTRIES	6
6	RETAIL	3
6	ENTREPRENEURSHIP	4
6	AUXILIARY SERVICE	NR

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END