

EuroPH CONNECT

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THE BUSINESS DIGEST
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OF COMMERCE OF THE PHILIPPINES

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Driving the Automotive Industry



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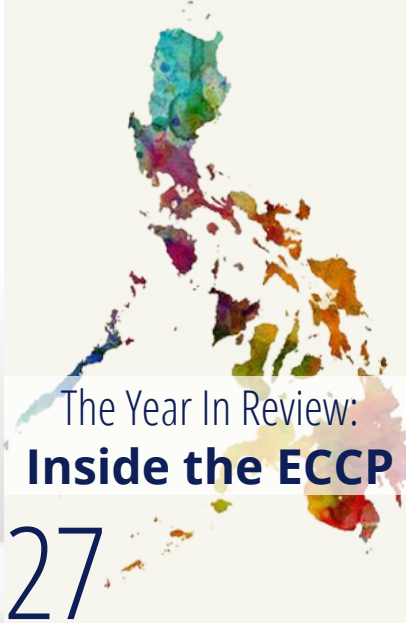
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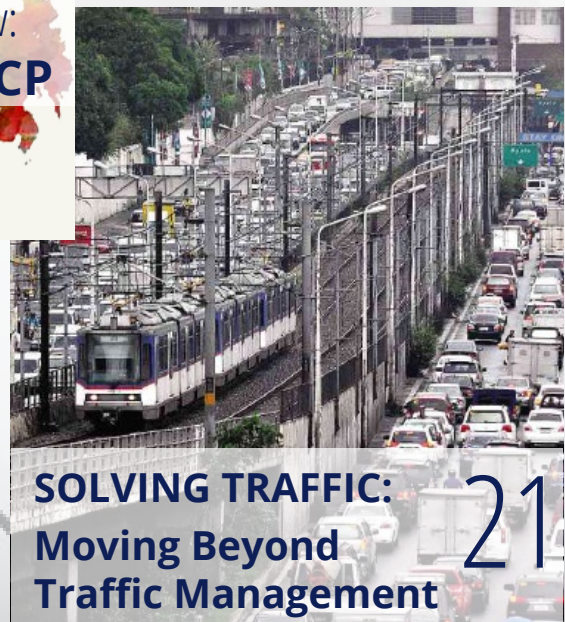
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A Fruitful Year with the ECCP

While not without its ups and downs, this year was a truly fruitful year for the ECCP. In 2016, the chamber welcomed a total of 67 new members, bringing our total membership close to 800 strong. With this, we proudly remain the largest foreign chamber in the country. Throughout the year, we continued to work closely with the government secretaries and representatives within congress in further levelling the playing field for both European and Filipino business alike.

Tirelessly, we move towards bettering our chamber's offerings in order to better serve you, our members. In line with this goal, we have just sent out the first Membership Satisfaction Survey to get a real pulse of your needs as members and for us to better address requirements more directly. This year in events, we also saw a number of firsts, with the first European Motor Show, Smart Agriculture Forum, and Housing Solutions Congress successfully launched. We look forward to offering you more of these innovative events that further bring together key players in the European and Philippine business communities.

Looking forward to into 2017, we have the upcoming ASEAN-EU Business Summit, an annual regional gathering for business leaders, thought-leaders and policy makers to interact and debate the key business and trade issues, to be held in Manila in March, which ties in wonderfully with the Philippine ASEAN Chairmanship. It is through these milestone events that we have an excellent opportunity to truly showcase the Philippines in a regional and global context, by presenting ourselves as a dynamic country with strong macroeconomic fundamentals and a wealth of opportunities.

We look forward to bigger and better things this coming 2017 and we thank you for making the ECCP your chamber of choice. ■

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This year, the chamber welcomed 67 new members and remains the largest foreign chamber in the Philippines.
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The 2017 Philippine-European Business Directory is now going **Digital!**

In an effort to enhance accessibility and mobility of the Philippine-European Business Directory, the PEBD 2017 will now be released in Digital format.

Along with this transformation, the digital version of the directory now has the following features:

- User friendly and more organized sections to give you an overview of what has been going on in the ECCP for the previous year;
- Clickable links that lead the readers directly to your website;
- An enhanced platform for your business for you to showcase your products and services through new advertising spots and spaces;
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Connecting the EU and the Philippines

Director General for Mobility and Transport, Mr. Henrik Hololei Visits Manila

BY WALTER VAN HATTUM, HEAD OF TRADE AND ECONOMICS SECTION, EU DELEGATION TO THE PHILIPPINES

For those of us living in Manila, transport and mobility is close to our hearts and providing the Manila traffic experience to EU's chief for transport, Director General Hololei, is a pleasure!

The EU is a world leader in the transport industry. This is, for example, very much the case in the production of civil aircraft, providing more than 500,000 jobs and generating a turnover of €140 billion. EU-Philippines trade in transport equipment amounted to over €5 billion in the last three years (€51 billion with ASEAN), or 14% of our total trade. The inherently cross-border dimension of transport is reflected in the international reach of EU policy which aims at opening up markets in transport services, products and investment to free and undistorted competition and environmentally sustainable solutions. We made progress on EU-Philippines transport relations

1. Through participation in the ASEAN Senior Transport Officials Meeting, and with support of Transport Secretary Tugade of the Philippines (chairing ASEAN the coming year), EU's proposal to start an EU-ASEAN Dialogue on transport was well received. A similar dialogue with China helped to identify co-operation opportunities between respective policies, including the Trans-European Networks and The Belt and Road Initiative; and explore business and investment opportunities open to both China and the European side. The EU has Transport Dialogues with Japan and Singapore.
2. Philippines supports the EU-ASEAN Aviation Agreement, creating €7.9 billion in benefits by providing more connections and better prices for passengers; directly contributing to economic growth, tourism and job creation. The agreement goes beyond so-called "open skies" models entailing mere opening up of markets, seeking liberalisation of ownership of airlines and regulatory convergence of safety and security, competition, environment, passengers' protection; and labour. Such agreements with the US and Canada have resulted in growth in passengers of more than 3 million.
3. DG Hololei discussions with the new head of MARINA – Mr Amaro – and DG Sydiogco of the Civil Aviation Authority focused on the seafarers' certificates recognition (STCW convention) and air safety respectively. Chairs of respective industry committees



were able to brief the DG beforehand so that some of the market access issues could be brought up. Concrete cooperation is being proposed on strengthening Air Traffic Management and Safety.

4. Beyond transport, parties are also looking at our 'vehicle' of the Free Trade Agreement. Procurement of airport infrastructure or provisions on air transport can be facilitated through the FTA. For instance, through the FTA with Vietnam, EU companies can bid for public procurement contracts under the same conditions like Vietnamese. Philippines' estimated US\$ 170 billion infrastructure projects will benefit from higher quality offers.

Let's work together to get more direct flights between Europe and the Philippines; exploring maritime and other cooperation, and investing in infrastructure so that business can fly to and from Europe easier and get to the airport faster! ■

IP Protection

IN THE PHILIPPINES FOR THE AUTOMOTIVE INDUSTRY



Although the Philippines has slipped behind other ASEAN nations in automotive market size and though lacking in major domestic brands, the country's massive exports of electronics and metal goods still make it a significant part of the international automotive supply chain. Currently, over 250 automotive companies operate in the Philippines, with foreign companies largely represented by Japanese firms. Automotive exports created a net trade surplus of \$2.7 billion in 2010 and reached a total market size of \$3.5 billion in 2012. For automotive firms, these exports include many humble but critical components such as ignition wiring sets, intake air filters, clutch pedals, and radio receivers. Other exports are more immediately recognizable, including pneumatic tires, lead-acid storage batteries, and transmissions. Alongside these automotive staples are integrated circuits, the electronic brains which will form a critical part of the worldwide automotive industry's adoption of self-driving cars. Many of these more sophisticated parts are produced not by automakers themselves but rather by smaller specialized contractors.

While the Philippine intellectual property regime stands head and

shoulders above some of its other ASEAN counterparts, automakers or automobile component companies which source their products from the Philippines will still encounter challenges. Enforcement in the Philippines lags behind that of more developed markets, and there are always difficulties inherent in negotiating IP contracts with local partners. Nonetheless, with careful IP protection and a smart IP management strategy SMEs can reap the benefits of the Philippines' comparative advantage in relative safety. To do so, a company must focus on three key elements: patents for key technology, especially in propulsion systems which will play a central role in international fuel efficiency design competition; semiconductor topography designs (integrated circuit layout-designs) for electronics which will give smart cars eyes and ears to manoeuvre safely and control their components; and copyrights for computer codes which will run on those electronics.

PATENTS: RISING COMPETITION

PricewaterhouseCoopers' 2013 Patent Litigation Study shows that the automobile industry consistently ranks among the industries with the most

patent cases filed and has only seen these numbers grow in recent history. These disputes are fuelled by patent trolls, by the growing need for fuel-efficient powertrains brought on by recent environmental laws in major markets, and by environmentally-conscious consumers' taste for vehicles boasting such technology.

Advanced propulsion systems and powertrains are primarily impacted by patents in the Philippine lead-acid battery industry which can hybrid power cars. As batteries become more advanced under technological innovation and greater government support, battery layouts will become increasingly important.

Applications for patents or utility models are handled by the Bureau of Patents at the Intellectual Property Office. Patent applications in the Philippines are handled on a first-to-file basis as with all other intellectual property applications. Priority is allowed provided that a local application is filed within 12 months of the earliest foreign filing date, allowing SMEs to gain the edge in applying for patents on tech which they have patented elsewhere.

The patent will take effect on the date of the publication of the granting of

the patent in the Gazette and is good for 20 years after the filing date of the application. After four years, to maintain a patent, the patent holder must pay a yearly fee at least three months before the anniversary of the filing of the application.

SMART CAR TECHNOLOGY

Semiconductors

Semiconductors and integrated circuits are important parts of today's smart cars. These computer chips, which provide the brainpower needed to coordinate a car's many complex elements to account for everything from which gear to use to smaller matters such as adjusting fuel injection based on altitude, will play a key role in making cars efficient and green in the future. Semiconductors are also used in the radio transmitters and wireless receivers used by self-driving cars to relay information to self-driving car infrastructure or communicate with and sense other smart cars. The Philippines' strong electronics sector makes it an ideal place for producing these components for export to Europe.

In Philippine law, semiconductor topographies (referred to as integrated circuit layout-designs in Philippine law) are the designs used on integrated circuits which control the way the circuits appear and function and are handled by the Bureau of Patents. Again, the Philippines has a first to file system with priority granted if a local application is made within a certain time period—in this case, 6 months, rather than the 12 months allowed for patents.

Layout-designs are protected for ten years with no chance of renewal. Protected periods for layout-designs begin from the date of the first commercial exploitation of the design anywhere in the world with the consent of the right holder. For protection to be extended in this way, an application for registration of the layout-design must have been filed with the Philippines within two years of the first commercial exploitation.

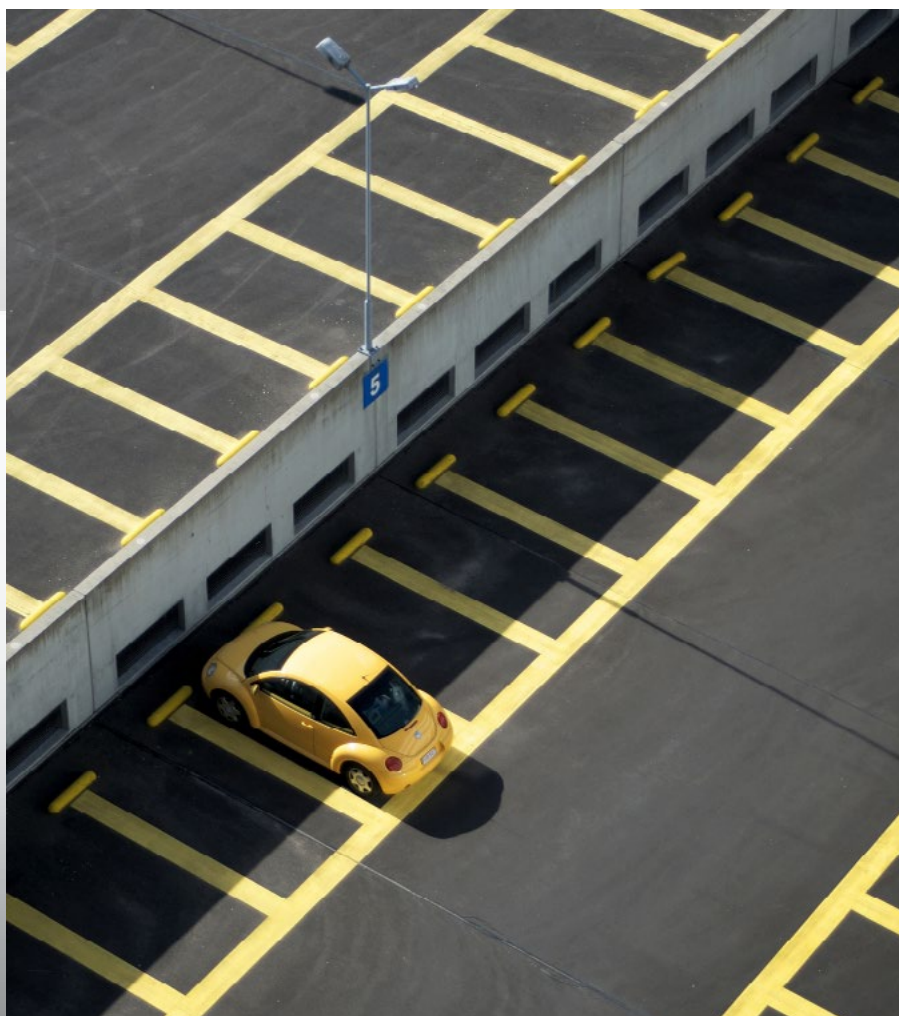
Self-driving car programs

Semiconductors for self-driving cars and sensors would be useless without computer programs to convert their data into real-world instructions. These programs map out routes, account for traffic, and analyse surrounding objects to avoid obstacles. Increasingly, automotive companies are placing an emphasis on acquiring mapping and detection programs to give their self-driving cars the ability to drive safely and efficiently; in August 2015, BMW, Audi, and Daimler acquired HERE Global, Nokia's map business, for \$2.8 billion. In doing so, they outbid tech companies from Uber to Baidu for control of a competitor to Google Maps. Underpinning HERE's value are its codes which allow it to sensibly navigate in real time. Even for cars without self-navigation technology, codes are key parts of keeping cars running efficiently and protecting cars against an emerging field of car

hackers. In April 2015 Tesla became the first company to release a wireless software update for its Model S sedans, proving that computers are becoming increasingly integral parts of cars.

In the Philippines, computer programs are not protected by patents. While the causes of this likely stem from poor institutional resources (copyrights are easier for IPOs to monitor as they are automatically conferred and have much longer protection periods), this fact still poses a potential pitfall for creators of smart car programs. Copyrights protect expression of codes, but not their functions. Thus, it is difficult to use Philippine IP laws to protect the actual function of computer codes, meaning that clever competitors can more easily learn from programs to create similar programs.

As soon as a work is created, copyright is immediately conferred upon the author. However, to strengthen a copyright claim, copyright can be



registered with the Philippines' Intellectual Property Office Bureau of Copyright and other Related Rights (BCRR). The office can issue a notarized affidavit on behalf of the owner of the copyright stating that a copyright exists and that the copyright owner is, in fact, the owner. Registering copyrights with international organizations can also serve as proof of ownership and can extend protection to a work even if it was not published in the Philippines. In any case, no damages can be recovered for acts more than 4 years old.

ENFORCING YOUR INTELLECTUAL PROPERTY RIGHTS

Patent trolls: register first

Patent trolling is when entities register patents for the express purpose of denying use of those goods to others or for claiming rights over something already used by another company. The troll can then sue for damages or request compensation in exchange for allowing a company to use its own technology. Patent trolls are common in the automotive industry and highlight the need to apply for patents for inventions in the Philippines as soon as possible after an invention is created. By applying for a patent and claiming priority based on a patent filed internationally, a company can save itself many headaches in the long run.

Trade secrets

Sometimes, trade secrets are the best option for maintaining intellectual property rights as patents in the Philippines expire 20 years after they are first issued—not a long time in the automotive industry. Additionally, a product's external appearance often gives no clue as to its manufacturing process, making IPR infringement hard to spot. To maintain trade secrets, companies should take care to consult with legal professionals to draw up effective, legally-binding non-disclosure agreements or confidentiality clauses for partners and employees. Ideally, these rules would extend for the useful life of the trade secret and would not expire a few years after the partnership or employment

ended as is so often the case. Because production processes for automotive parts are often complex, trade secret protection plans should include bans on recording devices or camera phones in any areas containing the production processes so as to make divulgement of the secrets more difficult.

Grounds for action and enforcing IPR

In case of infringement, the individual can bring charges regardless of whether he is licensed to conduct business in the Philippines. Should a patent be for a process for obtaining or producing a particular product, the burden of proof is on the suspected infringer to show that they obtained their product through alternative methods without using the IPR contained within the patent in question. In any case, no damages can be recovered for acts of infringement more than four years old or for acts of infringement committed before the infringer knew or could reasonably be expected to know of the patent. Additionally, any prior user of an invention who did so in good faith and had undertaken "serious preparations" to use the invention before the filing date or priority date of the application will have the right to continue use of the invention. The Legal Affairs Bureau of the Intellectual Property Office is the organ responsible for resolving many disputes, including through:

- Cancellation or suspension of any permits or licenses issued by the IPO
- Administrative complaints for violations of IPR laws where total damages do not exceed 200,000 Filipino pesos
- Issuance of cease and desist orders
- Seizure of products and properties which are subject of IPR offenses
- Issuance of administrative fines of up to 150,000 pesos

In highly technical cases, any party involved can ask for a committee composed of the Director of Legal Affairs and two members with relevant expertise to reach a decision, although this decision can be appealed to the Director General. If the court finds that the "true and actual inventor" has been deprived of a patent without his consent, then the court can cancel or transfer the patent and assign damages according to circumstances.

Relevant contacts

Intellectual Property Office of the Philippines

28 Upper McKinley Road, McKinley Hill Town Center, Fort Bonifacio, Taguig City 1634, Philippines

Web: <http://www.ipophil.gov.ph> ■

SOUTH-EAST ASIA IPR SME HELPDESK

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

Moving Towards

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The UK has long enjoyed a global reputation for spearheading innovation and delivering first class solutions, products and services to the transportation sector. From shipbuilders who paved the way for globalisation, to the railways that underpinned the industrial revolution – the UK has a diverse expertise from innovative finance and project management to regulatory reform.

The UK's experience shows how exciting new approaches can create sustainability at every level, from the use of cleaner, more energy efficient technologies, cohesive urban master planning to overcome road congestion and improve affordability and accessibility of mass transportation system that benefits communities and the economy and environment as a whole.

As privatisation spreads globally, UK expertise can be drawn upon by countries seeking to replicate its success.

In the Philippines, the recent burst of economic growth has caught up with the country's long-neglected infrastructure. Gridlock chokes Manila's streets, trucks battle for space near the ports, and planes struggle to share cramped runways at the Ninoy Aquino International Airport (NAIA). According to a report published by the Japan International Coordination Agency (JICA), with the average speed on major Metro Manila roads at around 10 kph, the economic cost of

traffic congestion is estimated to be USD 27.18 billion per year in Metro Manila and its surrounding regions, or almost 11% of annual GDP. The intra-city transportation industry is in a state of flux, with new ride-sharing services like Uber and government-sponsored point-to-point bus lines taking on inefficient, monopolistic taxi and bus operation franchises. The Civil Aviation Authority of the Philippines (CAAP) notes that congestion at NAIA is costing airlines close to USD 83.79 million a year in extra fuel alone. The newly appointed Secretary of Transport, Arthur Tugade has proposed a three-phase, long-term plan that will address the traffic problem in 100 days, over 2 years, and through a 30-year legislated transport plan for the country. The Department of Transport has also requested emergency powers through the Senate to help speed up implementation.

UK welcomes the new administration's plan to increase infrastructure spending in the country to 5 percent of Gross Domestic Product (GDP) through public-private partnership (PPP) projects as part of its 10 point economic agenda. The British Embassy in the Philippines cascades UK expertise in airport, aviation and rail to the Philippine market. In the Transport Solutions Seminar held last September 14, the Embassy put forward capabilities of UK companies in sustainable transport planning and management, supported by innovations in approach and technologies, which

could offer solutions to the country's current traffic woes. The event, which coincided with the ADB's Transport Forum 2016, were participated by nine UK companies – Aggreko, Smiths Detection, Atkins, ARUP, EC Harris, Foster & Partners, Hawker Siddeley Switchgear Ltd, Indigovision, and Roughton. During this seminar, the UK companies were able to engage and hear from the high level government officials on legislation and projects as well as present their technology and solutions to the local audience.

Senator Grace Poe, Chairman of the Senate Committee on Public Services, as the guest speaker of the seminar, emphasized on the importance of establishing an oversight committee that will scrutinize infrastructure projects amid the Senate's continuing deliberation on the proposed emergency powers that seeks to address the traffic congestion in Metro Manila and other urban areas of the country. She also expressed hope that the government would be able to fast-track the implementation of infrastructure projects and set up a single traffic authority to coordinate traffic policies.

The event is a follow up from the successful visit of trade envoy Richard Graham in August, who signified Britain's commitment to strengthen trade and investment ties with the Philippines. Infrastructure is a key area of partnership for the UK and the Philippines. ■

Members of the Automotive Committee of the EU-Philippines Business Network, spearheaded by the European Chamber of Commerce of the Philippines, provide key insights on hot industry issues.

1

John Philip Orbeta
CEO & President,
Volkswagen Philippines

2

Willy Q. Tee Ten
President,
Autohub Group of Companies

3

Glen Dasig
President,
Peugeot Philippines

4

Robert Shaw
Vice President,
CATS Motors

Issues & Challenges

IN THE PHILIPPINE AUTOMOTIVE INDUSTRY

The traffic condition in key cities of the Philippines has become worse throughout the years of growth in population, and because of this, the government has decided to propose an increase in excise taxes with automobiles included. Top industry players in European-Philippines business context were asked regarding their opinions on expansion outside of Metro Manila, emergency powers on traffic, FTA agreements, and excise taxes, in order to see how these industry leaders plan to remain competitive despite the numerous challenges in the market.

Q. How does expanding car dealerships outside of Metro Manila affect both the traffic congestion problem and the market growth and share of car dealers?



A. John Philip Orbeta, *CEO & President, Volkswagen Philippines*

Profile

Mr. Orbeta earned a B.A. in Economics from Ateneo de Manila University in the Philippines in 1982, and also attended graduate studies in Industrial Psychology. After which, he completed the Watson Wyatt Leadership Development Program at the Harvard School of Business in 1995. Mr. Orbeta holds many positions in many businesses and different industries, such as Ayala Automotive Holdings Corp., Ayala Aviation Corp., Honda Cars Makati, Inc., Iconic Dealership, inc., Isuzu Automotive Dealership, Inc., among many others.

How do you think expanding car dealerships outside of Metro Manila is beneficial to both the traffic congestion problem and the market growth and share of car dealers?

According to the Metro Manila Development Authority, there are already 2.5 million registered automobiles plying the streets of the National Capital Region (NCR). And Metro Manila only has a road network of 5,000 kilometers. There is much more vehicular density in Metro Manila (500 vehicles per kilometer of road) compared to any given road outside the NCR (just 26 vehicles per kilometer of road, based on the 212,456-kilometer total road network of the Philippines excluding the NCR, and the remaining 6 million or so registered vehicles running outside of NCR). That's the huge disparity that we're looking at right now.

In my opinion, Metro Manila has more than enough car dealerships from the dozens of car companies. For our so-called "golden age of motorization" to be truly felt on a nationwide scale, and at the same time de-clog Metro Manila and other urban centers in the Philippines of excess vehicular traffic, car companies must bring their dealerships into more provincial areas, especially now that the current administration is seriously looking at accelerating the growth of the provinces.

The growth potential for the automotive sector in the provinces is huge. The phenomenal increase in car sales the country has seen the past three years, exceeding even the analysts' projection of the 300,000 annual vehicle sales mark in 2015, is just the start. Imagine if all the country's provinces would have easy access to car dealerships.

Q. How do you think the proposal to increase excise taxes will impact the automotive industry in the Philippines?



A. Willy Q. Tee Ten, *President, Autohub Group of Companies*

Profile

Also known as the "Car Guy", Mr. Tee Ten began work in a family-owned distillery business, shortly for Procter & Gamble, and then finally ventured into the automotive industry. Mr. Tee Ten is a B.S. Chemical Engineering graduate from De La Salle University and had earned 2nd place in the National Licensure Examination for Chemical Engineers, and through his hard work, has earned the presidential position in Autohub Group of Companies.

How do you think the increase or the proposal to increase excise taxes will impact the automotive industry in the Philippines?

I think before the increase of the excise taxes, there will be a huge demand for cars a few months before that, because everybody will rush to buy cars before the prices go up. Once the prices go up, nobody will buy, or everybody will have already bought before the increase or they will just stop buying after the increase and then maybe after 6 months people could start buying again.

Have you thought of any strategies your company make take on once the increase has been implemented?

Actually there is no right strategy for this. Maybe when the prices go up, we can come up with a longer lease or financing term so it won't be as painful to our customers. There has always been an uneven playing field when it comes to European cars versus ASEAN cars, because ASEAN cars don't have duties so their excise taxes will be lower as well. There is a huge gap there so the best way to fix this is to lobby with the government, especially for the European Union, that cars coming from Europe will also enjoy the same duty as ASEAN cars.

I just hope that the legislators would consider the huge increase in excise tax doesn't mean there's going to be more income for the government, because I don't think that would be a good solution because if the prices go up, less people will buy, the overall collection will be lower or the same. A reasonable increase in excise taxes would be acceptable so that the growth of the automotive sector will continue as it gives employment to the economy. At the same time, I think the EU, should also look into lobbying with the government to come up with a lower duty for their vehicles. We also hope that the interest rates will be maintained, because that's also one big factor why car sales are good, because of the low interest rates.

Q. Is the current inspection system of motor vehicles sufficient to ensure the quality and safety of vehicles?



A. Glen Dasig, *President, Peugeot*

Profile

Mr. Dasig graduated with a BS Industrial Engineering and Management minor in Mechanical Engineering in De La Salle University, and further took Integrated Logistics in Deakin University in Australia and earned a Diploma with Distinction. He began his experience in the automotive industry with Ford, Mazda, BMW, until he was appointed the president of Eurobrands Distributor, Inc. (EDI) in the Philippines, the exclusive importer and distributor of Peugeot in the Philippines.

Is the current inspection system of motor vehicles, sufficient to ensure the quality and safety of vehicles? What are its strong points and what aspects should be considered for inclusion?

Currently, the Motor Vehicle Inspection of the Department of Transportation and Communication and the Land Transportation Office only covers the homologation requirement where imported vehicles should be Euro4 compliant. To adhere to the homologation requirement of the government, all our Peugeot vehicles are Euro4 compliant. Apart from the government mandated inspection, we at Peugeot also implement a rigorous and detailed 32-point inspection process to ensure that all our vehicles adhere to the level of quality demanded by the brand globally. This inspection process covers three (3) major areas which are Functionality, Driveability and Safety.

What are your thoughts on the responsibility of inspection being given to the private seller?

To safeguard the quality and safety of all vehicles released to the market, the inspection responsibility should be shared by the government regulating bodies, the importers/distributors and the owners.

What measures would you put into place to ensure safety of the vehicles being sold to your customers?

Safety is an absolute priority for Peugeot which is why our vehicles go thru three (3) phases of pre-delivery inspection at the plant level and another round of pre-delivery inspections at the dealer level prior to release. These inspections require that the vehicle passes all safety points and is functioning at the optimum level.

Q. What would be the most important benefits of the EU-FTA for car dealers across the Philippines?



A. Robert Shaw, *Vice President, CATS Motors*

Profile

Mr. Robert "Bob" Shaw graduated with a degree in Computer Science from De La Salle University - Manila. He has been in the automotive industry for more than 20 years, and started out as a Sales Consultant with Toyota Philippines. After which, he worked for GM Philippines, and now he is under AutoNation, with whom CATS Motors is a dealer of. Mr. Shaw is currently the Vice President for Sales and Marketing for Passenger Cars in CATS Motors.

What would be the most important benefits of the EU-FTA for car dealers across the Philippines?

The EU-PH FTA will level the playing field with the other brands that currently enjoy FTAs with their respective countries or origin. This allows customers to make decisions based on features and technology, for cars, and not solely on the price difference brought about the differences in tariff.

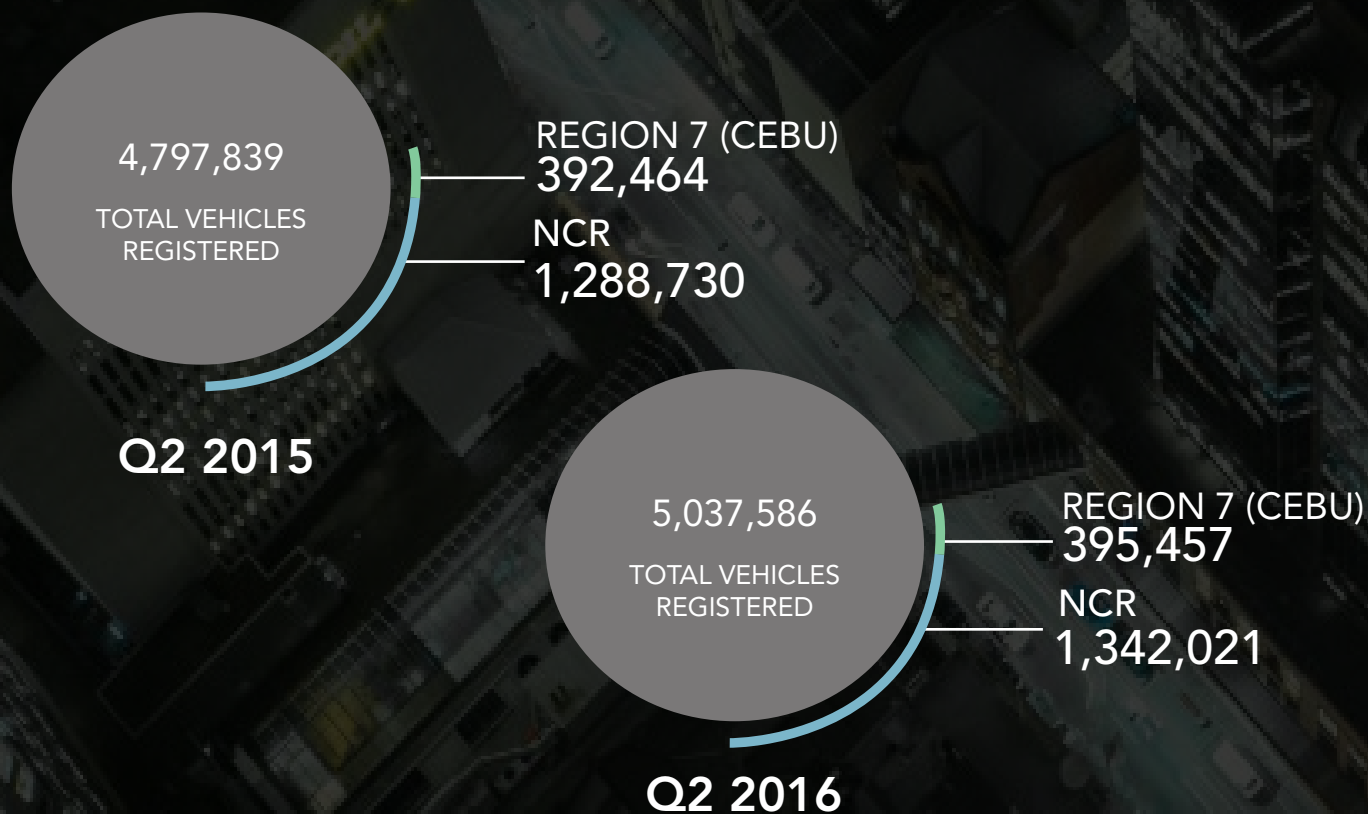
What is your personal take on emergency powers on traffic?

Traffic has become a major issue and we feel that emergency powers is needed to address this issue, so long as the solutions brought about by these powers are not abusive, counter-productive, well thought off and holistic in approach. There are a lot of best practices that we can learn from other countries, especially with regards planning, laws, and policies with regards to proper road use. ■

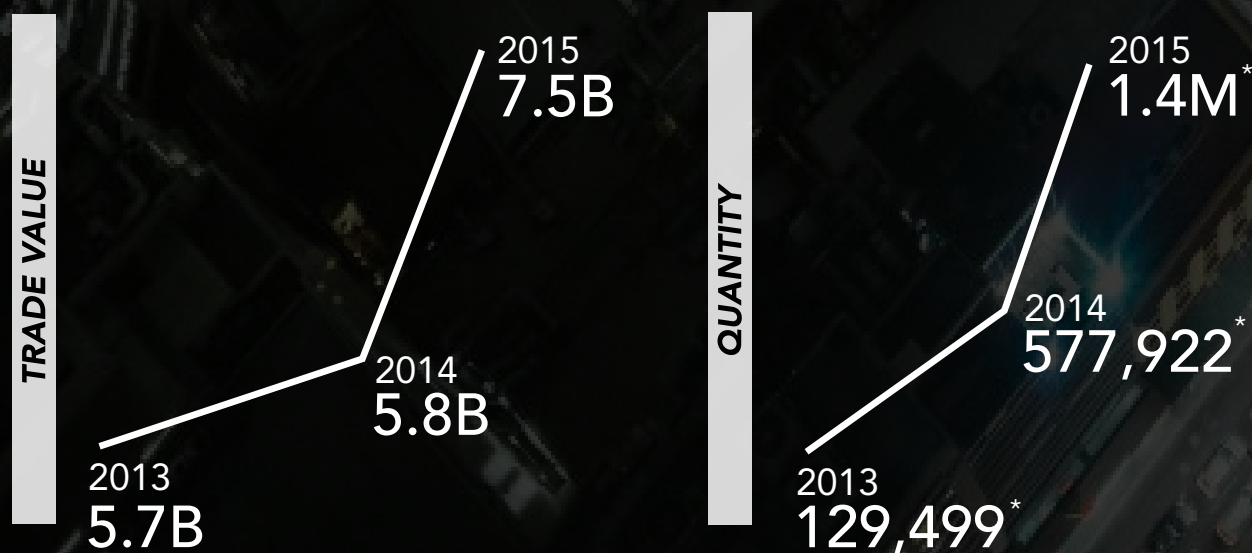
EUROPEAN AUTOMOTIVE SALES

This infographic presents the overall imports of automobiles, number of cars registered in Metro Manila and Region VII, and the presence of European car brands in the Philippines. The increasing amount in trade value and quantity of imports from all over the world to the Philippines, from years 2013-2015, are illustrated in the second graph. The number of car registrations in 2015-2016 are also shown. The infographic also aims to show the strong presence of European car brands in the Philippines, through the presentation of the annual sales growth of the top 5 brands in the country from 2013-2015.

NUMBER OF TOTAL MOTOR VEHICLES REGISTERED IN NCR & REGION VII (2015-2016)



QUANTITY AND TRADE VALUE OF IMPORTED CARS



CAR SALES OF THE TOP 5 EUROPEAN BRANDS IN THE PHILIPPINES

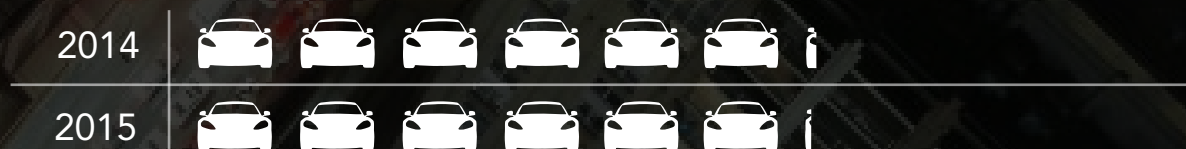
Rank 1: BMW (ACC)*



Rank 2: MERCEDES-BENZ (ANG)



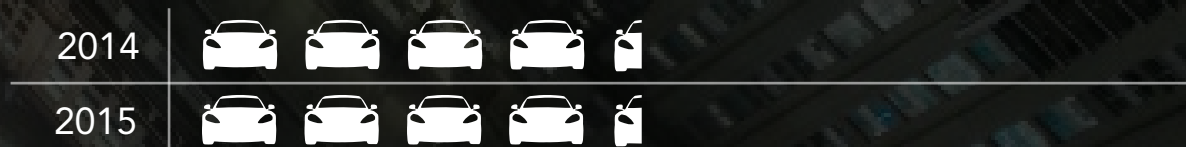
Rank 3: VOLKSWAGEN (ACEI)



Rank 4: PORSCHE / AUDI / LAMBORGHINI / BENTLEY (PGA)



Rank 5: PEUGEOT (EDI)



Source: AutoIndustriya

*  = 100

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Solving Traffic: MOVING BEYOND TRAFFIC MANAGEMENT

BY ALVIN A. MEJIA, CLEAN AIR ASIA

The Philippines is currently experiencing a phase of rapid “motorization.” Over the last ten years, motorcycle registration has been increasing by 11% per annum or an additional of 230 thousand motorcycles per year. The sales of personal cars have been experiencing record levels in the recent past. The first quarter of 2016 saw a 22% quarter-on-quarter growth against 2015 values, according to the Chamber of Automotive Manufacturers of the Philippines. Seventy-six thousand units were sold in that quarter alone. Although there is nothing wrong with motorization per se, such as trend, coupled with stagnant urban public transportation services, inadequate and poor quality infrastructure for non-motorized modes, among other factors, have resulted in worsening levels of traffic congestion.

Major cities in the country are falling victims to traffic congestion. A recent study by Waze pointed to Metro Manila as the place having the worst traffic in the world, and Cebu being the worst place in the world to drive in. Commuting times are becoming unreasonable, which ultimately affect the fabric of our societies, as people have less time to spend on more productive, and meaningful matters. Last year, the National Economic Development Authority estimated that the country is losing 3 billion pesos per day due to traffic congestion. The current common responses, unfortunately, are mostly focused on managing road vehicle traffic.

The global sustainable transport community has embraced the “A-S-I” framework that embodies a holistic approach towards addressing urban transportation issues. “A-S-I” stands for “AVOID-SHIFT-IMPROVE.” Optimal combinations of policies, programs and projects that aim to “avoid” unnecessary motorized trips, “shift” unavoidable

trips to more efficient and environmentally-friendly modes (e.g. higher occupancy vehicles, mass transit), and “improve” the fuel efficiency and environmental performance of motorized trips through better vehicles, fuels, and traffic management, must be instituted.

Modern information and communications technologies can offer alternatives to making motorized trips. Short motorized trips can be shifted towards walking and cycling, if these are made more safe and comfortable. The

same is true with longer commuting trips done through low occupancy vehicles (personal cars, taxis, ride hailing vehicles), which can be shifted towards mass transit modes. The purchasing of new vehicles can be influenced if there are mechanisms to provide information on fuel efficiencies, and if there are incentives for more efficient models.

Business organizations can also contribute through simple policies such as incentivizing cleaner

commuting practices (walking, biking, using public transport, carpooling, eco-driving) by their employees; allowing flexible working hours; investing in stable communications technologies that can reduce the need for physical meetings; or by adopting fuel economy/environmental standards for purchasing company vehicles.

The solution to traffic is not solely a function of traffic management. A more holistic approach must be imbibed, not only by the government, but by all. Walk, if you can. Bike, if you can. Use public transport, if you can. Buy a more efficient vehicle, if you can. Promote these measures, if you can. All these things add up to significant impacts, if done in a collective manner. ■

Commuting times are becoming unreasonable, which ultimately affect the fabric of our societies, as people have less time to spend on more productive, and meaningful matters.



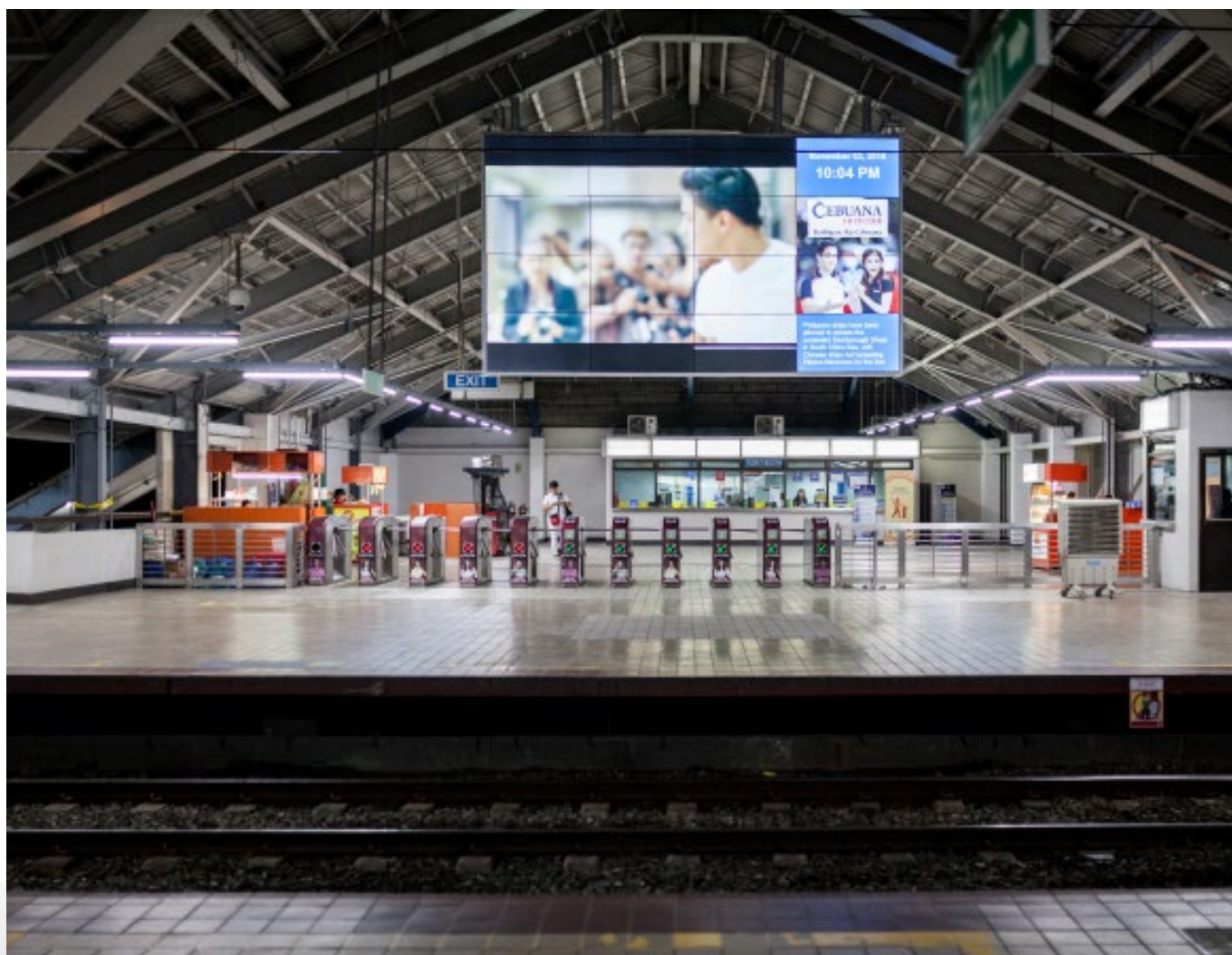
Increased number OF TRAINS, SYSTEM IMPROVEMENTS MARK LRT-1 OPERATOR'S FIRST YEAR

Since it took over the operation and management of Light Rail Transit Line 1 (LRT-1) in September 2015, Light Rail Manila Corporation (LRMC) has ushered in a new, more hopeful view towards Philippine mass transportation.

Backed by the combined expertise of Metro Pacific Light Rail Corporation, Ayala's AC Infrastructure Holdings Corporation, and Macquarie Infrastructure Holdings, LRMC was able to implement a handful of improvements in the trains and stations, leading to more safe, reliable, comfortable rides for the Filipino public.

According to LRMC President and Chief Executive Officer Rogelio L. Singson, "The Company is committed to bring better train facilities and services that would enable safe, reliable and efficient journeys for Metro Manila commuters."



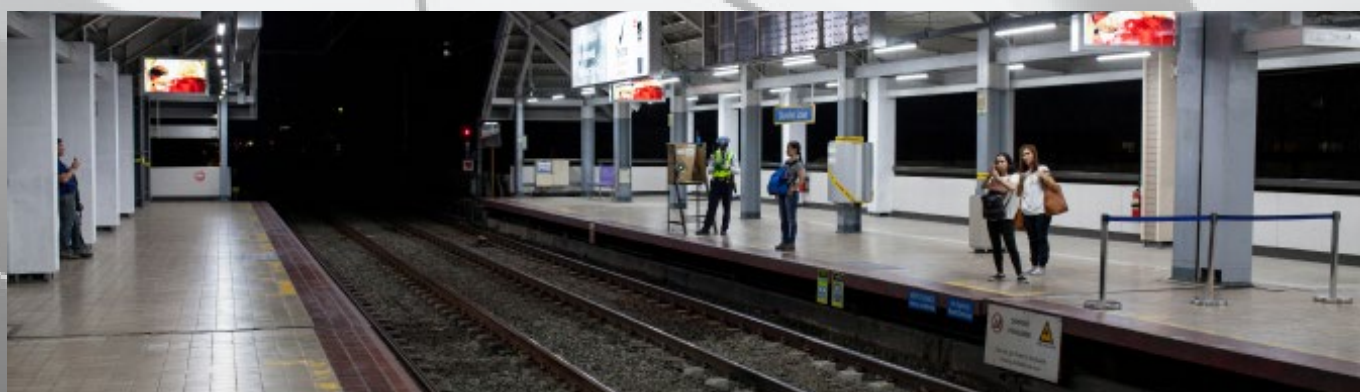


To increase its capacity to bring passengers to their destinations, LRMV immediately worked on repairing the light rail vehicles (LRVs). From 77 LRVs in September 2015, LRMV's skilled technicians and engineers were able to bring up the number to 96 in just a little over a year. Now, LRT-1 is able to deploy more trains to bring commuters where they need to be.

LRMV has also commenced the installation of new rails from Baclaran to 5th Avenue stations. The project covers 21 kilometers of rail tracks on the northbound route and five kilometers on the southbound route. Once completed,

trains will be able to run at a maximum speed of 60 kph, while also increasing the lifespan of LRVs, avoiding wear and tear of the rolling stock, and ensuring the reliability of the whole train system.

Passengers are also now enjoying the ease of going in and around the stations as LRMV recently completed the repair and restoration of elevators and escalators in EDSA, Doroteo Jose, Roosevelt, Balintawak, and Monumento. LRMV also beefed up service improvements through Project Arangkada, which added 105 station tellers, 25 station supervisors, and 30 train drivers, including LRT-1's



first lady train driver. Under this project, LRMC was able to add more trips per day and open more teller booths at the stations.

Bigger improvements are still in the pipeline. Kicking off the refurbishment of LRT-1's 20 stations is the unveiling of the new Doroteo Jose in December. LRMC has also signed two landmark agreements earlier this year, both of which are key to the construction of the Cavite extension.

The first agreement, the P24-billion Omnibus Loan and Security Agreement (OLSA), was signed between LRMC and the following banks: Metrobank, Security Bank, and RCBC. P15.3 billion of the total loan amount will be allocated for the Cavite extension, while P8.7 billion will be for the rehabilitation of the existing LRT-1 system.

The second agreement is the Engineering, Procurement, and Construction (EPC) for the Cavite extension entered by LRMC with Bouygues Travaux Publics and Alstom Transport. Both contractors are rail transport experts with projects around the globe and will take on the construction of eight new stations: Aseana, MIA, Asia World, Ninoy Aquino, Dr. Santos, Las Pinas, Zapote, and Niog.

LRMC is also expecting to receive 120 new LRVs from the Department of Transportation by 2018 through a Japan International Cooperation Agency (JICA) loan, thus providing more trains to serve the riding public. ■



PAGBABAGONG RAMDAMING NAKARARAMI



Justine Iris Yap — 😊 feeling positive
Posted on August 18.

.. Tonight, I didn't expect anything different. So imagine my surprise when I saw on my peripheral vision that the escalator was functional. Like a kid excited for her first escalator ride, I stepped on it smiling! I can't believe it has a new look! All the lights were working, the floor was mopped, walls were painted, on-going reconstruction, fixed digital clocks, etc. Ang liwa-liwanag!...

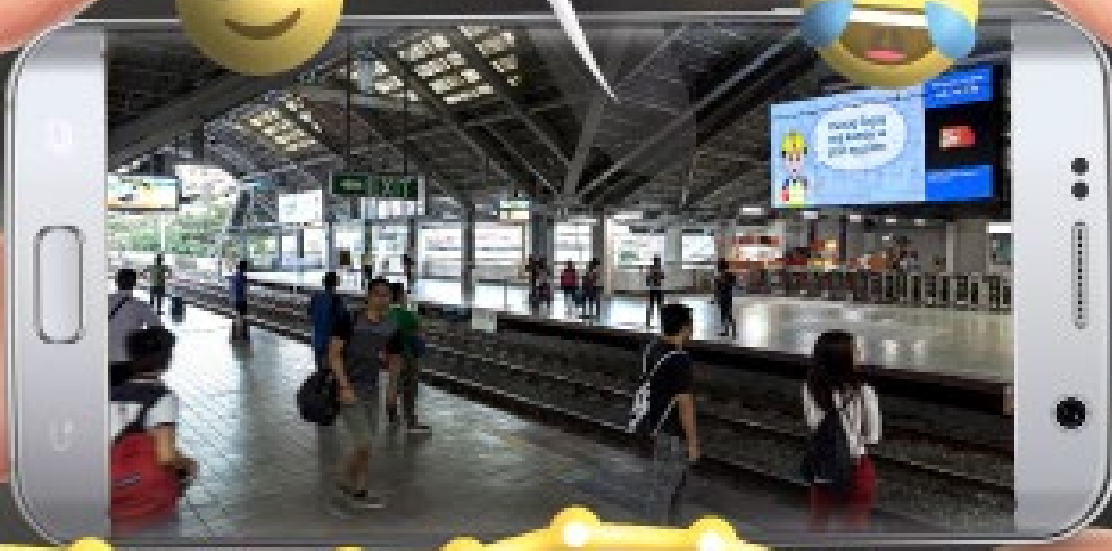
Mas malinis.

Mas maliwanag.

Mas maaliwales.

Ang Station Improvement Project ay isang pagtugon ng Light Rail Manila Corporation (LRMC) na ayusin ang LRT-1. Nagsimula sa Doroteo Jose Station, unti-unti nang aayusin ang mga passenger stations para sa kaligtasan at maginhawang biyahe ng mga pasahero.

Two thumbs up sa biyaheng LRT-1. Biyaheng better everyday.



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NOLI NICANOR

noli.nicanor@eccp.com



INSIDE THE ECCCP

1 MANILA

ECCP Manila does not rest. 2016 saw the revolutionizing of the chamber in its many areas. Since its founding in 1978, ECCP has created avenues to point to the right business solutions. This was seen in this year's pillar events: the launch of the Housing Congress, Smart Agriculture Forum, European Motor Show and the highly successful LGU Business Forum. 2016 also saw the revamp of the EuroPH Connect and digitization of the Philippine European Business Directory. ECCP Manila has over 750 members and continues to be the largest European chamber outside of Europe.

2 CEBU

Now in its silver year, ECCP Visayas branch maintains its creative juices that it has always been known for as evidenced by one of its most requested workshops. The ekoShare Bamboo series had 3 runs and remains largely in demand. Another successful run for the ECCP Football cup and the first Visayas run of the Energy Smart was a success in 2016. The JFC Networking night was enjoyed by ECCP Cebu members whose number has now flourished to 91 members.

3 DAVAO

The youngest and most promising branch of the ECCP has slowly and steadily been expanding and now has 21 members since it has been founded in 2013. The Energy Smart Mindanao was successfully held this year. ECCP Davao's efforts are unfailing as can be seen its successful organization of the Doing Business in Europe Forum.



INSIDE THE ECCP MANILA

THE ECCP WISHES TO THANK THE BOARD OF DIRECTORS 2016 - 2017



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HSBC

ECCP WELCOMES NEW MEMBERSHIP OFFICER DEI CIMATU

Prior to her role as membership officer, Dei Cimatu was formerly ECCP's Business Consultancy Project Assistant where she handled the Smart Agriculture Forum 2016, Housing Solutions Congress 2016, and several business inquiries from European companies exploring the Philippine market. Dei has also previously worked for the Asian Development Bank (ADB) due to her strong involvement in Youth Leadership. Before entering the corporate world, Dei assisted local SMEs, social enterprises, and startups through Impact Hub Manila's incubation and fellowship programs.

She is an organizational communication graduate from the De La Salle University and an alumna of the IESEG School of

Management in Lille, France where she studied social entrepreneurship.

For 2017, Dei envisions an ECCP that maximizes partnerships with and for its members. Through her role as Membership Officer, she hopes to contribute to ECCP continuing as a ground for businesses to commune, collaborate, and innovate in order to achieve an inclusive business environment.

With all the upcoming events and activities for 2017 that are strategically curated to fit the needs of the members, Dei along with the ECCP looks forward to a year of growth, sustainability, and endless opportunities.

Welcome aboard Dei! ■



INSIDE THE ECCP

MANILA: EVENTS

The ECCP remains committed to organizing various high-calibre events ranging from social and sports events to events that provide business solutions. ECCP Committee meetings continue to be fertile ground in hatching advocacy-driven events and government dialogues, as well as sector-strengthening events and those that showcase the European brand.

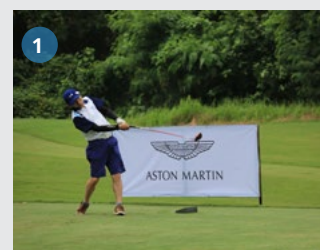
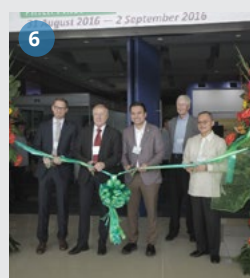
This year saw the launch of the very first European Motor show in the Philippines, No less than Vice-President Robredo delivered her insights on effective solutions on the housing backlog in the first highly successful Housing Congress Solutions. Advocates of Agricultural innovations and solutions such as Senator Francis Pangilinan and Cynthia Villar were also some of the lead speakers in the first Smart Agriculture Forum.

NETWORKING NIGHTS

ECCP connects business communities, ideas, and people. Being part of ECCP means having access to a huge network of potential clients and business partners. One sure way to rub elbows with these people would be through the networking nights (6) that the ECCP is well-known for. With a total of 4 Networking Nights organized by ECCP and as well as those held in partnership with the European Chambers, Joint Foreign Chambers, Committees, and Premium Members, the ECCP plays a good host in setting a more relaxed atmosphere for each event, which welcomes an average of 300 attendees.

SPORTING EVENTS

For 17 years, the ECCP has organized one of the biggest golf tournaments for the European and Philippine Business Community. With a turn-out of 144 players this year, the ECCP Golf Challenge (1) remains a much anticipated and well-attended event. Another much-awaited sporting event is the ECCP Football Cup (3), which has been held annually since 2004. The ECCP Football cup 2016 gathered over 35 teams with 600 participants playing in a two-division format: Mixed and Men's Divisions. The event continues to bring the European and Filipino community closer together while providing networking and team building opportunities for the participating companies.



MEMBERSHIP EVENTS

What better way to discuss effective business solutions than over coffee? ECCP partners with renowned speakers in coffee mornings arranged especially for ECCP members. Three exclusive breakfast forums (4) and two luncheon meetings were held throughout the course of 2016. One of which is the "Federalism on the Rise" (7) luncheon held in partnership with the Business Mirror and which took place in Marriott while another other luncheon was held with the Bureau of Customs.

ADVOCACY EVENTS

2016 was a big year for advocacy as it saw the launch of a number of advocacy-driven events, as well as the continuation of events ECCP was known to spearhead from years back.

The Energy Smart (6) is on its 10th year and has now been expanded to cover Visayas and Mindanao. The launch of the very first Housing Congress Solutions (2), and Smart Agriculture Forum (5) were two very successful events. The Smart Agriculture Forum addressed food security challenges, Philippine agriculture, policy reforms, and private initiatives while the Housing Congress created a multi-sectoral dialogue among housing stakeholders on the increasing housing backlog and promoted the use of green and innovative housing construction materials.

The very first European Motor Show (9) was also launched in March 2016, with 21 exhibitors visited by around 300,000 guests over the course of the 3-day event. ■

INSIDE THE ECCP

MANILA: ADVOCACY

Due to the hard work of the ECCP Advocacy Team, this year, the ECCP has successfully lobbied for the passing of four (4) bills - The Custom Modernization and Tariff Act (cross cutting), the creation of the Department of Information and Communications Technology (ICT), the Enactment of the Right of Way Act, and the Passage of the Foreign Investments Negative List.

Additionally, a further seven (7) market access improvement cases were achieved in 2016, specifically:

1. Implementation of Cabotage Law (Maritime)
2. Implementation of Philippine Competition Law (cross-cutting)
3. The PNP list of controlled and regulated chemicals was revised in early 2016 and no longer includes Calcium Nitrate components used in agricultural inputs. (Agriculture)
4. The PNS for Organic Bio-Control Agents (BCA): Microbials and Botanicals – Minimum Data Requirements, was approved by BAFS in early 2016. It specifies the minimum data requirements for the safety assessment of organic biocontrol agents, specifically for microbials and botanicals. The Philippine National Standards for Organic Agriculture (PNS/BAFS 07:2016) also set out national standards for organic agriculture, which are aligned to ASEAN Standards. (Agriculture)
5. The Freedom of Information Act bills were not approved before the end of the 16th Congress. However, President Duterte signed an EO on FOI which covers all offices under the Executive branch, including GOCCs and SUCs. (Cross-cutting)
6. DOF's initiative to request all importers to register with SEC and pass a physical inspection by customs on their business operations (DO No. 12, series of 2014, as amended by DO No.18-2014) has had positive results in terms of elimination illegal imports. (cross-cutting)
7. Following the adoption of the majority of Codex Alimentarius standards through AO No. 2014-0030, the FDA has further amended certain labelling standards in harmonization with Codex Alimentarius. (Food and Beverages) ■

ADVOCACY ACHIEVEMENTS FOR 2016



ADVOCACY PRIORITIES FOR 2017

	Red	Yellow	Green
Economic Restrictions		X	
Liberalizing Procurement		X	
Liberalizing Retail Trade	X		
Tax Reform			X
Solve the PCAB Unfairness			X
Amend BOT Law (PPP)			X
Revise Public Services Act		X	
Keeping Investment Incentives			X
Competition Act Implementation			X
Energy Efficiency Legislation			X



INSIDE THE ECCP

MANILA: *YOUNG PROFESSIONALS COMMITTEE*



42 participating members bringing 1,000 books, 170 school kits, plus the drive to work together with the community and help the highest school in the country located in Kabayan, Benguet.

YPC

YEAR END ACTIVITIES

Concluding this year's round of Yuppie Track sessions, our talks on "Managing Your Boss", "Mastering High Stakes Conversations", and "People Development and Leadership" aid young professionals navigating the corporate landscape.

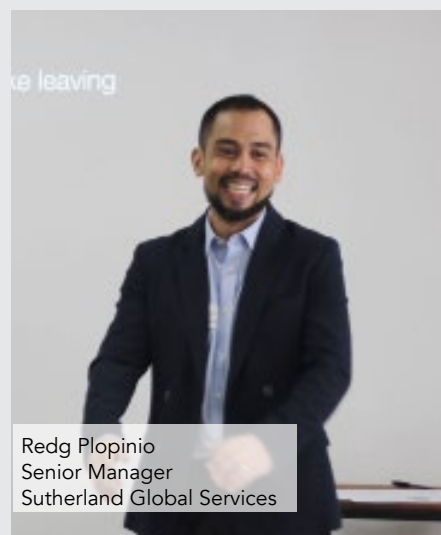
Join the YPC in our K-12 entrepreneurship education program, coastal cleanup, professional talks, and more initiatives this 2017! ■



Gunter Taus
Managing Director
JEC Philippines



Tony Abad
CEO
TradeAdvisors



Redg Plopinio
Senior Manager
Sutherland Global Services

INSIDE THE ECCP *CEBU*

The European Chamber of Commerce of the Philippines actively participates in International Trade Fairs and is one of the key institutions that assist local companies to help them in being part of the largest trade fairs in Europe and in other countries in Asia. Cebu City, the Creative Capital of the Philippines is the cradle of most exporters which include the creative industry and is where most trade fairs participants' offices are based. This was where the idea of having a branch in Visayas came from.

ECCP Visayas founding members include Henry Schumacher and the so-called Three Kings of Cebu's export industry: Benson Dakay, Marc Yang, and Justin Uy. ECCP Visayas was officially founded in April 1990.

2016 was a monumental year for ECCP Cebu as it celebrated its' 25th anniversary last February (1). From the 3 founding members, it has now grown to 91 members and is still increasing.

ECCP Cebu held one JFC Networking Night (2) and 2 Asian Creative Cities Networking in Thailand and Vietnam. The Cebu Leg of the ECCP Football cup (3) was held in April at the Cebu International School. Aside from the JFC Networking night, two other membership events were held in Cebu: The first Membership Business Meeting (MBM) with Tytans Properties and one on the Cebu Water Situation (4).

One popular seminar held by ECCP Cebu is the ekoShare: Bamboo Series (5), there had been 3 runs of this series this year which are very well attended and in fact, requests are still coming in for the series to continue.

The ECCP Cebu continues to accomplish its' goal to fully utilize the Creative Industry's potential as well as increasing the involvement between business in Europe and the Philippines, particularly in the Visayas region. ■



INSIDE THE ECCP DAVAO

The youngest branch of the European Chamber of Commerce of the Philippines, ECCP Mindanao was established in 2013 and holds office in Davao. This year, Davao membership has grown to 21 members. On the events side, the very first Energy Smart in Mindanao was held and was co-located with High Efficiency Motors (an EU co-funded project) in October. 70 delegates attended the whole-day event. A Doing Business in Europe Forum was held as well in April as one of ECCP's continued effort in connecting business in the Philippines and in Europe. This was held in partnership with the Department of Trade and Industry and with support from the EU Delegation.

Two membership events were held for ECCP Davao members with speakers such as Mike Grogan, a motivational speaker and trainer extending his vision to help improve the outlook of the attendees in April, and another with Lars Wittig, in October. The latter offered business solutions with the theme "Workspace solution and Workplace recovery".

With the increased recognition of Mindanao as an important region to focus on in terms of economic growth, ECCP Davao envisions increased members and membership assistance in order to continuously facilitate the growing number of business transactions in both countries. ■



 <ul style="list-style-type: none"> • Bottle Washing Additives • Conveyor Lubricants • Clean-in-Place Chemicals • Water Treatment Chemicals • Disinfectants • Decaling Chemicals • Final Rinse Water Conditioner • Industrial Cleaners and Detergents • Personal Care • Coolants • Waste Water Treatment Chemicals <p>International grade • Locally made</p> <p>BEAUCHEM BEAUCHEM INDUSTRIES INTERNATIONAL, INC. www.beauchemgroup.com</p>	 <p>Manufacturer of effective and high quality cleaning solutions for almost 25 years</p> <p>LINDEN TECHNOLOGIES PHILIPPINES, INC. www.lindentechologies.ph</p>	 <p>Making energy work for you Efficiently</p> <p>EXCLUSIVE DISTRIBUTOR - weishaupt - SCHNEIDER-KESSEL BERLIN STEAM BOILER AND HOT WATER BOILER</p> <p>BEAUTHERM BEAUCHEM THERMTECH GROUP, INC. www.beauthermgroup.com</p>
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BUSINESS OPPORTUNITIES

THE FOLLOWING COMPANIES ARE IN SEARCH FOR A DISTRIBUTOR OR AGENT FOR THE FOLLOWING PRODUCTS:



A Hungarian Company is looking for distributors of Veterinary Products



A Hungarian Company is looking for distributors of fashion drinks



A German Company is looking for meat distributors

THE COMPANIES BELOW ARE IN SEARCH FOR BUYERS, IMPORTERS, DISTRIBUTORS, OR AGENTS FOR THE FOLLOWING PRODUCTS:



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



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 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 to meet with shipbuilding yards, steel fabrication companies, and marine construction companies



A wholly owned subsidiary company of a 50 year group of companies in India located in PEZA Cavite, that supplies mechanical components, Control Panels, UPS Enclosures, Telecom racks, ATM Machine parts to leading multinational companies in Philippines and has state of the art CNC machines and set up is looking out for investors who have contacts & experience in the markets in the Asia Pacific Region. The promoters can also consider outright sale. The unit in Philippines is also suitable for manufacturing automotive components, fabrications for infrastructure projects, architectural and construction ware, aerospace, shelving/ display racks, health care , kitchen cooking & serve ware, IT/Networking, agricultural, pharmaceutical equipment, home technology ,gaming and entertainment equipment, etc.



Possible opportunities for water utilities and wastewater project contractors in Poland

SHOULD YOU BE INTERESTED IN ANY OF THE OPPORTUNITIES LISTED ABOVE OR FOR MORE INFORMATION, CONTACT ERYNNE BULAON AT PUBLICATIONS@ECCP.COM

WORKPLACE HEALTH TIPS

Long workdays mean snacking, coffee drinking, and sitting in front of your computer all day long. All of this results in having no more energy left at the end of the day. Here are some tips on how to improve your health while at the office.



Get off at a stop before you usually do and walk the rest of the way or park 5-10 minutes away.



Snack on fruits, vegetables, or nuts, and avoid unhealthy snacks. Snacking helps you avoid binging later on.



Take an energy break. Get up, walk around, and do some stretches.



Keep a bottle of water at your desk and make sure to hydrate throughout the day.



Try to walk an average of 2,500 - 3,000 steps a day.



Change your office chair to an orthopedic chair to keep you in the correct posture all day long.



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ATMOSPHERE'S SLICE OF PARADISE: A DIVING ENTHUSIASTS' DREAM

BY GUENTER TAUS, PRESIDENT, EUROPEAN CHAMBER OF COMMERCE OF THE PHILIPPINES



If you are a diving enthusiast or an adventure seeking traveler, then the Atmosphere Resorts & Spa should be in your itinerary. Opposite the famous Apo Island and Marine Sanctuary, Atmosphere Resorts & Spa in Dauin, near Dumaguete offers you a slice of paradise.

The Philippines boasts having one of the richest marine biodiversity in the world. One step away from Atmosphere Resort and you'll find one of the largest coastal sanctuaries, with plenty of macro coral life including mantis shrimps, barracudas and sea snakes. You will even see jawfish sticking their heads out from the sand. Hiding within the crevices under the corals, you might find the big day octopus guarding their eggs, if you come during mating season, and turtles that often reside in the reef area.

Atmosphere's strategic location provides you access to plenty of dive sites straight off the beach and in the Apo Area, as well as in Siquijor Island. If you have a keen eye for photography, these dive sites are great for fish identification or if you simply want to enjoy the breath taking underwater scenery.

If you're up for other activities, you can visit one of the many scenic lakes and waterfalls in the region. You can

experience the local culture and witness one of the many fiestas within Negros Oriental and as well as some of the local carnivals and markets.

Other excursions include swimming with the whale sharks in Oslob village in Cebu Island which is 1.5 hours away by van and boat, or dolphin and whale watching in Bais, north of Dumaguete, which is 2 hours away from Atmosphere.

If you simply want to relax and be in tune with nature, you can also go for a run or a walk on the beach and appreciate nature within the gardens of Atmosphere. The ambiance in the resort is also perfect for you to unwind through yoga or you can get one of Atmosphere's signature spa and massage treatments.

If you're more on the adventurous side, you can enjoy the landscape through a tour on a fully automatic quad bike. Or if you're with your family, your kids can also enjoy the Kids' Cove which has a playground and sports grounds.

Atmosphere provides a spectacular change of scenery and a great escape from busy Manila. Offering a bit of something for everyone, this is a great spot for your next vacation. ■



MABINING MANDIRIGMA

The Philippine Italian Association, in cooperation with the Tanghalang Pilipino Foundation and the Cultural Center of the Philippines, and supported by sponsors like Trevi Foundations Inc. and Vinitaly Wine Trade, were very proud to present the Premiere performance of the multi-awarded steampunk musical, Mabining Mandirigma, at the CCP Little Theater on Friday the 2nd of December, 2016 at 8:00.

Mabining Mandirigma, the Gentle Hero, a modern musical conceptualized by Tanghalang Pilipino was created to celebrate the 150th birthday of our national hero, Apolinario Mabini, also known as the Sublime Paralytic.

The Philippine Italian Association was honored to have the opportunity to bring this modern masterpiece to the foreign community who have made the Philippines their temporary home.

The Philippine-Italian Association, at the 2nd floor, Zeta Building, 191 Salcedo St., Makati, has since 1962, worked to strengthen the bonds of friendship between Italy and the Philippines through cultural programs. It also provides practical services including Italian and Filipino language classes, translation and interpretation services.

For information, contact philippineitalianassociation@gmail.com. ■

SPANISH OVERTONES TO SERENADE LOCAL CLASSICAL MUSIC ENTHUSIASTS

Filipino classical music enthusiasts will have an earful of Spanish masterpieces starting September with the launching of Spanish Overtones, a radio program broadcasted locally by DZFE 98.7 and made possible through the collaboration of the Embassy of Spain in the Philippines, the Instituto Cervantes de Manila and Ibídem Radio, with the patronage of OHL.

The program Spanish Overtones, which aired on September 20 will run for five months. It features a repertoire that includes Spanish early music, Baroque melodies and cantatas, music for the stage, zarzuela, pieces for the Spanish guitar, organ and romantic piano, Renaissance song books, chamber music, 19th century songs and symphonies, 20th century sonatas as well as film and contemporary music. Listeners will likewise be mesmerized by the charm of Manuel de Falla, Isaac Albéniz and Enrique Granados.

On the other hand, the recently created Ibídem Radio, (www.ibidemradio.es), dedicated to Spanish classical music from all eras, exchanges knowledge and spreads awareness of authors and performers, in order to recover the Spanish musical heritage as well as discover the repertoire of new creations.

Listeners may also tune in on www.ibidemradio.es to enjoy the playlist of Spanish Overtones. ■

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EGSI was formed in the Philippines in 1984. We used to be known as Electrolux General Services Inc, a part of the Electrolux Group of Companies. EGSI is now wholly owned by the APC Group of Companies, one of the fastest growing conglomerates in the country today.



The Infant and Pediatric Nutrition Association of the Philippines (IPNAP) is an association comprising multinational companies from New Zealand, Switzerland and the United States that manufacture infant nutrition products in the Philippines. The member companies are: Abbott Laboratories, Fonterra Brands, Mead Johnson Nutrition, Nestlé and Wyeth.



Langdon & Seah Philippines was established in 1982 as a quantity surveying practice and have since then evolved into a multi-disciplinary construction and property practice company. With vast expertise and background of specialist skills and over 25 years of experience in the Philippines, we offer a wide range of construction cost, development management, and consultancy services from project concept to realization and throughout the life cycle, providing a seamless and integrated approach to their services.



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Cebu Interlace Weavers Corp. is a textile manufacturing company that produces contemporary hand-woven are applied for indoor use, such as curtains, roman blinds, wall coverings, furnitures & lamp shades.

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