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Volume XXXII No. 5 | Aug-Sept 2016

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## Food Security & the Farmers of Tomorrow

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The Plan considers the resource efficiency that must underpin current productivity; the ecosystem resilience necessary to sustain future productivity; and the knowledge transfer needed to support and strengthen rural communities. It pays particular attention to smallholders, because they have the greatest potential to increase farm productivity.

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Working in partnership with others – farmers, academic institutions, NGOs, governments and other organizations – is an essential part of the Plan. To foster collaboration, we are publishing our targets and results transparently, and sharing data openly so that all interested parties can build on what we learn.

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**Published by**

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**Circulation**

1,000 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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Food for the Future:

# Food Security and the Farmers of Tomorrow

With the high level of poverty in rural areas, it is no surprise that many of today's countryside youth, children in farming families, are turning away from a life of farming and shifting towards a livelihood outside of agriculture. With the average age of farmers fast approaching 60, not only is agricultural growth threatened, but the very future and security of our food is at stake. Coupled with a rapid annual population growth pegged at 1.92%, a food shortage in the next 15 years becomes more real by the day.

Recently, the ECCP hosted the Smart Agriculture Forum with the aim to bring more attention to agriculture and food security concerns. At this forum, we brought together representatives from key agricultural agencies, headed by the Department of Agriculture and its sub agencies such as the Bureaus of the Animal Industry, Plant Industry, Agriculture and Fishery Standards, Fisheries and Aquatic Resources, Agricultural Research, Soils and Water Management, local government units with farming and fisheries communities, non-government organizations, academic and research institutions, private companies providing agricultural inputs, equipment, and financial support, as well as international organizations. In doing so, we sought to further emphasize that more effective solutions can be achieved if the public and private sectors effectively establish collaborative partnership. It is only through this partnership that we can hope for real change to happen, in time to secure a stable food supply.

Truly, the first thing to address is poverty alleviation among Filipino farmers. Who would want to remain a farmer if you can't afford basic needs? Even farmers themselves

would not wish a life of hardship and toil for their children if it cannot give them what the world has to offer, if it cannot give them an education, a good home, access to technology, a better future. In securing the future of our farmers, we secure our own. It is through the empowerment of farmers and fishermen that we will see a regained and sustained interest in farming as a viable source of livelihood. It is through providing innovative technology and ensuring efficient and effective value supply chains that we will begin to see the current and future farmers not only want to stay in farming but perhaps even shift back to farming. In arming the Filipino farmers with modern equipment and technology, we will be able to improve productivity and thus economies of scale, increasing income for farmers, and eventually raising their quality of life.

Now more than ever, the private and public sectors must work hand in hand to improve policy measures and programs, recommend and support innovative products and solutions that would enhance productivity, and further empower the Filipino farmers and fishermen. Only if we begin to make strides in all these key points can we truly say that our future in food is secure.



FLORIAN GOTTEIN  
ECCP EXECUTIVE DIRECTOR  
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*“the private and public sectors must work hand in hand to improve policy measures and programs*

*”*



Agribusiness in the Philippines:

# IP Protection for the Plant Varieties

The agricultural sector is a major part of the Philippines economy: it makes up around 11% of GDP and employs about a third of the country's workforce. The Philippines is home to a wide variety of indigenous agricultural products and constitutes a fertile environment that can host a diverse range of plant varieties. There also exists a large gap in the application of innovative farming practices and the use of new specialised plant varieties, partly highlighted by the Philippines joining the ASEAN Free Trade Area (AFTA) which is now driving producers to adopt new practices to compete with imports and achieve profitable exports. Furthermore, the Philippines Agribusiness Strategy aims at transforming and upgrading the agriculture sector from traditional farming to agribusiness or industrial clusters to take advantage of opportunities in rubber, coconut, mangoes, bananas, coffee, palm oil, cacao, and other emerging high value crops<sup>1</sup>.

Although, the Philippines is more popularly known for the production of regional tropical fruit (it is the world's largest producer of both coconuts and pineapples), the Philippines has historically played a significant role in agricultural innovations. The International Rice Research Institute is based in Los Baños, Laguna, and took a prominent role in the development of new high-yield rice varieties during the Green Revolution, with the country now standing as the eighth largest producer in the world<sup>2</sup>. However, in

recent years private enterprise has increasingly been the source of innovation and accordingly the need for adequate protection of innovations has been a growing concern.

## IP in the Agribusiness Sector – Protection of Plant Varieties.

In the context of intellectual property rights (IPR), foreign investment in

“  
*the Philippines has historically played a significant role in agricultural innovations*  
”

agribusiness would typically consider the protection of machine technology through patents, and operational processes and procedures through trade secrets. Unique to agriculture, however, is the protection of plant varieties. Innovative plant varieties are the result of selective plant breed-

ing with the most common aim being to achieve greater yields, though such processes may also seek to find varieties that are more resistant to environmental stress or result in better quality produce. It is estimated that 50% of European farm yield increases are the result of plant variety developments, and European companies now possess some of the most advanced and valuable varieties in the world.

The Philippines is a party to a number of treaties and agreements relating to plant varieties. It ratified the International Treaty on Plant Genetic Resources for Food and Agriculture (ITPGRFA, or the 'international seed treaty') in 2004, and implements the Standard Material Transfer Agreement (SMTA) for the transfer and exchange of biological and genetic resources – essentially a set of agreed conditions for two companies to exchange plant variety materials. All of these demonstrate a willingness to grant international-standard protection for plant varieties, though for a foreign company it is perhaps most important to consider the protection provided under the Philippine Plant Variety Protection Act of 2002. Plant variety protection is subject to registration in the Philippines.

Registered plant varieties under the Philippine Plant Variety Protection Act might be considered similar to patents to some extent, with additional consideration of the level variation that can occur among particular

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## Agribusiness in the Philippines (continued)

plants. Plant variety rights allow for protection of varieties that are “new, distinct, uniform and stable” for 20 years (or 25 years for trees and vines).

- A variety can be deemed new if has not yet been commercially exploited (i.e. sold, or offered for sale) for at least 1 year in the Philippines or at least 4 years (6 years for trees and vines) in any other country;
- it can be considered distinct if it is clearly distinguishable from any commonly known variety;
- it can be defined as uniform if its relevant characteristics (i.e. its primary reasons for creation) are unchanged in mass application;
- and it can be deemed stable if its relevant characteristics remain unchanged when it is grown in mass.

The right holder must renew the rights every year (or in advance) after the fourth year of holding the right. It is also worth noting that the ‘first-to-file’ rule applies: the first individual or company to apply will be granted the right, irrelevant of who devel-

oped and used the variety first. So the importance of registering early, and certainly before entering the market, cannot be understated.

### Enforcement

#### Civil action

Any plant variety registration holder or anyone possessing an infringed right may bring a civil action. Civil action could be initiated when the infringers: sell the novel variety, or offer it or expose it for sale; import the novel variety into, or export it from, the Philippines; sexually multiply the novel variety as a step in marketing; use the novel variety in producing (as distinguished from developing) a hybrid or different variety therefrom; use seed which had been marked “unauthorized propagation prohibited” or “unauthorized seed multiplication prohibited” or progeny thereof to propagate the novel variety.

In order for the court to take up the case, the owner of a plant variety must provide the Certificate of Plant Variety Protection, which is issued

when applying for a plant variety registration in the Philippines. It is thus important to apply for plant variety registration in the Philippines to seek enforcement.

The court may award actual, moral, exemplary damages and attorney’s fees according to a proven amount including a reasonable royalty for the use of the protected variety. The courts can also issue injunctions to stop infringements and seize and destruct the infringing goods.

#### Criminal action

Contrary to patent rights in the Philippines, the infringement of plant variety rights constitute a criminal offense and thus registration holders may also take criminal action. The infringers can face 3-5 years in prison and a fine, for which the minimum is 100,000 Philippine Peso.

In general, European companies who aim to enter the Philippine market with innovative plant varieties should be aware of the significant risks they face if they do not fully protect their innovations. The ease with which other companies can gain access to samples of new plant varieties can literally be as simple as taking plants and seeds out of the soil in a field. Thus complete, relevant protection should be in place before any operations begin and should be complemented by monitoring of competitors and the threat of legal action wherever necessary.

#### **South-East Asia IPR SME Helpdesk Team**

## SOUTH-EAST ASIA IPR SME HELPDESK

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

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

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

<sup>1</sup> <http://industry.gov.ph/category/agribusiness/>

<sup>2</sup> GRAIN <https://www.grain.org/article/entries/34-hybrid-rice-in-asia-an-unfolding-threat>

THE FARMERS OF TOMORROW:

# Encouraging a New Generation of Farmers

BY MARI ANTONETTE MENDOZA

“If you want to move this nation forward and have sustainable economic growth, you must address the agriculture industry. There’s no way around it”, said Senator Kiko Pangilinan during his speech at the recently held Smart Agriculture Forum. The senator’s statements ring true. While there are many issues that must be resolved in order to move the agriculture industry forward, one of the most pressing is food security.

Food security, while not exactly a hot topic burning through today’s headlines, is an important issue and a looming crisis if not addressed soon. If there is anything that proves this is an issue, it is the ever widening disparity between the average age of the Filipino farmer, which is at 57, versus the average age of the Filipino, which is at 23. This disparity is not only an issue in the Philippines, but the world over. The global population is expected to increase to 9 billion, with the youth population, those aged 15-24, is expected to increase to 1.3 billion by 2050, 14% of the total population. According to UNDESA, most will be born in developing countries in Asia and Africa, more than half of whom will reside in rural areas. Globally, the average age of the farmer is 60.

These daunting figures bring us to the issue at hand: who will feed us in the future? If most rural youth do not see an opportunity in agriculture or see their own futures in farming or fishing, who will provide the food that the rest of the country needs to survive? The future of agriculture is undoubtedly in the youth and we must look at ways to engage them into becoming the farmers and fishermen of tomorrow.

First and foremost, we must look at the challenges in engaging the youth in agriculture. Once we begin to address these issues, it is then that we will begin to move forward, towards food security and, eventually, inclusive growth. These challenges include changing the perspective on farming, access to knowledge, information, and education, access to land and thereby financial services, and the lack of involvement in policy dialogue.

## Changing the Perspective on Farming

Society has always looked at the Filipino farmer as perpetually poverty-stricken and uneducated, as if being a farmer was a life brought about by lack of a better

option. Farmers are those who till the soil from dusk til dawn and end up going home with less than Php 50 a day. It’s no wonder the rural youth of today would rather look towards a call center job in the city that would pay at least Php 20,000 a month if the future they see in farming is an average income of Php 23,000 a year.

But it might not be all about the money. As bleak as those facts may sound, if the youth are brought up from a young age to appreciate agriculture and the empowerment it can provide, perhaps this perspective might begin to change. Rebranding agriculture into a strong source of income through owning a rewarding business must start at a very young age, in primary and secondary school in fact, to have the most impact.

In an initiative done in Uganda and Saint Lucia, two Ugandan graduates established school gardens in ten primary and five secondary schools in Mukono. In these school gardens, students learn about food production and the journey of the food from the farm to the table, how to cook these food through lessons with the school chef, and how to preserve seeds from local fruit and vegetable varieties in order to set up seed banks. They

also have “fruit juice parties” in order to taste and learn about different fruits. The children are also taught about how to use organic fertilizer use and techniques such as rainwater harvesting. Best of all, the children are fed nutritious meals every day for lunch from the very crops they themselves plant. Excess produce that the children don't consume are either given to other primary school feeding programs or sold to restaurants, hotels, and local supermarket chains that have committed to buy regular supplies. Income from these sales are then put into savings in the names of the individual students, accounts that can only be accessed after graduating high school, thereby encouraging the students to actually finish schooling. During the program's implementation, the children's parents reported that the children had become more excited and eager to go to school because, aside from the free lunch, they are provided a more experiential way of learning about agriculture and are thus engaged from a very young age.

But let's say it is about the money. How do we make farming more profitable and thereby more attractive? How do we ease the way to profit for farmers and fishermen? The next points break down several potential solutions.

## Access to knowledge and education, information and markets

With most farmers situated in often times far flung rural areas, access to formal education can be incredibly challenging, with schoolchildren having to travel long distances on foot just to get to school. One way to address this is through the provision of vocational training and extension services. Knowledge about agriculture is usually passed down from parents in a very informal method, however through vocational training courses, more structure can be provided to the

youth when learning about agriculture. Programs that also provide training in leadership, business management, and entrepreneurship or apprenticeship opportunities will also empower the youth to begin to run their farms or the farms they will inherit as small

## *Knowledge about agriculture is usually passed down from parents in a very informal method*

businesses, opening up the opportunity for growth.

With the youth being more inclined to being tech savvy or at least more open to learning about new technology, information communication technology, or ICTs for short, such as mobile phones and internet, can also contribute greatly to providing access to education and information to rural youth. Through the facilitation of access to information through ICT, productivity and innovation will increase from being exposed to new ideas. Through ICT, opportunities for distance learning are also opened up, addressing the geographical issue as a barrier to education.

In Brazil, the Jovem Saber Programme, initiated in 2014, provided free online training courses

to young farmers aged 16 - 32. During these courses, young farmers formed groups of 5 - 10 people and over the course of 8 modules, each lasting 45 days, the students went through topics such as family farming, health, labour laws, and associations and cooperatives. The Joven Saber Programme has reported good success rates with trainees eventually getting access to land, securing credit, and founding their own producer's organizations. The program has also reported that after going through the training, students emerge with a stronger rural cultural identity and improved self esteem, feeling better prepared to face the agricultural challenges that face them.

Extension advisory services can also be provided through audio conferencing and through social media. Through audio conferencing, groups of farmers are able to get in touch with agricultural extension workers and researchers, who can offer specialized information that directly addresses their present concerns. As such, learning is immediate and directly applicable to whatever issue they are currently facing. If young farmers are able to obtain access to the internet, social media sites such as YouTube can be a repository for a wealth of material on basic and advanced techniques in agriculture. Social media sites such as Facebook and Twitter also encourage the youth to connect with other farmers and experts and allows them to share their experience or reach out for advice. With the Philippines being the social media capital of the world, getting the youth to take advantage of these platforms, as long as they are made easily available, shouldn't be a challenge at all.

ICT can also help with improving the position of farmers in terms of using technology to receive up to date market information, such as market prices and product trends as well as by linking individual farmers and farmer organizations



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to local service providers and buyers. By being more connected to their market, farmers will then be able to be more responsive to market demands and also have access to information that may lead to their planting higher value crops. Thus, through ICT, it is possible to cut out the middleman, increase the efficiency of and improve inclusiveness throughout the value chain by improving communication between the different players, and thus increasing the farmer's take home profit. Through ICT, farmers can even access access not only local but also international markets, providing an even greater opportunity for income.

However, efforts to improve access to market information, improved production techniques, and new technology is only the beginning. Alongside these tools, the youth must still be encouraged to take advantage of their capacity to innovate and readiness to take on entrepreneurial risk. Furthermore, alongside this, the government must continue to improve the delivery of basic infrastructure, of farm to market roads in order to improve physical access to these goods.

## Access to land and financial services

With most rural farmers living in poverty with very few assets to their name, financial service providers (FSPs) are often unwilling to extend lines of credit, savings, or insurance. They are even less willing to extend these services to young farmers, who are perceived as an even higher risk due to their lack of financial literacy and



collateral. FSPs who may be willing to loan to the youth also often ask for loan guarantees, such as steady employment, personal guarantors, solidarity group or informal guarantees, or formal land titles, most of which a young person will not have.

While access to land would certainly help secure access to financial services and while efforts are being made by local groups such as Task Force Mapalad (TFM), agrarian reform in the Philippines still has a ways to go, with most land ownership still remaining with a handful of the rich and powerful. Through the help of local organizations such as TFM, farmers, especially the youth, are trained to become farmer paralegals and public communicators in order to shield themselves from further exploitation by various transnational agribusinesses, mining corporations, and private individuals or large landowners. Through Farmer Field Schools and farm technology training specifically targeted at the youth, TFM also assists in improving farm productivity and management of the land if and when land is finally turned over to the farmers. But again, access to land through the agrarian reform program will still

take quite some time before it is enjoyed by the majority, and thus access to financing through access to land may be in the far future for many.

This is where ICT can again come into play, with technology helping to facilitate access to financial services such as mobile banking and e-commerce. Local initiatives such as BPI Globe BanKo, a tie up between the Bank of the Philippine Islands, Globe Telecom, and Ayala Corporation, has made great strides in providing financial services to majority of Filipinos who remain unbanked through the creation of a mobile phone-based, microfinance-focused bank that provides services such as load purchase, money transfer, bills payment, insurance, as well as savings. Using this framework, there is a great opportunity to build on these existing services to provide young farmers access to financial services.

Informal savings clubs or groups can also help the youth improve their ability to generate savings in order to allow them to purchase equipment that can produce higher value products or borrow further to help their businesses grow. These small groups have also shown to help the youth build their self-confidence and trust in the people they are grouped with, and may serve as a stepping stone onto more traditional financial services.

Other sources of financing include start-up funding and mentorship access and competitions. Startup funding opportunities can provide



# Philippine Agriculture in Numbers

BY ERYNNE BULAON

## 2016 Imports from January to June by Growth Rate



**-39.9%**  
Wheat



**-20.7%**  
Dairy Products



**-13.8%**  
Corn



**-12.7%**  
Unmilled  
Cereals



**-9.1%**  
Fish & Fish  
Preparation



**3.6%**  
Food & Live  
Animals chiefly  
for Food

## 2016 Exports from January to June by Growth Rate



**-70.0%**  
Sugar &  
Products



**53.3%**  
Tobacco



**-32.6%**  
Forest  
Products



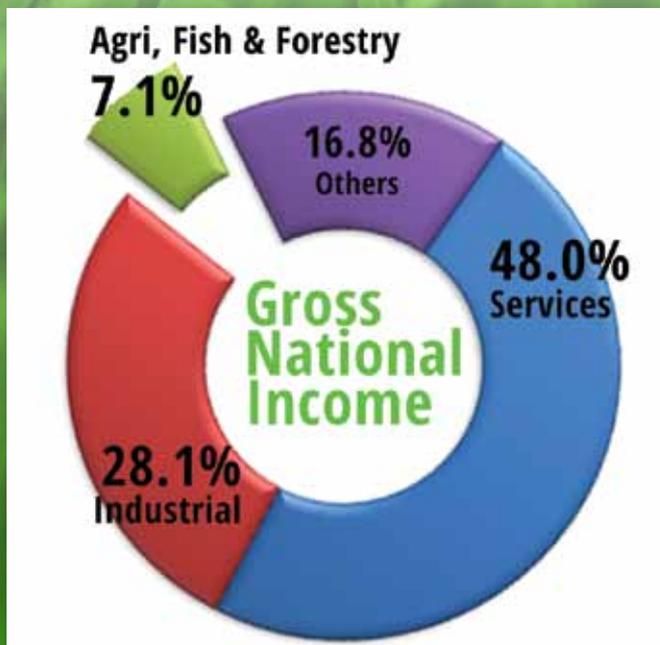
**-29.0%**  
Fruits &  
Vegetables



**-6.1%**  
Coconut  
Products



**-2.5%**  
Fish, Shrimp  
& Prawns



There is very little difference on the Agriculture, Fishery & Forestry percentage to Gross National Income (GNI) with 7.1% in the first semester of 2016 as compared to the same period in 2015 at 7.9%. In terms of GNI, Agriculture, Fishery & Forestry ranks third in terms of percentage to GNI as compared to other sectors. Services accounted for 48.0% in the 1st semester of 2016 while the Industrial sector accounted for 33.8%.



Statistics from PSA indicate a decrease in the amount of rice being imported by the Philippines, with followed by wheat. Food and Live animals, which only have a slight decrease in terms of import, still remains as the category with the highest amount of imports under the agriculture sector in the country.

Under Philippine Exports, Agro-based products account for a 4.8% share. Under this category, coconut products represent he biggest portion with a 2.6% share. USD 24,000 worth of rice has been exported by the Philippines as of the 1st Semester in 2016.

*Sources:*  
 Banko Sentral ng Pilipinas Statistics  
 Philippine Statistics Authority

*Icons are designed by Madebyoliver and Freepik from Flaticon*

There is a slight decrease in the percent to Gross Domestic Product in the 1st semester of 2016 with Agriculture, Fishery & Forestry accounting for 8.5% as compared to last year's 9.4% within the same period. Agriculture, Fishery & Forestry ranks 3rd in terms of percentage to GDP with 8.5% as compared to the Service sector's 57.7% and to the Industrial Sector's 33.8%



# Young Professionals Committee Projects

The Young Professionals Committee (YPC) designs projects that enable the ECCP to connect with the next generation of business leaders. This year's lineup of initiatives invite ECCP members to participate and encourage the rising leaders in their companies to be involved.

**August 10, 2016  
Networking Night**



## Upcoming Activities

**Mentorship Program**

A chance for YPC members to gain insights from high level executives of the ECCP, for mentors to pick the brains of up and coming leaders.

**Learning Sessions**

Intimate events that help YPC members level up their game in the business landscape.

**Coastal Cleanup**

Helping and leading the community in a drive for Environmental Conservation.

**Mt. Pulag Climb (Nov 18-20)**

Bringing books for a library at one of the most beautiful sights in the country.

**Advocacy: DepEd Partnership**

Encourage students to have an entrepreneurial mindset in a public school setting through a K-12 customised module.

**Network**

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# ECCP Leadership: Noel Borlongan

EUROPEAN CHAMBER OF COMMERCE VICE PRESIDENT; SYNGENTA HEAD OF CORPORATE AFFAIRS

*Q: You have been instrumental in the success of the recent Smart Agriculture Event held last 08 September 2016. How is it like for you and for your company, with you being the new vice president in the European Chamber of Commerce of the Philippines?*

*A: The Smart Agriculture Forum was significant milestone for both the ECCP and Syngenta. When I joined Syngenta in April 2012, first on my list was to do an inventory of our memberships in business, trade and social organizations. ECCP was on the list and I realized that there was passive participation from our company. I checked with the ECCP if there was an Agriculture Committee and was informed that none existed. I approached other member companies, such as Bayer, BASF and Yara and asked for their support in creating an Agriculture committee in the ECCP. Given that there was already a core group, next I approached was Henry Schumacher and in a months' time we already had*

*our first committee meeting. From being an inactive member, we see it as an accomplishment and a pleasure to chair the Ag committee and be elected in the board and designated as VP of the chamber.*

*Q: How has the road been like for you in becoming a successful head of corporate affairs?*

*A: First 10 years of my professional career was in government (legislative and executive branches). The experience gave me a clear perspective in the dynamics of the structure (regulations, policy, etc.) that eased my transition to the private sector doing corporate affairs work. Corporate affairs is a mix of government & public affairs, industry & stakeholder relations, internal & external communications and CSR. All these elements enable me to make an impact by bringing Syngenta's technology to smallholder farmers that directly impact their productivity and economic situation.*

*Q: It is said that this is a year of "changes". What can you say have been monumental changes for you in your company? Or personally?*

*A: This year is a year of consolidations in the agriculture industry. The merger of Dow and DuPont started the trend. This will be exciting for us in the industry.*



Noel Borlongan, the Corporate Affairs Head of Syngenta Philippines, is a seasoned professional in government and stakeholder relations, industry and public affairs. He is presently the Vice President of ECCP, chairs the Agriculture committee of the EU-Philippines Business Network, the Communications committee of CropLife Philippines, and a member of several professional organizations like the American Chamber of Commerce, Makati Business Club, Management Association of the Philippines and the Biotech Coalition of the Philippines, among others. He was Government Affairs Lead (ASEAN) for Monsanto, and served in government for 10 years in both the legislative and executive branches in various capacities.

*Q: What are your other hobbies or interests?*

*A: I like electronics, computers (hardware), reading history and listening to music. My playlist is quite diverse, from Simon & Garfunkel, Al Stewart, Journey, OMD to Twenty One Pilots, Macklemore and Ryan Lewis.*

*Q: You're already familiar with the different kinds of advocacy in ECCP. Is there a particular advocacy that is closest to your heart?*

*A: There are several. Young Professional Committee (YPC) and Women in Business are of interest. I can see these 2 advocacies synergized with agriculture. With youth, it can transform our conventional farmer into a next generation grower that will embrace modern farming technology. While women have always been involved in agriculture, they play an integral part in agricultural transformation in the Philippines.*



Developed by Filipinos

# Two New Android Apps To Improve Philippine Agriculture

BY SECRETARY EMMANUEL PIÑOL

Young Filipino information technology experts have developed two new Android phone apps which when installed will give Filipino farmers access to any information about plant and animal diseases and the weather forecast, and also guide him on where to sell his products or buy his farm supplies.

The first Android Phone Apps, which I suggested should be called "FarmHelp" is being developed by the same group which developed PureForce, also a phone apps which is being used for emergency and rescue operations now.

"FarmHelp" is designed to fit the new program of the Dept. of Agriculture now to update its technology transfer and information dissemination.

Using Android Phones with the "FarmHelp" apps, a farmer can have access to a 24/7 answering program which would respond to his request for him in identifying the disease affecting his farm by simply taking a picture of the plant and sending it to the DA "FarmHelp" desk.

Experts will then analyse the disease using the photo and respond to the farmers within 24 hours.

The key to the success of the program is an automatic geo-tagging which will immediately pinpoint the exact location of the farmer sending the message.

Thus, if the complaint is about a damaged irrigation canal, DA responders could immediately dispatch a regional team to the area.

The second Android Phone Apps is being developed by a team led by young agribusiness entrepreneur Joseph Calata, whose corporation Agri is involved in the establishment of a chain of agricultural supply stores all over the country.

Named "Krops," the Calata-inspired Android Phone Apps will assist the farmer or the buyer of the farmers' products access to information on who is buying, who is selling, how much, and the location of the buyer or the seller.

In a brief meeting last week, Calata showed me how "Krops" works.

Pressing a commodity icon which showed eggs, the "Krops" Apps immediately asked "Buying?" or "Selling?"

When he pressed "Selling," the location of the buyers near the location of the "farmer" was immediate shown on the screen including the complete address, the volume required and the buying price.

"Krops" is the perfect answer to the problem bedeviling the Filipino agricultural producer who has always been at the mercy of the middlemen and the traders.



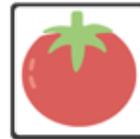
His lack of information on the buyers and the price of his products has made Philippine agriculture a one-sided affair of a buyer's market where the traders dictate the price leaving the farmer at the losing end of the transaction.



The DA will acquire both Apps which are being offered for just a modest fee because I, as Secretary of Agriculture, believes that these two major innovations in information technology could revolutionise Philippine agriculture.



Imagine, a few months from now, a farmer who cannot diagnose the disease of his chicken could just take a picture of the fowl's physical appearance or the poo of the chicken to get a diagnosis from a veterinarian who could recommend the appropriate medication.



Also, if a hog raiser wanted to know who would be interested to buy his hogs and at what price, he could just use his Android Phone and press "Krops" and he gets all the information he needs.



After these, Philippine agriculture will never be the same again.



# DA Calls Out for ACEF Scholarship Program Applicants

The Department of Agriculture (DA) is encouraging interested applicants to avail of the Agricultural Competitiveness Enhancement Fund (ACEF) scholarship program, intended for children of Filipino farmers and fisher folks.

DA Undersecretary for Special Concerns Atty. Ranibai Dilangalen, in an interview at the Maunlad na Magsasaka radio program (702 kHz DZAS), discussed the details of the scholarship program consistent with the provisions of RA No. 9464 or the Agricultural Competitiveness Enhancement Fund (ACEF).

According to Usec. Dilangalen, 80% of the total ACEF is allotted to agriculture project loans, 10% for a scholarship program, while the remaining 10% is for research and development.

Starting in the early 90s, the ACEF scholarship program of the DA have continuously provided assistance to students taking up agriculture and fisheries.

Usec. Dilangalen said that pursuant to RA 10848, which was signed into law on February 16, 2016, the implementation of the ACEF scholarship will be transferred to the Commission on Higher Education (CHED).

“This is of course, after the law’s implementing rules and regulations have been approved,” she said.

“However, the identification of scholars shall be the prerogative of DA,” she added.

Authored by Senator Ralph Recto, RA 10848 prescribes that “ten percent (10%) of ACEF will be used for the funding of a comprehensive and attractive grant-in-aid program for agriculture, forestry, fisheries, and veterinary medicine education, to be implemented by CHED.”

The ACEF scholarship program is implemented in partnership with the State Universities and Colleges and Private Educational Institutions that offers courses in agriculture,

*“ Since it started, ACEF has sent to school more or less 5,000 scholars ”*

fishery, forestry, and others related or complementary to agriculture and fisheries development.

ACEF will shoulder the scholar’s school expenses including the tuition and miscellaneous fee (excluding books), monthly stipend of P1000, and a thesis writing allowance worth P5,000.

The scholarship covers the entire duration of the academic program. However in order to enjoy ACEF scholarship, the student must pass all enrolled subjects each semester and maintain a General Weighted Average (GWA) not lower than 3.0.

When it comes to employment after graduation, Usec. Dilangalen assures

that ACEF scholars will be given priority in the Department and its attached agencies and bureaus.

In a case there’s no vacancy and a scholar cannot be accommodated, DA will assist the scholars in finding a job related to their field of expertise.

Since it started, ACEF has sent to school more or less 5,000 scholars. Nevertheless, Atty. Dilangalen encourages more applicants from the farmers’ and fishers’ sector to fill in the slots for this year.

*“Ang inyo pong mga anak ay may oportunidad nang makapag-aral dahil sa pagtulong ng gobyerno natin. Sana tangkilikin natin ang pag-aaral sa agrikultura at pangingsda para makatulong tayo sa ekonomiya ng Pilipinas”* (Your children now have the opportunity to study with the help of the Government. We should support studies in agriculture and fishery so that we can contribute to the Philippine Economy.), she said.

Interested applicants may reach out to the scholarship coordinators in partner institutions and submit the initial requirements: Form 137, Certificate of Good Moral Character, and Barangay Clearance as proof of indigency, and proof that the applicant is a child of a farmer or fisher folk. (Krizia Sandra G. Palisoc, AFID)

*Source: Department of Agriculture*

# Nescafé Plan and Coffee are the New Partners of Coconut Farmers!

BY RUTH P. NOVALES

The 30th National Coconut Week and 3rd International Coconut Festival was again held at the SM Megamall in August sponsored by the Philippine Coconut Authority (PCA). But what made this time extra special is that NESCAFÉ Plan got the coconut farmers affirmation that indeed, coffee is a successful intercrop with coconut!

Nestlé Philippines is an important contributor to the NESCAFÉ Plan being one of the eight (8) coffee growing markets within Nestlé. The NESCAFÉ Plan is a global initiative that supports responsible coffee farming, production and consumption.

Nestlé was mentioned several times during the first coconut farmer planters forum called KAANIB (Kasaganaan sa Niyugan ay Kaunlaran ng Bayan ) where Nestlé Agronomist Ramon Parreno spoke on the developments of several regions that planted robusta coffee seedlings with coconut trees since 2013 and now, several Cooperatives have already reported successful intercropping with coffee.

It is a testimony to the hard work the NESCAFÉ Plan team has been contributing to the success of the main program established by the Philippine Coconut Authority (PCA) since 2013 to propagate coffee cultivation with coconut called the Coconut-Coffee Based Enterprise Development (COCOBED) Project.

The coconut farmers are the most plentiful in the Philippines but are the poorest. It is Nestlé's mission through the NESCAFÉ Plan with the PCA, that efforts such as coffee intercropping, together with continued capacity-building and market opportunities available for coffee farmers may now inspire not only the farmers to continue planting coconut and coffee, but also encourage their children to continue the most noble profession in the land: FARMING!



Ruth Novales (L) welcomes Visayas and Mindanao PCA contingents to the Nescafé booth during Cocoweek for an orientation on the NESCAFÉ Plan.

NESCAFÉ Plan is one of the main thrusts of Nestlé's Creative Shared Value Strategy, focused on the long-term global plan for the coffee industry. Through the NESCAFÉ Plan, we hope to encourage more investments in the coffee industry and make coffee farming a more profitable and sustainable livelihood for many coffee-dependent communities.

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*Ruth P. Novales is the Vice President and Corporate Affairs Executive of Nestlé Philippines*

# Serene Wellness Retreat: The Farm @San Benito

BY: ANNA CHRISTINE HERNANDEZ



LIFESTYLE

It's a lovely September! I planned a little field trip to Lipa, Batangas. I decided to go to The Farm at San Benito because I want to have a different experience and plus I've always wanted to go there too. You can tell it when loud and mainstream places no longer interest you and that you'd rather be more relaxed, feel peaceful within and stress-free. Who knows, you might also find yourself craving for a retreat like this someday.

I immediately changed into my tights and yoga sweats when I saw the schedule. I've never tried to practice yoga in a lush, nature set-up ever because I always attend my yoga classes in studios but man oh man-- yoga at The Farm was my top of the top and cream or the crop yoga experience. It's just so different when you're one with nature! It's like you wouldn't mind doing the plank for hours because what nature makes you see and what it makes you feel overpowers your pain and it relaxes you in the most dynamic way possible.

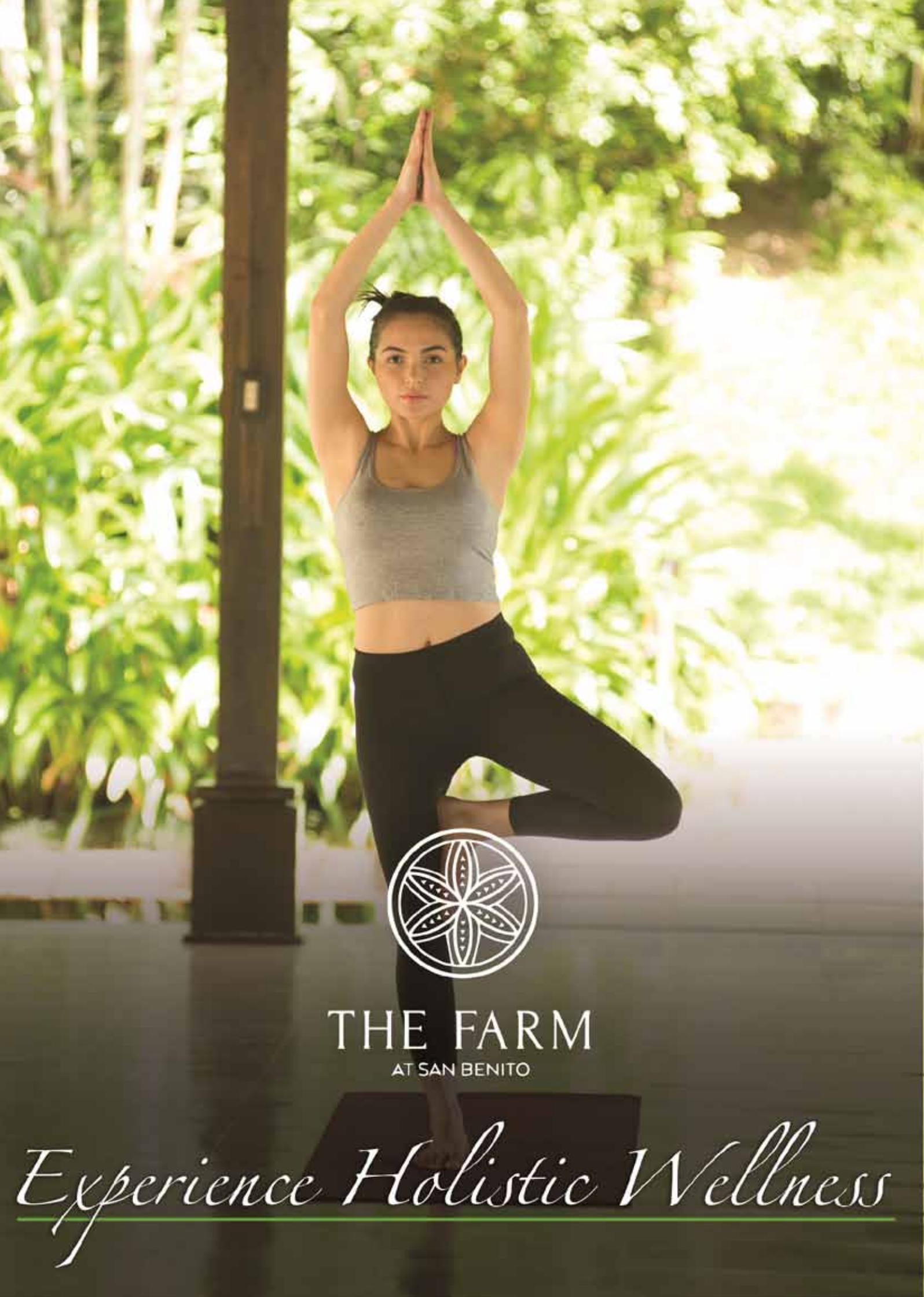
After having lunch, I took a stroll for a few minutes and then went straight to their healing sanctuary to experience yet another service that they are best known for-- their relaxing massage!

This time I traveled not that far away from Manila, heck I didn't even ride a plane but it felt as if this was the farthest I've gone, seriously. You'll have that feeling when you visit The Farm. It's a total disconnect from your busy, loud and stressful world and you'll surely feel a great sense of existence as you reflect here. No wonder why a lot of people even A-listers visit the resort because it's the serenity, relaxation and



exclusivity that you're paying for, something that's really hard to find elsewhere nowadays. So on your next trip where would you go? What will you do? I'd say you treat yourself to a wellness retreat too, be relaxed and pampered because you deserve it on your special day too!

Anna Christine Hernandez is a Blogger and the Founder of WanderSmart Travels.



THE FARM  
AT SAN BENITO

*Experience Holistic Wellness*



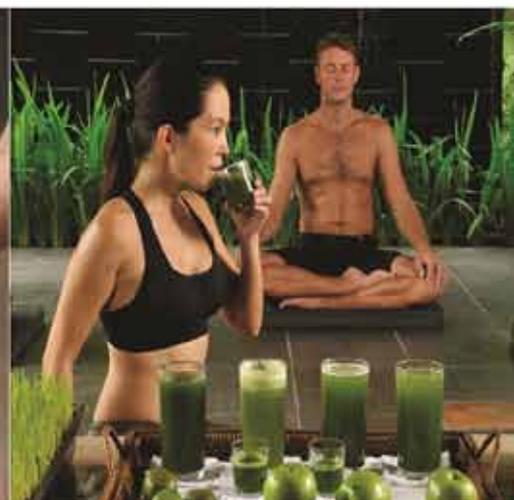
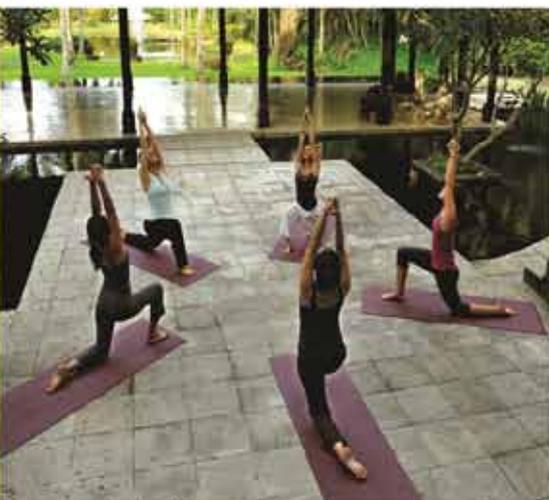
Exquisite suites and villas that overlook stunning scenery. Gastronomic delights made from organic harvest. Rejuvenating treatments. Life-changing holistic retreats. The Farm at San Benito is a wellness destination like no other.

Hidden in the foothills of the picturesque Mt. Malarayat in the Philippines, this piece of paradise is a sanctuary of holistic healing for those who seek to rediscover themselves, free from the demands and influences of daily routines and isolated from life's busy realities.

Let nature heal your mind, body, and spirit at The Farm at San Benito.



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# Apocalypse Child

This award-winning Filipino film is coming soon in theaters!



Apocalypse Child is a film set in Baler about Ford, a surfing instructor from the Philippines who has been told his whole life that he's the son of Francis Ford Coppola. He's wasted his youth waiting as his mother petitions the director to acknowledge Ford as his son. But as the surfing season ends, he's forced to confront his past actions, inactions and the stories of his life.

The multi award winning film Apocalypse Child will have its first nationwide theatrical release in the Philippines starting October 26. It will be shown in a variety of cinemas. For more info please go to our Facebook page: <https://www.facebook.com/apocalypsechildthemovie/>

# Ten Years of Rocking Silence!

Now in its 10th edition "The International Silent Film Festival", the first of its kind in Asia (!), featured films from nine countries accompanied by live performances of an eclectic line up of local musicians, such as "Basti Artadi & The Nice Ones", "Brass Pas Pas Pas Pas", "Ely Buendia", "Up Dharma Down" etc..

The Philippine-Italian Association, the Japan Foundation Manila, Goethe-Institut Philippinen, the Film Development Council of the Philippines, Instituto Cervantes, the British Council, and the Embassies of United States of America, France and Austria, presented an enhanced program for the 10th edition of the International Silent Film Festival in Manila last August 25-28, 2016 at the Shang Cineplex, Shangri-La Plaza, Mandaluyong City.

To celebrate this important festival milestone, the participating countries have decided to enrich the program with lectures and a round table discussion on Silent Cinema as well as an exhibit that opened on August 16 at the Grand Atrium of Shangri-La Plaza, which illustrated the 10-year journey of this unique festival.



More information is available on their Facebook page:  
[www.facebook.com/InternationalSilentFilmFestivalManila](http://www.facebook.com/InternationalSilentFilmFestivalManila)

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Farmers of Tomorrow... continued from page 15

youth in agriculture better financing terms, with an example in Canada offering up to three years before starting repayment. This type of scenario allows the young agricultural entrepreneur time to establish and grow his or her business before having to repay the loan. Often times, those granted access to startup funds are also provided with mentors in order to assure business success, which makes lending to these professionally guided youth more attractive to formal FSPs. Competitions are also a great way to encourage innovative ideas from the youth on how to improve the state of agriculture and in addition, makes them visible and accessible to potential investors or buyers.

## Involving the Youth in Policy Creation

“Youth should be given the chance to take an active part in the decision-making of local, national, and global levels,” according to United Nations Secretary Ban Ki-Moon.

Historically, policy-making has stayed behind the closed doors of policy-makers, often detached and without the input of those the policies are actually made for. If we hope to engage the youth, the government must take seriously its role in making youth participation in policy-making systematic. Invitations to the youth to participate in government meetings and sessions with respect to agriculture must be made the standard if they are to feel included in the process.

There must also be coordination between different organizations in the local and national levels to ensure that the issues of the youth are addressed in the creation of new policies. This will further ensure that the youth are engagement and active participation in the policy-making process, making the resulting policies more sustainable and increasing the

ownership of the youth in the said policies.

Support from advocacy organizations, such as the ECCP or the Young Professionals for Agricultural Development Philippines (YPARD Philippines), is also essential to address challenges faced by the youth. Such organizations can also assist in pushing for more efficient implementation of existing legislation pertaining to land laws and agrarian reform, a function that the youth individually will not be able to do on their own. All things considered, there are many concrete initiatives that

have been proven to work in similarly situated developing nations, initiatives that can be done in order to further engage the youth in agriculture. At this point, in order to get things started, it's really a matter of all the key stakeholders involved recognizing their role in engaging the youth in agriculture and taking the first steps, working with partner organizations and government agencies, in ensuring the future of agriculture and thereby, our food security.

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Energy Smart Philippines 2016 was held on 31 August to 2 September 2016 at the SMX Convention Center. Interesting discussions came about with the participation of several legislators, energy industry leaders and experts.

Mr. Guenter Taus, ECCP President, set the tone of the conference citing the contributions of Energy Smart in building greater awareness of energy efficiency measures as a strategy for enhancing competitiveness. He noted also that the energy smart approach is to integrate not only energy efficient technologies with the total energy management of companies but also to incorporate measures involving renewable and clean energy sources.

House Representative Lord Allan Velasco, Chair of the House Committee on Energy keynoted the event and highlighted the continuing energy supply challenge of the country. He noted the importance of keeping the energy mix precise as electricity is the key driver for growth and poverty alleviation. As the country is dependent on coal, he stressed the importance of renewable energy to the country's energy security which he sees as translating more opportunities to the rural sector.

Senator Miguel Zubiri also strongly supported renewable energy development especially biomass energy as it supports inclusive growth. He recommended that we put the face of the small farmer in biofuel development.

Following the first day conference, a 2-day Solar Summit was held and organized by the Philippine Solar Power Alliance. A 3-day exhibition was also held at the same time.

Energy Smart Philippines 2016 was supported by the International Finance Corporation (IFC), Conergy, PSPA, BREA, EPBN, EU HEMS and with official TV partner ANC.

The successful launch of the Housing Solutions Congress, organized by the European Chamber of Commerce of the Philippines was co-presented by Republic and sponsored by Pinma Properties, CREBA, OSHDP and Subdivision & Housing Developers Association took place last 16 August 2016. No less than Vice President Leni Robredo delivered the Keynote Address wherein she discussed effective solutions on the housing backlog.

The Housing Solutions Congress 2016 provided an avenue for a multi-sectoral dialogue among housing stakeholders to address the projected increasing housing backlog and to promote the use of green and innovative construction materials. Alongside the conference was an exhibit that highlighted green and innovative housing materials.

Republic President, Don Lee's keynote focused on the private sector initiatives in helping solve the housing backlog. The first session focused on explaining the state of the Socialized housing program. Senator Joseph Victor Ejercito tackled the legislative agenda to reduce the housing backlog and included in his discussion the priorities for the 17th congress on Urban Planning, Housing and Resettlement. Panelists included representatives from the Housing and Urban Development Coordinating Council, Subdivision and Housing Developers Association Inc. and the National Housing Authority were present.

The second session discussed the financing aspect in housing that included discussions on microfinancing and financing programs. The last session promoted Eco-friendly, and energy saving construction materials. The event was attended by 300 delegates from top management in private companies and government institutions.

With the aftermath of typhoons and the congestion of people in main cities, the Housing solutions congress served as a good channel to address key issues on this sector and to come up with possible answers to these problems. More importantly, the private sector emphasized that it wants to be part of the solution.



Recognizing the need to address food security challenges, the effect of climate change, and other issues affecting the Agricultural sector in the Philippines, the European Chamber of Commerce of the Philippines, together with Syngenta as a co-presenter, organized the first Smart Agriculture Forum last September 08, 2016 at the SMX Convention Center.

The theme of the event was *“Food Security Challenges in the Face of Climate Change and ASEAN Integration.”*



(L-R) **Ernesto Mascenon**, Head of Corporate Affairs, Nestlé Philippines; **Florian Gottein**, Executive Director, ECCP; **Cau Duong Ba**, President Country & Commercial Unit Head, Syngenta Philippines; **Henry J Schumacher**, Senior Advocacy Adviser, ECCP; **Senator Francis Pangilinan**, Chair, Senate Committee on Agriculture; **Noel Borlongan**, Head of Corporate Affairs, Syngenta Philippines; **Mary Ann Sayoc**, General Manager, East-West Seed Company

The first session in the series of discussions looked at the state of the Philippine Agriculture and at policy reforms aiming for self-sufficiency. Senator Francis Pangilinan talked about the legislative agenda to promote Philippine Agriculture while Department of Agriculture Undersecretary Segfredo Serrano provided insight on the preparedness of Philippine Agriculture for ASEAN integration.

The Second Session tackled innovative technologies and improvements in the value supply chain in achieving inclusive growth with. Private sector initiative and new approaches to crop nutrition, as well as collaboration and multi stakeholder approach were brought up.

The importance of empowerment of Farmers and Fishermen was highlighted in the event through especially in the third session of the event. It was in this portion of the conference that Senator Cynthia Villar explained Capacity-building programs for farmers and fisherfolks to promote Agri-business. Private technological assistance as well as cost effectiveness of Sustainable agriculture were also taken up in this session.

Alongside the conference were exhibits that showcased innovative products, solutions and systems that aimed to improve productivity in the agricultural field.

The event was attended by 250 delegates from the government, companies, International organizations, NGOs, academe, and Embassies.



**Senator Francis Pangilinan**, Chair, Senate Committee on Agriculture, addressing the delegates of the first Smart Agriculture Forum, September 8, 2016.

# Federalism in the Philippines

BY HENRY J. SCHUMACHER

*"Mr. Henry Schumacher, Senior Advocacy Adviser of the European Chamber of Commerce of the Philippines (ECCP) provides insight on the rising possibility of a change of the Philippines from a unitary political system to a federal system. The ECCP, in partnership with the Business Mirror, recently held an event entitled "Federal Philippines rising", presented an excellent range of resource persons, including former Senate President Aquilino Pimentel, Senate Majority Floor Leader Vicente Sotto, Congressman Benitez. ECCP presented federalism models: Julian Payne of the Canadian Chamber presented the Canadian Model, Benedikt Seemann the German Model, and Deputy Head of the French Embassy, Laurent Le Gotec, the French 'model' of a Presidential Parliamentary System."*

A cornerstone of the change President Duterte is trying to achieve is the shift to the federal system. He is firmly of the opinion that only federalism can solve the domination of 'Imperial Manila'.

Federalism is the decentralization of sovereign powers to make the government truly 'of the people, by the people and for the people'. Sovereign power is currently centralized in Metro Manila. Laws are enacted by the two Houses of Congress. Although the House of Representatives is supposed to address the plight of local communities, in reality, the economic benefits take time to trickle down to the countryside.

To be effective and meaningful, federalists want the Constitution to separate the powers of the federal from the local governments. This is exactly the system in the US, where 50 states are constitutionally guaranteed exclusive powers.

It may not be possible to institute federalism in the two- to three-year timetable that some proponents want. Salvador Araneta and Jose Abueva who have been involved in commissions studying the shift to federalism in the Philippines see a timeframe of 10 to 20 years for the implementation of the federal system.

Questions will have to be debated, like

- Can federalism be implemented in a country that basically has no 'solid' parties (that don't shift alliances after every election)?



(L-R) **Ricky Alegre**, Vice President for Corporate Affairs, Business Mirror; **Henry J Schumacher**, Senior Advocacy Adviser, ECCP; **Teddy Boy Locsin**; **Congressman Alfredo Benitez**, House of Representatives; **Former Senator Aquilino Pimentel**; **Anthony Cabangon**, Publisher, Business Mirror; **Julian Payne**, President, Canadian Chamber of Commerce; **Laurent Legodey**, Deputy Head of Mission, Embassy of France in Manila

- What sovereign powers should be devolved to the states, and what should be retained by the federal government?
- How many states should be created? Salvador Araneta proposes only 5 states; Jose Albueva recommended 11.
- How will federalism deal with the 'dynasties' that have been running LGUs for decades? Will the anti-dynasty law have to be approved and effectively implemented first? Will the dynasties have bigger areas to dominate in future?
- Should the federal state be parliamentary in form, like Canada, Malaysia and Germany; or should it be presidential, like in the US?

- What will this mean to doing business in the Philippines???

Meetings on the topic of federalism are very popular at present. With every meeting, more questions are raised. The debate includes the very valid question whether the change the Duterte Administration wishes to achieve with federalism – decentralization and regionalization – cannot be achieved by making the Local Government Code more effective and raising the capabilities of the LGUs.

# VISAYAS' LATEST

## JFC Launched First Networking Night In Cebu

BY CHARITY OH

ECCP spearhead the first Joint Foreign Chambers (JFC) Networking Night in Cebu last August 12 at Cebu City Marriott Hotel. It was a convening of members and non-members from the academe, the business sector and the media for a lively informal discussion on the one thing that can affect the direction of the country—Federalism.

The two speakers shed light into the different facets of Federalism.

Julian Payne, the President of the Canadian Chamber of Commerce of the Philippines, outlined the pros and cons of the Canadian federalism model as he experienced it – emphasizing that we must look at our context in applying aspects of Federalism to the Philippines.

Elfren Cruz, the main speaker, is a columnist of the Philippine Star and a professor of strategic management of Ramon del Rosario College of Business of De La Salle University. Cruz spoke about what this form of government is basically all about and the possible changes that this system of governance can bring to the country.

The night was successful as both the answered and unanswered questions brought the crowd to network through their different views on the one constant that has been discussed all around: change.

## ECCP Mounts Monthly Business Meetings with Tytans Properties

BY PATRICIA KYLE MENDOZA

Tytans Properties, Cebu's premier lifestyle resort destination, in partnership with the European Chamber of Commerce of the Philippines (ECCP) is organizing Monthly Business

Meetings (MBM) on relevant and pressing issues affecting the business community.

The first of five was on the topic of Cebu's Water Situation and the event, which ran from 6pm to 9pm, was held last August 25, at Laguna Garden Café. The forum was specifically offered to Tytans Properties' clientele and provided a platform for information exchange between customers and service providers.

The speaker was Engr. John Paul Delgado from the Metro Cebu Water District (MCWD). Along with the current state of water situation of Cebu, Engr. Delgado also presented forecasts on Cebu's future considering the construction boom of the island-province, which also means an exponential increase in water requirements.

Cebu and Medical Tourism is next on the MBM menu after the talks on water. ECCP will be bringing in relevant speakers to discuss Cebu's landscape as it factors Medical Tourism into the equation. This is set on the 27th of October and Tytans Properties is inviting its clientele to another night of hearty food and vibrant conversation.

## ECCP Conducts Forum on Cebu Water Situation

BY CHRISTINE TEVES

The European Chamber of Commerce of the Philippines (ECCP) mounts the forum on "Cebu Water Situation" on September 23 at Regus Philippines on the 5th Floor of Park Centrale Building in IT Park, Cebu. The event is in cooperation with Regus Philippines, an ECCP premium member company.

Technical experts from the Metro Cebu Water District (MCWD) are the speakers. Main discussion is on the current situation of water supply in Metro Cebu, water distribution, water service and water quality issues.

The forum also aims to answer questions such as "is the current water supply enough given the increasing demand?" and "what are the challenges Cebu faces when it comes to water and what measures have been done?"

Top management from ECCP's members and clients, representatives from LGUs, partners, those from the academe and from water utility companies are invited for the forum.

"Cebu Water Situation" is the first of the series of Membership Business Meetings conducted regularly by ECCP to keep members updated on matters that are affecting the business climate of Cebu.

## 4th Edition of the Bamboo Series Slated

BY CHRISTINE TEVES

Due to a popular demand, ECCP mounts the fourth edition of ekoSHARE: Bamboo Series with Architect Joy Onozawa on September 29 and 30 at the DOST 7 Sudlon Complex in Lahug, Cebu City.

Participants of the fourth edition are product developers, community builders, bamboo growers, interior designers and architects. They learn the basics on how to cut, treat and waterproof bamboo. They also make bamboo joints, learn how to make bamboo structure models, applying color on bamboo and so much more.

Everybody's hands really "get dirty" during the hands-on workshops but sessions are light and fun.

The Bamboo Series is part of the Design and Technology Fusion for Material Innovation – Level Up (De-Tech Fusion Level Up) project supported by the Department of Science and Technology Region 7 (DOST 7).

ekoSHARE is ECCP's brand for workshops that have sustainability and eco-friendly themes.

# International Trade Fairs Calendar



Deutsche Messe	
CeBIT	20-24 MAR 2017
Domotex	14-17 JAN 2017
Hannover Messe	24-28 APR 2017
Ligna	22-26 MAY 2017
koelnmesse	
Anuga	07-11 OCT 2017
International Dental Show	21-25 MAR 2017
Internal Furniture Show	16-22 JAN 2017
ISM Sweets and Snacks	29 JAN-01 FEB 2017
Interzum	16-19 MAY 2017
Photokina	20-26 SEP 2016
Yummex	07-09 NOV 2016
Messe München	
Bau	16-21 JAN 2017
Bauma China	22-25 NOV 2016
Drinktec	11-15 SEP 2017
Expo Real	04-06 OCT 2016
F.Re.E	22-26 FEB 2017
Ispo Munich	06-08 FEB 2017
Opti	28-30 JAN 2017
Transport Logistic	09-12 MAY 2017

# ECCP Davao Membership Meeting with Mike Grogan



The European Chamber of Commerce of the Philippines in partnership with Gluon Inc. and Regus Philippines efficaciously hosted ECCP Davao Membership Meeting with Mike Grogan, an Irish author, motivational speaker and trainer, last September 9, 2016 at Apo Boardroom, 4th Floor, Regus Topaz Tower, Lanang, Davao City. The Consul General of Japan, Witoko Widodo, was one of the special guests who attended the event. Vanni Torelli, CEO of Gluon Inc., also illustrated how his vision resonated with Mike Grogan and how they started in their business in Davao City. Towards the end of the event, the participants have a renewed resilience, commitment, and courage of becoming a World-class Filipino. The participants are looking forward to ECCP Davao's next Membership Meeting with Lars Wittig, an exclusive partnership with Regus Philippines. The event is slated on October 14, 2016 at Regus Topaz Tower, Lanang Davao City.

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## Business Opportunities

### We are searching for Distributors / Agents:

A Hungarian Company is looking for distributors of Veterinary Products

### Looking for buyers/ importers/distributors/ agents:

A French Company is looking for partners to offer innovative payment solutions to improve business"

A German Company is looking for clients for hardware equipment/tools

An Italian company is looking for clients for Cold Rolling lines & related spooler for the production of reproducing steel

An Italian company is looking for clients for Italian wines

A Dutch Company is looking for clients for flower bulbs, for farms that would plant Gladiolas

A company from Luxembourg is looking for partners in biogas projects.

A company from Ireland is looking for partners in potential tidal energy projects and for to meet with shipbuilding yards, steel fabrication companies and marine construction companies

A company from the Czech Republic is looking for partners in delivering Self-Powered Community Concept to the Philippines

Possible opportunities for water utilities and wastewater project contractors in Poland

For more information and inquiries email [erynne.bulaon@eccp.com](mailto:erynne.bulaon@eccp.com)

# EPBN Committee Meeting Updates

## Human Capital – 4 August

### Apprenticeship and K to 12

The Committee discussed the Senior High School Immersion in K to 12. The significance of developing an effective immersion program was highlighted in the meeting. We forwarded a letter to the Department of Education regarding the SHS Immersion Program and are looking forward to meet with the representatives of the agency to discuss the provisions of and suggestions with regards the Immersion Program. At the same time, ECCP requested a meeting with the new DepEd Secretary Briones.

### Labor Code

ECCP acknowledges the importance of job security, however, believes that more flexibility in the employee / employer relationship is needed to achieve higher levels of hiring.

### Contractualization

Further clarification is needed on this issue which is high on the agenda of the Duterte Administration, to avoid possible effects this may have on companies hiring seasonal or project-based employees.

### NLRC & new DOLE Management

We discussed the issue of shipping companies facing unrealistic compensations being awarded by the NLRC to seafarers with minor injuries during their duties and raised the issue that if not addressed, this situation could undermine the hiring of Philippine seafarers in future. A meeting with the new DOLE management on this is essential.

## Tourism - 12 August

The meeting covered the committee's 3 main advocacy priorities which include

**(1) Infrastructure (Aviation)** – highlighting the need for the government to immediately address air congestion at NAIA;

**(2) Security** – which remains to be a top concern for tourists visiting the country thus, the government must increase the number of trained police and improve security coordination to ensure their safety, and;

**(3) Product Development** - the government should focus in developing tourism products in the country to become more competitive globally, and improve the average standard occupancy rate of the tourists to further boost tourism expenditures.

## Energy & Renewables – 15 August

### Energy Roadmap

The Committee stressed that an energy roadmap be created that takes into consideration

- (1) Hanging bills to be pushed – Energy Efficiency and Conservation Bill, and Downstream Natural Gas Industry Bill
- (2) Renewable Portfolio Standard and energy mix
- (3) energy distribution (short-, mid-, and long-term), and
- (4) implementation of strategies and its financial and environmental feasibility.

### Green Energy Options & Energy Security

- o The EPBN seeks get in touch with representatives of the USAID and Ateneo School of Management to be provided with their study on energy (balance) mix. Additionally, it looks into the possibility of meeting with NREB to discuss the FIT Policy
- o It furthermore aims to elevate the issue of Energy Security to ERC for dialogues covering Portfolio Standard, renewable energy generation cost and process flexibility, among others, further discussing regionalization as Visayas' grid situation is becoming an alarming issue in the industry.

### Power Cost Reduction through Energy Efficiency Investments

The Committee acknowledges the overplay of solar energy as an issue in the industry and believes that providing information on cheaper and other cost-cutting types of renewable energy sources is worth taking into consideration.

## Healthcare – 17 August

### Political Updates

- o Under the Duterte administration, dialogues have been made concerning plans on disregarding lowest-price bidding and reevaluation of quality and requalification of bidders.
- o Sanofi-Aventis presented on the “Duterte Health Agenda: All for Health towards Health for All”, outlining the new Administration's plans for filling the gaps of the last Administration, and coming up with new provisions and policies that would promote inclusivity, affordability, and accessible healthcare to all Filipinos.

### Health Policy Updates from the Advisory Council Meeting

The Committee will sustain the coordination between the DOH and other relevant government agencies. The EPBN is also seeking to be part of the Advisory Council as it is an effective platform for consultation and cooperation.

## Agriculture – 26 August

The Committee received presentations from:

*Grow Asia PPSA on agricultural cooperatives and creation of supply chains*

- Grow Asia – offspring of WEF's New Vision for Agriculture – through the PPSA (Philippines Partnership for Sustainable Agriculture) works to: improve productivity, improve business and financing, and promote sustainable use of resources. These objectives are seen to be attained

through, among others: Supply Chain Projects on Corn, Coffee, and Fisheries that analyze the formation of agricultural cooperatives and remodeling of the supply chain in the Philippines for improved agricultural productivity and competitiveness

*UPLB Prof. Baticados on agri-entrepreneurship of smallholder farmers and the development of social and community enterprises in the countryside*

- The study states that value addition (through the value chain approach) should be the centerpiece of developing a more productive and competitive sector
- The Negosyo Kapatid Program intends to provide access to financing, mentoring, technology transfer, which it believes is the most immediate action we can do for MSMEs since many of them are using these facilities

*Virllanie Foundation on urban agriculture*

- Virllanie Foundation discussed the difficulties many families experience when it comes to food and other resources and introduced the initiative, Luntian Project: An Urban Agriculture Project that helps urban families live in a safe environment free from food insecurity. The Project's objectives are: (1) Green jobs and innovation, (2) Waste reduction, (3) Urban revitalization, and (4) Community education and development.

ICT-BPM-KPM-Creative Industries – 30 August

The committee meeting revolved on these agenda:

**IRR - DICT / Cyber-protection**

The importance of cyber-protection is stressed as one of the major issues that the government should look into. The committee suggested that the IRR must confirm with international standards. In addition, the committee put emphasis to adopt model countries known to be leaders in cyber-protection.

Companies that are involved in ICT / Data analytics / etc. are not familiar

on how to protect themselves in relation to Cybersecurity; this concern of the committee was aired during the senate hearing organized by Senator Miguel Zubiri.

Lastly, the committee agreed the topic on cybersecurity is very topical and important; as a result, a Cybersecurity Forum is to be organized. The initial plan is to invite DICT and the National Privacy Commission (NPC) as resource persons in the aforementioned event.

*IBPAP's roadmap to move the employment in BPM and KPM from 1 mio to 2 mio*

The industry has the substantial opportunities to continue to expand but several issues need to be addressed.

Main constraints:

- (1) Education of people – the committee believes that education and training of students in most universities and colleges offering IT courses need to be substantially improved in order for them / their students to become globally competitive;
- (2) Technology advances – as the industry heavily relies in technology, the committee strongly believes that companies should put a lot of effort in bringing in new technologies from the world industry leaders to promote global competitiveness;
- (3) Cost of operations in the Philippines vs. India / the need for incentives – at present, it is reported that the cost of operations in the country is substantially higher than in India which affects the decisions of potential investors in putting up businesses hence suggesting the government to offer more incentives to attract investors, and;
- (4) Decentralization – the government recently expressed this plan as a tool in promoting development primarily in the Visayas and Mindanao regions however, the committee somehow disagrees with this move, as the potential of

other areas in Luzon also need to be developed.

**Contractualization**

With the issue of contractualization being tackled again, the committee reiterated support on job contracting in line with Ernie Cecilia's paper 'Job Contracting 101'.

Food & Beverage – 5 September

An urgent meeting was called to discuss the following:

1. Government's plan to impose a P5 per kilo excise tax on sugary products (domestic raw sugar, refined sugar as well as imported sugar and sugar substitutes) – The government's argument with this move is to compensate the foregone revenues arising from the lowering of personal income taxes estimated at P139 billion. The committee members expressed their position to the government's aforementioned plan. BIAP or the Beverage Industry Association of the Philippines, which represents 14 major beverage manufacturers in the country, said that the industry can absorb this move despite their opposition. It is also reported that BIAP officials recently met with Budget Secretary Benjamin Diokno and NEDA Director General Ernesto Perñia, and found out that Finance Secretary Dominguez is the key person for the Comprehensive Tax Reform Package (CTRP) which they are looking forward to meet the soonest time possible to further discuss the concern on 5-peso excise tax on sugary products, and HB 292 as well.
2. House Bill 292 - Imposing Excise Tax on Sugar Sweetened Beverages by inserting a new section on 150-A in the National Internal Revenue Code of 1997 – This bill seeks to impose an excise tax of Php 10.00 on sugar, sweetened beverages and shall be increased by 4 percent every year thereafter effective January 1, 2017. The committee noted that such measure is proposed to provide additional revenue collections for the country, and the 20%

of the collection will be allocated to the Department of Health (DOH). It was also discussed that the bill's argument is to curb the consumption of SSBs (Sugar Sweetened Beverages) and to promote health.

Committee members articulated that the price increase due to the proposed tax would affect the number of volume produced negatively.

At the moment, BIAP introduced to the committee a research study of the University of Asia and the Pacific (UA&P) that will be used as an argument to oppose the aforementioned bill. It is reported that based on this research study, when the tax is imposed, it would bring lesser revenue of the government.

### Environment & Water – 7 September

- Cooperation with the Philippine Economic Zone Authority on its plans on capacity-building, centralized sewage treatment plants/facilities, and Waste-to-Water treatment plans were discussed where the Committee showed interest in discussing the Waste-to-Energy Guidelines of the National Solid Waste Management Commission (NSWMC).
- The Committee received presentations on the DENR Administrative Order 2016-08 on Water Quality Guidelines and General Effluent Standards and discussed the challenges – cost- and technology-wise – the private sector will encounter in the attempt of meeting the provisions of this new AO.
- The Committee still pushes for a centralized approach for water management and looks into the possibility of the creation of a separate water department not attached with the DENR.

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