



THE COMPUTER MANUFACTURERS, DISTRIBUTORS AND DEALERS ASSOCIATION OF THE PHILIPPINES (COMDDAP)

The vision of promoting and elevating the standards of Information technology (IT) in the Philippines fueled a group of prominent computer companies to form the **Computer Distributors and Dealers Association of the Philippines or COMDDAP**. Its initial member-companies represent the world's leading makers and providers of computer products, solutions and peripherals.

In 1997, the manufacturing sector – represented by industry leaders Hewlett Packard, Epson and Compaq, among others – was integrated into the COMDDAP membership, making the association a more diverse representation of the IT sector and thus the new name, **COMPUTER MANUFACTURERS, DISTRIBUTORS AND DEALERS ASSOCIATION OF THE PHILIPPINES**.

Since then, COMDDAP has been maintained and financed by its members through dues, fees, contributions or donations, and bannered by these specific objectives:

1. Promote the use of information technology and elevate its standards in the Philippines;
2. Make computers affordable and available to the masses;
3. Provide and create opportunities for users to develop themselves to their fullest potentials;
4. Supply the market with quality products at reasonable prices with good after-sales support;
5. To work closely with the government, the private sector and international entities in promoting the use of information technology;
6. Provide a forum of discussion on matters relating to the compute industry; and
7. Foster anf cultivate harmony, cordiality and camaraderie among the members so that they can work together as one for the benefit of the industry.

Twenty (20) years hence, COMDDAP has grown not only in terms of membership, but also in the activities it holds and organizations it chooses to collaborate with.

COMDDAP counts among its achievements the holding of the Annual COMDDAP exhibit, more popularly known as the COMDDAP EXPO, which has become a consistent crowd drawer and has in itself set new records in terms of the quality of exhibit area, exhibitors, visitors, and venues. In fact, COMDDAP EXPO in 1999 marked the first exhibit to have adapted an upgraded booth shell schemes.

The annual COMDDAP endeavor encourages its participants to launch their products and services, as well as hold seminars with a variety of topics in the areas of technology, trends, applications, and information management.

COMDDAP 's biggest leap was being able to cross boarders or go regional by bringing the exposition down south in Cebu and Davao City, and to even greater heights in the cities of Baguio and Naga, and most recently, in Iloilo City.

Apart from its exhibits, the organization holds COMDDAP Learning Center Project and Training the Trainers program. This is part of the civic and social responsibility programs that the association has vowed to pursue. The project provides public high school students and public school teachers the opportunity to learn basic computer theories, get hands-on experience, and become familiar with computers.

COMDDAP is likewise involved with the Media-Citizen's Quick Count (MCQC) operations in response to the call of national interest. The bulk of equipment and technical support for this endeavor were provided for by the member-companies.

COMDDAP has also pledged to protect its members in addressing the growing issue of software piracy, a practice that has affected and stunted the growth of the local software industry, as well as the country's trade relations with other countries. In pushing this, COMDDAP has expressed its full support in the local manufacturing of DOS at an affordable price and with after-sales support, as well as launching a massive educational campaign.

Indeed, COMDDAP has gone a long way from a mere assemblage of premier IT companies and enthusiasts. With the support and enthusiasm of its member-companies, COMDDAP expects and looks forward to accomplishing more worthwhile projects in the future as COMDDAP is committed to the stable growth of the Philippine computer industry.