

# Strategy Map

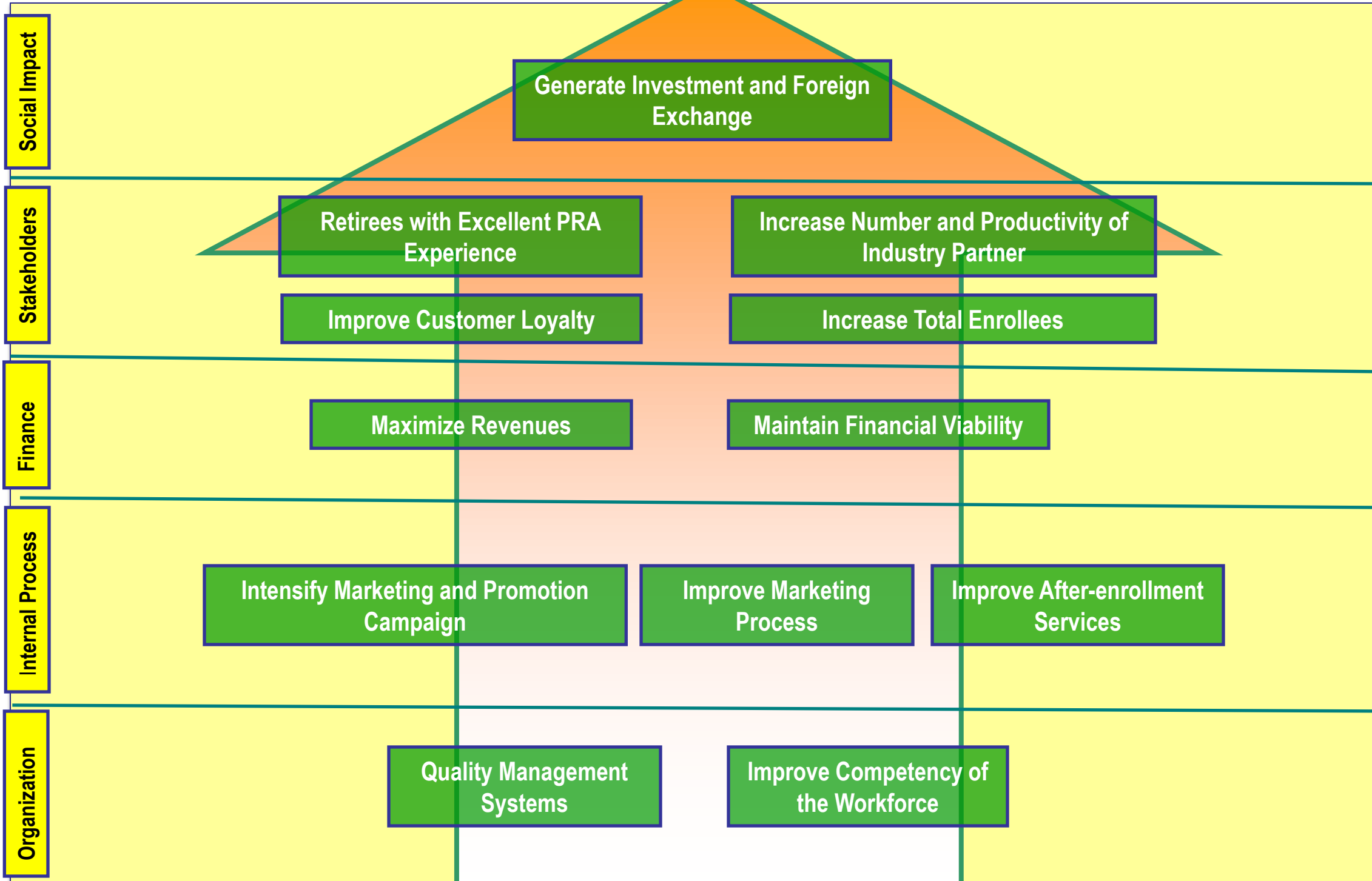


*PRA as the catalyst in strengthening the Philippines' retirement industry, envisions to enhance the status of the country as an internationally-recognized and significant retirement destination in South East Asia by 2020*

**Theme:**

**Global Competitiveness**

**Good Governance**



**Mission:**

To develop PRetA's capabilities and to enable and empower all segments of the government and private sectors relevant to the Philippine retirement migration agenda

**Core Values:**

- Service Excellence
- Innovation
- Teamwork
- Integrity
- Discipline
- Good Governance
- Social Responsibility