

EuroPH CONNECT

BUSINESS • OPPORTUNITIES • PERSPECTIVES

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

45th Anniversary Special Issue

45 YEARS



EUROPEAN CHAMBER OF COMMERCE
OF THE PHILIPPINES

Promoting
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Published by
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Circulation
Digital copies of the EuroPH CONNECT are distributed free
of charge on a bi-monthly basis to ECCP members, partners,
and friends of ECCP, as well as to industry associations and
government officials with whom the Chamber has dealings.

Subscription Service
Subscriptions from non-members are also accepted: in the
Philippines: PHP 1,500 (6 issues); Individual copies may be
purchased locally at PHP 220 (members) and PHP 250 (non-
members); and for companies outside the Philippines at
US\$25.00.

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Editorial

Dear reader,

This year marks a very special year for the ECCP as we celebrate our 45th anniversary. It has been an incredible journey since our foundation in 1978 as we continue to support our dear members in achieving their business goals and advocacies, and working with stakeholders from both the public and private sectors to facilitate market access and ensure the creation of a level playing field for both European and Filipino companies alike.

It is indeed a great honor to be this Champion for the European-Philippine Business Community. This milestone is a celebration of the close partnerships and collaborations we have had with you over years. As a testament to our strong commitment and relationship, I am pleased to present to you this special edition of the EuroPH Connect Magazine.

I would like to extend my sincerest appreciation to all our members, partners, and friends who have been instrumental in the success of ECCP. Despite the uncertainties brought by the COVID-19 pandemic, the ECCP managed to maintain its position and continues to champion the advocacies of the industries we represent. We continue to uphold our mission to improve the ease of doing business, and boost trade and investment between Europe and the Philippines. Thank you for making us your Chamber of Choice.

To mark our 45th anniversary, we are happy to share our journey with you through the lens of our partners and stakeholders as they share their experience with ECCP. Read more about this on page 29.

In this issue, we also highlight the European Union and His Excellency, Ambassador Luc Véron as he provides his insights on the trade relations between the EU and the Philippines on page 12. We also feature the Department of Trade and Industry Secretary (DTI) Alfredo Pascual with his updates on the programs and initiatives of the department.

Our Corporate Partner KPMG shares a think piece on the EU GDPR as being the next level of cybersecurity and how to apply this in the workplace. Our sincerest congratulations to Premium Member Eastern Communications as they share news on their recent win of the B2B Initiative of the Year award at the 2023 Asian Telecom Awards. We also have Moevenpick who shares their journey towards sustainability with their sustainable hospitality programs and the Ella Aquino Marketing Agency gives insight on how to better understand high-converting content on social media platforms.

On page 40, we are happy to highlight one of our pillar events, the 21st European Golf Cup Tournament which was held last April 28 at the Manila Golf Club. This event kickstarted the countdown to our highly anticipated anniversary celebration with representatives from the diplomatic corps, members, and players who joined the tournament. Many major and minor prizes were given away courtesy of our generous event partners. This event would not have been possible without support of our partners and members. My sincerest thanks to all those who participated! We hope you enjoyed it and we look forward to having you in the next European Golf Cup.

On another note, we had our first face-to-face New Members orientation titled the ECCP Community Connect which was held last April 17 at HSBC headquarters in BGC. Led by our



Florian Gottein
ECCP Executive Director

membership team, more than 40 of our new members were oriented on what the ECCP is all about and the different business services we offer as well as how they can best maximize their membership. It was great to finally meet many of our new members and network with them. We hope to conduct more Community Connect events to provide our members with an avenue to meet their fellow members and a community for them to network and build connections. This event was in partnership with our Premium Member HSBC, Beauchem Thermtech Group, Inc., Integrated Micro-Electronics Inc., Asalus Corporation - Intellicare, and Ocampo & Manalo Law Firm.

I would also like to encourage you to view updates on our Advocacy Corner of the meetings we held with different government offices and representatives to discuss our advocacies and industry concerns on page 59.

This year, we welcome 4 new Premium Members, 11 regular members, 25 associate members, 2 foreign-based members, 2 individual members, 17 regional associate members, and 1 regional regular member into the Chamber. We hope to have them participate in our future events and activities, and help them maximize their membership in the ECCP.

Meanwhile, updates on Chamber activities over the past three months spanning its branches in Manila, Cebu, Cagayan de Oro, Clark, Davao, and Iloilo are all available on page 51.

Lastly, I would like to extend my sincerest thanks to each and everyone who has contributed to the success of the ECCP over the past forty-five years. Let us look forward to a future of new possibilities and pursue closer and stronger business relations with Europe in the coming years.

KNOW MORE ABOUT OUR MEMBERSHIP PERKS.

ECCP MEMBERSHIP

Meet with some 2000 local and foreign senior business leaders across more than 700 companies in the European-Philippine business community.

For inquiries, you may contact us at argena.anaquita@eccp.com



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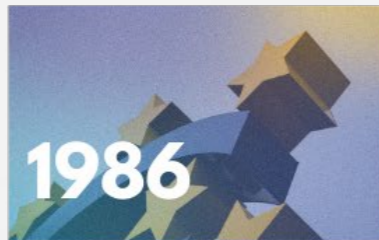


Timeline



ECCP FOUNDED IN MANILA
The European Chamber of Commerce of the Philippines was founded in Manila in May with 51 members from a wide range of industries

THE EUROPEAN COMMISSION
The ECCP signs a cooperation agreement with the European Commission.



ECCP OPENS IN CEBU
The ECCP starts representing and participating in International Trade Fairs and opens its first regional branch in Cebu City.

EUROPEAN BUSINESS ORGANIZATIONS WORLDWIDE NETWORK

The ECCP officially joins the European Business Organizations Worldwide Network as a founding member.



ECCP OPENS IN DAVAO
The ECCP opens its second regional branch in Davao City to represent and cater to the Southern Mindanao business community.



ECCP OPENS IN CAGAYAN DE ORO
The ECCP opens its third regional branch in Cagayan de Oro to represent and cater to the Northern Mindanao business community.



ECCP OPENS IN CLARK, PAMPANGA
The ECCP opens its fourth regional branch in Clark to represent and cater to the Central Luzon business community.

ECCP OPEN IN ILOILO, WESTERN VISAYAS
The ECCP opens its fifth regional branch in Western Visayas specifically in Iloilo City to jumpstart the active promotion of the region as a ground for investment opportunities.



ECCP CELEBRATES 45 YEARS
The ECCP celebrates 45 years of being a Champion for European-Philippine businesses.

European Union

in Focus



4 M

square kilometers

POPULATION

447.7 M

approximately

CAPITAL

Brussels

EUROPEAN UNION TRADE AND INDUSTRY

The European Union's status in the global economy renders it as being the biggest player in the global trading stage and stands as an outstanding business region. A key understanding in the EU's attainment of such a position is its strategies on trade, where the EU has cooperated with one another rather than committing to separate trading strategies on the global stage.

Through increasing its windows of opportunity for investment and trade with the world, with an emphasis on sustainable development, the EU finds success in the global market and is classified as having the largest economy in the world. With the EU's commitment to free trade and open economies, the EU has garnered significant statuses and achievements in global markets:

- The biggest trader of manufactured goods and services is the EU, consequently, the EU is the biggest trading bloc in the world.
- In terms of both inbound and outbound foreign investments, the EU tops the ranks.
- Among 80 nations, the EU remains the top trading partner.
- The EU is the most open with regard to its imports from developing countries. Excluding fuels, the EU imports more from developing countries than the combined imports of the USA, Canada, China, and Japan.
- The average applied tariff is significantly low for items imported into the EU. Over 70% of imports pass through the EU with little or minimal tariffs.

Geographical Location: The EU is found within the continent of Europe, bordered north by the Arctic Ocean, west by the Atlantic Ocean, and south by the Mediterranean and Black Seas. In its eastern boundary is the Ural Mountains which span north from the Arctic Ocean to south through Russia.

Climate: The European Union region has a variety of climates, including arctic, dry, temperate, and humid continental climates. Northern regions have chilly winters and mildly humid summers, middle and eastern regions have cold winters and hot, dry summers, western regions have mild winters and humid summers, while southern and middle eastern regions have a Mediterranean climate.

Official Language: The European Union has 24 official languages, yet English, French, and German are most commonly used in business proceedings.

Government Type: The European Union is governed under the ideals of representative democracy, with the European Council and the Council of the European Union representing the Member States, and the European Parliament representing the citizens.

Standard of Living: The Human Development Index (HDI) calculates the average HDI value for the EU in 2021 at 0.896 points. Denmark had the highest value of 0.948, while Bulgaria had the lowest with 0.795.

Organizations: The EU consists of seven decision-making bodies that act as institutions responsible for working towards the EU's and the European people's common interests. These institutions are namely the European Parliament, European Council, Council of the European Union, European Commission, Court of Justice of the European Union, European Central Bank, and the European Court of Auditors. Under these seven institutions is an umbrella of EU agencies and organizations that assist the EU institutions in the fulfillment of their objectives.

- Organization for Security and Co-operation in Europe (1973)
- The Organization for Economic Co-operation and Development (1961)
- Interpol (1923)

FINANCIAL DISTRICT

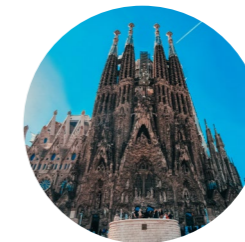
The most significant financial district in continental Europe and an essential point for the stability of the financial markets is Frankfurt, with Germany being the largest economy in the European Union. It has a distinctive concentration of multinational banks, insurance businesses, national and European supervisory authorities, and lawyers. It contains an exceptional network of 202 banks (40 domestic banks, 162 international banks, and 33 representative offices), 7,900 financial services firms, and investment funds, as well as sizable branches of all the most renowned consulting firms, law firms, and auditing firms in the world. Frankfurt is home to the European Central Bank, the Deutsche Bundesbank, the EU insurance authority, and the Frankfurt Stock Exchange.

TOP 3 TOURISM DESTINATIONS



**EIFFEL TOWER
IN PARIS, FRANCE**

More than any other nation in Europe or the rest of the world, France received 90 million tourists in 2019, making it the most visited country in the world. The Eiffel Tower, the emblem of Paris, is both a work of engineering genius and a well-known landmark. Visitors are awed by the tower's delicate airiness despite its gigantic scale and the spectacular perspectives at each of the three levels, which has given it the name "Iron Lady."



**SAGRADA FAMILIA
IN BARCELONA, SPAIN**

Not far behind France, the second most visited country in the world is Spain with a record of 83.5 million tourists in 2019. The magnificent Sagrada Familia in Barcelona is Spain's most popular attraction and possibly the country's top tourist destination. It ranks among the most visited attractions worldwide. Visitors are mesmerized by this magnificent Gothic building's breathtaking beauty and incredibly distinctive construction, which combines Gothic and modern styles.



**THE COLOSSEUM
IN ROME, ITALY**

Italy is the third-most visited nation in Europe with 65 million tourists in 2019. An iconic structure from antiquity, the Colosseum is extremely significant to Rome. It formerly served as the amphitheater for events like gladiator fights and even educational programs. It was constructed in 72 A.D. by Titus Flavius Vespasianus, who ordered the construction of the Colosseum as a present to the Roman populace. Its scale is so enormous that it must be seen to be believed; the construction was so grand that the entire structure took 20 years to be built.

INTERESTING FACTS

- The European Coal and Steel Community was established in 1951 by Belgium, France, Germany, Italy, Luxembourg, and the Netherlands. This was given the name European Economic Community (EEC) in 1958 and was changed into the European Union as its official name in 1993.
- There is a motto for the European Union which states, "United in Diversity." The phrase represents how Europeans have united under the EU to work for peace and prosperity while also being enriched by the many varied cultures, customs, and languages of the continent.
- The "Ode to Joy" from Ludwig van Beethoven's "Ninth Symphony," which was written back in 1823, serves as the EU's national anthem.
- The Euro is the dominant currency in the EU, although not all nations have adopted it. 19 nations currently use it as their official currency. It was initially released in 2002.
- The European Parliament, which has 24 official languages, employs the most interpreters in the world with 350 permanent employees and 400 freelancers during the busiest times. Members of Parliament can communicate in their native tongue while still being understood thanks to the interpreters.



Interview with the Ambassador Extraordinary and Plenipotentiary
Delegation of the European Union to the Philippines

H.E. Ambassador Luc Véron



Since first arriving in the Philippines to take up your post as EU Ambassador, how have you observed the relations between the European Union and the Philippines develop and progress?

EU-Philippine relations moved on extremely well in the last two years and a half. When I arrived in the country in December 2020, the world was in the middle of the pandemic. Our economies had taken a full blow and our main preoccupation was how to face the virus and how to cushion the socioeconomic fallout of the lockdowns.

Europe was at the forefront in the development of a vaccine, which was just going through the authorization process by the authorities. Once the vaccines were ready for use, the EU was again at the forefront when it came to making them available around the world. The EU also supported the Philippines by securing access to vaccines through the COVAX facility. The Directorate-General for European Civil Protection and Humanitarian Aid Operations (DG ECHO) also provided emergency response in the form of cash assistance, food packs, hygiene kits, temporary shelters, and makeshift isolation facilities.

Fast forward to today, while the Philippines continues to feel the effects of the pandemic, it is on a path towards robust recovery. The re-opening of the Philippine economy has led to strong domestic consumption, a dynamic business activity, and an increase in public investments; largely contributing to the country's 7.6% GDP expansion in 2022. The economy recovery also brought the economic relations with the EU back to pre-pandemic levels and even beyond. Indeed, total EU-Philippine trade in 2022 grew by 19.6% year-on-year to €18.2 billion. EU imports from and exports to the Philippines saw a growth of 29.9% and 7.6% respectively.

The EU was very happy to welcome President Marcos in Brussels in December last year. He came accompanied by a large business delegation. This was an important step in our relations and in further sharpening the profile of the Philippines in the EU.

While we learned to live with Covid 19, a new challenge came up in 2022. Russia's aggression against our neighbour, Ukraine means an epochal change for Europe. After almost 80 years of peace, war is back on our continent. This also reminds us how important to us our friends in the world are. The Philippines, who faces itself a territorial challenge, has been such a friend and has taken a clear stance in condemning the Russian aggression, which violates all the international norms that we have built up with much effort in the last hundred years.

In this context of multiple challenges, the well-established relationship between the EU and the Philippines remains unwavering. Together, we are stronger, and we should continue to work together to further strengthen our ties and uphold our common values.

What do you find is the Philippines' greatest strength that would serve it best when doing business with Europe? What about with its ASEAN neighbours?

The Philippine economy is one of the most dynamic in Asia. The country boasts a strong domestic market. In

addition, more than half of the Filipino population is under 25 years old, which translates into an active workforce, which has the capacity to drive the economy forward. The Philippines also has a steady supply of highly skilled young professionals and workers that are able to accommodate a plethora of business needs. Lastly, the Philippines is the third largest English speaking country in the world, which is an important asset when doing business with Europe. One of the greatest strengths, however, is the commitment of the current administration to economic openness. There is a favourable sentiment towards globalisation and barrier-free exchanges, a key driver for knowledge transfer, the creation of jobs and overall economic growth. These elements altogether give the Philippines many advantages in comparison to ASEAN peers. The country would now benefit, in my eyes, of further consolidating its advantages and further work on the ease and costs of doing business, on sustainability and on the rule of law.

“

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What do you envision as the future of trade and investment relations between the EU and the Philippines? How do you think both partners can work better together to achieve this vision?

Looking at the potential of the Philippines and how our economic relations have recovered after the pandemic, but also looking at the efforts from the current administration to open the country to foreign trade and investment, I have all reasons to believe that the EU-Philippine trade and investment relations have a very promising future.

The government signed pertinent laws on economic liberalisation in the last year and a half, such as the Retail Trade Liberalization Act, the Foreign Investments act, and the Public Service Act. The implementing rules and regulations for the Build-Operate Transfer Law and Renewable Energy Act were also amended. These changes altogether further open up the economy to foreign investments. The effective implementation of these initiatives together with an improvement of the ease of doing business can help the Philippines become more competitive in the region, create better jobs and boost the transformation of the country into a greener economy.

However, there is no reason to rest on one's laurels. As I mentioned earlier, still more can be done— from my perspective—to increase the attractiveness of the Philippines for traders and investors and bring the Philippines back on the map of EU businesses. I am in particular looking at the ease of doing business in the country. There is still a lot of room to streamline processes and requirements for investors and would-be-investors, room also to reduce the space for costly, lengthy and discretionary administrative decision-making including on taxation and on the issuance of permits and licenses. Moreover, improving the delivery of justice in the country and the possibility for foreign investors to get redress in case of commercial disputes would be a major plus. Transparency in regulatory processes is an important element that investors look for. Ease of doing business should not be limited to PEZA. Let me also mention that the Philippines rank low in international corruption indices, something that international companies are watching as due-diligence requirements become more and more stringent. I see clearly that the country is working on all these elements. As this happens, the Philippines will become increasingly a place where European investors want to be and from which European companies and consumers want to be supplied.

Moving forward, both parties should continue to work together towards maintaining the Philippines' GSP+ status. The EU also remains interested in a resumption of the bilateral FTA once the context is right.

What is the importance of having a strategic partnership between the EU and the Philippines most specifically in trade and investment?

The EU and the Philippines do have a Partnership and Cooperation Agreement since 2018. We have a broad agenda and this agenda is growing: as an example, we have just created a sub-committee dealing with maritime issues in all their aspects. The political conversation between the EU and the Philippines is a conversation among equals. We share values such as freedom and democracy and an unwavering commitment to the rules-based international order, including for example the law of the sea. We also have shared strategic interests such as peace and stability in the Indo-Pacific, freedom of navigation, climate mitigation. Trade and investment is definitely at the centre of our common agenda and of how we articulate our common strategic interests.

How do you think can Philippine exporters maximise the EU GSP+ scheme?

The GSP+ scheme is underutilised by Philippine exporters, and what the country offers for export to Europe is not very diversified. European customers value quality and steady supply once they have set their eye on a product. Moreover, the European market is very competitive. Europeans are ready to pay an adequate price, but they will move on if product quality is not kept up or if a product runs out of stock. In other words, in principle any product can be successfully exported into the European single market if these conditions are met.

I believe one main reason for the underutilization of the GSP+ is that Europe is far away, and it is difficult for smaller

exporters to market their product over such a distance, even if they have an excellent offer. There is also not much knowledge here about the market conditions in Europe and the legal requirements to import into the EU.

In line with this, the EU has been proactive in helping exporters maximise the privileges under the GSP+ scheme. ARISE Plus Philippines, an EU-funded project led by the Department of Trade and Industry (DTI), is a key tool to allow Filipino exporters to better take advantage of EU market access and the GSP+. We hope that this will maximise the use of GSP+ and support overall EU-Philippine trade.

To your view, what are the benefits of having an EU-PH Free Trade Agreement (FTA)? What is the current status of the FTA negotiations between both parties?

An EU-PH FTA would allow for an even more vibrant economic relationship through better bilateral market access, whether for goods, services or public procurement. By breaking down market barriers, it would encourage greater trade and investment. In addition, an FTA should improve the business conditions for investors from both sides, enhance the protection of intellectual property and promote good product standards, sustainability and a green economy. Such a framework then creates a ripple of job creation, know-how transfer, and economic growth. An FTA would also grant consumers access to more and better goods and services. What is also very important is that an FTA would consolidate the advantages that the Philippines currently enjoy through GSP+.

FTA negotiations with the Philippines were launched in December 2015. However, these have been on hold since 2017. We are hoping to continue talks once the context is right.

What are the EU's top priorities in its economic relationship with the Philippines?

The EU is, together with the US and China, the largest trader of manufactured goods and of services in the world. It also ranks first in both inbound and outbound international investments. The EU economy is to a large extent built on external trade. And this does not only mean exports. The EU industry needs high quality intermediate products and it needs commodities. These are areas where the Philippines have the potential to excel. At the same time, the EU industry has a lot to offer, which is also of interest to the Philippines. EU companies are amongst the world leaders in sectors like renewable energy, transport equipment, construction and infrastructure, environmental technology, health - just to name a few. Europe, through its investors, is the top world exporter of technology and knowledge. Millions worldwide work for EU companies, companies that are considered good corporate citizens in their host countries. Thus, given the potential of the Philippines that I mentioned earlier, I would say that one top priority will be to further facilitate trade and investment between the EU and the Philippines. Another priority is to put the Philippines back on the map of business in Europe and promote Europe in the Philippines. This is something we can only do jointly.

All in all, working together with the Philippines, we want to create the best conditions for stronger economic ties.



Interview with the
Department of Trade and Industry Secretary

Hon. Alfredo Pascual



Since your appointment in June 2022, what can you consider as your top priorities that will fortify economic growth for the Philippines?

When I was appointed in June 2022 and decided to take on the work of helping steer our country's economy, I saw an industrialization strategy anchored in two foundations must be pursued. First is the Marcos administration's socioeconomic agenda, which ensures, among others, every Filipino family's access to affordable basic necessities and prime commodities as well as economic opportunities. This agenda also seeks to generate higher quality and better-paying jobs for the Filipino people. Second, due to major global developments, we are now compelled to embrace digitalization, which has always been a priority of mine. Under my leadership, DTI shall support and facilitate the adoption of Industry 4.0 technologies and jumpstart the digital transformation of MSMEs, enabling them to reach wider markets and earn higher profits. Aside from this, we aim to support the country's goal of becoming a manufacturing hub in Asia so we can elevate our presence in the global market. To further attract foreign investments, improving ease of doing business in the country is also a top priority. We want foreign investors to find and see the Philippines as a destination where their businesses can thrive.

Our industrialization strategy is driven by science, technology, and innovation starting with our MSMEs up to the large corporations. We also need to bring in more foreign investments because we need capital to support the industrialization process. That is why we are currently employing intensified investment promotion campaigns together with our Investment Promotion Agencies (IPAs). These foreign investments are also vital in driving export growth, another priority of DTI. We seek to build export-oriented industries and enable them to create higher value products that will increase our exports.

In DTI, we have established four priority clusters that we see as sources of growth: (1) Industrial, Manufacturing, and Transport; (2) Technology, Media, and Telecommunication; (3) Health and Life Sciences; and (4) Modern Basic Needs and Resilient Economy.

What are the Agency's key efforts to further boost the Philippines as a market for foreign players?

The Philippine government adopts a proactive strategy towards free trade agreements (FTAs) in our bilateral and regional engagements.

To foster vibrant trade, DTI advocated the ratification of the Philippines' participation in the Regional Comprehensive Economic Partnership (RCEP) Agreement in February 2023. RCEP is a huge win for both domestic industries and foreign players. This will enable the country to benefit from deeper economic integration in the ASEAN Plus One free trade area. This shall enable cheaper costs, both for producers and consumers through tariff liberalization, create a more convenient and healthier business environment through enhanced rules on tariff measures, and provide wider market access for Philippine-made goods and services.

In Europe, our goal is to resume the PH-EU FTA negotiations. The Philippines-EU FTA is the more important and permanent mechanism in PH's relationship with the EU particularly in mutually important and critical sectors such as semiconductor and digital technology, critical materials and resources, and energy.

We have also made significant strides in making the country more attractive to foreign businesses and investors by improving ease of doing business. Last February, President Marcos Jr. has signed Executive Order No. 18, Constituting Green Lanes for Strategic Investments. This directs all national government agencies and offices involved in the issuance of permits, licenses, certifications, or authorizations to establish a "green lane" for strategic investments, which will streamline the processing of necessary documents. Green lanes streamline the processing of permits and licenses for endorsed strategic investments. A One Stop Action Center for strategic investments supervised by the Board of Investments will be established pursuant to this Executive Order.

Further, the government has formulated and implemented key economic reforms to attract and generate investments such as the Corporate Recovery and Tax Incentives for Enterprises (CREATE),

amendments to the Public Service Act (PSA) and the Foreign Investments Act (FIA), as well as the Retail Trade Liberalization Act (RTLA). Since July 2022, the BOI has already assisted 626 high potential foreign companies. We also encourage investments in strategic sectors as specified in the Strategic Investment Priority Plan (SIPP). SIPP lists economic and business activities that may be eligible for incentives under CREATE. Also, the Fiscal Incentives Review Board (FIRB), which I co-chair together with the Secretary of Finance has allowed companies located in certain economic zones to shift to a work-from-home arrangement, enabling them to cut costs.

Along with these initiatives, the DTI-BOI has launched the "Make it Happen in the Philippines" brand and campaign to promote the Philippines as an ideal investment destination. The government also conducts business and joint venture matching activities as well as outbound and inbound missions. In 2022, the BOI spearheaded and participated in 27 actual/hybrid/virtual industry and investment promotion activities, particularly in ASEAN, East Asia, Europe, Middle East, US, and China, including Hong Kong.

How can the Philippines encourage investors to flow in capital and bolster the growth of our economy?

The Philippines is taking a holistic approach that considers the role of macroeconomy, trade, technology, and sectoral policies. This will enable us to have a modernized and integrated industrial capacity, strengthened Philippine participation in global value chains, and contribute to socioeconomic development, in particular on infrastructure, health, poverty reduction, employment, and environmental protection. This holistic approach is reflected in some of our key strategic priorities such as: (1) Fostering industries geared toward domestic demand; (2) Enabling job-skills matching and skills upgrading; (3) Reconfiguring Philippine export sectors into industry clusters; and (4) Attracting investments and expanding exports.

The opportunities presented by the COVID-19 pandemic, the challenges brought by climate change, and the recent global developments have prompted the Philippines to reposition itself in global value chains. We aim to grow globally competitive and innovative industries through Science, Technology, and Innovation. Likewise, the ongoing shift to green economy provides an opportunity for the Philippines to use green energy technologies, pursue green energy financing, and develop carbon market ecosystems. The Philippines has recently amended the Implementing Rules and Regulation of the Renewable Energy Act to allow 100% foreign equity on renewable energy projects, particularly on solar, wind, and tidal energy. This supports our ongoing efforts to promote the Philippines as a sustainable regional hub for hyperscale data centers in the Asia-Pacific region. Our competencies in the IT-BPM sector, coupled with clean energy sources and technologies, make the Philippines an ideal alternative or complementary location for tech/data businesses that aim to reduce their carbon footprint.

Further to this, we are undertaking efforts to promote and help industries in retooling, reskilling, and upskilling our human resource capital to enable industries to move toward higher value adding production systems and processes. We are currently working on partnerships with industries, academe, and development partners to implement programs aimed at capacitating our workforce and preparing them for the future of work. Aside from this, we are focused on high impact agreements to complement various industrial measures, this includes RCEP, as mentioned earlier, the Indo-Pacific Economic Framework (IPEF), and the Joint Statement Initiative on Investment Facilitation for Development (JSI on IFD). These policy instruments are expected to attract and facilitate sustainable investments that will pour in capital and help our industries adopt Industry 4.0 technologies, digitalize, and transition to cleaner and greener practices.

What are the plans of DTI on boosting Philippine exports?

Soon, the DTI will be launching the Philippine Export Development Plan (PEDP) 2023-2028, which will define the export thrusts and strategies to be jointly implemented or undertaken by the government, our private sector partners, and other stakeholders. The PEDP 2023-2028 will pursue an industry development approach in

growing exports, built on the DTI's four priority industry clusters: (1) Industrial, Manufacturing, and Transport; (2) Technology, Media, and Telecommunications; (3) Health and Life Sciences; and (4) Modern Basic Needs and Resilient Economy.

Further, the PEDP 2023-2028 will prioritize the following strategic actions in developing the industry clusters: First, addressing constraints to production in terms of scale and scope by a) attracting investments to broaden and develop capabilities, facilitate technology and knowledge transfer, and create an ecosystem of suppliers in the country; b) capacitating firms to be able to compete beyond pricing and to amplify quality, value-addition, sustainability, and reliability of Philippine exports in the global market; and c) providing an enabling export environment that will allow businesses to thrive. Second, developing a strong and innovative export ecosystem by improving backward and forward linkages, increasing participation in preferential trade agreements, and providing institutional support.

We also aim to increase the Philippines' mindshare in the global market through targeted efforts to raise awareness of Philippine export capabilities and build the country's reputation as a reliable source of high-quality goods and services. Likewise, firm-level support is crucial to amplify the impact of industry-level interventions and continuously build a pool of exporters that will serve as frontrunners in driving Philippine export growth. This ties up DTI initiatives to develop enterprises and create a clear pathway toward exporting.

Further to this, we leverage on our existing and "on the pipeline" agreements with other countries to increase the market access of Philippine exports. Aside from the huge domestic market that we have, the Philippines offers access to the ASEAN market that has more than 600 million-population and other key markets through our Free Trade Agreements (FTAs) and Generalized System of Preference (GSP) with other countries and regions. For one, we have the European Free Trade Association (EFTA), which provides the country duty-free market access to all industrial and fisheries products to member states such as Norway, Switzerland, Iceland, and Liechtenstein. Tariff concessions were also secured on substantially all Philippine agricultural exports to EFTA. Likewise, we are the only country in the ASEAN to benefit from the European Union's (EU) Generalized Scheme of Preferences Plus (GSP+). In addition to this, the Philippines has other FTAs including the recently-concluded RCEP, Philippines-Japan, and ASEAN FTAs. The Philippines has been a beneficiary to other GSP schemes including that of the UK and the US, making the country more attractive as a manufacturing location. Last year, we also concluded the negotiations for the Philippines-Korea Free Trade Agreement, this focused on market access for Philippine banana exports and for Korean automotive units and parts.

What are the strategies of DTI to support micro, small, and medium enterprises (MSMEs) to get back on track and adopt new changes from the challenges it faced during the height of the pandemic, as well as increasingly volatile global and local markets?

Innovation plays a crucial role in enhancing the competitiveness of MSMEs, allowing them to seize new opportunities, develop unique products or services, and differentiate themselves in the market. To support innovation within MSMEs and startups, the DTI implements various measures such as the Innovation for RIICs, Industry, and Startups (IRIS) Project, which aims to foster inclusive and sustainable industrial development in the Philippines through programs that will build and strengthen the innovation and entrepreneurship ecosystem in the regions, facilitate the adoption of Industry 4.0 technologies, and support the growth and development of startups and the startup ecosystem as a whole. We also have the SMART (Strategic MSME & Startup) Link that aims to match leading-edge innovative startups in the Philippines with commercial products to traditional enterprises or Micro, Small, Medium, and Large Enterprises (MSMEs) through the conduct of business-to-business matching sessions or Smart Link sessions. This aims to facilitate partnerships and collaborations between startups and traditional enterprises.

Likewise, we have established Shared Service Facilities (SSFs) in different areas within the country, which are meant to improve MSMEs' competitiveness by providing machinery, equipment, tools, systems,

accessories, and other auxiliary items, skills, and knowledge under a shared system. This shall help them improve the quality of their products and increase their production capacities or capabilities. The SSF is a public-private partnership through cooperators that are capable of housing the machinery and equipment, enabling these facilities to be accessible to MSMEs.

As previously mentioned, DTI is also working on the integration of industry development, trade, and investment, which plays a pivotal role in developing our MSMEs. Through this, linkages will be established and value chains will be optimized, enabling MSMEs to unlock new opportunities to overcome challenges more effectively. Currently, the DTI has programs that aim to promote MSMEs' access to international markets and integrate agri-based MSMEs into the global value chains such as: (1) Tradeline Philippines: Export Data and Service Portal; (2) Regional Interactive Platform for Philippine Exporters (RIPPLES); (3) Rural Agro-Industrial Partnership for Inclusive Development and Growth (RAPID GROWTH); (4) Comprehensive Agrarian Reform Program (CARP); and (5) Coconut Farmers Industry Development Plan (CFIDP).

We have also launched programs in support of MSME products, enabling them to reach wider markets, earn bigger profits, and penetrate the mainstream market. We have the One Town, One Product (OTOP) Program, which aims to promote entrepreneurship and product development at the local level, encouraging MSMEs in various regions to showcase their unique products and craftsmanship. The DTI provides capacity-building support, product development, and branding assistance to MSMEs participating in OTOP. Aside from this, we have the Go Lokal!, a market access platform for MSMEs, assisting them in entering the mainstream market via free services offered by the DTI such as merchandise development assistance and market access to stores/spaces provided by DTI's retail partners.

Again, as mentioned earlier, under my leadership, we aim to pursue digitalization. We assist MSMEs in adopting new technologies, enabling them to keep up with the ever-changing market dynamics and landscape. We are implementing the MSME Digital Maturity Toolkit and Training Framework that helps MSMEs assess their needs and provide recommendations on possible digital transformation training frameworks capacity building. We have the CTRL + BIZ Reboot Now! Program, a series of webinars and trainings aimed at providing MSMEs with information on starting their business online, connecting them to enablers and enhancing their skills to meet the needs of the e-commerce market. This was started in April 2020 as a response to the market demands created by the COVID-19 pandemic. Aside from these, we are currently developing an e-commerce platform in collaboration with the private sector that aims to provide MSMEs with a platform where they can sell their products online. This will showcase an online storefront and will enable them to reach the mainstream market and earn higher profit.

What are the common problems that DTI faces with regards to the protection of domestic industries from importation surges?

The DTI promotes free and open trade in the country and among its foreign trade partners. We carefully balance our commitment to the multilateral trading system and the interest of our domestic industries.

As a member of the World Trade Organization, the Philippines is provided with a trade policy tool which allows the government to take remedial action against surge in imports which causes or threatens to cause serious injury to the domestic industry.

The DTI is committed to level the playing field for our domestic industries in order to increase the manufacturing base in the Philippines. Accordingly, the Department has issued an Order imposing the definitive safeguard duty on imported High-Density Polyethylene (HDPE) pellets and granules from various countries for three (3) years. There is also an ongoing preliminary safeguard measures investigation on imported liquefied petroleum gas (LPG) cylinders. All these are initiatives aimed at protecting our own industries.

Commercial/Corporate Office Interior

Design & Build





EU GDPR: The Next Level of Cybersecurity

By Jallain Marcel S. Manrique

KPMG in the Philippines Technology Consulting Head

As companies strive to enhance their brand experience and gain competitive advantage through client trust, the ability to properly utilize and secure personal information assets has become crucial in every aspect of the entire customer journey. With the growing adoption of cloud computing, digitization of systems and processes, and widespread use of social media, proper collection, retention, disclosure, and transfer of personal information have become a key priority for organizations.¹

Brand reputation and client trust are directly impacted by how effective organizations are in protecting and managing customer information. Hence, efforts to ensure strong data security are being implemented globally, especially in the context of European countries where corporate leaders, alongside the government and other agencies, are working hand-in-hand to leverage data protection and mitigate cybersecurity risks.

In 2016, the European Union (EU) adopted the General Data Protection Regulation (GDPR), replacing the 1995 Data Protection Directive. The changes, which came into effect in May 2018, reflect an increased focus by the European Commission on data protection – giving people more control over their personal data.

In the past data protection regulations in the EU used to receive little attention but this changed with the adoption of the GDPR which brought with it major and severe consequences such as²:

- **Huge Fines**

The GDPR brings in the possibility of imposing hefty fines of up to 20 million EUR or 4% of the global annual turnover, whichever is higher. This is a substantial change compared to the previous administration's limited sanctioning ability. The fines imposed under the GDPR are intended to be a deterrent to organizations that may be tempted to violate its provisions. The large fines reflect the seriousness with which the EU takes data protection and privacy.

- **Real Reputational Risk**

As a result of the increased enforcement activities, data protection breaches are more likely to be identified and reported, leading to a higher risk of reputational damage for the organizations involved. Data protection breaches can severely impact individuals' privacy rights and can result in an organization's loss of revenue.

Under the GDPR, organizations must report data breaches to the relevant supervisory authority within 72 hours of becoming aware of the breach, unless the breach is unlikely to result in a risk to individuals' rights and freedoms. Failure to report a data breach can result in significant fines.

- **Large Geographic Reach**

The GDPR's geographic reach has expanded the legislation's authority by bringing more organizations under the scope of EU data protection regulation. It is now extended to "all organizations offering goods or services

to EU citizens" and "organizations that monitor (online) behavior of EU citizens." This means that organizations that were previously outside the scope of EU data protection regulation are now subject to its provisions, including small and medium-sized businesses, startups, and non-EU-based organizations.

As more and more users are connecting globally, the amount of personal data being collected, stored and shared by organizations likewise increases, the need for GDPR and similar data privacy regulations to ensure customer protection are becoming more apparent. Countries like Brazil, India and China have already adopted their own data protection laws similar to the GDPR and we expect this ongoing trend to continue in the coming years, which makes it crucial for organizations to take privacy seriously and ensure they are compliant with the existing regulations³.

How can you turn GDPR into an advantage?

Turning GDPR into an advantage involves viewing personal data as a valuable asset and using it to gain insights into customers and market performance. By gathering and refining personal data, organizations can gain a better understanding of their customers and the broader marketplace, which can lead to more effective decision-making.

However, managing personal data requires a careful strategy to ensure its reliability and transparency to customers. Organizations must ensure that customers understand what is being done with their data and give their consent wherever required.⁴ This not only ensures compliance with GDPR but also establishes trust with customers.

When done correctly, the insights gained from personal data can be used to create tailored products, pricing or services that customers appreciate, reducing the risk of appearing intrusive. By aligning personal data management with GDPR compliance and customer trust, organizations can leverage personal data as a strategic asset, gaining a competitive advantage and improving overall business performance.⁵

How we could help

KPMG offers top-tier privacy team services, made possible through decades-long professional experience, deep insight and unwavering dedication. The team is constantly updated with the latest global privacy trends, which we incorporate into our customized support services – providing expert advice that helps drive value for your organization.

Using our Privacy Management Framework, we assist organizations in safeguarding personal information's integrity while utilizing its value as an asset. We are well-versed with the anticipated threats and market trends affecting organizations and are equipped to aid in managing privacy-related concerns. Our team of experts works closely with yours, providing tailored support to ensure that your organization's privacy management needs are met and safeguarded.

1 <https://kpmg.com/ie/en/home/services/consulting/risk-consulting/data-privacy-protection-gdpr.html>

2 <https://assets.kpmg.com/content/dam/kpmg/pdf/2016/05/EU-General-Data-Protection-Regulation-ratified-18-04-2016.pdf>

3 <https://www.forbes.com/sites/forbestechcouncil/2021/05/18/global-privacy-laws-are-evolving-heres-what-you-need-to-know/>

4 and give their consent wherever required.

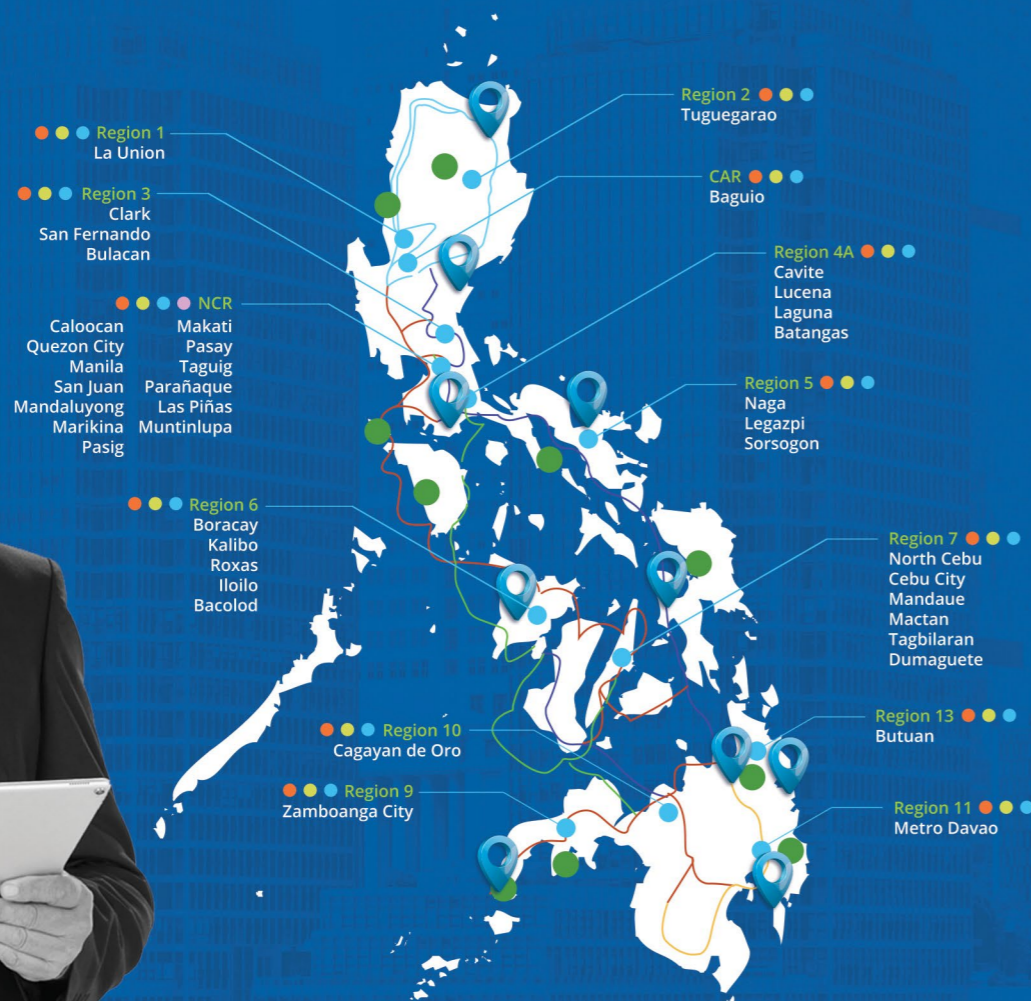
5 <https://kpmg.com/ie/en/home/services/consulting/risk-consulting/data-privacy-protection-gdpr.html>

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Eastern Communications Co-Coordinator, Atty. Aileen Regio and Vince Tempongko, receive the B2B Initiative of the Year Award at 2023 Asian Telecom Awards

Eastern Communications wins B2B Initiative of the Year award at the 2023 Asian Telecom Awards in Singapore

In accordance with its promise of High Tech and High Touch services, Eastern Communications took home the B2B Initiative of the Year award at the 2023 Asian Telecom Awards in Singapore.

An international recognition for Asia's most outstanding telecom companies, the 2023 Asian Telecom Awards held in Conrad Centennial, Singapore touted remarkable achievements and initiatives of various telcos around Asia, lauding those with outstanding projects and those that were able to navigate their way through various market challenges while providing relevant and best-in-class products and services to their clients.

Eastern's winning entry, entitled "Eastern Communications Strengthens Infrastructure & Product Portfolio to Swiften Digitalization of Philippine Businesses," highlights the company's infrastructure and product expansion efforts, which support the country's thrust to digitalize its cities and urban centers.



Eastern Communications' Co-Coordinator Atty. Aileen Regio mentions the company's thrust of pushing for the Philippines' digitalization

With the Philippines being an archipelago, there comes a critical need for reliable connectivity to support various sectors in the digital economy. Additionally, the rising trend of remote and hybrid work arrangements remains to be a challenge as 40% of Filipinos still do not have access to reliable internet connectivity according to research.

As such, premiere ICT service provider Eastern Communications continued its mission of democratizing technology for the Philippines by establishing more points of connectivity. By the end of 2022, Eastern Communications increased the reach of its fiber network to 26 of its targeted digital cities. Its fiber cable reach has also increased to 8,700km with a total of 180 nodes in 42 business cities located all throughout the Philippines. The company has also expanded its business-grade information and communications technology solutions portfolio to meet the market's increasing demand for digital transformation and provide alternative connectivity options for various unserved areas.



Eastern Communications' Co-Coordinator Vince Tempongko highlights Eastern's ICT solutions for the B2B market in his speech

Eastern Communications is an internationally acclaimed, multi-awarded company that continues to champion solutions for both the biggest industry players and emerging businesses through its unique brand of "High Tech" and its "High Touch" service. To learn more about Eastern Communications' services, visit eastern.com.ph.



MÖVENPICK
RESORT & SPA BORACAY

In Switzerland, in 1948, Ueli Prager created Mövenpick, a revolutionary dining concept where anyone could enjoy a taste of good wine, good times and the good life. Today that same brand of welcoming hospitality lives on in every Mövenpick hotel, where everyone can appreciate life's essential pleasures, through moments of true indulgence. With more than 110 hotels and resorts around the world and another 50 planned by 2025, Mövenpick remains true to its Swiss heritage and rich culinary legacy, honoring its founder's promise to do things well by doing things right. In recognition of the brand's holistic approach to sustainability, and its deep commitment to local environments and communities, Green Globe has named Mövenpick the world's most sustainable hotel company every year since 2017. Mövenpick is part of Accor, a world leading hospitality group counting over 5,300 properties throughout more than 110 countries, and a participating brand in ALL - Accor Live Limitless - a lifestyle loyalty program providing access to a wide variety of rewards, services, and experiences. movenpick.com | all.accor.com | group.accor.com

Movenpick Boracay's Road to Success through Sustainability

by Neszel Macaspac

Of the half a million tourists flocking to Boracay Island on quarter one this year, Europeans make up 23% of foreign tourists according to a January to April 2023 report from the Malay Municipal Tourism Office. With the rise of revenge travel and the opening up of local and international destinations post the pandemic peak, what helps the island continue to be a leading vacation hotspot of choice?

Adding to the pristine white sand beaches, unbeatable sunset views over shimmering turquoise waters, and a wide array of dining and nightlife options, the multi award-winning Boracay Island keeps its charm through catering to the rising importance of sustainability. The local government units of Malay, Aklan have rolled out responsible tourism initiatives following Boracay's closure for rehabilitation in April 26 to October 25, 2018, further attracting eco-conscious travelers.

Movenpick Resort and Spa Boracay, a premium family resort under the Accor group, nestled in Punta Bunga Cove, is dedicated to be a driving force of sustainable hospitality respecting not only the island's environment-preservation efforts but also taking the lead in implementing its own programs. The resort was recently awarded as a Top Employer in Boracay and is currently a nominee for Philippines' Leading Beach Resort category in the 30th annual World Travel Awards. The hotel management believes that winning such awards serve as affirmation of its commitment in putting people and sustainability at the heart of everything they do.



PROTECTING MARINE BIODIVERSITY

In December 2022 and January 2023, the guests and employees of Movenpick Resort and Spa Boracay were blessed to co-facilitate and bear witness to two rare occasions of Olive Ridley turtle hatchlings emerging from their nests within the resort's beachfront. Movenpick Boracay's team first discovered the eggs being laid by the mother turtle one midnight at the recreational shore area of the resort in October 2022. The turtle eggs were then safely moved to a higher ground by GENRO Boracay to protect the nesting site from being harmed by the sea water during high tide and monsoon. The Department of Environment and Natural Resources (DENR) GENRO Boracay thru the PAMBCU/Coastal Unit Personnel and the Management of Movenpick Resort and Spa Boracay facilitated the release of the healthy marine turtle hatchlings.

This is one indicator and achievement for the goals of rehabilitation and recovery of ecosystems in Boracay Island as well as in the conservation and protection of these threatened species according to DENR 6. "Seeing those tiny flippers of hatchlings crawling back to its home is a strong proof that Boracay Island have indeed regained back its healthy marine waters," said DENR 6 Regional Director Livino B. Duran. DENR further reports that the Olive Ridley sea turtle (*Lepidochelys olivacea*) is considered a vulnerable (VU) species while the Hawksbill sea turtle (*Eretmochelys imbricata*) is considered critically endangered (CR)

by the International Union for Conservation of Nature's (IUCN) Red List. Both of these marine turtle species keep returning to lay eggs in the soft, white sands of Boracay Island.

HOP-ON A POLLUTION-SOLUTION

Movenpick Resort and Spa Boracay invested in two electronic tricycles as a sustainable means of transporting guests within the resort premises, to reduce carbon dioxide emissions. This initiative is in parallel and support to the local government and Department of Energy's earlier efforts in phasing out fuel-powered tricycles and replacing them with e-trikes to reduce pollution and traffic congestion in the island. Accor on the other hand has committed to reach net zero emissions by 2050 and increase energy efficiency in the short and long term.

#NOMOREPLASTICHERE

In solidarity with Accor, the resort is committed to eliminate all guest-facing single use plastics. Eco-friendly and sustainable alternatives to guest amenities are now available in their rooms and food and beverage outlets. Glass bottled waters, grass drinking straws, and wooden keycards are a few prominent examples. They are approaching full completion soon upon the installation of refillable wet amenity dispensers in all rooms.

HEALTHY AND SUSTAINABLE FOOD

With sustained focus on food waste reduction, the team at Movenpick Boracay is proud to share a significant achievement of bringing down waste progress to -17% in December 2022 from a usual approximate average of -35 to -40% in preceding months. This was attained through a collective effort in creating awareness for both guests and employees as well as through the practice of composting fruit peelings, eggshells and other select food waste.

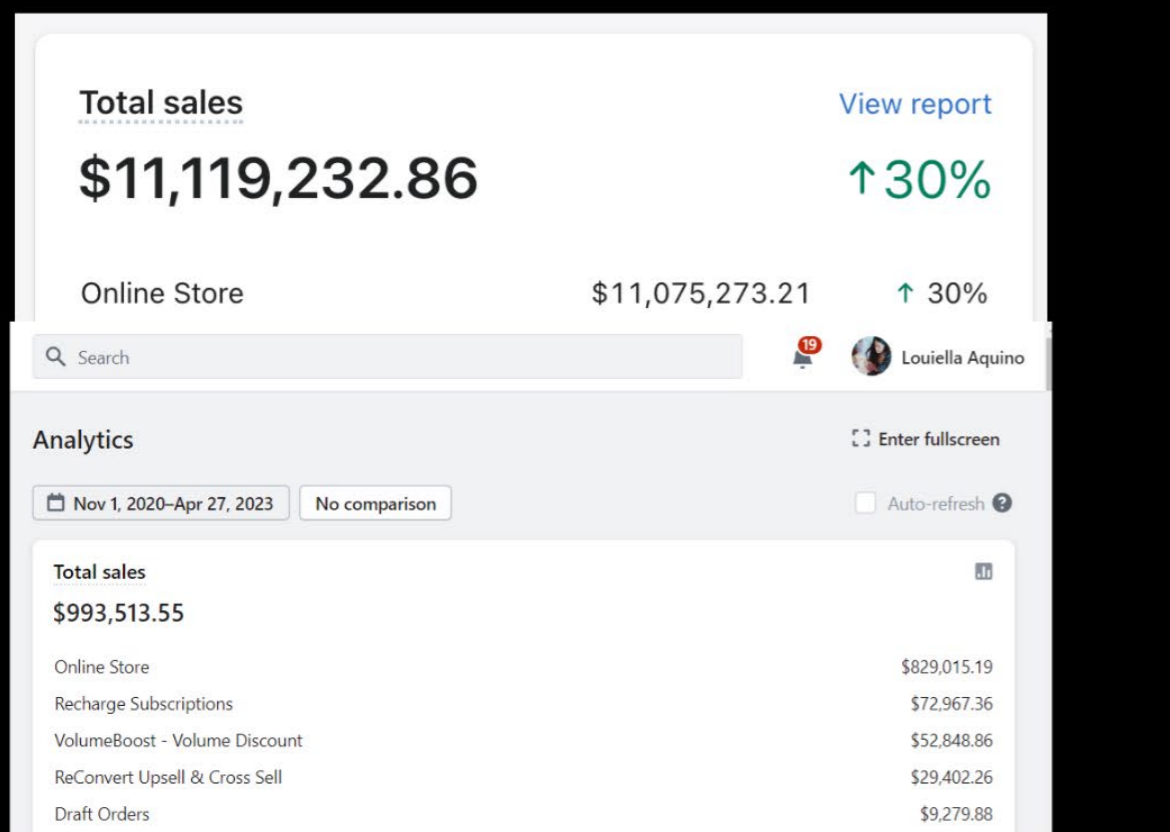
In their restaurants and events section, you will find a Movenpick Healthy Shots corner, Go Healthy options in the menus and a Go Green Meeting package option offering healthy, balanced and high-quality food. Movenpick Boracay also uses products grown within their Greenhouse, hydroponics and herb garden.



ENVIRONMENT-FRIENDLY FUN

From non-motorized water sports at the front beach to nature scavenger hunts in Movenpick Boracay's lush gardens, they instill love and appreciation for nature while seeking fun and entertainment for the whole family at their resort. The Little Birds Club also makes available planting activities for the kids while the Sagana retail shop offers branded sustainable souvenirs made of bamboo and organic ashes from Mount Pinatubo.

ROI is the forefront of our Facebook/Google/Tiktok advertising strategy.



Campaign	strategy	Budget	Attribution setting	Results	Reach	Impressions	Cost per result	Amount spent	Website purchases conversion value
TOF-BROAD AUDIENCE	ghost volume	\$100.00 Daily	1-day click or...	420 Website purchases	474,773	744,656	\$46.59 Per Purchase	\$19,562.61	\$42,733.94
TOF-Conversion Ad TESTED AUDIENCE: D...	ghost volume	\$100.00 Daily	7-day click or...	Multiple conversions	516,527	1,048,881	Multiple conversions	\$31,108.38	\$58,159.06
CBO: 2022: COST CAP	per result...	\$1,000.00 Daily	7-day click or...	.66 Website purchases	87,980	161,397	\$50.61 Per Purchase	\$2,328.03	\$5,560.74
EAI: 2022: YOUNG MILLENNIAL INT: CM VIDEO	ghost volume	\$20.00 Daily	7-day click or...	Website Purchase	604	785	Per Purchase	\$31.65	\$0.00
EAI: JAN 2022: CBO: INT	ghost volume	\$50.00 Daily	7-day click or...	1 Website Purchase	5,988	7,900	\$203.99 Per Purchase	\$203.99	\$89.99
EAI: JAN 2022: CBO: ILLA	ghost volume	\$100.00 Daily	7-day click or...	1 Website Purchase	6,488	8,374	\$220.65 Per Purchase	\$220.65	\$159.99
EAI: JAN 2022: REPEAT CUSTOMERS	ghost volume	\$10.00 Daily	7-day click or...	Website Purchase	30	73	Per Purchase	\$9.98	\$0.00
EAI: JAN 2022: MOF: ABO	g ad set bi...	Using ad set bu...	7-day click or...	24 Website purchases	21,820	71,089	\$97.10 Per Purchase	\$2,330.42	\$3,088.23
CM - TOF - CONVERSION - TESTS	g ad set bi...	Using ad set bu...	7-day click or...	8 Website purchases	9,360	12,242	\$140.70 Per Purchase	\$1,125.59	\$821.41
CM - MOF - ABO	g ad set bi...	Using ad set bu...	7-day click or...	3 Website purchases	496	2,135	\$29.27 Per Purchase	\$237.82	\$337.21
Results from 83 campaigns			Multiple attrib...	Multiple conversions	2,576,511	9,525,291	Multiple conversions	\$266,934.18	\$0.00

Ella Aquino Marketing Agency exists to serve Ecommerce clients in generating profitable results using the power of Facebook and other advertising channels.

This creates more time for you to serve your ideal customers and grow your business.

The Anatomy of High Converting Facebook/Tiktok Ads for DTC Brands

Ella Aquino Marketing Agency

Your company invested a significant amount of money into product launch, production, creatives and advertising budgets, but your Facebook, Google, and Tiktok ads aren't generating the conversions you had hoped for.

The key to creating high-converting content on platforms like Facebook, YouTube, and Tiktok is understanding psychology, data analysis, and digital platform management expertise.

Before you begin producing or casting your creatives, do your homework first and prioritize researching your competitors and market. When it comes to your target audience, keep four key things in mind:

- People resist being sold to (the theory of resistance).
- People buy things for emotional reasons and justify it with logic.
- Connecting with people on an emotional level can eliminate resistance.
- We need to become the prospect and speak their language.

Researching your audience can save you a lot of marketing budget from running unsuccessful ads.

When it comes to audience research, make sure you answer the following questions:

- Who are they?
- What do they want?
- What are their emotional motivators?
- What are their pain points?
- What are the deeper benefits they want?
- How do they speak their language?

In a nutshell, customers want to transform themselves and envision themselves enjoying the deeper benefits of the product.

Identify the motivators that will encourage buyers to purchase and the barriers that prevent someone from buying your product. Remember, people buy the same things for different reasons, so align personas with the right angles and hooks.

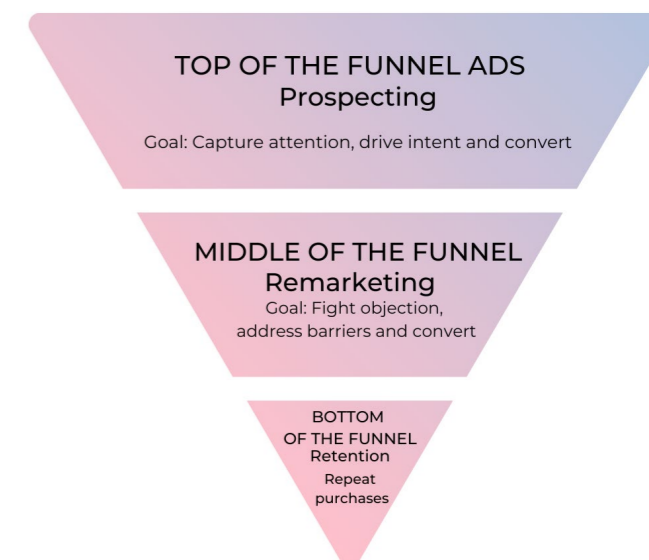
For example, if you're selling a keto meal delivery subscription, your creative concept and production should focus on addressing your audience's pain points and presenting your solution as the best alternative.

MOTIVATOR	I want to follow a keto diet, but I don't have the time to prepare and cook.	I want to follow a keto diet, but it seems a bit expensive.
BENEFIT	Ella Keto is a complete meal ready in 15 seconds!	Get a complete healthy meal for only 400/day!
HOOK	I hate to cook and clean, this keto meal is a gamechanger!	Keto diet does not have to be expensive!

When it comes to the FB, IG, and Tiktok funnel, these platforms are social media giants and powerful platforms for advertisers. They have a vast amount of data on users' offline/online activities and a bank of digital footprints.

Here are some pro tips:

- Install the pixel, conversion API, google tag manager, and schema to optimize your ads.
- Use CBO campaign for conversion objectives.
- Ad campaign management is about testing, finding the winners, and optimizing for scaling.
- Test the audience, test the hooks, and find the winners.
- Consolidate the winners onto one ad campaign, optimize for CBO and MANUAL BID SCALING.
- Track data consistently
- Formulate evaluation from the data analysis
- Run the right ads at the right audience at the right time.



Remember, it's crucial to do your research and understand your audience before creating and running ads.

By doing so, you can save money, time, and increase your success based on ROI.



A Champion for the European-Philippine Business Community

The European Chamber of Commerce of the Philippines has remained steadfast in the past 45 years, from its humble beginnings in 1978 that started with 51 founding members until today with over 740 members and counting. It is known as the biggest European Chamber outside of Europe. To celebrate this milestone, let's take a look at the testimonials from members, partners, and colleagues of the ECCP.



Ambassador Luc Véron
Ambassador Extraordinary and Plenipotentiary
Delegation of the European Union to the Philippines

I would like to congratulate the European Chamber of Commerce of the Philippines on its 45th anniversary. This is quite an achievement. The ECCP is the longest running European chamber in the world. Decades of experience is met by the Chamber's unwavering commitment for the Europe-Philippines business relations. The ECCP has remained steadfast amidst a challenging environment, continuing to promote European business interests in the Philippines and vice versa.

In the same vein, the EU and the Philippines will celebrate 60 years of diplomatic relations next year. This longstanding relationship was bolstered further by the Partnership and Cooperation Agreement (PCA) signed in 2018. The PCA provides a framework for regular and structured dialogues between the European executive and the Government of the Philippines. Topics range from the overall political situation and the environment, climate change, security and foreign policy, to human rights, development cooperation and trade relations. Recently we added to this framework a dialogue on maritime affairs, an area in which we have many common interests. The close contacts at all levels have led to a positive momentum in EU-Philippines relations. This also counts for the topics you, the European and Philippines business are interested in— trade, investment, and economic cooperation. We will continue to move on this path towards an ever-closer relationship, against the backdrop of many challenges, notably increasing geopolitical and climate pressures.

Through the partnership between the ECCP and the EU Delegation, we will celebrate many more milestones. Let us continue to work together towards boosting EU-Philippines economic relations. Congratulations again on another successful year!



Mr. Lars Wittig
ECCP President
Country Manager, Regus & Spaces by IWG

Having served as ECCP President and Vice President for more than 4 years, I have witnessed the tremendous growth of the Chamber for the last several years, as it waded through a great deal of uncertainty especially at the onset of the Covid-19 pandemic. Nevertheless, it continued to provide excellent service for its members. It then comes as no surprise that ECCP is often dubbed as the Chamber of Choice.

It is a great honour to have participated in the Chamber's efforts to strengthening collaboration with members and partners, including engagements such as meetings and public dialogues with key Philippine and European government figures, as well as media guestings. Likewise, it is with immense gratitude that I acknowledge the overwhelming support of the ECCP team, from its staff to Board Members, as well as our members and partners, in helping the Chamber achieve much success in the past several years.

As a champion for the European-Philippine business community, we always put great importance on the advocacies of our members for industry development as well as socio-economic progress. There is still much to be done for the business community but I firmly believe that with strengthened and deepened partnerships, we will move forward and achieve even more in the future.

My warmest congratulations to the ECCP for this wonderful milestone of 45 years! May you continue to pursue dedication and excellence in serving our members, partners, and stakeholders with the tools they need in doing business in the Philippines and strengthening our ties with Europe. To the members, I hope you continue to support the Chamber in all of its future endeavors and activities.



Mr. Paulo Duarte
ECCP Vice President
Managing Director, Robert Bosch, Inc.

Working with ECCP in the board of directors continues to inspire me as ECCP plays a fundamental role in advocating for responsible, sustainable, and inclusive policy-making, while actively promoting private-public collaboration besides being a strong networking platform across industries.

I congratulate ECCP on its 45th anniversary and extend my heartfelt gratitude and admiration to all its members and member-companies. Their collaboration, initiative, and sharing of ideas have shaped a great vision for the Philippines, especially as the country faces significant industry transformation such as digitalization, factory automation, Industry 4.0 and modernized business cultures towards further 'ease of doing business'.



Alexandra Young Ricasio
Chairman and Country Holding
Officer, ABB
Founding Member

ABB's relationship with the European Chamber of Commerce has always been harmonious and robust. ABB believes in the sense of community that the ECCP fosters, and we are humbled to be part of the Chambers' projects whether as a sponsor or as participating partner.

On behalf of ABB Philippines, we congratulate the ECCP on its 45th Anniversary. We take pride in being part of the Chamber's various projects and programs in the previous years - both as a sponsor and participant; and we look forward to witnessing more relevant engagements that not only generate opportunities but also support a dynamic interaction amongst its members and stakeholders.



Judge Cesar Cruz
ECCP Corporate Secretary
Cesar C. Cruz Law Office Managing Partner

I have watched the emergence of European Chamber of Commerce of the Philippines ("ECCP") from infancy to becoming a teenager at its adolescence to growing into a vicenarian at its twenties and a tricenarian at its thirties and now moving as a quadragenarian in its mid-forties. I have watched from the outside ECCP's successful metamorphosis, being the Corporate Secretary and legal consultant to the composite group of people creating, developing, driving and guiding the first European Chamber of Commerce in the world - in the Philippines!

At 45, it is exciting to see ECCP's acceptance within the framework of the Joint Foreign Chambers and for having become one of the leading business organizations in the Philippines.

What makes ECCP unique is its network of contacts inside and outside the country. ECCP is cooperating with business organizations in Europe and around the world in order to spread the good news about doing business in the Philippines and helping Philippine exporters into new markets. It should also be noted that ECCP started the Integrity Initiative jointly with the Makati Business Club and is committed to propel clean and ethical business in the country.

ECCP, as the bridge between Europe and the Philippines, is committed to move investors, traders, service providers and specialists in both directions. To me, ECCP @45 is ready to conquer the future. As a Filipino, I appreciate ECCP's basic commitment: What's good for the Philippines is good for European business.

I wish ECCP a Happy Birthday and many happy returns...



Joe Bantiling
ECCP Western Visayas Business
Council Chairperson
Chief Executive Officer
Trends & Concepts

As the ECCP Western Visayas Business Council Chairman and a proud Ilonggo, I would like to thank the ECCP for its initiative to establish presence in Iloilo and Western Visayas. Through its presence, the ECCP has played a significant role in facilitating dialogue between businesses and government that is creating opportunities for growth and investments in the region.

With the upcoming 45th anniversary of the ECCP, I would like to send my warmest congratulations for its 45 years of excellence, and its continued service to the Philippine-European business community. Thank you, and we look forward to more years filled with new opportunities and fruitful partnerships with its members.



Christina Stieber
Commercial Counsellor
Advantage Austria
Founding Member

We extend our heartfelt congratulations to the European Chamber of Commerce of the Philippines (ECCP) on your 45th anniversary.

From being one of the fifty-one founding members of the European Chamber of Commerce of the Philippines until today when it has over 740 members, ADVANTAGE AUSTRIA PHILIPPINES has kept a strong partnership with the ECCP as it continues to promote European interests in the Philippines and vice versa.

Again, congratulations to the ECCP and we wish you continued growth and success.



Ruth P. Novales
ECCP Agriculture Committee Chairperson
Corporate Affairs, Agriculture and Trade
Nestlé Philippines Inc.

Congratulations to the European Chamber of Commerce of the Philippines on its 45th Anniversary-truly, our Chamber of Choice, as she leads the European member companies in sustainably making a difference in Philippine Society, then and up to now. I am a very proud member of the ECCP through my organization Nestlé Philippines Inc, who has been in the country for 113 years, as the Kasambuhay (Life Partner) of the Filipino People. I am humbled and blessed to be the ECCP Agriculture Committee Chairperson for the past 5 years, and has had the privilege to see how in-terms of RELEVANCE, has the Committee evolved, given the inspiration of the Chamber and its concern over the issues and opportunities of the Agriculture Committee members.

We have had a lot of activities over the years, but none so far as to see the actual interaction of the Philippine government, private and non-profit organizations with the Chamber during the much-attended annual Sustainable Agriculture Forum where record attendances were observed, even during the Pandemic. The much-awaited yearly Agriculture Advocacy Paper, among other critical information featured, shows the Recent Reforms and Industry Developments affecting the members culminating in dynamic Advocacy Recommendations on a no-holds barred platform that shows the desire of member companies to actively support the growth of Philippine Agriculture through their various programs. The recommendations promote the ease of doing business by pursuing sound, efficient and science-based regulatory framework.

Again, in the pursuit of RELEVANCE, the Committee members have shared programs from local and global initiatives, forged partnerships amongst themselves, which created value across the crop, livestock and fisheries value chains, giving farmers and fisherfolk many opportunities for successful agricultural ventures in the country.

The Committee has also facilitated the opening up of avenues for foreign member companies to be active participants in sharing technology and business opportunities in the Philippines.

Yes, the ECCP paved the way for all these synergies to come forth, ensuring sustained RELEVANCE, in support of Philippine Agriculture. Thank you, ECCP!



Lorelie Q. Osial
Country Chair, Shell Companies
in the Philippines
President and CEO,
Shell Pilipinas Corporation
Founding Member

In 1978, Pilipinas Shell joined the European Chamber of Commerce in the Philippines (ECCP) as a founding member. Since then, we have worked continuously with the ECCP to sustainably and safely power our country's energy transition with more & cleaner energy solutions.

In 2019, we launched BiyaHERO, an initiative that successfully promoted safe driving practices to Filipino motorists.

In 2021 and 2022, we had the distinction of being conferred the ECCP's Europa Awards for "Clean and Efficient Energy (2021)" and "Smart and Safer Mobility (2022)". Maraming Salamat Po! We are humbled and grateful for this recognition.

As we chart the future of energy in the Philippines, we will continue to partner with the ECCP, society, and the government in leading a sustainable path for the timely adoption of lower carbon fuels and Electric Vehicle (EV) usage in various sectors of our economy.

Congratulations ECCP on our 45th year anniversary. Let's keep moving the Philippines forward.



Sandeep Uppal
President and CEO
HSBC Philippines
Founding Member

Our Membership with ECCP, over the past 45 years, has been an enriching two way relationship. We have benefited from the business connections, corridors and opportunities identified and this has been very helpful as HSBC Philippines' continues to grows the European corridor.

We congratulate ECCP for celebrating 45 years in the Philippines. We look forward to further strengthen our relations and open up a world of business opportunities for both ECCP and HSBC Philippines.



Angel Michael Evangelista
Managing Director
Bayer Philippines, Inc.
Founding Member

Bayer has been in the Philippines for over 60 years, and as one of the founding members of the ECCP, it has been a productive 45 years of shared growth for the company and the Philippines.

Through the ECCP, we have been able to reach out to important public and private institutions, helping us live out our purpose of Science for a Better Life and bringing us closer towards the Bayer vision of Health for All, Hunger for None.

To the ECCP and its members, let us celebrate 45 years of successful partnership and we look forward to seeing future decades of even greater success as we bring our companies and the Philippines to even greater heights.



Yvonne Pan
Country Leader
Signify
Founding Member

Congratulations to ECCP for their 45th anniversary in Philippines, and it has been a privilege for Philips Lighting/ Signify to be one of the founding parties and be a witness to the positive changes seen in the country that Philips and other members have brought to the country.

ECCP has been a critical platform for us to debate and advocate introduction of lighting innovations brought by Philips Lighting/Signify, especially in the past few years in the Sustainability space- Energy Saving, Solar Powered Lighting, Connected Lighting System.

We aim to continue working with the ECCP members on helping the government & organization move forward on their climate action goals. Together we can contribute to a better and stronger Philippines. There is no better time to work together than now.



Jun Palanca
Managing Director and Country
Manager, ING Bank N.V. Manila
Corporate Partner

Our membership in the ECCP has allowed us to understand the pulse of the European business community in the Philippines.

This membership has also enabled ING to connect better with European business concerns, and has given ING Bank better insights on the conduct of European businesses in the Philippines.

ECCP provides ING the platform to reinforce ING's relationship and connectivity with both European and Philippine business partners.

On the occasion of ECCP's 45th anniversary, ING Bank wishes the Chamber and its members many more years of close interaction and more successful initiatives to foster European interest and investments in the Philippines. The ECCP continues to contribute to the growth and expansion of European-Philippine trade relationship.

ING will continue the cooperation and dialogue with the Chamber and its members, and we look forward to our working together to bring a positive impact on the economic development of the Philippines.



Tricia Reposo
ECCP Young Professionals
Committee Co-Chairperson
CEO, Weremote

As the YPC committee chairperson, I have witnessed the Young Professionals Committee (YPC) of ECCP undergo a remarkable transformation. Through strategic initiatives and a focus on the needs of young professionals, the YPC has grown into a vibrant community that empowers its members, fosters meaningful connections, and promotes the power of mentorship, and network building. Today, the YPC stands as a dynamic platform that nurtures the next generation of business leaders and contributes to the overall objectives of ECCP.

On ECCP's 45th anniversary, I extend my heartfelt congratulations to the Chamber and its members. May this milestone serve as a reminder of the collective achievements, resilience, and ongoing commitment to fostering strong partnerships and driving economic growth between Europe and the Philippines.



Michael Kurt Raeuber
Founder, Group CEO & Chairman,
Royal Cargo
Premium Member

The European Chamber of Commerce in the Philippines (ECCP) was established in 1978 and is the first European chamber in Southeast Asia. It was initially formed as a business support organization for the fast-growing number of European companies investing in the Philippines.

The ECCP played an instrumental role in promoting trade and investment between the Philippines and Europe, and has been a vital partner to both the Philippine government and the European Commission in advancing the EU's trade and economic interests in the region.

Over the years, the ECCP has grown into a dynamic organization that offers a range of services and support to its members, including market intelligence, advocacy initiatives, business networking events, and tailored business support services.

Today, the ECCP continues to play an important role in driving trade and investment between Europe and the Philippines and remains an influential voice for European businesses in the country.



Reinier Dizon
ECCP Infrastructure
Committee Chairperson
VP - Strategy & Business
Development
Republic Cement Services, Inc.
Republic Cement

ECCP opens doors to interact and engage with key government officials to dialogue on relevant topics such as new legislation or status of government programmes. It's also a great chamber to network and develop businesses with other members. Committees like the Infrastructure which I co-chair tackle sectoral wide concerns, issues and challenges and accordingly develop advocacy recommendations with the end in mind to improve investment climate in the Philippines and promote competitiveness of businesses. The ECCP staffs are quite pro-active and helpful in organizing committee meetings, forums, activities, and fun activities like the annual golf tournament.



Ruth Yu-Owen
ECCP Renewable Energy
and Efficiency Committee
Chairperson
President, Upgrade Energy
Philippines

As the Chairperson for the European Chamber of Commerce Renewable Energy and Energy Efficiency Committee, I am proud to witness the remarkable transformation of our committee into what it is now. We have achieved significant milestones by facilitating the entry of clean energy players into the Philippine market, advancing ease of doing business, strengthening capacity for battery storage systems, and promoting energy efficiency and conservation initiatives. Our REPH100 Initiative perfectly aligns with the global RE100 movement to support the Green Energy Option Program, ensuring inclusive economic recovery during this era of the energy transition.

Congratulations to the ECCP on its 45th anniversary. We appreciate all members for their valuable contribution, and we remain committed to promoting the growth and sustainability of the energy sector through innovative ideas, transformative policies, and collaborative strategies.



Antonio Peralta
ECCP Southern Mindanao
Business Council Chairperson
Executive Director, Freedom Inc.

The presence of ECCP in Southern Mindanao has helped the business community here explore the possibilities of expanding its economic relationships with companies in Europe. It has also allowed companies here to broaden their horizons through active participation in our webinars and hybrid events which covered various topics on the development of their businesses amidst challenging times. ECCP has been in the forefront of helping businesses deal with the changes in the business environment.

As the Chairman of the ECCP SMBC, we have steered our chamber through the difficult time of the pandemic. We have contributed to the growth of Southern Mindanao through the efforts of promoting it as a viable investment destination. Given these efforts, we continue to be recognized as the best foreign chamber for the last six years here in Southern Mindanao. As we all say here "Padayon".



Helen Grace Baisa
ECCP Treasurer
ECCP Food and Beverage
Committee Chairperson
President and Managing Director
Charmant Ingredients
Corporation

The ECCP F&B Committee has transformed from a relatively modest group to the influential and dynamic entity it has become today. With a dedicated team of passionate individuals, our vision was clear: to create a platform that would serve as the driving force for innovation, collaboration, regulatory compliance, and growth within the F&B sector, with level playing field.

Focused on advocacy, we collaborated closely with policymakers to address industry-specific issues, favourable policies, regulatory reforms, and streamlined procedures to enhance the growth of competitiveness in our sector. By positioning ourselves as a credible voice representing the industry interest, we gained recognition and influence within the Philippine's F&B environment and beyond.

Today, as ECCP F&B committee chairperson, I am immensely proud and humbled of what we have become, inspiring innovations, renovations, advocating for positive change, shaping the future of the food & beverage sector. We owe this success to the unwavering dedication, hard work, active participation and vision of our members, as well as the continuous support of our chamber's advocacy team, and ECCP, as a whole. Together, let us continue and create an environment where businesses thrive, and industry flourishes. I am grateful to be part of this remarkable journey and excited to see what the future holds for our committee and the industry we serve.

To ECCP, warmest congratulations on your 45th anniversary. Throughout the years, you have remained a steadfast pillar of support and growth for our business community, instrumental in driving economic revolution in our country.

To all our esteemed members, thank you for playing an integral role in shaping who we are today, the Chamber of Choice.



Jaime Rafael U. Paguio
ECCP Northern Mindanao
Business Council Vice
Chairperson
EVP, CEPALCO

Northern Mindanao was severely affected by the Covid-19 pandemic. Several of our ECCP members struggled to keep afloat and operated under duress.

Our company operated despite the lockdown because we are an essential industry and had to physically serve the needs of our customers.

While several of the company's training needs had been shelved due to the quarantine and physical distancing restrictions, we are immensely grateful to the ECCP for providing countless webinars ranging from diverse topics such as how to survive the pandemic, business, health, employee productivity, economic and social updates.

Our HR department had a heyday farming-out these webinars and were relieved that despite the pandemic, quality employee training could still be conducted.

On its 45th anniversary, we cannot thank ECCP enough for its stellar service to its members and the community. Congratulations, thank you ECCP!



Sheila Lobien
ECCP Women in Business
Committee Chairperson
Chief Executive Officer
Lobien Realty Group

The ECCP Women in Business Committee (WBC) was established in 2015 as part of a greater goal to empower professional women in the workplace. We have set up so many activities to send the message that we are here to help working Filipinas have the confidence to achieve their career goals through mentoring, networking and other activities.

Also, I have seen this committee strive and grow from the grassroots to help develop women in terms of their well-being and sense of community. The efforts of this committee and all the women all around the world are not for naught, and I hope to see us continuously evolving to become an even better version of ourselves today.

I would like to congratulate the ECCP on reaching this milestone! 45 years is a strong indicator of the organization's steadfast commitment to fostering strong business relationships between Europe and the Philippines, contributing to economic growth, and creating new opportunities for businesses in the region. As you look to the future, I urge you to continue to embrace well-being, advocacy, and partnership in order to build a successful inclusive business community that strives to be a driving force for positive change and progress. Once again, thank you, everyone, for your continuous efforts and I wish you all the best.



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ECCP in Photos





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ECCP's 45th Anniversary Golf Tournament

28 April 2023 Tee Off: 08:30 AM (Sequential), System 36 Format
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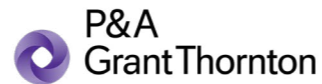
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ECCP European Golf Cup

Local businessmen and foreign delegates took to the greens at the Manila Golf and Country Club for the return of the European Golf Cup.

Now on its 21st run, the European Chamber of Commerce of the Philippines (ECCP) together with Pru Life UK has organized the return of the annual sporting league to bring together golfers from the European-Philippine business community, international dignitaries, as well as representatives of multinational corporations.

The annual tournament began in 2001 as a way of networking for ECCP members and has now become one of the largest and most attended Golf Tournaments held by a foreign chamber in the Philippines.

This year, the Chamber has partnered with longstanding member Pru Life UK to co-present the event.

"While this is our first collaboration on the annual golf tournament, Pru Life UK enjoys a deep long-standing relations in our 26 years of membership since 1997 with the ECCP," said Pru Life UK EVP and Chief Customer & Marketing Officer Allan Tumbaga. "So today, let us celebrate success, meaningful partnerships, and life."



(From L-R: Pru Life UK Unit Manager Mr. William John Pesengco, ECCP Executive Director Mr. Florian Gottein, H.E Luc Véron and H.E Michel Parys)

The event had players competing individually and in a flight of four players. To properly commence the tournament, the ceremonial tee-off was led by H.E. Luc Véron, European Union Ambassador to the Philippines, and Mr. William John Pesengco, Unit Manager of Pru Life UK. Also in attendance was H.E Michel Parys, Ambassador of the Embassy of the Kingdom of Belgium.

The recently held event was attended by a hundred players and supported by more than 20 partners.

"We are immensely overjoyed with the turnout of our European Golf Cup," said Florian Gottein, ECCP Executive Director. "This shows that many were looking forward to the tournament, especially following its sudden cancellation in 2020 due to the COVID-19 pandemic."

"It is an honor to be holding our sporting events again as it provides another form of camaraderie and fun for our members and colleagues, and we look forward to continuing hosting our Golf Cup in the coming years," Gottein added.





In the afternoon, an awarding ceremony handed out special awards to players, as well as the top prizes for the overall champions. Moreover, other fun giveaways, including a round-trip ticket provided by Turkish Airlines, flat-screen TVs by Globaltronics, and a P175k cash prize courtesy of Pru Life UK, were also raffled off to participants.



The overall low gross champion with a gross of 77 was Tonito Payumo, while the overall net champion with a gross of 82, a handicap of 14, and a net of 68 was Michael Montero.



In the Ladies' Division, Erika Cesar took away the top prize, with Paul Chua, Willy Tee Ten, and Bernard Morillo also clinching the Championship title in the Men's Divisions III, II, and I respectively.

As for the Special Awards, those awarded with the longest drives were Jiro Ramos of the Blue Tee (314 yards); Melvin Caculitan of the White Tee (281 yards); and Erika Cesar of the Ladies Division (215 yards).



Most Accurate Drive was won by Atty. Leslie Calimag (3 inches), while nearest to the pin was Christopher Po (3.5ft), and the longest putt was claimed by Paul Victor Aquino (21.4 ft).



Moreover, chosen model players from the men and women divisions were Edmund Padilla and Atty. Cybill B. Uytiepo, and with Ambassador Luc Veron winning the boldest shot award.



The event was further supported by Venue and Host Partner Cesar C. Cruz & Partners Law Offices; Hole in One Partner Autohub Group, Turkish Airlines, and Pru Life UK; Classic Hole & Special Award Partners Converge Business, Crown Asia Chemicals Corporation, Bosch Philippines, Eastern Communications, Camaya Coast, Trends And Concepts, and SGS; Official Hotel Partner Ascott Hotel; Official Drinks Partner Diageo; Official Beverage Partner VIDA; Digital Media Partner Globaltronics; Merchandise Partners Asian Expat Mobility, Breakthrough Properties, Rustic Creations by AnJ, P&A Grant Thornton; and Raffle Prize Partners ARAW, bai Hotel Cebu, Globaltronics, NESCAFÉ Gold, OGAWA, Porsche Design, Pru Life UK, Turkish Airlines, Vision Express Philippines, and Fridays Puerto Galera

The 2023 European Golf Cup marks the return of the tournament following the start of the pandemic in 2020.



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Inside ECCP: Manila

Coaching Through Meaningful Conversations: How to handle performers and non-performers

14 & 15 March 2023

A positive coaching culture can do wonders for any organization, and if there's one thing we've learned, it is that it creates a motivated, innovative, and performance-driven working environment!

Led by Consultant EJ Zara, our "Coaching Through Meaningful Conversations: How to handle performers and non-performers" training equipped our participants with the best tactics and tools to help manage all types of worker mindsets.

The class highlighted key topics such as active and empathic listening, the importance of asking powerful questions, and co-designing actions.



Woman Rising: Bridging the Gender Gap and Promoting Inclusive Growth

21 March 2023

Here's a toast to all women – may you continue to unapologetically take up space, wherever it may be!

In celebration of Women's Month, the ECCP and its ECCP Women in Business Committee held the "Woman Rising: Bridging the Gender Gap and Promoting Inclusive Growth" event last 21 March 2023 at Spaces World Plaza BGC and via ZOOM.

With more than 80 attendees comprising of women leaders and proud allies, the event tackled relevant topics such as challenges in the workplace and the ways forward to overcoming gender bias and discrimination. We also announced the Chamber's signing of the UN's Women's Empowerment Principles!

We also had the honor of having the following speakers: Senator Risa Hontiveros (pre-recorded); McKinsey & Company Associate Partner Ms. Frauke Renz; and UN Women Philippines Program Coordinator Ms. Ma Rosalyn Mesina, and our host Ms. Patricia Reposo, CEO of Weremote Philippines and Chair of the ECCP Young Professionals Committee.

Of course, this event would not have been made possible if not for our event partners Spiderhook Inc., Eastern Communications, Genteel Home; Venue Partner Regus Spaces; Media Partner The New Channel; Raffle Partner Kilyawan Farm Resort; Beverage Partners Lucullusph and Le Cellier Wines Selection & Food Pairing; and event supporter Centre Médicale Internationale, Inc. (CMI).



ECCP Mission in Seoul

22-24 March 2023

Annyeonghaseyo!

From March 22 to March 24, our ECCP Associate Director for Government and International Affairs Sophia Ordoña and Associate Director for Strategic Partnerships and Communications Gen Anaquita travelled to Seoul, South Korea for a series of engagements with ECCP's counterpart, the European Chamber of Commerce in Korea - ECCK.

During the visit, the ECCP attended a Breakfast Meeting with National Tax Service (NTS) Commissioner Kim Chang-Ki hosted by the ECCK, as well as visited Minister Counsellor and Head of the Trade Section at the Delegation of the European Union to the Republic of Korea, Mr. Christophe Besse.

Our associate directors also had a stimulating exchange with the ECCK – sharing best Chamber practices, discussing work culture and providing updates on advocacy initiatives and priorities!

A huge thank you to the ECCK for being such gracious hosts and to ECCK President Christoph Heider for the warm welcome!



2023 ECCP Luncheon Meeting with DILG Sec. Benjamin Abalos Jr.

27 March 2023

On March 27, 2023, the ECCP held its second luncheon meeting of the year with keynote speaker DILG Philippines Secretary Benjamin Abalos Jr. at Dusit Thani Manila and via Zoom.

During the event, the Secretary unveiled the priorities of the Agency to further strengthen good local governance towards sustainable, peaceful and resilient communities, and a revitalized Philippine economy!

Also present during the event was guest panelist Deinzal Uezono, MOH, Health Systems Partner at Roche Philippines, who shared a presentation on the role of public and private sector collaboration for health and development. As an example, he provided insights of the UNLI Scorecard – a tool for strategic planning and financing for health that aims to benchmark current cancer services and identify which areas LGUs need to invest in for improving the health system for cancer.

We would like to express our sincerest gratitude to the Department of the Interior and Local Government, to Secretary Benjamin Abalos Jr., to our Event Partner Roche Philippines, and to our host and moderator Mr. Guillermo Luz, Chief Resilience Office of the Philippine Disaster Resilience Foundation and Chairman of Liveable Cities Philippines, for facilitating the very stimulating discussion!



Effective Business Writing

27 & 28 March 2023

If you want to be a successful manager, marketer, or executive in any business, it pays to invest in the quality of your writing.

With the aim to help beginners and professionals improve their business writing skills, the ECCP Competency Hub held another installment of its “Effective Business Writing” course last March 27 and 28.

The two-day session was facilitated by Stephen Banares, Consultant at HR Solutions & Business Management, Inc., and featured topics such as the most common errors in business writing, the steps to help get started with writing, and the 7C guidelines to take note of when drafting your copy!



European Chamber of Commerce Taiwan Visit (Day 1)

13 April 2023

ECCP meets with ECCT Delegation during visit to the Philippines (Day 1 – 13 April)

Yesterday, the ECCP hosted the European Chamber of Commerce Taiwan (ECCT) delegation for a series of high-level meetings and visits with some of the leading agencies of the European-Philippine business community.

In the morning, the ECCT had an exchange with the leaders of the Chamber’s advocacy committees at Spaces BGC to discuss the various committee initiatives and practices. Present committee leaders were Renewable Energy and Efficient Energy (RE&EE) Committee Chair Ms. Ruth Yu-Owen; Food and Beverage Committee Chair Ms. Helen Grace Baisa; Agriculture Committee Chair Ms. Ruth Novales; Transportation and Logistics Committee Chair Mr. Michael Raeuber; Automotive Committee Co-Chair Mr. Paulo Duarte; and RE&EE Committee Member Ms. Yvonne Pan.

During the afternoon, the delegation together with the Chamber, had a discussion about the business environment in the Philippines as well as Taiwanese investments in the country with the Taipei Economic and Cultural Office in the Philippines (TECO) joined by Ms. Josephine Shun, Director of Economic Division at TECO as well as various Taiwanese business group leaders.



Moreover, ECCT Chairman Mr. Giuseppe Izzo also met with Semiconductor and Electronics Industries in the Philippines Foundation Inc. (SEIPI) President Dr. Danilo Lachica to talk about the good practices on SEIPI’s operations.

ECCP, ECCT Pays courtesy to the EU Delegation to the Philippines

13 April 2023

ECCP, ECCT pays courtesy to the EU Delegation to the Philippines (Day 1 – 13 April)

As part of their visit to the country, the ECCT delegation were introduced to Minister Counsellor and Head of the Economic and Trade Section of the EU Delegation to the Philippines Mr. Philipp Dupuis. There, the ECCT and Mr. Dupuis discussed the Philippine Geopolitical Landscape and EU-PH trade relations.

Later in the evening, the ECCP hosted a welcoming dinner reception together with its Board of Directors and Committee leaders at the Manila House Private Club.

We would like to again offer our sincerest welcome to the European Chamber of Commerce Taiwan and we hope that you enjoyed the engaging and insightful series of dialogues on the first day of your visit to the Philippines!



ECCT Delegation’s visit to the Philippines (Day 2)

14 April 2023

ECCT Delegation’s visit to the Philippines (Day 2 – 14 April)

On April 13 & 14, the European Chamber of Commerce of Taiwan (ECCT) visited the Philippines for a series of high-level meetings and visits with some of the leading agencies of the European-Philippine business community.

Earlier today, the delegation attended a joint meeting with the Philippine Chamber of Commerce and Industry (PCCI) together with the Philippine Exporters Confederation, Inc. at the PCCI Office in Taguig City led by Mr. Sergio Ortiz-Luiz Jr., PCCI Honorary Chairman and Treasurer and PHILEXPORT President and Chief Executive Officer.

After introductions, the groups had an enlightening discussion on the performance of Philippine exports as well as top trade goods.



To our friends and colleagues at the European Chamber of Commerce of Taiwan, it was a pleasure to be your host during your stay, and we definitely appreciated learning more about your Chamber advocacies and initiatives!

Here’s to Championing the voice of the European business community in our respective countries!

ECCP, ECCT facility tour at Lufthansa Technik Philippines, Inc.

14 April 2023

On 14 April 2023, the European Chamber of Commerce of the Philippines (ECCP) and the European Chamber of Commerce Taiwan - ECCT Delegation had a facility tour at the Lufthansa Technik Philippines, Inc. During the tour, the group had a chance to know more about the business operations and practices of LTP as well as their insights on the Philippines as a market for aviation industry players. Potential areas of collaboration among the organizations were also explored by the participants.

The tour was facilitated by LTP Manager for Strategy and Corporate Projects Ms. Cely Rose Pangan and Project Managers - Strategy & PMO Ms. Anj Francisco and Mr. John Ilagan. ECCT Chairman Mr. Giuseppe Izzo; Chief Executive Officer Mr. Freddie Höglund; and Publications Editor Mr. Duncan Levine participated in the session. EU Delegation to the Philippines Minister Counsellor - Head of Economic and Trade Section Mr.



Philipp Dupuis also attended the courtesy meeting.

In addition, ECCP Executive Director Mr. Florian Gottein represented the Chamber along with Associate Director for Strategic Partnerships and Communications Ms. Gen Anaquita; Associate Director for Government and International Affairs Ms. Sophia Ordoña; Industry and Government Affairs Manager Ms. Katt Baligod; and Advocacy Officer Ms. Chin Nethercott. The group also met with LTP President and CEO Mr. Elmar Lutter and Vice President for Finance and Business Development Mr. Stefan Yordanov.

ECCP holds first membership meeting of 2023

17 April 2023

Last 17 April 2023, the ECCP organized its Q1 ECCP Community Connect to officially welcome the Chamber's newest members and to provide an overview of membership benefits and services.

During the event, the various ECCP Membership teams and departments shared upcoming projects and discussed key areas of collaboration. We also had guest speaker HSBC Philippines President and CEO Mr. Sandeep Uppal give a special speech during the event.

Moreover, we were also joined by ECCP Executive Director Mr. Florian Gottein, ECCP Vice President Mr. Paulo Duarte, and HSBC Director and Head of Multinationals and International Subsidiaries Banking Mr. Jonathan Webster to present the Membership Certificates to our more than 30 members present.

Additionally, a virtual ECCP Community Connect was also held last 08 May 2023 to accommodate new members that are foreign-based and from our regional branches such as Cebu, Iloilo, Davao, and Cagayan de Oro.

A huge thank you to our Session and Venue Partner HSBC Philippines, and to our Session Partners Beauchem Thermtech Group, Inc., Integrated Micro-Electronics Inc., Asalus Corporation - Intellicare, and Ocampo & Manalo Law Firm for making this event possible!



2023 ECCP Luncheon Meeting with Department of Public Works and Highways

18 April 2023

On 18 April, the ECCP, together with event supporter KPMG R.G. Manabat & Co. and event patrons Republic Cement Services, Inc. and Leviat Philippines, Inc., organized a Luncheon Meeting with the Department of Public Works and Highways at Dusit Thani Manila and Zoom.

During the hybrid event, DPWH Undersecretary for Planning and Public-Private Partnership Services Maria Catalina E. Cabral, representing Secretary Manuel Bonoan, talked about the plans of the Agency for 2023; key initiatives for public-private partnership projects as well as its priorities for sustainable and green infrastructure.

Moreover, panelist Palafox Associates Principal Architect-Urban Planner and Founder Felino "Jun" Palafox, Jr. gave his insights on public-private collaboration and partnerships on digital, green, and sustainable infrastructure. Meanwhile, the luncheon



meeting was hosted and moderated by Republic Cement Services Vice President for Strategy & Business Development and ECCP Infrastructure Committee Co-Chairperson Mr. Reinier Dizon.

The event was also joined by ECCP Vice President Mr. Paulo Duarte who delivered the opening message and ECCP Infrastructure Committee Co-Chairperson Mr. Ram Maganti who formally introduced the keynote speaker.

Our sincerest thanks to all of our physical and virtual attendees and partners and supporters!


Young Professionals Committee Networking Night

4 May 2023

The ECCP Young Professionals Committee organized a Young Professionals Networking Night at the Galeria Lagman in Poblacion, Makati last May 4, 2023. It was definitely a fun and exciting way to finally meet the emerging leaders of today and make new connections and friendships across sectors.

This event is the committee's first networking event since the pandemic, and we are so grateful to our Event Partner 828 Cable System Inc., Venue Partners AHG Lab and Prodigy Works, Raffle Partner Weremote Philippines, and Event Supporter Trends And Concepts for their support in making this event possible and more enjoyable!





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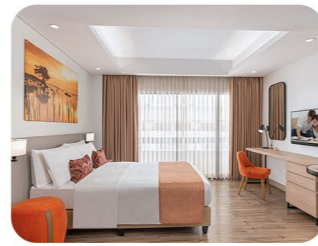
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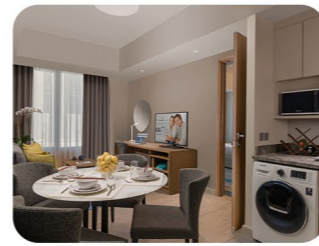
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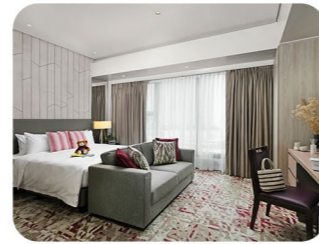
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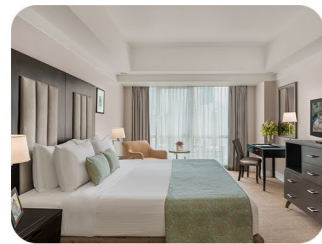
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Inside ECCP: Cebu

The Future of Green Living: Understanding the Importance of Sustainable Retrofitting 27 March 2023

A ECCP - Cebu held event entitled "The Future of Green Living: Understanding the Importance of Sustainable Retrofitting" happened last March 27, 2023 at the Bellevue Resort, Bohol. The speakers consisted of Mr. Fabrice Cools and Mr. Marc Cools of Hitech Lighting World Corporation, Ar. Robert Malayao of Bottega 8290 Architectural Design Studio, Engr. Silverio Navarro of the Bank of the Philippine Islands, Ms. Maria Fe "Ynday" Dominise, Head of Bohol Economic Development, and Investment Promotion Office, and Ms. Angelica Delos Santos, Senior Science Research Specialist of the National Renewable Energy Board-Technical



Services Management Division, Renewable Energy Management Bureau. The host and moderator of the event was Mr. Al Anthony Ladaga, Senior Marketing and Sustainability Officer of The Bellevue Resort. The event was focused on discussing important practices to urban-built environments.

Food Fraud & Food Defense: Useful Guide on How to Assure Food Authenticity and Safety 28-29 March 2023

ECCP - Cebu Branch held a training event at Cebu Parklane International Hotel last March 28-29, 2023. The purpose of the training was to impart knowledge and in-depth understanding of food safety and food crime risks and how to prevent and manage such conflict. The main facilitator of the seminar was Dr. Rose Sheila M. Gatchalian of Bureau Veritas PH.



Understanding Labor Laws: Know your Rights as a Worker 28 April 2023

A collaboration between ECCP and Silver Partners V&A Law Firm and Reed Elsevier Philippines hosted a webinar titled, "Understanding Labor Laws: Know Your Rights as a Worker" last April 28, 2023 via Zoom. The speakers in the session were Atty. Caleb Laredo, Associate at V&A LAW Villaraza & Angangco; Atty. Rashel Ann Pomoy, Partner at V&A LAW Villaraza & Angangco; Ma. Katrina Ledesma, HR and Iloilo Site Lead at REED Elsevier; Macario P. Balali, HR Director of AppleOne Group Inc; and Sarah Mae Henderson, CSR and Communications Manager at Smartsourcing. The event was moderated by Atty. Kristin Charisse Siao, Partner at V&A LAW Villaraza and Angangco. The goal of the webinar was to restate and affirm worker's basic rights and obligations, labor rights as a strategy for economic advancement, and the ways to identify unfair labor practices and how to properly deal with them.

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Understanding Labor Laws: Know your Rights as a Worker

28 April 2023 03:00 PM - 5:00 PM (GMT+8) Zoom

Inside ECCP: CDO

ECCP Northern Mindanao Hosts a Forum on Advancing Internationalization Among Higher Education Institutions

25 April 2023



The ECCP-Southern Mindanao Business Council is the driving force behind the Education Advocacy Committee, launched in 2020, which unites higher education institutions (HEIs) in the area and gives them a voice in determining the direction of the island's expanding economy. The platform promotes stronger ties between the private sector and HEIs, as well as institutional partnerships between HEIs and their overseas counterparts through various programs involving internationalization.



Guest Speaker Ms. Urdaneta passionately presenting the strategic initiatives and best practices of Holy Cross of Davao College on internationalization

In support of the Southern Mindanao Business Council, the Northern Mindanao chapter of ECCP hosted a forum last April 25, 2023 called "Advancing Internationalization: A Forum on Shaping the Future of Mindanao Through Education". The guest speakers of the forum were Mr. Antonio Peralta, chairman of the ECCP Education Advocacy Committee and ECCP SMBC Chairman, and Ms. Sherryl Urdaneta, Head of Linkages, Internationalization, and Erasmus+ of the Holy Cross Davao College.



During the panel discussion moderated by ECCP Northern Mindanao Business Council Vice-Chairman Mr. Jaime Paguio

The forum provided an overview and history of the ECCP Education Advocacy Committee and served as a platform for a deeper dialogue on strengthening ties between the private sector and HEIs. The speakers and panelists also shared their better understanding of the topic through their respective institutions' best practices and challenges addressed.

The 2-hour program was attended by almost 30 participants from various schools including ECCP members USTP and Capitol University, Mindanao State University - Naawan in Misamis Oriental, St. Michael's College in Iligan City, La Salle University in Ozamis City, and even a representative from the Commission on Higher Education - Region 10. The forum was attended by ECCP's Executive Director Mr. Florian Gottein.

After the insightful discussion and snacks provided by the host institution, the participants, speakers and panelists took a quick tour to the selected Innovation Centers and Facilities of USTP including the Career Services and Government-Industry-Community Relations Office, Cagayan de Oro Business Incubation Technology Entrepreneurship Startups (CDO b.i.t.e.s), Technology Promotions and Commercialization Office (TPCO), Center for Entrepreneurship and Technology (CET) and the Northern Mindanao Food Innovation Center.

The forum was supported by both Capitol University and the Office of the Vice Mayor of Cagayan de Oro City as Bronze Sponsors. Meanwhile, the event's venue was hosted by one of ECCP CDO - Northern Mindanao's members, the University of Science and Technology of Southern Philippines through the President & International Affairs Office.

Chamber Cheers: After Hours Networking Socials

26 April 2023

April 26, 2023 – ECCP Cagayan de Oro-Northern Mindanao hosted its 4th networking event since the pandemic; attended by various individuals and key industry players within and outside the ECCP community. The socials was also attended by members from Manila and Cebu, Laguna Technopark and Central Asia BPO Services Inc. (OPKO Finance), respectively, members from Cagayan de Oro and partners from the public sector including Mindanao Development Authority and Department of Agriculture.

The event was also made possible by its Gold Partner, Converge ICT Solutions, Bronze Partner Royal Cargo, and Beverage Partners Radeberger and Schofferhofer. The laid-back night was enjoyed with overflowing beer from Radeberger Pilsner and Schöfferhofer and was held at the Skybar of the Xavier Sports and Country Club, Cagayan de Oro City.



The chamber continues to be the platform for both members and interested businesses to engage, build connections and experience the value of being a part of the ECCP business community.

Membership Rounds in CDO: Northern Mindanao Federation of Dairy Cooperatives

26 April 2023

The Northern Mindanao Federation of Dairy Cooperatives (NMFDC) is one of ECCP CDO - Northern Mindanao's first members wayback in 2018. The federation has a milk processing plant located in El Salvador, Misamis Oriental. Their products, called the Highland Fresh, include flavored milk, famous and top-selling milk bars, butter, etc. are all out in all the supermarkets of Misamis Oriental and Bukidnon and are made from pure cow's milk. The brand has also been regularly supplying Gouda Cheese to Philippine Airlines for many years now.

Currently, the total milk production of the Philippines is only at Seven (7) percent. A total of 1,800 dairy cows will arrive in the country as part of the initiative to increase milk production, and they will be distributed to farmers in various provinces. Last March 21, 2023, the Department of Agriculture turned over an ESL (Extended Shelf Life) Pasteurizer Set which would extend the shelf life of milk from 7 to 30 days with Homogenizer, Standby Generator Set, Air Compressor, and Refrigerated Van as part of the Dairy Milk Processing and Marketing Enterprise initiative to boost the optimism that the nation's milk production would expand significantly.



Highland Fresh dairy products have passed rigorous quality inspections at the principal cooperative farms, small farms, and the processing facility. The Food and Drug Administration (FDA) has registered all of the items as having no preservatives.

Northern Mindanao Chapter Welcomes Newest Member from Iligan City

26 April 2023

The ECCP continues to strengthen its advocacy committees to be able to work towards actionable solutions for a better business environment for members and their respective sectors and one of it is the academe. With the forum on Advancing Internationalization among Higher Education Institutions held last April 25, 2023 as part of the initiative of the Education Advocacy Committee of the Chamber, St. Michael's College of Iligan City, being one of the participants to the forum, is able to see the value of joining the chamber by making use of the connections and bridges the Chamber can offer for their internationalization plans and initiatives.

Dr. Korsiney Cabasis, Vice President for Administrative and International Affairs of St. Michael's, firmly believes that joining the wide business community of ECCP is one of the first steps towards a more valuable and quality education for the students as leaders of tomorrow both in the country and abroad. The Human Resource department also saw the Competency Hub training programs as a good avenue to further improve and be made more aware of the Human Capital sector's trends and challenges.



St. Michael's College of Iligan City is a Catholic learning institution administered by the RVM Sisters and was founded in 1915.

Inside ECCP: Davao

ECCP Davao Mounted an Economic Roundtable Briefing to Strengthen EU-PH Relations

9 March 2023

The European Chamber of Commerce of the Philippines - Davao successfully mounted an "Economic Roundtable Briefing on the Opportunities for Europe: Mindanao Trade and Investments," at Acacia Hotel, Davao City.

The briefing served as a venue for interactive discussion and dialogue on the Philippine economic landscape post-pandemic and the Philippine-Europe trade and investment relations. This was part of ECCP's efforts in fortifying collaborations and promoting vibrant business ties between Philippines and Europe, and vice versa.

It also zeroed in on the EU-funded project on **Creating REsponsible, Sustainable and Competitive ENTERprises (CRESCENT)** in the BARMM Agri-business sector to be implemented by ECCP and the internationalization initiatives of the Higher Education Institutions in Mindanao.

The event was graced by ECCP President Lars Wittig and DFA Mindanao Assistant Secretary Renato Villa.



They were joined by some members of European diplomatic corps, Honorary Consul of the Republic of Austria Mr. Peter Faistauer, Honorary Consul of the Republic of Hungary Ms. Mary Ann Montemayor, and Honorary Consul of Finland Mr. Antonio Peralta, who also sits as the Chairman of ECCP SMBC.

Also present during the briefing were ECCP members and partners from various sectors in government, agribusiness, education, power, telecommunications, tourism and hospitality, banking, design and construction.

The event was brought to you by Converge ICT Solutions Inc., and the Davao City Investment Promotions Center (DCIPC) as the event sponsors.

ECCP Membership Rounds and BAEP CRESCENT Project Meetings In Davao

4 & 5 May 2023

ECCP Executive Director Florian Gottein met with some of the existing and prospect members of the ECCP Southern Mindanao Business Council (SMBC) during his regular membership rounds in Davao City.

In his talks, he emphasized how ECCP can strategically help them grow their businesses by providing them the platform and linking them with its long-standing network of almost 800 companies from various sectors. He also shared other initiatives and services offered by the Chamber.

On the sidelines, he paid a courtesy visit to the Mindanao Development Authority (MinDA) to explore areas of collaboration on the EU-funded the BAEP CRESCENT Project. They also discussed possible joint initiatives on rectifying the negative perceptions on the safety and security situation of Mindanao, which are seen to improve the business and investment climate of the island-region.



Furthermore, he met with BAEP CRESCENT Consultants to talk about the updates of the project. He also laid down direction and ways forward that the team needs to undertake.

In his various meetings, he was joined by ECCP SMBC Chairman Antonio Peralta and Branch Officer Rosemarie Baguio.

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Inside ECCP: Iloilo

Courtesy Meeting with Governor of the Province of Capiz and the Roxas City Mayor

20 April 2023

Last April 20, 2023, a courtesy meeting was held between the Governor of the Province of Capiz and the Roxas City Mayor together with the European Chamber of Commerce of the Philippines Western Visayas to discuss potential investors in the Province of Capiz.

This meeting was an opportunity for the officials to present Capiz's economic potential to the representatives of various European companies interested in investing in the region. Both officials highlighted the advantages of investing in Capiz, such as abundance in natural resources, skilled workforce, and strategic location.



ECCP Western Visayas joins Capiz Investors' Forum

21 April 2023

On April 21, 2023, ECCP Western Visayas supported the launch of the Capiz Investors' Forum as one of the highlights of Capiztahan 2023. Conducted at Circulo Convention, Pueblo de Panay, Roxas City, attendees included several investors and businesses affiliated with the aforementioned organization. ECCP Executive Director Mr. Florian Gottein headed the delegation and was accompanied by ECCP Western Visayas Business Council Chairman Mr. Joe Bantiling and ECCP Western Visayas Branch Officer Ms. Angelluz Aguirre.



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Senate Committee Hearing on Constitutional Amendments

2 March 2023

The ECCP was represented by Mr. Tony Peralta, Southern Mindanao Business Council Chairperson, at the Senate Hearing on Constitutional Amendments held last 02 March 2023 in Davao City. The Senate Committee on Constitutional Amendments and Revision of Codes held the said Hearing to discuss the provisions under Resolution of Both Houses No. 1, Resolution of Both Houses No. 3, and Senate Resolution No. 6.



Economic Roundtable Briefing

9 March 2023

Mr. Lars Wittig, ECCP President, participated at the Economic Roundtable Briefing hosted by ECCP Davao, held last 09 March 2023. At the said Briefing, participants had an exchange on the Philippine economic updates and prospects, as well as areas for collaboration among various stakeholders. Mr. Wittig, during his presentation, talked about the Chamber's business outlook and advocacy priorities. Also present at this event were DFA Assistant Secretary Renato Pedro Villa as well as various industry representatives.



ECCP Participation at FDA Public Consultation

22 March 2023

The ECCP was represented by its Food and Beverage Committee Chair Helen Grace Baisa and Advocacy Officer Elena Tabbu. This is to discuss the following:

- Draft Administrative Order on the Revised Guidelines on Food Additives and Processing Aids, Repealing Administrative Order 88-A s. 1984
- Draft Circular on Guidelines on the Adoption of 2015 Philippine Dietary Reference Intakes (PDRI) for Declaration of Nutrition Information on the Labels Repealing Bureau Circular No. 16 s. 2005 entitled "Adopting the 2002 Recommended Energy and Nutrient Intakes as the New Dietary Standard"



ECCP meeting with EUSR for Human Rights

30 March 2023

Last 30 March, the ECCP met with EU Special Representative (EUSR) for Human Rights, Mr. Eamon Gilmore, at a lunch roundtable to discuss business and human rights and the impact of EU human rights policies on trade including due diligence regulation, among others.

Present from ECCP's end were Mr. Lars Wittig, ECCP President and IWG plc Country Manager, SVP ASEAN, Taiwan, South Korea, Mr. Florian Gottein, ECCP Executive Director, Ms. Helen Grace Baisa, ECCP Director and Treasurer and Charmant Ingredients President and Managing Director, Mr. Francisco Milan, ECCP Director and Ayala Corporation Chief Human Resources Officer, and Dr. Dan Lachica, Semiconductor and Electronics Industries in the Philippines, Inc.



(SEIPI) President. Additionally, Mr. Gilmore was joined by Mr. Viktor Velek, Political Advisor to the EUSR, as well as key representatives from the EU Delegation to the Philippines, Mr. Philipp Dupuis, Minister Counsellor and Head of Economic and Trade Section, and Mr. Frederic Grillet, First Secretary and Political Officer.

NEDA 3rd Meeting off the Stakeholders' Chamber on the Sustainable Development Goals

4 April 2023

The ECCP was represented at the NEDA SC-SDG meeting held on 04 April in Pasig City. The said meeting covered updates and discussions on the structure of the stakeholders' chamber as well as its membership, the establishment of regional stakeholders' chamber, as well as areas of cooperation, among others.



The Stakeholder's Chamber serves as a forum to advance comprehension, foster ownership, and support the creation of partnerships that are well-aligned with the SDGs. To better manage resources and coordinate the SDG targets and goals, this acts as a forum for collaboration between government and non-government entities.

Energy Transition in ASEAN: Moving the Needle

5 April 2023

Last 05 April, the EU-ASEAN Business Council, together with the ECCP and other European Chambers in the region, hosted a virtual event entitled "Energy Transition in ASEAN: Moving the Needle", which discussed the opportunities, trends, and challenges in the ASEAN region in relation to transitioning to clean energy sources. The virtual discussion also featured exchanges on the various sustainability initiatives and efforts undertaken by ASEAN as well as its individual members. Additionally, at the said event, the publication "Energy Transition in ASEAN" was launched.



Public hearing of the Senate Committee on Public Works joint with the Committees on Economic Affairs; Ways and Means; and Finance

18 April 2023

The ECCP participated in the Senate Committee on Public Works joint Public Hearing on the Public-Private Partnership (PPP) Act bills with the Committees on Economic Affairs; Ways and Means; and Finance last 18 April at the Senate of the Philippines. At the hearing, the Chamber was represented by Republic Cement Services, Inc. Public Affairs Head and ECCP Infrastructure Committee Member Atty. Yul Araya.



DOE Visayas Energy Investment Forum

27 April 2023

Last 27 April 2023, The Department of Energy, through its Investment Promotion Office (IPO), held the 2023 Visayas Energy Investment Forum at the Bai Hotel, Cebu, Mandaue City.

Undersecretary Fuentebella set the tone of the forum and emphasized that the true investors are the consumers here in the Philippines. He also mentioned that the economy is growing, thus, the demand for electricity increases as well. An important takeaway from his energy sector updates is the Total Required Energy Investments in the country which is USD 153 billion.



Meanwhile, Assistant Secretary Mylene C. Capongcol talked about the Green Energy Auction Program (GEAP) and highlighted what happened during the previous auction (GEA 1) as well as shared the timeline and plan for the second round of auction which will be conducted this coming June 19, 2023. GEA 3 is targeted to be conducted in the 4th quarter of 2023. Ms. Floreza Alpuerto of the Board of Investments - Cebu Extension Office showcased the different tiers where investors or companies can qualify for investment incentives under the CREATE LAW.





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Today SoftNET runs this state-of-the-art international network which enables a high level of Voice, Data, and additional services. They are developed exclusively for companies that need excellent external or internal connections.



VFS Services Philippines Private Inc.

VFS Global is the world's largest visa outsourcing and technology services specialist for governments and diplomatic missions worldwide. Manages the administrative related to visa, passport, and consulate services.



Associate Members



Bank of the Philippine Islands

The Bank of the Philippine Islands (BPI) is a commercial bank with an expanded banking license. Together with its subsidiaries, BPI offers a wide range of financial services that include corporate banking, consumer banking and lending, investment banking, asset management, securities distribution, insurance services, leasing, and foreign exchange. These services are offered to a wide range of customers, from multinational corporations, government entities and large corporations to small- and medium-sized enterprises and individuals.



MR Travel Services Inc.

A full-service travel management company, MR Travel Services, Inc. has served thousands of satisfied clients from various industries, including multinational corporations, embassies, government offices, and even families and friends looking for an adventure. It takes pride in its team of certified experts with reputable industry knowledge and years of experience.

The travel, visa, and immigration specialists are constantly undergoing progressive training in industry trends to ensure that we are only providing quality service and sound advice to our clients.



PETNET Forex Solutions

PETNET Forex Solutions is a bank affiliated Forex solutions provider that offers forex trading and cross border payments. The group offers PETNET Forex and PETNET Forex Global Business which makes it easier for companies to bring their businesses to the global market.



Crown Asia Chemicals Corporation

Crown Asia Chemicals Corporation is a Listed company, duly organized and registered with SEC dated February 10, 1989. Company engaged in manufacturing of Pvc pipes, PPR/HDPE, Pvc Roof and compounds.



Xurpas Enterprise

Xurpas Enterprise is a subsidiary of Xurpas Inc., a SEC registered company within the Philippines which was founded in 2001. We are a multi-awarded corporation that continues to offer organizations within the region our expertise in digital transformation. With 20 years of experience under our belt, we are still driven by our goal to help organizations of all sizes successfully complete their digital journey. We offer ready-made business solutions, custom software development, and IT staff outsourcing. Our consultative, end-to-end process ensures that we provide the best possible solution to address your requirements.



TechShake Pte. Ltd

TechShake is Asia's most active Philippine-based Startup Ecosystem Builder that creates thousands of connections and opportunities through its events, advisory services, and media efforts.



Qatar Airways Company WLL

Qatar Airways, the national carrier of the state of Qatar, is an award winning airline that has received global recognition for its unparalleled services. Qatar Airways is flying to over 150 international destinations across Africa, Asia, Europe, the Americas, and Oceania from its base at Hamad International Airport.



SHERATON
EST. 1937

The Sheraton Manila Hotel

Let Sheraton Manila Hotel be your gateway to all that the city has to offer. We are perfectly situated in Pasay City, across from Terminal 3 of Ninoy Aquino International Airport; enjoy easy airport access via Runway Manila. Our hotel is also a few steps away from Newport World Resorts and some of the finest entertainment and nightlife in the area. Fuel up with global and local flavors at S Kitchen or Korean barbecue at Oori. Recharge in our luxury spa or make a splash at our scenic outdoor pool. If you are traveling with family, your little ones will love our Kids' Club. Those planning business or social events in the Philippines can make use of our versatile venues, enhanced by modern technology and thoughtful planning services. Spark productivity at Conferences at Collab, one of the first Sheraton co-working spaces in Asia Pacific. When it's time to relax, unwind in hotel rooms and suites with plush bedding and floor-to-ceiling windows. Transform your travels in the Philippines at Sheraton Manila Hotel.



Manpower Outsourcing Services Inc

MOSI was established and reorganized in May of 2000 to initially support its global allies in the IT, BPO and Manufacturing sectors. Twenty years later, it has broadened its business relationships with corporations in the Agribusiness, Energy & Power, Telecommunications, Healthcare, Banking & Finance, Media Broadcasting and Pharmaceutical sectors.



a.hartrodt Philippines Inc

a.hartrodt Philippines, Inc is working with the a hartrodt group of companies, and its Head Quarter is based in Hamburg, Germany

More than 90 employees including officers and staff to attend to your every need. A compact organization, able to offer personalized services

Our own Brokerage Division, backed by ten 10 Licensed Customs Brokers and our own office in Cebu, Clark.



Semiconductor and Electronics Industries in the Philippines Foundation, Inc. (SEIPI)

The Semiconductor and Electronics Industries in the Philippines Foundation, Inc. or SEIPI is the largest organization of foreign and Filipino electronics companies in the Philippines.

SEIPI, through its vision and dedication of its members, aims to make the Philippines a globally competitive business environment for semiconductor and electronics technologies. This is supported by its mission of enhancing and promoting the Philippines' competitive advantages and growth opportunities through Training, Research and Development/Roadmap, Advocacy, Information, Networking, and Services (T.R.A.I.N.S.).



Dusit Thani Mactan Cebu

"Everything you deserve"

At the hotel Mactan Cebu, Philippines resort, Thai hospitality and Filipino warmth combine to create a lively comfortable getaway that provides a heavenly sanctuary by the ocean. The resort's courteous service, innovative food, opulent amenities, and magnificent views are all accessible to guests as they unwind in the five-star grandeur of a Dusit hotel, in chic rooms and suites. Other amenities and services provided by the resort include the Fun Zone for youngsters, the spa, the pool, and the attentive staff who will attend to all of the guests' needs.



St. Michael's College

St. Michael's College is a Catholic Institution of learning administered by the Religious of the Virgin Mary (RVM) Sisters offering four levels of education: elementary, secondary, tertiary and graduate school. She is distinguished as the oldest Catholic institution in the provinces of Lanao del Sur and Lanao del Norte, and the only catholic school with Higher Education in the city of Iligan serving clientele with diverse cultural and religious backgrounds. She is committed to provide transformative education to the people of Iligan City and the surrounding areas of the two aforementioned provinces.



Waterfront Hotel Mactan

"The perfect location for an exceptional stay"

The Waterfront Airport Hotel and Casino in Cebu provides maximum convenience for travelers. Equipped with excellent facilities that guarantee a comfortable stay, this hotel is located right next to the busy Mactan International Airport, which is becoming a popular point of entry to the Philippines. This ensures that you have access to great options and can stay true to your commitments while on the move. Waterfront takes pride in its distinctive Filipino style of service that is warm and welcoming. Our Filipino employees provide a delightful encounter with the local hospitality culture that is distinct and unforgettable.



Belmont Hotel Mactan

The Mactan Belmont Hotel is a luxurious accommodation placed 20 minutes away from the Mactan-Cebu International Airport. Because of its close proximity to airports, this luxury hotel is a top choice for tourists, guests, and wanderlusts traveling to Cebu. The hotel is an 18-floor high rise tower and is located at the Mactan Newtown. The Mactan Belmont Hotel provides various recreational amenities and functional facilities and offers 550 condotel units.



Ramon F. Garcia & Co, CPAs

Established in March 1981, Ramon F. Garcia & Company is a Philippine-based accountancy and consultancy firm that specializes in accounting and finance services—audit, tax, advisory, risk, and outsource. As the years go by, Ramon F. Garcia & Company has formidably established close ties with well-experienced individuals and has exponentially grown into a globally competitive team. As the firm reached its 40-year milestone, the firm continues to strive in providing the best results and services for its clients.



Waterfront Hotel Lahug

"Experience Life at the Center of it all"

The hotel is located in the central hub of the city's commercial and business district. The Waterfront chain's main property, a magnificent landmark in Cebu, is an expansive and impressive structure. The hotel offers a wide range of features, including 561 guest rooms, 9 international restaurants and bars, a spacious convention facility that can host thousands of guests, advanced fitness and relaxation amenities, and a 6-story entertainment and casino complex. This hotel is a dynamic and versatile destination that blends luxurious modern accommodations with limitless dining, leisure, entertainment, business, and event options.



RAMON ABOITIZ FOUNDATION INC

Ramon Aboitiz Foundation, Inc.

Touching People, Shaping the Future"

RAFI, which stands for the Ramon Aboitiz Foundation Inc., is a family foundation established in 1966 by the descendants of Don Ramon Aboitiz. Its mission is to improve the lives of people in the Visayas and Mindanao regions by working together with local governments and civil society organizations to bring about positive change. RAFI provides the framework for collaboration, facilitating partnerships, coalitions, and project management. The organization's main program areas are Economic, which aims to enhance the economic well-being of communities; Social, which creates opportunities for growth and improves a sense of identity and purpose; and Physical, which focuses on building healthy, resilient, and livable communities.



Philippine FarmFix Solutions, Inc.

Philippine FarmFix Solutions, Inc. is an agro-chemical company. They offer products such as biostimulant, fungicide, adjuvant, insecticide, and herbicide.



Caresystem Technology Solution Co., Inc.

Caresystem Technology Solution Co., Inc. is engaged in the business of air conditioning systems, general construction, and property development. They operate in Davao, CDO, Cebu, and Manila.

Foreign-Based Memberships



VIDA Advisors LDA

VIDA Fund is a sustainable hospitality real estate fund, regulated by the Portuguese CMVM.

Vida Fund provides the opportunity to tap into the growing demand for luxury residential properties in prime locations, by investing into a very experienced team with a relevant track record in hospitality companies and real estate in Portugal.



AG&P International Holdings PTE. LTD.

A global downstream LNG infrastructure platform, AG&P develops, owns and operates gas and LNG infrastructure that deliver clean energy to our customers.

AG&P delivers LNG terminals and downstream gas infrastructure faster, more economically and with proven, efficient solutions.

Individual Member



Sonja Schlenther

Sonja Schlenther is the owner and host of Camiguin Island ArtVilla. Perched on a cliff with panoramic sea views, ArtVilla is a modern haven that boasts of an array of amenities that reflect Camiguin Island's endless tropical delights and personally curated art pieces sourced from local artists.



YOUR PARTNER IN DIGITAL TRANSFORMATION



We propel businesses to greater heights by providing innovative solutions that transform organizations' competitive advantage. Our deep expertise in the latest technology and next practices in various industries ensures success at every step of your digital journey.

OUR SERVICES

Digital Core Transformation
Innovative business solutions enhancing overall customer experience through efficient operations.

Innovation and Custom Development
Bespoke solutions addressing specific requirements and unique customer painpoints.

Technology and Cybersecurity Transformation
Ensuring resilient platforms and protected infrastructures.

bneXt Innovation Academy
Enabling knowledge workers with digital skills

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growth in the
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in the New Normal

Promoting
Renewable Energy
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