



# Legal Watch

## DTI-FTSC SPOTLIGHTS NEW EXPORT MARKETS FOR PH SOFTWARE INDUSTRY



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PNA GenSan file photo

### \* Agency Name

Department of Trade and Industry (DTI)

### \* Issuance Title

DTI-FTSC spotlights new export markets for PH software industry at PSIA Forum

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<https://www.dti.gov.ph/dti-archives/dti-news-archived/dti-ftsc-spotlights-new-export-markets-ph-software-industry-psia-forum>

### SUMMARY

The DTI-FTSC presented new international market opportunities for the Philippine software industry during the Philippine Software Industry Association (PSIA) quarterly meeting. The discussion focused on strengthening the global competitiveness of local IT and software firms and expanding their access to emerging markets.

The FTSC emphasized efforts to position the Philippines as a trusted hub for technology and innovation, leveraging its overseas trade networks to connect firms with global opportunities. Key growth markets identified include the Middle East for AI, fintech, and logistics software; Thailand for digital infrastructure development; and Australia for health services outsourcing and global capability centers. The initiative supports broader efforts to grow the country's IT-BPM and digital services sectors.

### ACTIONABLE ADVICE

Software and IT firms should explore export opportunities in high-growth markets such as the Middle East, Thailand, and Australia, particularly in AI, fintech, and health tech solutions. Companies should also strengthen data security, regulatory compliance, and cross-border service delivery capabilities to meet international client requirements.

