

The paper and paper products industry already grew by 14.0 per cent for the first semester of 1989. However, the worsening lack of pulp appears to be hindering the industry's production growth. Some paper manufacturing firms are considering setting up their own pulp mills (and thereby having an integrated operation) to break the impasse.

PRINTING AND PUBLISHING

The printing and publishing industry in the Philippines consists of enterprises engaged in commercial and job printing, the printing and publishing of books, the printing of newspapers and periodicals, and other allied industries. In 1988, the industry generated P3.3 billion in gross value added at current prices, representing 1.6 per cent of total manufacturing value added. Over the past two years, it has grown at an average annual rate of 7.1 per cent.

There are around 24 large printing and publishing houses in the Philippines. In 1988, these firms had gross revenues of P1.5 billion. Based on printed records, however, their combined net income was only P37.8 million, pulled down by huge net losses in newspaper and periodical printing of about P12.1 million. (See Table 7.) Medium and small scale printers, numbering more than 2,900, satisfy the printing needs of ceramic, garment, food, and home industry products that are exported in small quantities.

Table 7
FINANCIAL INDICATORS OF MAJOR FIRMS IN PRINTING AND PUBLISHING: 1988
(In Thousand Pesos)

	No. of Firms	Net Sales	Gross Revenue	Net Income	Total Assets
Commercial and job printing	4	313,387	314,799	5,823	223,444
Printing & pub. of books	1	24,860	30,782	622	15,610
Print'g of newspapers, periodicals	4	251,673	278,256	(12,132)	87,789
Other allied industries	15	811,389	846,114	43,505	601,418
Total	24	1,401,309	1,469,951	37,818	928,261
Average		58,388	61,248	1,576	38,678

Source: Philippine' Best 1,000 Corporations.