

# EuroPH CONNECT

BUSINESS • OPPORTUNITIES • PERSPECTIVES

THE BUSINESS DIGEST  
OF THE EUROPEAN CHAMBER  
OF COMMERCE OF THE PHILIPPINES

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## **BITTERSWEET CULMINATION** *Tax on Sugar-sweetened Beverages*







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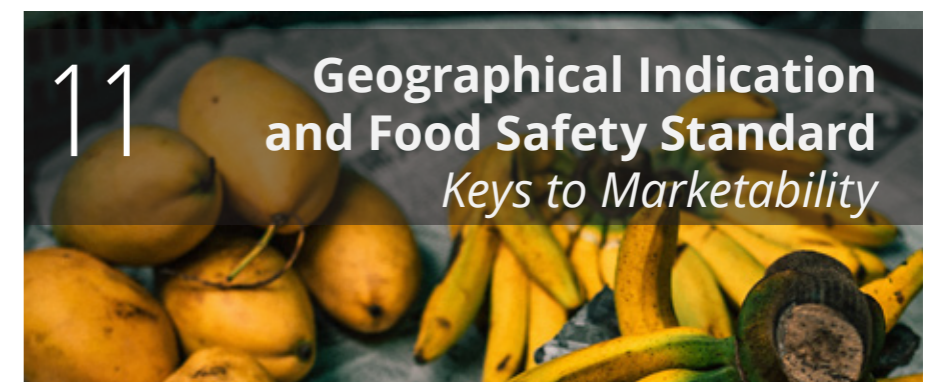
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# Editorial

2018 is going to be an exciting year for the ECCP. This year, we are celebrating our 40th Anniversary and for four decades, the ECCP has been the voice of European business community in the Philippines. As the oldest European chamber outside of Europe, we have grown to be the largest foreign chamber in the country and one of the leading European chambers within the region. Along with welcoming such a milestone year, I am pleased to share with you the many exciting things we have in store for you this year.

As an ECCP member, you are at the center of all our activities. On pages 18 - 19 of this month's issue, you will find the jam-packed events calendar for 2018. Aside from our pillar events, we have a number of luncheon meetings, forums, networking nights, and young professionals events for you. Particularly, in the month of May, we are holding a month-long celebration in honor of our anniversary, kicked off by Taste Europe, a food & beverage fair, and capped off by our 40th Anniversary Celebration on the 17th of May at the Solaire Resort Hotel. I do hope you can join us so mark your calendars and save the dates.

On a more serious note, we continue to work closely with government secretaries and representatives within congress in making sure that the European business community's voice is heard when it comes to policies that affect your businesses. It is our hope that we are able to make bigger strides this year in levelling the playing field for both European and Filipino businesses alike.

In this month's food and beverage themed issue, we tackle the bittersweet culmination of the tax on sugar-sweetened beverages (SSB). We at the chamber know how important this issue is to our members, which is why late last year, we held the Food & Beverage for All Forum. It was held to deepen the dialogues between the business community and policy-makers and to voice our concerns with the tax on SSBs. We continue to work hard to make your voices heard, especially with regard to minimizing the impact on business for the TRAIN Package 2.

“We continue to work hard to make your voices heard, especially with regard to minimizing the impact on business for the TRAIN Package 2.”

I hope you enjoy this month's issue of the EuroPH Connect and, as ever, thank you for your continuing support. We hope to see more of you this coming 2018!■



# Notes from the IPR SME Helpdesk



## IP Protection in the Philippines for the Food and Beverage Industry

The Philippines' rapidly growing food & beverage industry is one of the biggest contributors to nation's economy making up about half of its manufacturing sector and contributing about 23-24% of the country's GDP. The Philippines is one of the Asia's largest producers of food, with the value of food processing sector exceeding 24 billion EUR. Given the Philippines' government's commitment to further developing the food and beverage industry as one of the priority industries and opening it further up to foreign investments, the Philippines' F&B industry has become more attractive for European SMEs.

Propelled by increasing disposable income amongst the upper and middle classes and the proliferation of retail and shopping centers as well as by highly urbanized population, the Philippine's domestic food and beverages market looks quite promising for the European SMEs. The Philippines' consumers appreciate the high quality and healthy nature of European food and beverage products. As a general trend, the Philippines' young and fast-growing consumer base is gradually becoming more health-conscious and is increasingly

willing to try out new products. As the spending power of the upper-middle and middle class is increasing, there is also greater demand for imported premium products, which offers many business opportunities for the European SMEs.

At the same time, together with rapid economic growth, counterfeiting in food products has also increased dramatically in recent years. Thus, the EU SMEs should take steps to ensure that their IP rights are protected, when selling their food products to the Philippines, especially as neglecting to register IP rights in the Philippines could easily end SMEs' business endeavor in the country.

### TRADE MARK PROTECTION IS CRUCIAL IN THE F&B INDUSTRY

Increasing brand consciousness, concerns about food safety and the relatively high number of counterfeiting in the country mean that brand reputation is especially important for the food and beverage industry. A trustworthy brand can be critical to the success of F&B products as company's trade mark functions as a badge of quality in the Philippines.

SMEs planning sell their food and beverage products in the Philippines, should register their trade mark in the country well in advance, ideally before even starting the business there since the Philippines applies a 'first-to-file' trade mark registration system, meaning that the first person or entity to register a trade mark owns that mark in the country, regardless of the first use. It is particularly important to register trade marks in the Philippines because 'bad-faith' registrations is still a major problem in the country. Bad-faith registrations exist where a third party (not the legitimate owner of the mark) first registers the mark in the Philippines, thereby preventing the legitimate owner from registering it in the country. These unscrupulous companies would normally try to resell the trade mark back to its legitimate owner at an inflated price. It is also not uncommon that these trade mark hijackers try to sue the original brand owner for allegedly violating their registered trade mark rights in the country. Cancellation of a prior registration is available when the trade mark has been registered in bad faith, but it could be costly, so it is wiser and cheaper to register the trade mark in the Philippines.

Trade marks can be registered in the Intellectual Property Office of the Philippines (IPOP) and filing for trade mark registration costs between 18 and 36 EUR, excluding agent fees. Furthermore, it is wise to register trade mark in the Philippines, as in addition to making goods and services distinctive, the owner of a mark may earn revenues from the use of the mark by licensing its use to other business entities or through franchising agreements.

European SMEs should keep in mind that according to the Trade Mark Law of the Philippines, in order to maintain the registration of a mark, a Declaration of Actual Use of the mark together with the proof of use of the mark must be filed after 3 years from the application date of the mark and then again within 1 year from the 5th anniversary of the registration. This is required to prove that the mark is in use, and that it is used consistently without substantial modifications as well as to try prevent a construed and obstructing system of trade mark cancellations.

In addition to direct national filing, EU SMEs may also seek to protect their marks in the Philippines as part of an international registration under the Madrid Protocol, subject to compliance to local requirements, (particularly with the filing of the Declaration of Actual Use). International registration under the Madrid Protocol allows SMEs to register their trade mark simultaneously in several countries.

### DON'T FORGET TO PROTECT YOUR GEOGRAPHICAL INDICATIONS (GIS) IN THE PHILIPPINES

In the food & beverages industry, it is also important to protect GIS as these are also valuable for branding goods in the Philippines, especially as GIS can increase trust towards certain brands, since they identify the country, region, or area from which goods originate and to which a given reputation is assigned. Examples of such products include Bordeaux wine, Parmigiano-Reggiano cheese and Parma ham.

In compliance with the TRIPS

Agreement, GIS are recognised and provided for in the Philippines IP Code. However, there is no established system yet for the regulation and registry of GIS in the Philippines. Efforts to formulate the regulations for GIS are still on-going. Until the said regulations are set in place, it is recommended for owners to register their GIS as collective marks, which usually follows the general registration procedure of trade marks but perform different functions.

### APPEARANCE MATTERS: PROTECT YOUR PACKAGING WITH DESIGN REGISTRATIONS

Creative packaging style is another key element for the success of the brand in the Philippines as the country's consumers are gradually starting to pay more attention to the appearance of products and this is a relevant aspect to take into consideration in the food and beverage industry sector. It is, therefore, important to protect the design aspects of products to prevent counterfeiting and replication. Besides using trade marks, SMEs can protect their packages with industrial design patents in the Philippines.

An industrial design is the ornamental or aesthetic aspect of an article, i.e. the appearance of a product. The design may consist of three-dimensional features, such as the shape or distinct surface of an article, or of two-dimensional features, such as patterns, lines or color or the combination of both. When an industrial design is protected in the Philippines by registering it, the owner of the design is assured an exclusive right against unauthorized copying or imitation of the design by third parties.

To be registrable in the Philippines, an industrial design must be any new or original creation relating to the ornamental features of shape, configuration, form, or combination thereof, of an article of manufacture, whether or not associated with lines, patterns or colours, which impart an aesthetic and pleasing appearance to the article.

An industrial design registration is

valid for a period of 5 years from the date of the application and is renewable for two consecutive five 5 year periods by paying the renewal fee. The maximum total duration is 15 years. The industrial design can also be registered with the IPOP) and similarly to trade mark registration the first-to-file rule applies to industrial design registration.

SMEs should also keep in mind that original ornamental designs or models for articles of manufacture, whether or not they can be registered as an industrial design, are also copyrightable. Thus, the appearance of SME's products may be protected both under an industrial design registration and under copyright, giving an added layer of protection for SMEs' package designs in the Philippines.

### PROTECT YOUR SECRET RECIPES WITH TRADE SECRETS

A trade secret is a non-public information that is financially valuable and is guarded with confidentiality measures. In the food & beverage industry, trade secrets may refer to ingredients or processing methods that are critical to the taste, texture, appearance and smell of a product. A famous example is the Coca Cola formula that has remained secret for decades. European SMEs can protect their secret ingredients or processing methods with trade secrets in the Philippines.

While there is no independent trade secret law in the Philippines, trade secrets can be protected under Article 40(e) of RA 7394 or the Consumer Protection Act and Article 292 of the Revised Penal Code. However, given the lack of provisions for legal protection of trade secrets, SMEs should take practical steps to protect trade secrets; this includes inserting confidentiality provisions into employee contracts, who come into contact with SME's secret recipes or production methods; internally restricting access to sensitive information and ensuring that confidential information is revealed on a need-to-know basis only and under Non-Disclosure Agreements or relevant clauses. These



measures would help SMEs to still achieve sufficient protection for their trade secrets.

Additionally, European businesses should include confidentiality clauses within employee contracts covering not only the duration of employment, but even after the employee has left the company. It should also be of paramount importance to ensure that confidentiality agreements are signed with business partners whenever disclosing confidential information like the product recipe to them. Furthermore, companies wishing to get compensation for trade secrets revealed in the Philippines should stipulate contractual obligations to all parties involved and, resort to civil action for breach of contract and damages in the case of any violations. ■

**Helika Jurgenson**

South-East Asia IPR SME Helpdesk

## SOUTH-EAST ASIA IPR SME HELPDESK

The South-East Asia IPR SME Helpdesk supports small and medium sized enterprises (SMEs) from European Union (EU) member states to protect and enforce their Intellectual Property Rights (IPR) in or relating to South-East Asian countries, through the provision of free information and services. The Helpdesk provides jargon-free, first-line, confidential advice on intellectual property and related issues, along with training events, materials and online resources. Individual SMEs and SME intermediaries can submit their IPR queries via email ([question@southeastasia-iprhelpdesk.eu](mailto:question@southeastasia-iprhelpdesk.eu)) and gain access to a panel of experts, in order to receive free and confidential first-line advice within 3 working days.

The South-East Asia IPR SME Helpdesk is co-funded by the European Union.

To learn more about the South-East Asia IPR SME Helpdesk and any aspect of intellectual property rights in South-East Asia, please visit our online portal at <http://www.ipr-hub.eu/>



BY UNDERSECRETARY TEODORO C. PASCUA

The Philippines, amid other countries' influences, still has a lot to offer and be proud of. From its unique culture and picture-perfect tourist spots to hardworking Filipinos and bountiful produce grown and made across its regions.

When it comes to food, for instance, we are known for exporting bananas, coconut oil, mangoes, and pineapples to our neighbor countries. We have not fully exploited, however, the fullest use of branding and ensuring the safety of our homegrown products, which are crucial facets to consider in the international market. The keys to doing so: Geographical Indications (GIs) and food safety standards.

With Geographical Indications, we preserve and protect the origin and quality of our local products. We let the Philippines be the only country known for a specific type of product, thereby, enlivening our national pride and spurring economic developments, especially of the agricultural sector.

Meanwhile, compliance with pertinent standards or laws assures the safety and quality of the products we enter in the international trade.

### Geographical Indications (GIs)

A product usually has distinct characteristics native only to its geographical location. The climate, soil, humidity, and traditional practices of growing an agricultural produce or formulating a beverage, for instance, can be considered as a

value-added. This is where GIs then plays a role to establish exclusivity and entitlement of a specific indication or name only to a country.

GIs, as defined in the Agreement on Trade-Related Aspects of Intellectual Property (TRIPS), is "a good originating in the territory of a Member, or a region or locality in that territory, where a given quality, reputation, or another characteristic of the good is essentially attributable to its Geographical origin."

Some of the examples of GIs are "Champagne," a particular kind of sparkling wine from a region in Northeast France, Idaho potatoes in Northwest America, and Sarawak or Kampot pepper in Malaysia. With the said products protected as GIs, only their country of origin bears the exclusive use of such name or designation.

From the lens of consumers, information on the origin of the product helps consumers make sound choices and differentiate a product in a competitive market. A GI acts as an assurance that a product is authentic, has the unique quality, and is reliable. It also contributes to preserving folklore and improving local livelihood, which, in the long run, further advance rural development in our country.

In the Philippines, the local products thus far identified as potential GIs are Guimaras Mangoes, Lake Sebu Tnalak, Davao Pummelo, Bicol Pili Nuts, Dagupan Bangus, among others.

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**Food safety standards**

It is indeed important that the food or beverage we offer to the market conforms to national safety standards and requirements. This, in turn, increases our protection against the risk of unsanitary or adulterated food that can compromise our health.

Particularly, an international standard – ISO 22000:2005 – specifies requirements for a food safety management system where an organization in the food chain needs to demonstrate its ability to control food safety hazards in order to ensure that food is safe at the time of human consumption.

Aside from the aforementioned standard, the government also enforces the Food Safety Act of 2013 or Republic Act No. 10611 to maintain a farm to fork food safety regulatory system that ensures a high level of food safety, promotes fair trade, and advances the global competitiveness of Philippine food and food products.

The bottom line is: With the GI and safety standard in place, we can expect to get a greater share of foreign market for our homegrown products.■




Department of Trade and Industry  
 www.dti.gov.ph  
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**BITTERSWEET CULMINATION**  
*Tax on Sugar-Sweetened Beverages*

TOP OF MIND BY RICA YSABELLE L. CASIQUIN (THE PHILIPPINE STAR) | OCTOBER 17, 2017

The Philippines, being a tropical country, usually encounters high temperatures come summer time which fall during the months of March and April. Hence, it is not a surprise to know that almost all Filipinos love to indulge in a variety of cold drinks to beat the heat. As a matter of fact, a typical Filipino meal would normally include an ice cold drink such as carbonated drinks - (more commonly known as “soft drinks”), juices and coffee.

Filipinos’ daily intake of these kind of drinks also proves that majority has an inclination towards sweet goods and thus, showcase the myriad ways Filipinos enjoy sweets. It is the propensity to indulge the Filipino sweet tooth which leads us to discuss an interesting matter relating to the proposed tax on sugar-sweetened beverages.

Representatives Horacio Suansing Jr. of the 2nd district of Sultan Kudarat and Estrellita Suansing of the 1st district of Nueva Ecija sponsored House Bill (HB) No. 292 entitled: “An Act Imposing Excise Tax on Sugar Sweetened Beverages by inserting a new Section 150- A in the National Internal Revenue Code of 1997, as amended” to promote public health and wellness.

HB No. 292 introduces the imposition of excise tax on Sugar- Sweetened Beverages at a rate of ten pesos (Php 10.00) per liter of volume capacity. In the explanatory note of HB No. 292 the sponsors of the bill stated that this measure does not only seek to promote public health and wellness, but also to provide additional revenue collections for our government, which will then be allocated for the following proposed purposes: (a) fifty percent (50%) to the General Fund; (b) twenty percent (20%) to the Department of Health for provision of medicines and medical

assistance for diabetes and other non-communicable diseases through provincial and district hospitals as well as for health and wellness promotion; (c) twenty percent (20%) to the Department of Education to provide public schools and sports facilities access to potable water and health awareness programs; (d) three percent (3%) to the Department of Interior and Local Government under the Sagana at Ligtas Na Tubig Sa Lahat (SALINTUBIG) and Grassroots Participatory Planning and Budgeting (GPPB) Priority LGUs; (e) three percent (3%) to the Food and Drug Administration to support the implementation of its mandate to ensure the safety, efficacy or quality of health products; (f) two percent (2%) to the Food and Nutrition Research Institute, and (g) two percent (2%) shall accrue to the Bureau of Internal Revenue for tax administration.

Subsequently, HB No. 292 was adopted and included as Section 25 of HB No. 5636, or otherwise known as “Tax Reform for Acceleration and Inclusion (TRAIN)” which was approved by the House of Representatives on 31 May 2017. HB No. 5636 also imposed the same excise tax rate of ten pesos (P10.00) on every liter of sugar-sweetened beverages containing locally produced sugar, while an excise tax at a rate of twenty pesos (P20.00) per liter is imposed for imported sugar.

The term “Sugar Sweetened Beverage” (SSB), as defined under Section 25 of HB No. 5636, refers to non-alcoholic beverage that contains caloric sweeteners or added sugar or artificial/non-caloric sweetener. This definition of SSB includes soft drinks, fruit drinks, sports drinks, sweetened tea and coffee drinks and all other non-alcoholic beverages containing caloric sweeteners or added sugar or artificial/non-caloric sweetener.

Notwithstanding the above definition of SSBs, the following



items are expressly excluded from the proposed imposition of the excise tax on SSB also provided by Section 25 of HB No. 5636: (1) Plain milk and milk drink products without added sugar; (2) All milk products, infant formula and milk alternatives, such as soy milk or almond milk, including flavored milk, such as chocolate milk; (3) 100% Natural Fruit Juices; (4) 100% Natural Vegetable Juices; (5) Meal replacement beverages and medically indicated beverages; (6) Ground coffee; and (7) Unsweetened tea.

The proposed imposition of excise tax on SSBs was thereafter incorporated in Senate Bill (SB) No. 1592 which was submitted by the Committee on 20 September 2017. To date, Senate Bill (SB) No. 1592 is pending before the Senate Ways and Means Committee.

As such, a new version of tax on SSB was adopted by the Senate version of this SSB bill. SB No. 1592 imposed the following rate of taxes: (1) a tax of five pesos (P5.00) per liter of volume capacity shall be imposed on sweetened beverages using purely caloric sweeteners; (2) a tax of ten pesos (P10.00) per liter of volume capacity shall be imposed on sweetened beverages using purely high fructose corn syrup or in combination with any caloric or non-caloric sweetener; and (3) a tax of three pesos (P3.00) per liter of volume capacity shall be imposed on sweetened beverages using purely non-caloric sweeteners or a mix of caloric and non-caloric sweeteners. Further, the following are the exclusions: (1) sweetened beverages using purely coconut sap sugar; and (2) sweetened beverages using purely steviol glycosides.



It is worth noting that the consolidation of the provisions of the HB and the Senate Bill is yet to be made considering that discussions are still ongoing as to whether or not tax on the sugar-sweetened beverages will be taken into consideration and will eventually form part of new Tax Code. On the brighter side of things, if this bill passes, our government will have another source of revenue which can be applied to providing more projects that will benefit Filipinos. ■

Rica Ysabelle L. Casiquin is a supervisor from the Tax Group of KPMG R.G. Manabat & Co. (KPMG RGM&Co.), the Philippine member firm of KPMG International. KPMG RGM&Co. has been recognized as a Tier 1 tax practice, Tier 1 transfer pricing practice, Tier 1 leading tax transactional firm and the 2016 National Transfer Pricing Firm of the Year in the Philippines by the International Tax Review.

This article was written prior to the issuance of Republic Act No. 10963 entitled "Tax Reform for Acceleration and Inclusion (TRAIN)". Please be informed that the sources of this article are the draft versions of House Bill No. 5636 and Senate Bill No. 1592. This article is for general information purposes only and should not be considered as professional advice to a specific issue or entity.

The views and opinions expressed herein are those of the author and do not necessarily represent the views and opinions of KPMG International or KPMG RGM&Co. For comments or inquiries, please email [ph-inquiry@kpmg.com](mailto:ph-inquiry@kpmg.com) or [rgmanabat@kpmg.com](mailto:rgmanabat@kpmg.com).

#### EDITOR'S NOTE

Since the time of this article's publication, a number important developments have occurred with regard to the SSB portion of the TRAIN Law. Some of these changes are the exclusion of coffee products and infant milk from the SSB excise tax as well as a new set of regulations for certification, product processing, and manufacturing have been put in place. If your company needs assistance in helping navigate these new procedures, please contact the ECCP today.



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## NEW YEAR'S HEALTH RESOLUTION

New Year is all about new beginnings, new challenges, and new experiences; with that comes the tradition of creating a New Year's Resolution - a set of goals and promises an individual creates for himself or herself, and it is different for every person, depending on what aspect he or she wants to focus on. For this year, 2018, it is time that we set new goals for our health and for our overall well-being. It is important to be healthy in every aspect of our life which is why we have listed below some ideas that you can add to your New Year's Resolution.



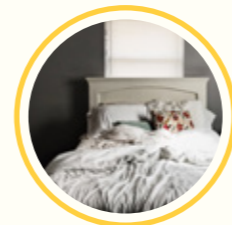
### Eat healthy

Have a balanced meal and make sure to consume healthier food such as vegetables and fruits. You should also make sure to eat food with lots of sugar and salt in moderation. Staying hydrated is also important so make sure to drink at least 8 glasses of water a day.



### Exercise regularly

Make it a habit to exercise regularly and allot at least 15 minutes of your time for exercise like doing simple cardio.



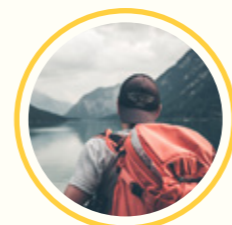
### Get enough sleep

Always ensure that you get at least 8 hours of sleep because it helps the brain function properly which contributes to both our physical and mental health.



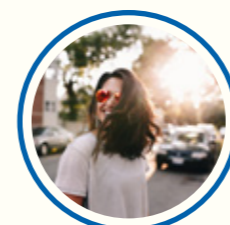
### Remove toxic people

Start your year right by choosing the right people. Gradually detach from people who hinder you from growth.



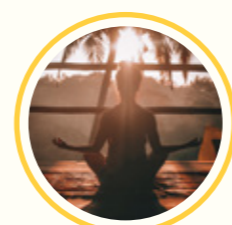
### Socialize beyond your smartphones

Whenever you are with your family or friends, try your best to socialize with them instead of using your smartphones.



### Take a break

Give time for yourself and take a break from time to time; it will help you relieve some stress.



### Get away from the city

Go on a vacation away from the city. It is also important to explore different places to be aware of different cultures and traditions.

### Be more positive

Try avoiding negative thoughts and surround yourself with positive people.

### Give attention to your spiritual health

Spiritual health is not just about religion and beliefs, but also deals with discovering oneself. Self-knowledge is important in figuring out your goals and your relations with other people.

### Try doing some meditation

Allot some time for silence. Meditation can help in destressing and can help calm one's mind.



# ECCP & EPBN EVENTS CALENDAR 2018



## JANUARY

- 23 YPC Learning Session
- 30 Luncheon Meeting
- 30 YPC Learning Session
- 30-31 Negotiation Skills Workshop
- 31 EU Ambassadors' Meeting

## FEBRUARY

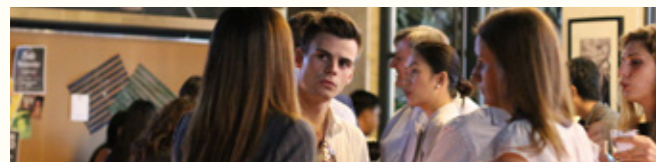
- 20/22/27 Euro-PH Advocacy Forum: Tax
- 20-21 EQ Workshop
- 21 ECCP Networking Socials
- 23 F&B Mission (B2B)
- 28 Luncheon Meeting
- 28 ENN/Doing Business Launch

## MARCH

- 7-8 Professional Presence
- 8 Women in Business Networking Night
- 13 Luncheon Meeting
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- 20/22 Informal Industry Leaders' Dinner
- 22 Waste Management Forum (Solaire)
- 22 Euro-PH Advocacy Forum: PSA  
YPC Learning Session  
Women in Business Training: Image Consultancy

## APRIL

- 3/5 Euro-PH Advocacy Forum: PSA
- 5 Digital Disruption Forum
- 18/20 Tourism Event (EPBN)
- 25 Future Cities Forum (Solaire)
- 26 Innovations in Infrastructure (Solaire)
- 27 - 28 Healthcare Mission
- 27/28 Luncheon Meeting  
YPC Mt. Pulag Climb  
ECCP Networking Socials



## MAY

- 4-6 Food & Beverage: Taste Europe
- 8/15 Women in Business: Women's Summit
- 11/14 F&B (EPBN)
- 15 Luncheon Meeting
- 17 ECCP 40th Anniversary
- 21 Golf Challenge Tournament  
JFC Networking Night

## JUNE

- Early June Informal Industry Leaders' Dinner
- June Euro-PH Advocacy Forum: Traffic
- 5/7 Euro-PH Advocacy Forum: GI/Tapas Night
- 19/21/26 40th Annual General Membership Meeting (Luzon)
- 15 Luncheon Meeting
- 19 Luncheon Meeting
- 20/21 Manufacturing (EPBN)  
ECCP Networking Socials  
Maritime Business Mission

## JULY

- 19 Luncheon Meeting  
YPC Inter-Chamber Networking Night
- 26 Water Challenge Philippines  
Women in Business: Training Session #2  
LGU Business Summit Cebu

## AUGUST

- 16 Luncheon Meeting
- 7/14 Women in Business Networking Event
- 30 Healthcare Forum (Makati Diamond Residences)  
YPC Learning Session  
ECCP Networking Socials



## SEPTEMBER

- 4/6/11 Euro-PH Advocacy Forum: PCAB
- 20 Luncheon Meeting
- 14 Women in Business: Training Session #3  
Informal Industry Leaders' Dinner
- 27 Sustainable Agriculture Forum (Solaire)  
JFC Networking Night  
Infrastructure B2B (EPBN)

## OCTOBER

- 3/5 Euro-PH Advocacy Forum: Tax
- 16 Luncheon Meeting
- 18 EU-Philippines Business Summit
- 24 Energy Smart Philippines (Solaire)  
Sustainable Agriculture Forum (Davao)  
Mindanao Business Opportunities (Davao)  
ECCP Networking Socials  
YPC Networking Night

## NOVEMBER

- ELMS (EPBN)
- 15 Luncheon Meeting
- 15/19 Women in Business: Training Session #4
- 21/23/28 Euro-PH Advocacy Forum: Connectivity  
Energy Smart Visayas  
Energy Smart Mindanao  
F&B

## DECEMBER

- Informal Industry Leaders' Dinner
- 6 Luncheon Meeting  
Business Awards  
ECCP Networking Socials
- 4/6 Women in Business Christmas Party

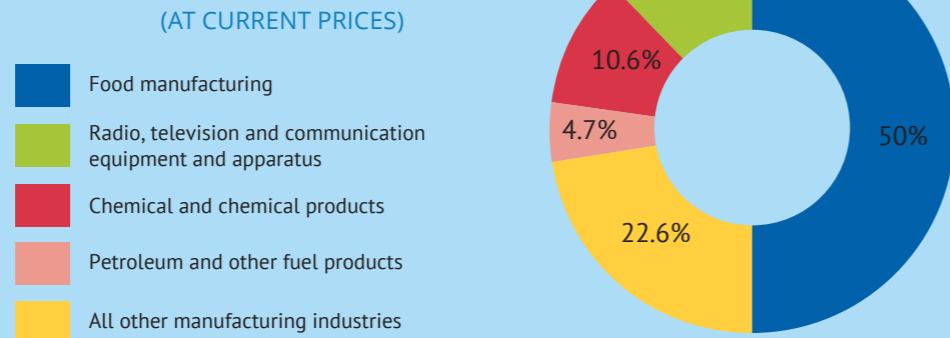


# PHILIPPINE FOOD AND BEVERAGE INDUSTRY

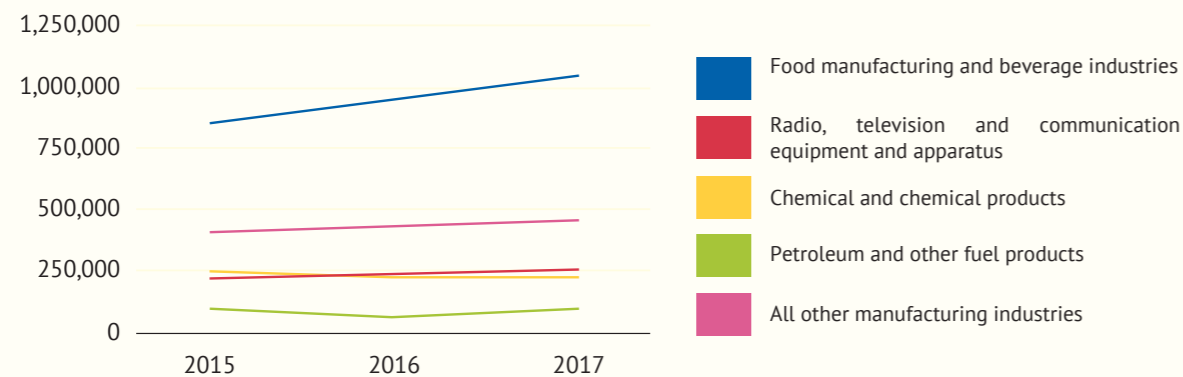
## VALUE ADDED

**50%**  
Share in gross value added in manufacturing industry for the 1st - 3rd quarter of 2017

### GROSS VALUE ADDED IN MANUFACTURING (AT CURRENT PRICES)



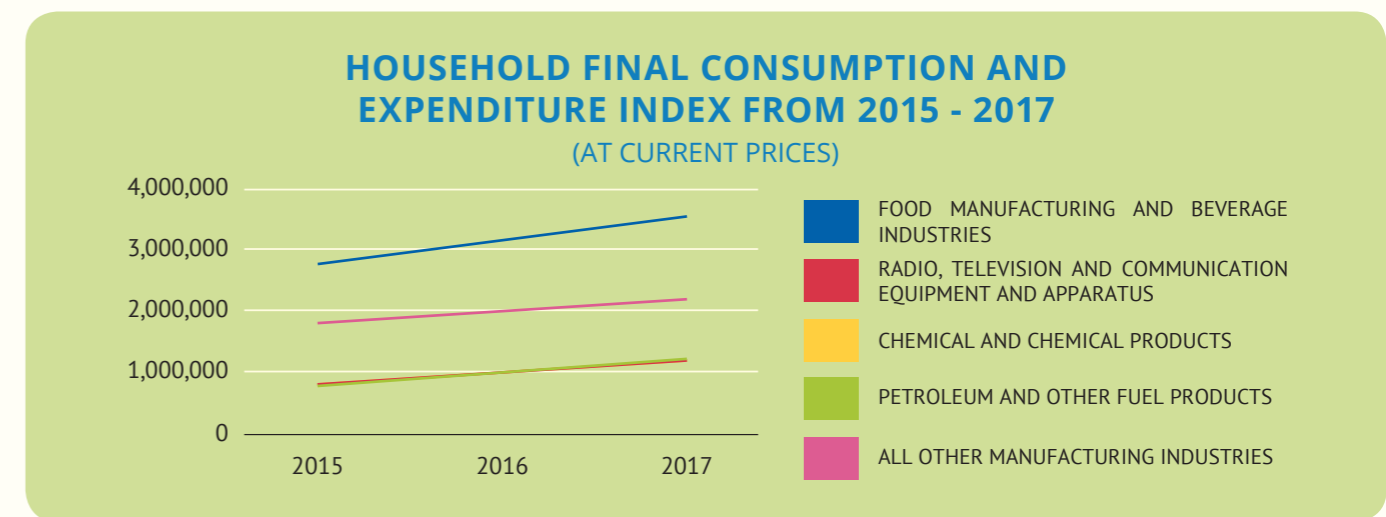
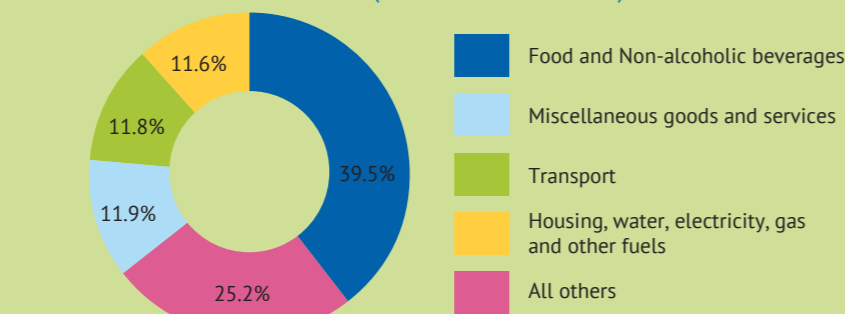
## VALUE ADDED IN MANUFACTURING INDUSTRY GROUP INDEX (2015 - 2017) (AT CURRENT PRICES)



## CONSUMPTION

**39.5%**  
Household consumption for food and non-alcoholic beverage for the 1st - 3rd quarter of 2017

### HOUSEHOLD FINAL CONSUMPTION AND EXPENDITURE (AT CURRENT PRICES)



## EU-PH TRADE

**€ 334,392,272**  
Import value to the EU / MS (IN EURO)

**€ 265,915,076**  
Export value from the EU / MS (IN EURO)

- With bilateral trade in goods amounting to €12.8 billion in 2016, the EU ranked as the Philippines' fourth largest trading partner, while the Philippines was EU's sixth largest trading partner in the region.
- EU exports to the Philippines are dominated by machinery (18.9%), transport equipment (16.8%), chemicals (14.1%), food products (13.8%), and electronic components (13.7%), while the Philippines' main exports to the EU are office and telecommunication equipment (45.8%), machinery (13.9%), food products (12.0%), and optical and photographic instruments (10.5%)
- Bilateral trade in services between the EU and the Philippines reached € 4.2 billion in 2015, while EU foreign direct investment stock in the Philippines amounted to €6.1 billion for the same year, making the EU the largest investor in the Philippines

## TOP 10 PLAYERS IN THE PHILIPPINE FOOD AND BEVERAGE INDUSTRY 2016

(TOP 1000 Corporations in the Philippines, Business World Magazine, 2016)



- Nestle Philippines, Inc.
- Universal Robina Corp.
- Puregold Price Club Inc.
- San Miguel Foods, Inc.
- San Miguel Brewery, Inc.
- Coca-Cola Femsa Philippines, Inc.
- Unilever Philippines, Inc.
- Jolibee Foods Corporation
- Supervalu Inc
- Robisons Supermarket Corp.



# INSIDE THE ECCP MANILA: EVENTS

## ECCP Coffee Mornings: Philippines Economic Update

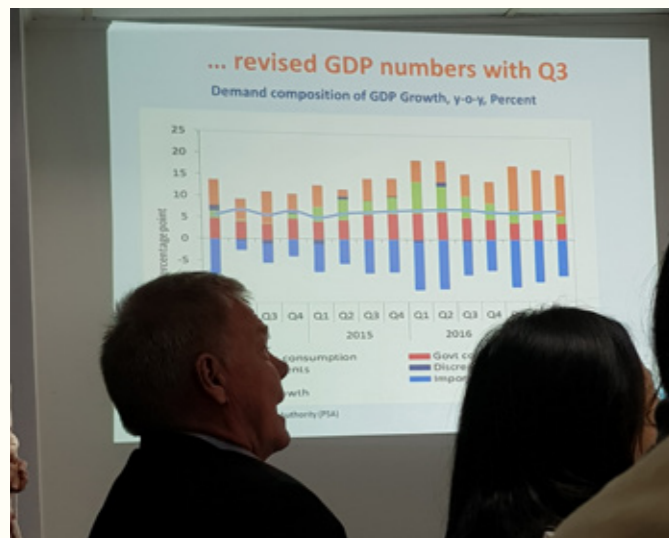
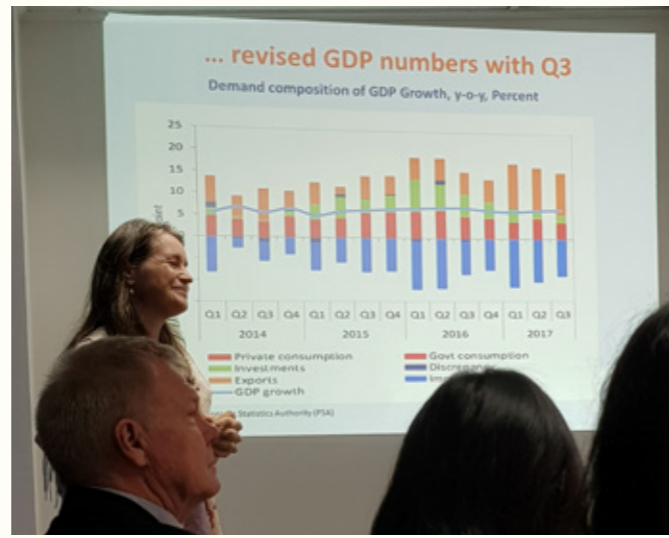
ECCP Coffee Mornings - Philippines Economic Update was held last Wednesday, December 06, 2017. The guest speaker, Ms. Birgit Hansl, the World Bank's Lead Economist and Program Leader for Equitable Growth, Finance and Institutions for the Philippines in the East Asia and the Pacific Region, provided the attendees an update about the Philippine economy. Ms. Hansl talked about the different internal and external factors that influenced the Philippines' social and economic growth and development.

The session was devoted for the discussion of the Philippines' economic growth. Ms. Hansl remarked that the growth of the Philippine economy has been consistent for the past years and it continues to grow faster than other Asian countries such as Indonesia, Thailand, Malaysia, and

Vietnam. It was also noted that the business and consumer confidence marginally decreased due to the productivity decline. Moreover, despite maintaining a positive growth outlook, internal risks are gradually manifesting; that is why policymakers are encouraged to create and maintain policies which would enable sustained economic growth and increase productivity.

Participants from both the public and the private sector joined this very productive discussion. The attendees were able to gain insights and raise their questions and concerns regarding the developments in the Philippine economy.

For more information about ECCP Coffee Mornings, contact Dei Cimatú at [dei.cimatu@eccp.com](mailto:dei.cimatu@eccp.com).



# INSIDE THE ECCP MANILA: YOUNG PROFESSIONALS COMMITTEE

## ECCP YPC Mount Pulag Climb

The ECCP Young Professionals Committee (YPC) went to climb Mount Pulag in Benguet, Northern Luzon last November 24 - 27. With a total of 13 participants from various companies, the team was able to deliver their second batch of donations consisting largely of IT equipment to the schools in Mt. Pulag. ECCP YPC would like to thank the participants and sponsors, Embassy of the Netherlands in the Philippines, Viajero Rent-A-Car CORP. Philippines, and Velocity Made Good for their support. ■





# INSIDE THE ECCP MANILA: EVENTS

## ECCP Networking Socials

The year-end ECCP Networking socials took place last November 7, 2017 at 20:20 Bar along Don Chino Roces Avenue, Makati City. Members of the business community gathered around for a night of conversations over drinks. ECCP Premium Member and whisky sponsor, Diageo, made everyone enjoy an exclusive whisky tasting experience, on top of free-flowing drinks as guests socialized with new and old faces. In attendance were ECCP premium members JLL and Pfizer; while newcomers like Superbrand Marketing International and Yondu jumpstarted their ECCP membership as they enjoyed the ENS for the first time. We would also like to thank our new member company and event partner, Marcventures Holdings, Inc. for the success of the ENS.■



## JFC Networking Night

The European Chamber of Commerce of the Philippines (ECCP) in partnership with the Joint Foreign Chambers (JFC) hosted the 14th Annual JFC Networking Night on November 23, 2017 at the Pavillion Tent in Dusit Thani Manila. The event gave attendees the opportunity to connect and network with members of the different foreign chambers and prominent figures in the business world for a night of good food and drinks. ECCP Member Companies HMR Auctions and Regus were event partners for the JFC Networking Night.■





# INSIDE THE ECCP ADVOCACY UPDATES

## November

### Food and Beverage Committee Meeting

The Food and Beverage Committee held a meeting last 21 November 2017 in which Food Additives Regulations as well as the thrust of the Food and Drug Action Center (FDAC) were discussed. The FDAC, formerly the Public Assistance Information and Receiving Office of the Food and Drug Administration, is headed by Director Cynthia Rosuman, PhD. who spoke to committee members about the expanded role of the new agency in addressing registration concerns. In addition to this, Ms. Christmasita Oblepias and Ms. Tessa Cerbolles of the Center for Food Regulation and Research (CFRR) also discussed the nuances of Food Additives regulations, particularly in the alcoholic beverages sector.

### Free Trade Agreement



On 9 November 2017, the committee met with industry representatives and commercial counsellors to discuss on Intellectual Property Rights (IPR). The body received a presentation from Chief of IP Key ASEAN IPR Project Mr. Ignacio De Medrano Caballero who gave an overview of the project, and talked about EU initiatives and platforms on IPR.

Additionally, IPR Study with regard Free Trade Agreement (FTA) compliance was discussed, with key points on the Philippine negotiation on its FTA with the European Union. It was mentioned that the EU-PH FTA Committee seeks to include IPR as one of the top advocacies in this trade agreement. Under this discussion, the group was also updated that one of the Philippine Government's initiatives is the Department of Trade and Industry's "One Town, One Product" Project in which the said agency will come up and implement regulations on IPR.

Moreover, the ECCP shared its IPR position papers, with focus on Geographic Indicators (GIs). This outlines the importance of GIs, regulations and GI statuses in the ASEAN member states, and proposed call to action: continue to improve IPR protection and enforce strict anti-smuggling measures, and create and enforce a policy framework for the protection of GIs

## Agriculture



The ECCP took part in the 29 November 2017 Department of Agriculture (DA) meeting with EU commercial counsellors and industry representatives for a technical briefing on cooperation. In this meeting, the office of Asec. Enrico Garzon Jr. reported updates and attended to the industry representatives and counsellors' inquiries on the status of meat accreditation application of and ban on imports from several EU member states, and imports and exports shipment and labelling, among others.

On the other hand, the EU presented updates on GSP+ and covered items on Geographical Indications (GIs). With this, the DA expressed its recognition of the importance of benefits of, and conveyed its interest and commitment to cooperating with relevant agencies and offices and supporting initiatives on GIs.

## December

### Maritime

The Maritime Committee met last 7 December 2017 to elect a Committee Chairperson and Co-Chairperson and to discuss the European Maritime Safety Agency (EMSA) Audit results and MARINA's compliance with MARPOL VI. Atty. Max Cruz of the Association of International Shipping Lines was elected as Chairperson while Mr. Per-Arne Waløen of the Norwegian Maritime Authority, Manila was confirmed as Co-Chairperson. Ms. Presca Lugo, Lead Trainer of the MARINA-STCW Office joined the meeting to discuss updates on the ongoing EMSA Audit as well as the current state of training and certification. Apart from this, upcoming initiatives for energy efficiency were also discussed by Engr. Teresa Mamisao, OIC of MARINA's Shipyard Development and Licensing Division.

This Committee Meeting was quickly followed by a Working Group Meeting with MARINA-STCW Executive Director Atty. Joy Ban-eg on 11 December 2017 to further discuss ways to establish mutual support between industry players and MARINA. ■





# INSIDE THE ECCP CEBU

## 4<sup>th</sup> ENERGY SMART HIGHLIGHTS EU-PH INITIATIVES IN PROMOTING SUSTAINABLE ENERGY

The European Chamber of Commerce of the Philippines (ECCP), in partnership with the EU-Philippines Business Network (EPBN), co-funded by the European Union (EU), convened energy stakeholders, government representatives from the Department of Energy (DOE) and Department of Science and Technology Region 7 (DOST7); and the private sector in a forum discussing the country's energy prospect. The forum, entitled Energy Smart Visayas 2017 slated last November 7, 9:00AM at Marco Polo Plaza Cebu.

"For years, the EU has been actively supporting the Philippines in engaging stakeholders towards creating and implementing policies and programs that provide increased efficiency in energy use and renewable energy development," said Guenter Taus, ECCP President.

Energy Smart Visayas highlighted the growing partnership of EU and the Philippines in promoting a sustainable energy future for the country.

The event was supported by Platinum Sponsor ABB Philippines, Advocacy Partner Quisumbing Torres, Gold Sponsor DeltaDore, Silver Sponsors Grundfos Pumps Philippines, Inc., KPMG R.G. Manabat & Co., Solenergy Systems, Inc., Vantage Energy (retail electricity supplier of MERALCO), Greenworld LED Solutions Inc., Global Business Power, Bronze Sponsor Visayan Electric Company (VECO), Venue Partner Marco Polo Plaza Cebu, and Event Partners EU-Access to Sustainable Energy Program, HEMs, DOST 7, and MATIC.■



## Francis Dravigny Holds Fabulation and Design Workshop

The European Chamber of Commerce of the Philippines (ECCP) and the Department of Trade and Industry (DTI) organized a FABULATION: Fabric Manipulation and Design workshop last December 1-2, 2017 at DOST 7 S&T Complex, Sudlon, Lahug, Cebu City.

Conducted by French designer, Francis Dravigny whose jewelry, furniture and textiles are carried by Neiman Marcus, Cartier and Sonoma. Known for his extensive exploration on abaca, Francis has fused tradition with contemporary; local ingenuity with global class in his textile designs. He is the General Manager of Cebu Interlace Weavers Corporation.

Fabulation, a synthesis of 'fabric' and 'manipulation', is a workshop for the design and architecture student, craft-enthusiast, start-up creative, or anyone who wishes

to explore material reinvention. Fabulation is a 2-day workshop where participants will get a feel of making their own products by manipulating different materials made from our indigenous buntal, abaca and raffia fiber. Also included in the itinerary will be a factory tour of Cebu Interlace.

"Even with the basic things, you can create amazing...new products," says Francis. Having lived in the Philippines for over 20 years, he emphasizes, "...I don't only sell the fabric. I sell the Filipino and their story besides that, which is very important."

ECCP aims to enhance export quality excellence in local business as well as link companies to its 800-member strong network nationwide.■





# INSIDE THE ECCP CEBU

## Green Architect Joy Onozawa at ECCP Ekoshare: Bamboo Series

The European Chamber of Commerce of the Philippines (ECCP), supported by the Department of Science and Technology (DOST) launched the 7th Ekoshare: Bamboo Series last November 14 & 15, 2017 at the DOST 7 Complex, Sudlon, Lahug, Cebu City.

Bamboo is a \$60 billion global industry according to International Network of Bamboo and Rattan (INBAR) with China's bamboo sector employing up to 8 million people. Market analysis from California-based Grand Market Research company, values the disposable chopsticks commerce at USD 13.94 billion (2015).

The question is "Why is Bamboo seen as a poor man's material?" asks Archt. Joy Onozawa. Bamboo suffers widely from an image problem.

"The trouble with working with bamboo is that we think we can design it like concrete, but it's a different design... bamboo is good at bending," says Onozawa

A certified Green Architect, Joy Onozawa studied in Bali Green School where she learned that green is the new gold. With the ECCP, she has run the Ekoshare: Bamboo Series for three years now.

Growing bamboo is only the first step. Adding value to Bamboo products require knowing the harvest techniques and treatment methods. Ekoshare: Bamboo 101 covers this with its mix of lecture and hands-on activities. Ekoshare: Bamboo 102 is more advanced and includes making bamboo slats, proper ways of slicing and battering bamboo, foundations, columns, panels and bamboo flooring. Participants who wish to take up 102 are thus required to undergo lessons from 101.

ECCP supports inclusive growth through bamboo workshops reinforcing utilization of sustainable indigenous materials and developing our local supply chain for the world market. ■



# ADVERTISE WITH US.



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Whichever publication you select with this powerful marketing opportunity, you're sure to benefit from establishing your brand through the ECCP network.

For inquiries, you may contact us at [publications@eccp.com](mailto:publications@eccp.com) or **+632 845 1324** or set a meeting to discuss a customized marketing solution.



# INSIDE THE ECCP CAGAYAN DE ORO

## 4<sup>th</sup> ENERGY SMART PHILIPPINES MINDANAO LEG HELD IN CAGAYAN DE ORO

The European Chamber of Commerce of the Philippines (ECCP) in partnership with the EU Philippines Business Network (EPBN) held the Mindanao leg of the 4th Energy Smart Philippines on 09 November 2017 at the Xavier Sports and Country Club in Cagayan De Oro City.

This year's event highlighted the growing partnership of the European Union (EU) and the Philippines in promoting a sustainable energy future for the Philippines. Through the various EU support programs, both public and private energy stakeholders have been engaged in the formulation and implementation of policies and programs that increase efficiency in the use of energy and in accelerating the utilization of renewable energy sources as well as technologies in order to secure a sustainable energy future for the Philippines.

Gracing the event were CDO's Honorable City Mayor Oscar Moreno, European Union Program Manager for Energy Sector Mr. Willy Hick, Team Leader for EU ASEP Mr. Mads Christensen, Atty. Dennis Quintero of Quisumbing Torres. Mr. Janu P. Encarnacion, PME, RMP of New Tech Pulp in Iligan was also speaker.

An overview and discussion of the developments/ achievements of the various EU support programs such as the EU Access to Sustainable Energy Program (ASEP), the Switch to High Efficiency Motors (HEMs) Program, the EU Business Avenues (EUBA) Program as well as the EU Philippines Business Network (EPBN) was also provided.

This event was organized by the ECCP in partnership with the EU-Philippines Business Network, and co-funded by the European Union in the Philippines. This event is supported by Platinum Sponsor ABB, Advocacy Partner, Quisumbing Torres Law Office, Gold Sponsor Delta Dore, Silver Sponsors Grundfos, KPMG Philippines, Solenergy Systems Inc., and Vantage Energy.

Cagayan De Oro sponsors to the event included STEAG and Mindanao Development Authority. Event partners included Oro Chamber, Kaamulan (Bukidnon) Chamber, Mindanao Daily News and Business Week Mindanao. ■



# INSIDE THE ECCP DAVAO

## ECCP ORGANIZES BUSINESS COUNCIL FOR SOUTHERN MINDANAO

BY IVY RUFIN



L-R: Gerry Constantino (ECCP); Tony Peralta (FREEDOM, Inc); Florian Gottein (ECCP); Emil Hager (Hager Media); Eddy Hartman (HBSI); Jove Tapiador (Gluon); Jasmin Runez (ECCP); Ivy Rufin (ECCP) Cherry Casuga (Regus Philippines); Marie Anne How (DTI R11); Paulyn Ferrero (Damosa Land); Romeo Montenegro (MinDA).

Inspired by its vision to strengthen economic ties between Mindanao and Europe, the European Chamber of Commerce of the Philippines in Mindanao, after signing a Memorandum of Understanding with Mindanao Development Authority last May 2017 to support sustainable businesses and promote inclusive growth in the region, recently organized the ECCP- Southern Mindanao Business Council or ECCP-SMBC.

Mr. Antonio Peralta of Foundation for Rural Enterprise and Ecology Development of Mindanao Inc (FREEDOM Inc.) is elected chairman of the council while Mr. Ricardo Luis Lagdameo of Damosa Land Inc and Mr. Eddy Hartman of Hartman Business Solutions Inc. are both elected as vice

chairman. The main thrust of the council is to steer the direction of the ECCP Mindanao membership in such a way that it will help Mindanao achieve its full potential and thereby helping the chamber realize its vision. The council is supported by the Mindanao Development Authority and the Department of Trade and Industry Region XI.

Mindanao being the Philippines' gateway to the Brunei-Indonesia-Malaysia-Philippines East ASEAN Growth Area (BIMP-EAGA) and EU being ASEAN's 2nd largest trading partner, ECCP-SMBC also envisions the integration of the council in the BIMP-EAGA to deliver economic opportunities and facilitate trade and investment between EU, BIMP-EAGA, and Mindanao. ■



L-R: Ernie Tomas (MinDA); Tony Peralta (FREEDOM Inc); Cary Lagdameo (Damosa Land); Amiel Caldazo (Gluon); Paulyn Ferrero (Damosa Land); Cherry Casuga (Regus); Ivy Rufin (ECCP); Marie Anne How (DTI XI)





ECCP-SouthMin Chair Antonio Peralta talked about business opportunities in Mindanao and the thrusts of the ECCP-SMBC during the BIMP-EAGA Forum last November 17, 2017 at the Greenleaf Hotel, General Santos City. The forum was hosted by DTI Region XII and was attended by the Malaysian Trade Commissioner, Indonesian Consul General, as well as the chambers of General Santos, Sarangani, Cotabato City, and Koronadal City.



The ECCP-SouthMin Business Council together with the other foreign chambers in Mindanao that are holding office in Davao City met with the City Mayor Sarah Duterte-Carpio last December 5, 2017 to talk about initiatives of the foreign chambers. ECCP Davao is closely working with the local government through partnership with the Davao City Investment and Promotion Center.



Strengthening ties with local businesses and organizations, ECCP-SMBC attended the Mindanao Business Council's Partners' Forum last December 8, 2017 at the Marco Polo Hotel Davao City. In the picture are (L-R) Benjamin M. Garcia, Secretary of MinBC; Vicente Lao, Chairman of MinBC; Consul Tomoko Dodo of Japan; Antonio Peralta, Chairman of ECCP-SMBC; Ruben A. Vegafria, Board of Trustee, MinBC; Joseph K. Palanca, Board of Trustee, MinBC; Ivy Rufin, Branch Officer of ECCP; and Chug Torres, Executive Director of MinBC.



1st JFC-Mindanao Networking Night was hosted by the ECCP Davao together with American Chamber Mindanao and Canadian Chamber Mindanao last November 8, 2017 at the Marco Polo Hotel Davao.



Regus Topaz Tower is a close partner of ECCP Davao in many activities. In the photo is Cherrylin Casuga, General Manager of Regus Topaz Tower and Ivy Rufin of ECCP Davao.



ECCP Executive Director Florian Gottein together with the other foreign chambers' representatives and Ms. Dottie Wurgler-Cronin of Marco Polo Davao awarded the best costumes of the night.



The making of the ECCP- Southern Mindanao Business Council.

# BUSINESS OPPORTUNITIES

THE PHILIPPINE BOARD OF INVESTMENTS HAS LISTED THE FOLLOWING PROJECTS FOR JOINT VENTURES:

**Food Processing Plant**  
Passi City, Iloilo

**Fruit Processing Plant**  
Passi City, Iloilo

**Muscovado Sugar Mill Project**  
Passi City, Iloilo

**Property Development Project**  
Passi City, Iloilo

**Sports Academy Project**  
Passi City, Iloilo

**Convention Center Project**  
Legazpi City, Albay

**Reclamation Project**  
Legazpi City, Albay

**Retirement Village cum Business Resort**  
Legazpi City, Albay

**Redevelopment of Gen San City Central Public Market**  
General Santos City

**Integrated Food Terminal with Abattoirs**  
General Santos City

**Designs and Innovation Center**  
Freeport Area of Bataan  
Bataan Province

**Construction / Operation of a Barging System / Service**  
Freeport Area of Bataan,  
Bataan Province

**Fabric / Accessories Park**  
Freeport Area of Bataan,  
Bataan Province

**FAB Manufacturing Estate**  
Freeport Area of Bataan,  
Bataan Province

**Electronic Components Manufacturing / High Value Product Manufacturing**  
Subic Bay Freeport Zone,  
Zambales

**Industrial Estate Development**  
Redondo Peninsula  
Subic Bay Freeport Zone,  
Zambales

**Ship Repair Facility**  
Redondo Peninsula  
Subic Bay Freeport Zone,  
Zambales

**Manufacturing, Electronics / Semiconductor, ICT/BPO**  
Clark Development Corporation  
Clarkfield, Pampanga

**Coconut Water Production Facility**  
Zamboanga City Special  
Economic Zone Authority,  
Zamboanga City

**Halal Chicken Processing**  
Zamboanga City Special  
Economic Zone Authority,  
Zamboanga City

**Mango Processing Plant Facility**  
Zamboanga City Special  
Economic Zone Authority,  
Zamboanga City

**Cassava Processing Facility**  
Zamboanga City Special  
Economic Zone Authority,  
Zamboanga City

A German company is currently looking for Distributors for the following products:

- Rotho storage items
- Uponor Pex A pipe & AC
- Nolte kitchens & furnitures
- Isal LED yard & street light systems
- Le feld fixing & hanger systems
- Mepa pre wall bathroom systems
- Paderborn Brewery German beer

Should you be interested in any of the opportunities listed above or for more information, contact Argena Anaquita at [publications@eccp.com](mailto:publications@eccp.com)



# 2018 INTERNATIONAL TRADE FAIRS

## JANUARY

**DOMOTEX**  
Floor Coverings  
12 - 15 | Hannover, Germany

**OPTI**  
Optics and Design  
12 - 14 | Munich, Germany

**IMM COLOGNE**  
Interior Design  
15 - 21 | Cologne, Germany

**TRANSPORT LOGISTIC INDIA**  
Logistics  
23 - 24 | Mumbai, India

**ISPO BEIJING**  
Sports Business  
24 - 27 | Beijing, China

**ISM**  
Sweets and Snacks  
28 - 31 | Cologne, Germany

**ISPO MUNICH**  
Sports Business  
28 - 31 | Munich, Germany

## FEBRUARY

**INHORGENTA MUNICH**  
Jewelry and Timepieces  
16 - 19 | Munich, Germany

**F.RE.E**  
Leisure and Travel  
21 - 25 | Munich, Germany



## APRIL

**CERAMITEC**  
Ceramics Industry  
10 - 13 | Munich, Germany

**WINE & GOURMET JAPAN**  
Wine, Beer, Spirits and Gourmet Food  
11 - 13 | Tokyo, Japan

**IDEM SINGAPORE**  
Dental Exhibition and Conference  
13 - 15 | Singapore

**HANNOVER MESSE**  
Industrial Technology  
23 - 27 | Hannover, Germany

**CEMAT**  
Intralogistics & Supply Chain Management  
23 - 27 | Hannover, Germany

## JUNE

**YUMMEX MIDDLE EAST**  
Sweets and Snacks  
16 - 18 | Dubai, UAE

**FURNITURE CHINA**  
Furniture and Home Furnishings  
11 - 14 | Shanghai, China

**IBA**  
Bakery, Confectionery and Snacks  
15 - 20 | Munich, Germany

**PHOTOKINA**  
Photography, Video and Imaging  
26 - 29 | Cologne, Germany

## JULY

**ISPO SHANGHAI**  
Sports Business  
5 - 7 | Shanghai, China

**INTERFORST**  
Forestry and Forest Technology  
18 - 22 | Munich, Germany



## AUGUST

**GAMESCOM**  
Digital Gaming Culture  
21 - 25 | Cologne, Germany



**IE EXPO CHINA**  
Environmental Technology Solutions  
3 - 5 | Shanghai, China

**IFAT**  
Water, Sewage, Waste and Raw Materials Management  
14 - 18 | Munich, Germany

**Metal + Metallurgy China 2018**  
Equipment Manufacturing  
16 - 19 | Beijing, China

**TRANSPORT LOGISTIC CHINA**  
Logistics, Telematics and Transport  
16 - 18 | Shanghai, China

**THE TIRE COLOGNE**  
Tire Industry  
May 29 - June 1 | Cologne, Germany

**THAIFEX**  
Food & Beverages, Food Technology and Retail & Franchise  
May 29 - June 2 | Bangkok, Thailand

## MAY



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[angeli.lirag@eccp.com](mailto:angeli.lirag@eccp.com)

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EUROPEAN CHAMBER OF COMMERCE OF THE PHILIPPINES

## SEPTEMBER

**BAUMA CONEXPO INDIA**  
Construction Machinery, Building Material Machines, Mining Machines and Construction Vehicles  
11 - 14 | Delhi, India

**EXPO REAL**  
Real Estate and Investment  
8 - 10 | Munich, Germany

**CeBIT ASEAN Thailand**  
ASEAN's Business Festival for Innovation and Digitization  
18 - 20 | Bangkok, Thailand

**ORGATEC**  
Planning, Installation and Design of Office and Object  
23 - 27 | Cologne, Germany

## OCTOBER



## NOVEMBER

**FENESTRATION BAU CHINA**  
Windows, Doors and Facades Technology, Components, Prefabricated Units and Building Materials  
Oct 31 - Nov 3 | Beijing, China

**ELECTRONICA**  
Electronic Components, Systems and Applications  
13 - 16 | Munich, Germany

**BAUMA CHINA**  
Construction Machinery, Building Machines and Construction Vehicles  
27 - 30 | Shanghai, China

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Pepsi Cola Products Philippines, Inc. (PCPPI) has been operating in Philippine soil for 66 years. PCPPI is the exclusive bottler of all PepsiCo products, which includes the classic Pepsi soda. It also manufactures other household beverage names such as Mountain Dew, 7-Up, Tropicana, Lipton, and Gatorade. PCPPI, through PepsiCo, is also the lead stakeholder and distributor of the caffeinated and carbonated drinks Let's Be and Milkis of South Korean brand LOTTE.



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