

## Emerging Europe Multi-Sector Business Mission to the Philippines

Organized by the  
**EU-PHILIPPINES BUSINESS NETWORK (EPBN)**

The mission will include:

- **3 Days of business visits to potential investment locations or partners' local offices**
- **Customized B2B meetings with potential business partners, clients and/or industry stakeholders**
- **Networking cocktail reception and lunches**
- **Attendance to the European Lifestyle & Motor Show (optional)**

**From 15-17 November 2018**  
**Manila, Cebu or Davao**

**20 European companies will be selected for financial support**

CO-FUNDED BY



PARTNER CHAMBERS



## **EMERGING EUROPE MULTI-SECTOR BUSINESS MISSION 2018**

### **Overview**

The Philippines is one of the fastest growing economies in Asia with a GDP of 6.7% in 2017, and is expected to maintain the same growth in 2018 based on World Bank's projections.

Total trade in goods between the EU and the Philippines reached approximately \$12 billion in 2017. Imports from the EU grew 7% while Philippine exports to the EU grew 12%. Top EU exports to the Philippines include machinery & equipment, mechanical appliances, pharmaceuticals, meat, dairy products, medical devices, and motor vehicles.

The EU is also among the largest sources of foreign direct investments, contributing 29% to the country's FDI in 2017. As of the first half of 2017, this amounted to \$255 million. It is also the 5<sup>th</sup> largest source of foreign tourists for the Philippines.

The country has a large population of 105 million with a young average age of 23 years old. Many of the young professionals are employed with IT & knowledge-based service companies such as BPOs and software developers. The BPO industry alone directly employed 1.3 million people in 2017. The Philippines outsourcing industry covers 10-15% share of the global market. In 2017, it generated \$23 billion in revenue which is expected to grow at 9% annually.

Remittances of overseas Filipinos, which accounted for approximately 10% of GDP in 2017, are an important source of income for many Filipino families and thus constitute one of the main drivers of private consumption. Its high consumer confidence bodes well for the economy's strong retail sector.

While other ASEAN countries experience decline in manufacturing, the Philippines shows a steady rate of growth. In 2017, it registered an 8.4% y-o-y increase. Manufacturing contributes 23% to the Philippines' GDP and accounts for more than half of the country's industrial sector.

The construction sector which contributes 7% of the country's GDP is expected to grow fast with the government's thrust to build more infrastructures under its Build Build Build Program. The current pipeline of about 70 projects for roads, mass transit systems, railroads, airports and seaports is estimated to have a total combined budget of \$13.5 billion in 2018.

The Philippines has the specific advantages of having a large young population of with the median age of 23 years old, English-speaking population with a high literacy rate. It has an investment grade rating from the credit rating agencies. The Philippines also has the General System of Preferences (GSP) advantage, giving the country an edge in competing for the export markets of the EU and the United States where it enjoys preferential tariffs for its various products.

To encourage investments, the Philippines' Board of Investments (BOI) is providing various fiscal and non-fiscal incentives in the preferred areas of economic activities specified in the government's Investment Priorities Plan (IPP). The Philippine Economic Zone Authority (PEZA), on the other hand, has designated about 400 special economic zones located all over the country that provide special incentives to export oriented companies.

CO-FUNDED BY



PARTNER CHAMBERS

## Mission objectives

- Inform EU companies of the market opportunities in the Philippines for trade and investment;
- Inform EU companies of the advantages and opportunities in setting up their manufacturing, assembly and services facilities in the Philippines,
- Provide organized B2B meetings with potential partners and clients for the EU mission delegates;
- Outline the different investment incentives provided by the Philippine government for EU companies,
- Identify the locations and related business activities that are suitable and attractive for trade and investment,
- Visit to key Special Economic Zones or business centers that are potential investment locations and sources of new business growth for EU companies,
- Meet and network with the relevant Philippine industry officials, stakeholders and potential partners.

## Who should join the Mission?

- Manufacturers, assemblers and service providers that are looking to set-up their facilities in the Philippines;
- Companies interested to distribute and sell their products and services to the Philippines.

### Focus Sectors:

- Agriculture, food and beverage, consumer & luxury goods, construction, energy, healthcare, maritime, transportation, water/ environment, tourism;
- Creative industries / knowledge-based services: animation, software development, game development, health information management systems, engineering design, and IT-BPM services.

CO-FUNDED BY



PARTNER CHAMBERS

## 1. Program

### November 14, Wednesday:

- Arrival in Manila; hotel check-in

### November 15, Thursday (Manila):

- AM: Briefings by Philippine public and private sector partners
- B2B meetings
- PM: European Networking Night

### November 16, Friday:

- AM: Tour of Special Economic Zone / commercial center / company visits
- PM: Flight from Manila to Cebu or Davao
- Overnight stay in Cebu or Davao

### November 17, Saturday (Cebu or Davao):

- AM: Briefing & Luncheon
- Tour of Special Economic Zone / commercial center / company visits
- PM: Return to Manila

### November 18, Sunday (Optional):

- Visit to European Lifestyle & Motor Show\*
- End of business mission

\*The European Lifestyle & Motor Show is a unique exhibition dedicated to bringing the premium European Art of Living to the Filipino market which presents the elegance, the sophistication and the high quality of European premium brands. The exhibition will promote a wide range of sectors:

- Gourmet Food, Wine & Spirits
- Fashion, Fashion Accessories, Jewelry, Horology
- Perfumery, Cosmetics
- Furniture, Interior Design
- Automotive
- Lifestyle and Leisure.

CO-FUNDED BY



PARTNER CHAMBERS

## 2. Terms and Conditions

- Interested EU SMEs shall submit all required documents to participate in the selection: company profile and on-line application form.
- Only 20 EU SMEs will be selected based on their profiles and available places according to EU nationality of the SME.
- Upon payment the following services will be provided:
  - a) A list of targeted and qualified contacts (potential partners) will be provided to the selected companies.
  - b) EPBN will facilitate all the activities included in the program and introduce your company to their business networks.
  - c) EPBN will organize tailored B2B meetings with interested local companies.
  - d) EPBN will arrange and cover the costs of transportation for the site visits.
  - e) EPBN will provide support to facilitate logistic activities: list of recommended hotels and domestic airlines in Manila, and Cebu/ Davao; information about transportation in Manila; translation service, etc. However, the **EU company delegates shall cover the costs for their international & domestic flights, and hotel accommodations.**

## 3. Participation Fee for Business Mission: 1900 EUR

ACTIVITIES	EUR
<ul style="list-style-type: none"> <li>• Business opportunities, incentives and industry briefings</li> <li>• B2B meetings with potential clients/ partners</li> <li>• Site visits to Special Economic Zones/ company visits</li> <li>• Introductions to industry government officials &amp; stakeholders</li> <li>• Networking cocktail reception &amp; lunches</li> <li>• Copy of Doing Business in the Philippines guide book</li> <li>• Copy of industry Business Primer</li> </ul>	
Total Cost	2300
<i>EPBN subsidy</i>	400
<b>Participation Fee</b>	<b>1900</b>

#### 4. Application & Registration process

- To register and be considered for selection, EU companies should:
  - Fill in the on-line registration form link from the “Register Now” button below,
  - Submit to EPBN their full company profile,
  - Application deadline: **October 8, 2018.**
- Participants shall pay the full amount of the participation fee of **1900 EUR**, and send a copy of the bank transfer to validate the registration **by October 10, 2018.**

**REGISTER NOW**

#### 5. Important notes

- EPBN cannot guarantee a specific number of B2B meetings.
- In case of cancellation of participation by the delegate, no refund will be issued.

#### 6. Payment condition

Full payment of **1900 EUR by October 10, 2018**

##### **EPBN Bank Details:**

c/o European Chamber of Commerce of the Philippines  
BDO: A. Arnaiz – San Lorenzo Village  
Arnaiz Branch 1018 Ground Floor, L&R Building, A. Arnaiz  
San Lorenzo Village, Brgy. San Lorenzo  
Makati City, Philippines

**Euro Account no:** 305-350135-334

**Swift Code:** BNORPHM

##### **Contacts:**

**EU-Philippines Business Network:** [www.epbn.ph](http://www.epbn.ph)

##### **Fidel Ventura**

*EU Outreach Officer*

+63 (0) 2 832 8122

+63 (0) 917 813 4080

Email: [fidel.ventura@epbn.ph](mailto:fidel.ventura@epbn.ph)

##### **Emmanuel de Ghellinck**

*Business Support Officer*

+63 (0) 832 8122

+63 (0) 917 805 2133

Email: [emmanuel.de.ghellinck@epbn.ph](mailto:emmanuel.de.ghellinck@epbn.ph)

CO-FUNDED BY



PARTNER CHAMBERS