

# 2017 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 Southeast Asia by 2022.

Theme: **Global Competitiveness** **Good Governance**

**Mission:**  
To continually 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

