

## MESSAGE

**Director Reynaldo R. Cancio**  
**National Economic Development Authority**



Representing Socioeconomic Planning Secretary Ernesto M. Pernia, Director Reynaldo R. Cancio delivered a message on the economics of productivity saying that *“productivity is really how we effectively make use of the inputs of production”* and that this increase in productivity can be attributed to new technologies.

Director Cancio also stressed the importance of economic integration and openness in diffusing technology and increasing competition which in turn boosts productivity. Moreover, he proudly expressed the country’s performance in terms of attracting foreign direct investments.

He said that, more than the quantitative growth of the economy, its quality is characterized by greater contribution from public investments in infrastructure and human capital.

In terms of improving the productivity of MSMEs, Director Cancio said *“We need to strengthen our support for spinoffs, startups, and MSMEs in the regions by providing, among others, technology business incubators, consultancy services and financial support.”*

He ended his message by emphasizing that the be-all and end-all of government efforts is *“to help our countrymen achieve their ambitions, which in the long term vision exercise we did a few years back called Ambisyon 2040, is really for them to have a matatag, maginhawa, at panatag na buhay.”*