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

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## IN THIS ISSUE:

### ISSUES & CHALLENGES

**Celebrating 50 Years of  
Asean & 40 Years of EU-  
ASEAN Diplomatic Ties**

**TRADE IN THE ASEAN  
Globalizing MSMEs**

### Inside the ECCP

**Upcoming Events**

### PROTECTING INGENUITY

**IP Protection Strategies  
for the Logistics &  
Transport Industry**

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# Contents

Cover: **ASEAN-EU Celebrating 50 Years of ASEAN & 40 Years of EU-ASEAN Diplomatic Ties** 15



**Inside the ECCP: ECCP Activities & Upcoming Events** 21

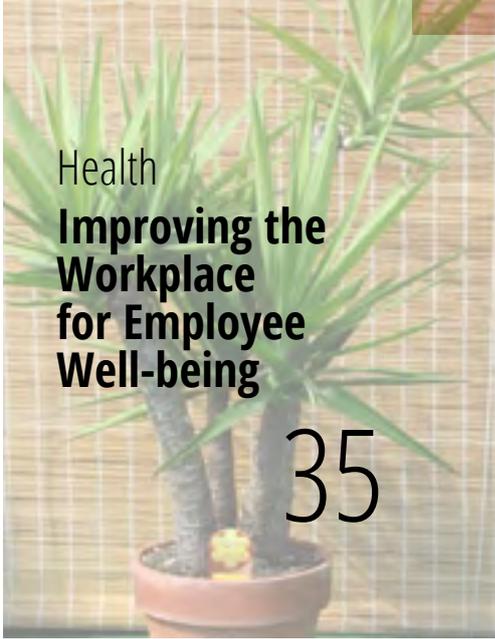
**Europe News & Trends: Sweden: Leading the Way with Sustainable Innovations** 10

**IP Protection Strategies for the Logistics & Transportation Industry** 11



**Health: Improving the Workplace for Employee Well-being** 35

**ECCP Business Opportunities** 38





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# More for 2017



FLORIAN GOTTEIN  
ECCP EXECUTIVE DIRECTOR  
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2017 started on a high note for the ECCP. By hitting the 800-member mark, we remain the largest and strongest foreign chamber in the Philippines. We have continued to develop the deliverability of our activities and initiatives to you, our dear members, through our revamped website and newsletters, which I hope you find much improved. Starting this March we will also be rebooting our monthly ECCP Factsheet and weekly [eccp@work](mailto:eccp@work), bringing you the latest updates in the Philippine-European business and political landscape.

We have also opened a new branch office in Cagayan De Oro, with Ms. Jo-Ann Vidal at the helm, and welcomed our new Davao Branch Officer, Ms. Ivy Rufin. We hope that with these steps to growth, we are able to reach even more throughout our country who want to be a part of the Philippine-European Business Community and provide you, our current members, an even wider network.

As we come upon the celebration of the 40th year of the ASEAN and 50 years of EU-ASEAN diplomatic relations, we at the chamber are glad to welcome this milestone year with the ASEAN-EU Business Summit 2017. Slated for the 10th of March at the Conrad Hotel Manila, it is held in conjunction with the Philippines' chairmanship of the ASEAN and will be co-located with the ASEAN Ministers Meeting. At the summit, we will be welcoming over 400 business leaders, thought-leaders, and policy-makers from around the region and Europe to interact and debate key business and trade issues of the day. We are also honored to welcome EU Trade Commissioner Cecilia Malmström, who will join our panelists and delegates in the day's discussions.

Looking forward into the coming months, we have a lot in store for you. We look forward to bringing you the exciting European Lifestyle & Motor Show with the European Food Festival this coming May and the Water Challenge this June, as well as the annual ECCP Golf Challenge and ECCP Football this coming May and June respectively.

We at the Chamber remain at your disposal for your business needs and continue to listen to your feedback as we work towards an even bigger and better ECCP this coming 2017.

“

*We have continued to develop the deliverability of our activities and initiatives to our members*

”

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# THE PHILIPPINE EUROPEAN BUSINESS DIRECTORY GOES DIGITAL

In line with our mission to continuously innovate and improve the ECCP membership services and access to membership benefits, the 2016 edition of the Philippine-European Business Directory will be released in digital format via a USB drive.

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The logistics and transportation industry in the Philippines is growing steadily due to strong economic growth in the country and gradual increase in domestic demand fueled by the rise of the country's middle class and increase in remittances from workers abroad. According to various studies, the industry is expected to grow as much as 16.7% by 2020. Opportunities for logistics providers also continue to expand thanks to the steady growth in the Philippine's e-commerce sector.

However, transportation costs in the Philippines are still significantly higher than in many other ASEAN countries, notably in Malaysia and Thailand. This is due to the geographic challenges that the Philippines faces as a conglomerate of islands, but also due to unclear regulations imposed by different government agencies that sometimes induce informal payments. The transportation and logistics industry also faces some infrastructural challenges as the country still suffers from congestion on the roads in urban areas and at seaports. For example, clearance time for shipments at ports is more than twice as long in the Philippines than in many of its neighboring countries.

On the other hand, this year the Philippine government has put forward an ambitious plan of modernizing and improving the country's infrastructure such as building new roads, railways, airports and improving the situation of seaports. The government has also committed itself to improving the

regulations and to fight corruption in transportation sector. This means that the transportation and logistics industry would offer lucrative business opportunities for European SMEs in the near future.

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*Logistics companies can protect not only their technological inventions but also their business processes.*

European logistics and transportation SMEs wishing to enter the Philippines' market need to keep in mind that despite the improvements in the Philippines' IP laws and regulations, counterfeiting and other IP infringements are still commonplace in the country and thus a robust IP strategy is needed to grow their business in the Philippines.

### **BRAND PROTECTION – THE FOUNDATION OF BUSINESS SUCCESS**

Logistics companies' branding strategies are highly important in an industry that is built on the ability to persuade customers that their valuable

goods will be shipped smoothly and safely by the chosen logistics company. It could be very damaging to SME's reputation if someone would use a similar or an identical brand to provide substandard services, as it could directly translate into loss of clients' confidence in the original service provider. It is thus of utmost importance for EU SMEs operating in the logistics and transportation industry to protect their brand through trade mark registration when planning to do business in the Philippines.

SMEs planning to enter the Philippines market should register their trade mark in the country well in advance before even starting their business there because the Philippines applies the first-to-file' trade mark registration system, meaning that the first person to register a trade mark owns that mark, regardless of the first use. It is especially important to register trade marks in the Philippines because trade mark piracy due to 'bad-faith' registration is still a major problem. Bad-faith registrations exist where a third party (not the legitimate owner of the mark) first registers the mark in the Philippines, thereby preventing the legitimate owner from registering it in the country. These unscrupulous companies would normally try to resell the trade mark back to its legitimate owner at an inflated price.

At the same time owners of well-known marks may benefit from the Philippines membership to the Paris Convention. Foreign nationals may request the refusal or cancellation of

a registration of a trade mark which constitutes a reproduction, imitation or translation of a well-known mark in another country that is also a member of the Convention. This process can, however, be costly.

European SMEs should also keep in mind that according to the Trade Mark Law of the Philippines, in order to maintain the registration of a mark, a Declaration of Actual Use of the mark together with the proof of use of the mark must be filed after 3 years from the application date of the mark and then again within 1 year from the 5th anniversary of the registration.

**DON'T FORGET TO PROTECT YOUR INTERNET DOMAIN NAME**

Most logistics companies rely on their website when managing their day-to-day communication with clients and to attract new customers. As the Philippine domain name can be the key to business growth locally, it is advisable to register internet domain names in the Philippines. It is also important to register internet domain name in the Philippines because problems like 'cybersquatting' and typosquatting are a serious concern in the country. Cybersquatting means that a third party registers a domain name that is identical to European company's product or trade mark name, with the purpose of selling the domain names back to the rightful owner at a premium price.

Typosquatting refers to registering a domain name with misspellings, or typos of famous brands, or company names. The registrant or the 'domainer' benefits from the traffic generated when people mistype a URL into a browser. As an example, if an internet user mistypes the URL - e.g. www.euroap.eu instead of www.europa.eu - the user reaches the website of www.euroap.eu, where the domainer can place a number of sponsored links. If the internet user then clicks on one of those exposed links, the registrant of the domain name receives a portion of the advertising revenue paid by the advertiser. Most importantly, typosquatting may lead to consumer confusion or lost web traffic, as internet users may be directed to either

fraudulent websites or competitor's websites.

Internet domain names can be registered with the Internet Domain Name Registry of the Philippines (dotPH). Registrations should be done as soon as the company envisages doing business in the Philippines because internet domain name registration also functions under the 'first-to-file' system. Indicatively, it costs around EUR 34 per year to register internet domain names in the Philippines.



*When European SMEs identify that their products are being infringed, they should actively enforce their rights in the Philippines through the various avenues available.*

European SMEs should also keep in mind that the Philippines Internet Domain Name Registry has a domain name dispute resolution system and that cybersquatting is illegal under the intellectual property laws of the Philippines. Thus, companies should monitor similar domain names and enforce their domain name rights in case of confusion or cybersquatting.

**PROTECT YOUR TECHNOLOGY OR BUSINESS PROCESSES WITH PATENTS**

In the era of innovative applications to businesses, patents can become significantly important in the logistics and transportation industry, as they help to protect technological

inventions and thus increase the competitiveness of companies. Logistics companies can protect not only their technological inventions but also their business processes. As recent examples, DHL obtained a patent for its 'GoGreen' service which allows customers to be carbon neutral, or Amazon obtaining a patent for anticipatory package shipping, which allows the packages to be shipped before the order has been placed.

The Philippines adopts a 'first-to-file' patent system, meaning that the first person to file a patent in the jurisdiction of the Philippines will own that right within the country once the application is granted. The Philippines also allows utility model registrations for an invention with lesser degree of inventiveness. The process for obtaining a utility model is shorter, however, there is a reduced term of protection - as patents are protected for 20 years after filing whilst utility models are only protected for 10 years after filing. Utility models should be considered by the transportation and logistics companies, as a lot of technology these companies use consists of improved versions of the technology already in use.

Domestic patent applications in the Philippines should be registered with the Intellectual Property Office of the Philippines. The cost of the application fee is based on whether the applicant is considered a small-medium or large entity. Entities with assets worth PHP 20 Million (approximately EUR 385,000) or less are considered small entities while entities with assets exceeding the said amount are considered large entities. In practice, foreign companies are presumed as large entities unless they are able to prove the quantitate requirement regarding their assets. In order to qualify as a small entity, the foreign company must submit an affidavit stating that it is in reality a small entity. Application price starts from EUR 70.

Furthermore, logistics companies wishing to make their patent protection more far-reaching may opt to file for a patent through the Patent Cooperation Treaty (PCT) route which



allows for patent protection in PCT multiple member states by filling out just one patent application. The PCT application route also gives applicants an extra 18 months to assess the commercial viability of the invention and the likely market.

### **ALWAYS ENFORCE YOUR RIGHTS**

Entering a new market also means being ready to enforce or defend IP rights in order to ensure that business objectives are met and therefore budget planning for enforcement is key to a successful and comprehensive business strategy. When European SMEs identify that their products are being infringed, they should actively enforce their rights in the Philippines through the various avenues available. If an SME builds a reputation for being prompt and reactive, then unscrupulous companies will be less likely to infringe its rights in the future.

In the Philippines, there are three avenues to enforce intellectual property rights: administrative actions, civil litigation and criminal prosecution. As civil litigation and criminal prosecution tend to take longer time and become costly, administrative

actions are often the preferred means of enforcement for small-medium businesses. Administrative authorities have the power to impose preliminary injunctions, preliminary attachments (a provisional remedy wherein the court/administrative body is asked to take custody of the property of the adverse party as security for satisfaction of any

judgment) as well as damages and administrative fines. In many cases, however, negotiations between the parties can be a more viable option as they are cost effective.

**Helika Jurgenson**  
*South-East Asia IPR SME Helpdesk*

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

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

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# SKY RANGE IS TURNING



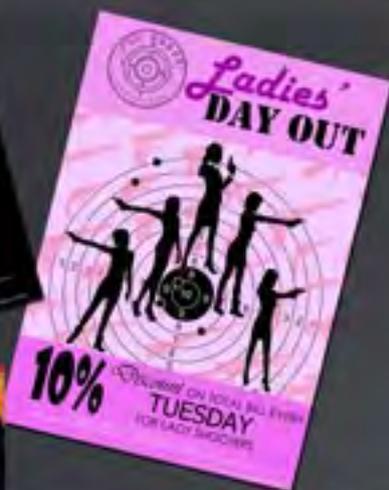
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# ASEAN-EU

## Celebrating 50 Years of Asean & 40 Years of EU-ASEAN Diplomatic Ties



This 2017, the Philippines hosts the 5th ASEAN-EU Business Council, coinciding the 50 year Anniversary of the ASEAN.

The EU Delegation to the ASEAN provides an insight on the existing relations between two regional blocs.

### EU-ASEAN RELATIONS

ASEAN and the EU, with their own dynamics, objectives and contexts, are probably the two most ambitious regional organisations in the world. This makes us natural partners with a lot to share and learn from each other's experiences and approaches. Indeed, the EU wants to deepen our relations with ASEAN because it believes that ASEAN will play an important role in bringing to fruition a larger integrated market, enhancing the connectivity within the ASEAN Economic Community (AEC) and with the rest of the world, and contributing to prosperity and stability in Asia --- the fastest growing region in the world. In view of this, the EU has emerged as a major development partner of the ASEAN in a wide range of cooperation sectors including trade and economic related assistance.

### Enhancing the EU-ASEAN Partnership

The last decades have seen two blocs enhancing their partnership and amplifying the resources devoted to cooperation. For the period of 2014-2020, the EU has almost tripled the previous amount of funds for development cooperation projects implemented by the ASEAN Secretariat (EUR 196 million) to support ASEAN's post 2015 integration agenda. This support comes on top of the EUR 2 billion the EU is devoting in bilateral

assistance over the same period of time to poverty reduction and connectivity within and between ASEAN countries.

The EU has also released the frequency of exchanges of leaders from both regions to achieve a higher level of joint political dialogue on global challenges. In October 2016, the two partners kicked off the first round of negotiations for a region-to-region Comprehensive Air Transport Agreement (CATA), which aims at creating new business opportunities, improve market access and ensure fair competition on two of the world's largest and most vibrant aviation markets.

The EU recently established a new dedicated Mission to ASEAN, based in Jakarta, which will help intensify the Partnership Dialogue towards a more strategic nature.

### 40 Years of Friendship and Partnership

The partnership between the EU and the ASEAN seems quite natural since they both share a vision of regional integration as a means of fostering regional stability, building prosperity and addressing global issues. In 1972, the EU's predecessor, the European Economic Community (EEC), was the first international organisation to establish contacts with ASEAN. Five years later, in July 1977, these contacts were formalised at Ministerial level, and later institutionalised with the signature of the 1980 ASEAN-EEC Cooperation Agreement. The relationship has grown rapidly since then and expanded to cover a range of areas including political and security matters, economic and trade,

social and cultural, and development cooperation. Today, EU-ASEAN relations are guided by the Nuremberg Declaration on an EU-ASEAN Enhanced Partnership, adopted in 2007. In 2017, the EU and ASEAN can look back on 40 years of friendship and partnership. Through establishing cooperation in many areas, enhanced dialogue with numerous technical level meetings and bi-annual Ministerial meetings, the EU and ASEAN have strengthened their mutual commitment and created ever-closer working ties.

### EU-ASEAN TRADE & INVESTMENT

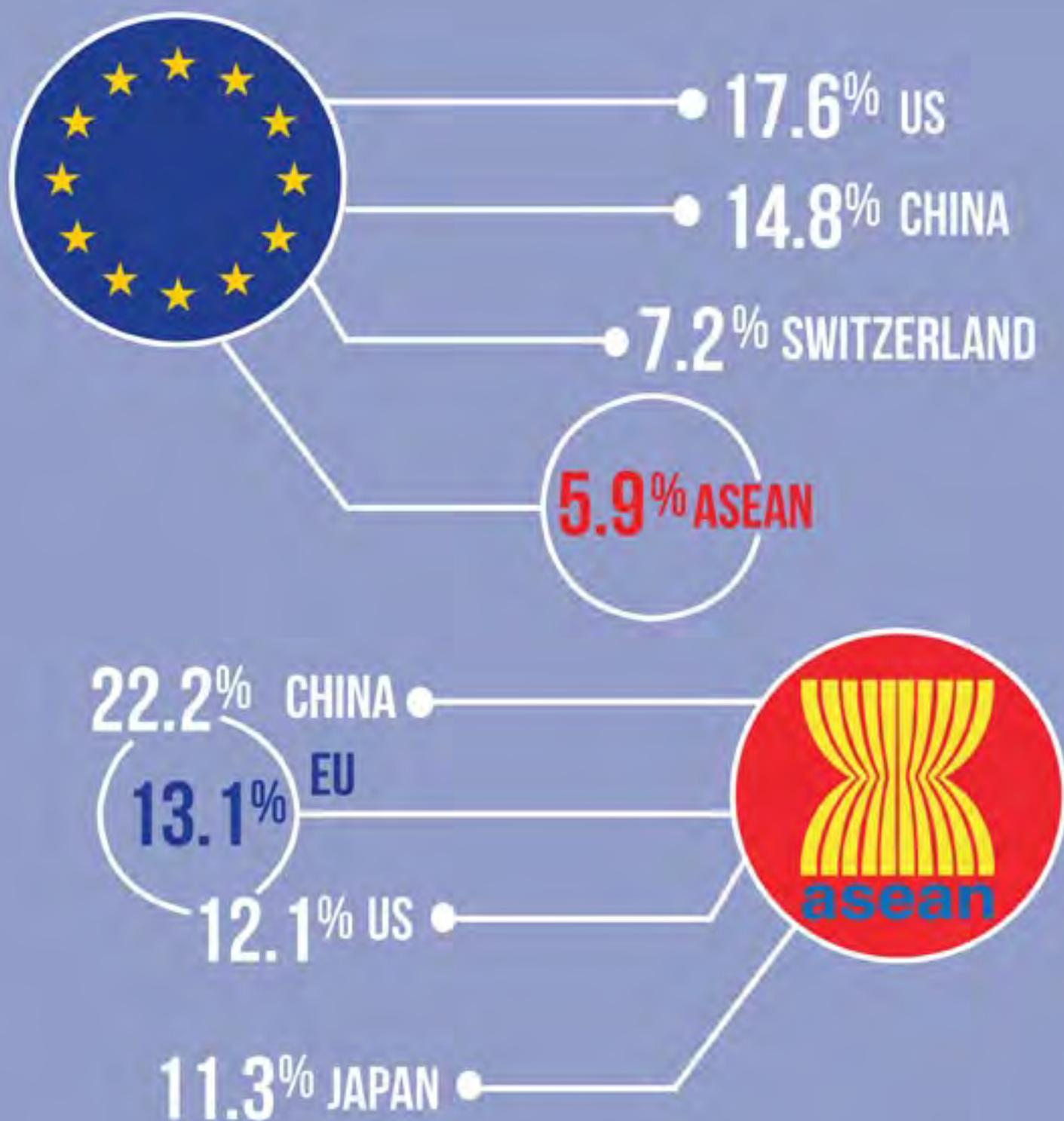
In the last four decades, EU-ASEAN trade and investment relations have grown impressively. In the last ten years, merchandise trade has almost doubled, and now exceeds EUR 200 billion. This positive trend is today reflected by the fact that the EU is ASEAN's second largest trading partner, only behind China. Similarly, ASEAN now ranks as the EU's third largest trading partner outside Europe (after the US and China). Even the more impressive, the EU is the top source of FDI in ASEAN, accounting for a quarter of the total FDI stock in the ASEAN. With key Free-Trade Agreements being concluded in the region between the EU and ASEAN countries, this will further unlock the immense potential that exists.

The full EU-ASEAN TRADE AND INVESTMENT 2017 publication can be accessed at:

[https://eeas.europa.eu/sites/eeas/files/eu\\_asean\\_trade\\_investment\\_2017.pdf](https://eeas.europa.eu/sites/eeas/files/eu_asean_trade_investment_2017.pdf)

# EU'S AND ASEAN TOP TRADING PARTNERS

(Share of Trade in Goods, 2015)



# A BRIEF HISTORY OF THE ASEAN



**1967**

## **BANGKOK DECLARATION**

The ASEAN was established through the Bangkok Declaration by the five (5) original member countries: Malaysia, Philippines, Indonesia, Singapore, and Thailand.



**1976**

## **FIRST ASEAN SUMMIT**

The first ASEAN Summit was held in Bali, Indonesia.



**1978**

## **ASEAN-EU ECONOMIC COMMUNITY**

The first ASEAN-European Economic Community ministerial meeting meeting was held in Brussels, Germany.



**1980**

## **ASEAN-EEC COOPERATION AGREEMENT**

The ASEAN-EEC Cooperation Agreement was signed, which institutionalized ASEAN-EU dialogue relations.



**1992**

## **ASEAN FREE TRADE AREA**

ASEAN creates Common Effective Preferential Tariff and Free Trade Area to increase the region's global competitive advantage as a production base.



**1994**

## **ASEAN REGIONAL FORUM**

The ASEAN regional forum focused on security independence in the Asia Pacific region. EU and nine (9) member states participated in the dialogue.



**2007**

## **ASEAN CHARTER SIGNED**

The ASEAN signs a charter that gave its ten (10) member states a legal identity, a move towards their goal of free trade.



**2009**

## **EU AMBASSADORS APPOINTED**

The EU and its member states appointed ambassadors as representatives to ASEAN.



**2013**

## **PARTNERSHIP NEGOTIATIONS**

The first round of negotiations between ASEAN and its six (6) trading partners were held.



**2015**

## **ASEAN ECONOMIC COMMUNITY**

The ASEAN Economic Community was launched in 2015 to increase trade and investment opportunities.



**2017**

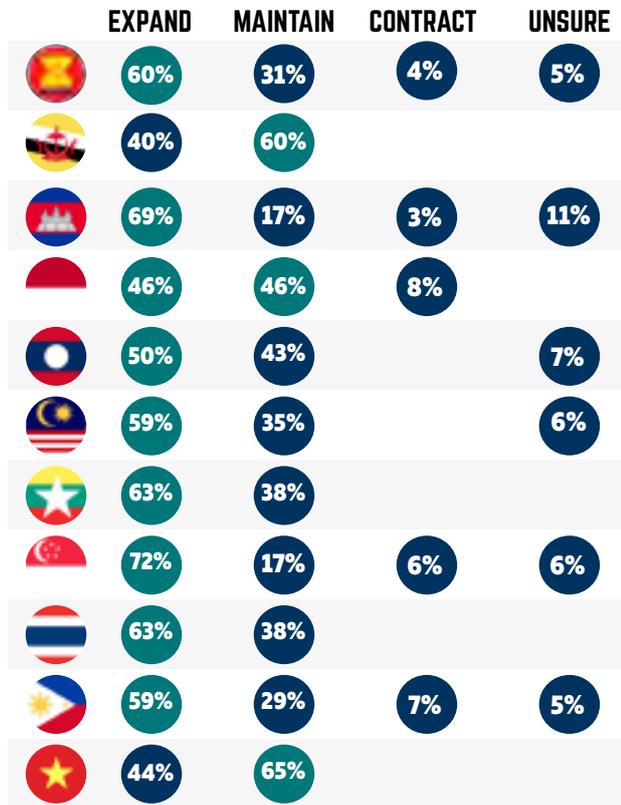
## **ASEAN-EU BUSINESS SUMMIT**

With the FTA negotiations in focus, the 5th ASEAN-EU Business Summit will be held on March 2017 in Manila, Philippines.

# ASEAN-EU IN NUMBERS

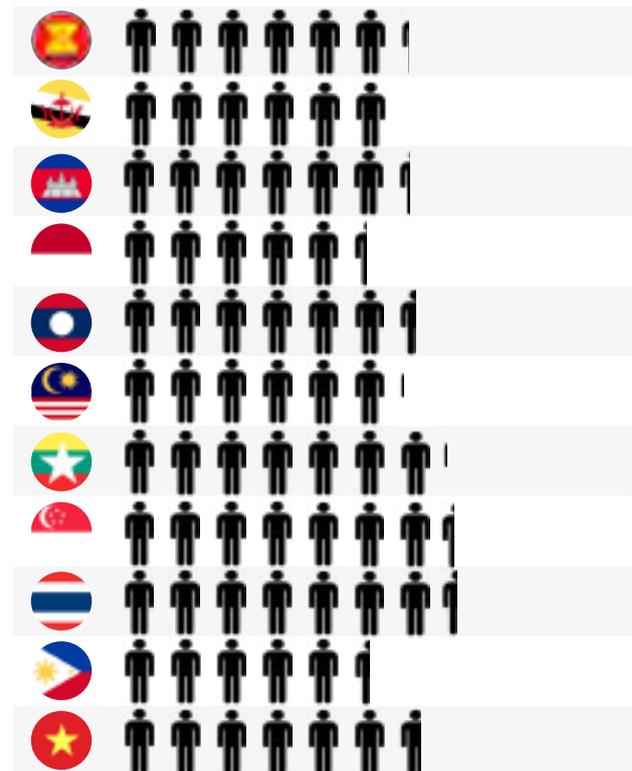
TAKEN FROM THE 2016 EU-ASEAN BUSINESS SENTIMENT SURVEY BY THE EU-ASEAN BUSINESS COUNCIL

## PLANS FOR ASEAN OPERATIONS FOR THE NEXT FIVE YEARS



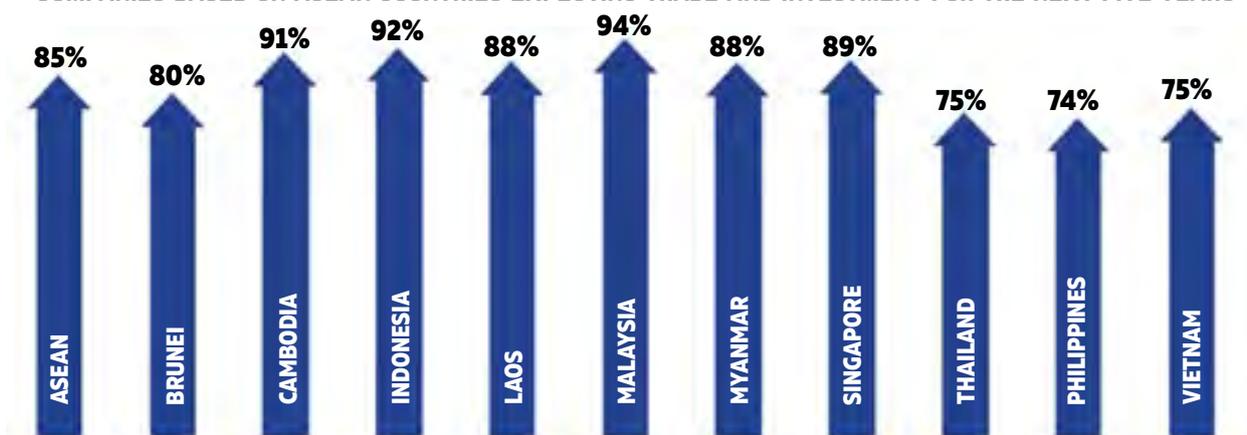
= MAJORITY'S RESPONSE

## PLANS TO INCREASE ASEAN HEADCOUNT FOR THE NEXT FIVE YEARS



= 10% OF THE RESPONDENTS

## COMPANIES BASED ON ASEAN COUNTRIES EXPECTING TRADE AND INVESTMENT FOR THE NEXT FIVE YEARS



## THE KEY FINDINGS

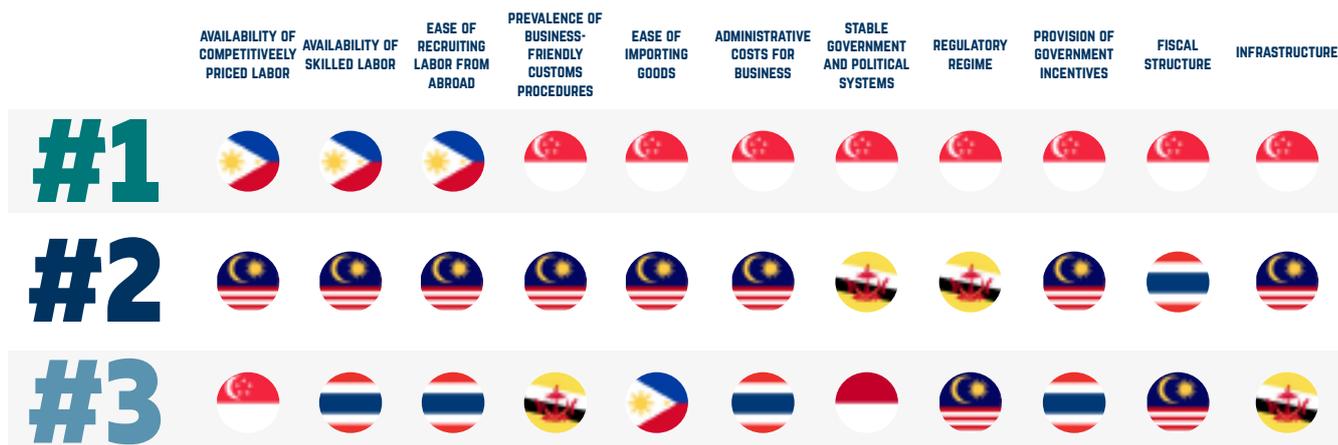
**74%**

INCREASE IN ASEAN PROFITS IN 2016

**85%**

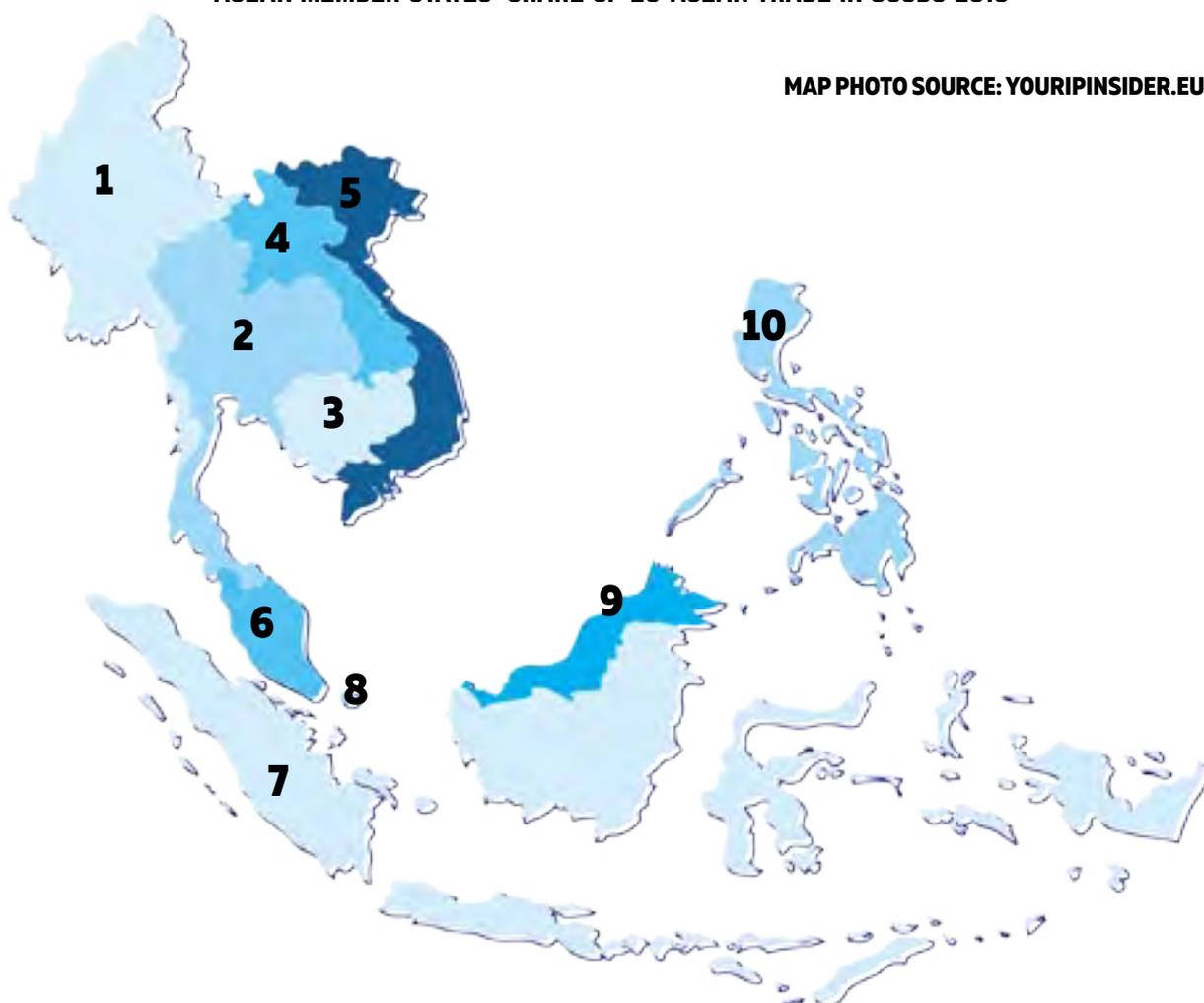
TRADE AND INVESTMENT INCREASE PLANS OVER THE NEXT FIVE YEARS

### TOP THREE IN RANKING AMONG THE ASEAN-6 COUNTRIES ON FACTORS AFFECTING THEIR EASE OF DOING BUSINESS



### ASEAN MEMBER STATES' SHARE OF EU-ASEAN TRADE IN GOODS 2015

MAP PHOTO SOURCE: YOURIPINSIDER.EU



NUMBER	COUNTRY	TOTAL TRADE WITH EU	SHARE OF TOTAL EU-ASEAN TRADE (%)
1	MYANMAR	€ 1,224	0.6
2	THAILAND	€ 39,929	16.3
3	CAMBODIA	€ 4,550	2.3
4	LAOS	€ 361	0.2
5	VIETNAM	€ 38,413	19.1
6	MALAYSIA	€ 36,104	17.9
7	INDONESIA	€ 23,339	12.6
8	SINGAPORE	€ 48,630	24.1
9	BRUNEI	€ 903	0.4
10	PHILIPPINES	€ 12,959	6.4

# Globalizing MSMEs: An Inclusive Growth Approach to Trade in the ASEAN

By: Asec. Anna Maria Rosario Diaz-Robeniol

Earlier this year, the EU Trade Commissioner Cecilia Malmström proclaimed before an audience of economic policy makers during the Bruegel Lunch Talk that those whose idea of becoming great again by “building borders, reimposing trade barriers, restricting people’s freedom to move, are doomed to fail.” While a fated disaster for the sudden movement towards exclusivity is being predicted to affect the other side of the world, her statement cannot be considered as a foretelling of the ASEAN Economic Agenda for 2017 which is built on inclusivity.

This 2017 marks the Philippine Chairmanship of the ASEAN and is made extra special by the commemoration of the 50th anniversary of the association. Half a century has led the ASEAN to this moment wherein finally, the organization is ready to engage in a global scale, as this year’s theme declares “Partnering for Change, Engaging the World”, the partnership being the one involving ASEAN member states and how they can participate in a global scale.

In line with the ASEAN’s thematic priority number 4 that calls for an inclusive, innovation-led growth, the recognition of Micro, Small, and Medium Enterprises (MSMEs) as drivers for inclusive growth is in order. As of 2016, MSMEs accounted for 95%-99% of all business establishments in the region, 51%-91% of employment, and even contributing 23%-58% to the region’s GDP.

The sheer size and influence of the ASEAN MSME’s, indeed, calls for ASEAN members to develop policies



*The sheer size and influence of the ASEAN MSME’s calls for ASEAN members to develop policies that would ease their cost of doing business and support activities that would nurture their growth*

that would ease their cost of doing business and support activities that would nurture their growth, such as the Philippine Department of Trade and Industry’s “Kapatid Program”, which includes: (1) Mentor Me, a

weekly coaching of MSME owners on different areas of entrepreneurship; (2) Adopt-an-SSF (Shared Service Facility), a program which provides SSFs to MSMEs; and (3) Inclusive Business, a program which encourages medium and large corporations to adopt an inclusive business (IB) model and link micro and small enterprises into their value chain. Programs like these would effectively engage the region’s MSMEs to realize their full potential and to get their equitable share on the benefits of the ASEAN Economic Integration (AEC).

The seamless integration of the MSMEs with the AEC and the regional value chains would also allow them to progress into enterprises capable of breaking into the global stage. Indeed, the entry of MSMEs into the global value chains would be facilitated by a workable regional-self certification scheme to increase MSME utilization of FTAs and also by increasing the transparency and understanding of ASEAN members’ level of implementation of their AEC commitments. Now, that is a real case of bringing the AEC to the greater majority!

Indeed, the ASEAN’s thematic priority number 4 involves an inclusive and innovation-led growth that centers on MSMEs can be considered in line with the EU Trade Commissioner’s professed moral standards in her conduct of developing trade policy, stated in the same occasion as mentioned earlier. They are both done “to ensure [that] trade is transparent... fair... protecting [sic] values at home... while promoting them abroad.”

# 2017 EVENTS



**March 10, 2017**

The one-day summit will be a platform for business leaders, thought-leaders and policy makers from Europe and the ASEAN to interact and debate the key business and trade issues of the day.



**April 27, 2017**  
**Marriott Hotel**  
**Manila**

The Water Challenge Forum highlights the challenges that the Philippines is facing as far as managing its water resources is concerned



**May 5-7, 2017**  
**Bonifacio Highstreet**

The European Lifestyle and Motor Show exhibits a wide range of sectors which present the elegance of the European culture – from cars to fashion to food and beverage.



**May & September 2017**  
**Manila**

The JFC Networking Night event is a strategic venue to expand your business network, showcase, and highlight your company's capabilities in both international and local markets.



**May 15, 2017**  
**Sta. Elena Golf & Country Club**

ECCP Annual Golf Challenge is recognized as one of the biggest Golf Tournaments for the European and Philippine business community with an average turn-out of 144 players each year



**June 2017**  
**Manila**

A fun event rather than a competitive tournament, the ECCP Football Cup gathers over 35 teams with 600 participants playing a two-division format - Mixed and Men's Divisions.



**May 25, 2017**  
**Manila**

In the midst of known issues and problems under infrastructure, the Congress intends to highlight the known available innovative solutions and products from the private sector.

FOR MORE DETAILS, CONTACT [JRUNEZ@ECCP.COM](mailto:JRUNEZ@ECCP.COM)  
OR VISIT OUR WEBSITE [WWW.ECCP.COM/EVENTLIST](http://WWW.ECCP.COM/EVENTLIST)

# INSIDE THE ECCP

## EU Ambassadors' Meeting with ECCP & Industry on Joint Advocacy

ECCP, together with the Delegation of the European Union to the Philippines, hosted a meeting with EU Heads of Mission to discuss recent political developments in the Philippines, joint market access advocacy, and other cooperation.

EU Ambassador Franz Jessen and ECCP President Guenter Taus shared the latest developments in terms of the EU-PH trade and investment. Uncertainty in the Philippine market has kept some investors at bay. On the bright side, others remain bullish on the Philippines.

Mr. Taus stressed that more than ever, now is the time for the Chamber to step up, and continue being the voice of the European business community.

This segment was followed by updates from ECCP Senior Advocacy Adviser Henry Schumacher on recent political developments, what they mean for business, as well as the recent initiatives in Congress. Mr. Schumacher also presented the legislative priorities of both the Philippine business group and the foreign chambers. Among the said priorities are Constitutional Amendments (foreign equity restrictions); Comprehensive Tax Reform Package; and Public Service Act amendments.

Representatives from the EPBN Automotive, Food and



Maritime Committee also joined the session. Each highlighted the current opportunities and challenges being faced by these industries, and their overall impact to the European business community at large.

EU Delegation Head of Economic and Trade Section Walter Van Hattum presented market access priorities (e.g., retail services, customs, etc.) of the EU, and how the present stakeholders can work together in achieving this. In addition, ECCP Executive Director Florian Gottein outlined ECCP's advocacy priorities, as well as the next steps for this worthwhile endeavor. He encouraged the meeting participants to move in the same direction.

Before the session came to an end, Mr. Taus encouraged everyone to continue the close cooperation with each other, for the benefit of the Philippines and the European business community.

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 Karachi, Pakistan | Yantai, China | Melbourne, Australia

**AMERICAS**

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 Guayaquil, Ecuador | Pernambuco, Brazil | Buenaventura, Colombia | La Plata, Argentina

**EUROPE & MIDDLE EAST**

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# INSIDE THE ECCP

## ECCP Luncheon Meeting in Partnership with LSSAJ

The Secretary of the National Economic and Development Authority Dr. Ernesto Pernia shared the status quo of the Philippine economy and where the country is going in this regard.

NEDA Secretary Pernia positively shared about the promising economic performance of the Philippines, and the vibrant economic outlook of the country. Despite the optimistic vision for the Philippines, several external and domestic risks remain -- geopolitical risks, socio-political uncertainties, among others. In addition, Sec. Pernia noted that Metro Manila, for the longest time, has dominated the national economic landscape. Now, the current Administration's focus is on the development of lagging regions, provinces and towns.

Moreover, the NEDA Secretary extensively discussed the 0-10 Point Socioeconomic Agenda and the Philippine Development Plan (PDP) 2017-2022. The said PDP is anchored on the long-term vision dubbed as "AmBisyon Natin 2040". Such long-term plan envisions the Philippines to be a "prosperous, predominantly, middle-class society where no one is poor by 2040. [A country where] our peoples will enjoy long and healthy lives, are smart and innovative, and will live in a high-trust society."



The PDP 2017-2022 is founded on three major pillars: 1) Malasakit or enhancing the social fabric; 2) Pagbabago (reducing inequality); and 3) Patuloy na pag-unlad (increasing potential economic growth). When put together, NEDA believes such will pave the way for inclusive growth, and a high-trust society, and a globally competitive knowledge economy.

*This ECCP Luncheon meeting was organized in partnership with the Lay Society of St. Arnold Janssen. Once again, the ECCP acknowledges and thanks Manila North Harbour Port and Royal Cargo for sponsoring the said event.*

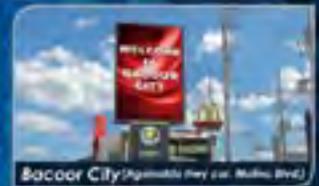
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# INSIDE THE ECCP

## ECCP Coffee Mornings: Talks on Transforming the Philippines

Atty. Tony Abad discussed how Investment in a Global, Innovative, and Inclusive Economy can help transform the Philippines to its best shape in the ECCP's first coffee forum for 2017. This conference was filled with high-ranking representatives from well-reputed companies and Ambassador Jan Top Christensen of Denmark.

According to Atty. Abad, personalities should be disregarded; the systems in place should be the ones changed. The Philippines' colonial history has molded Filipinos into "great servants"; it explains why the Philippines excels in the service industry. However, this also means that influence and wealth are in the hands of a few chosen elites. This should not be the case; everyone should be part of the solution. Innovation can be encouraged with



everyone's inclusion, and its benefits easily reaped if not only a chosen few are equipped to come up with solutions. Atty. Abad emphasized that competition is the key to improving the economy, since competition educates consumers, and does not abuse them. It also changes the mindset of producers to improve products and services.

The interactive session included other topics; giving the participants a wider perspective in understanding the systems in place in the country, and

providing them with different views on what kind of solutions can be used to improve them.

Coffee mornings are held monthly by the ECCP and are designed to be a platform for business leaders to discuss issues on trade, investment, business opportunities, and management topics. This event is free for ECCP members, but open to non-members as well.

For more information, please email Ms. Dei Cimatú at [dei.cimatu@eccp.com](mailto:dei.cimatu@eccp.com).



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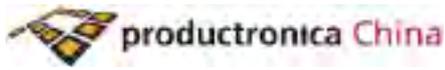
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# INSIDE THE ECCP CALENDAR OF FAIRS

FAIRS & MORE



March 14 - 16, 2017  
**PRODUCTRONICA CHINA**  
Munich, Germany



April 24- 28, 2017  
**HANNOVER MESSE**  
Hannover, Germany



May 16 - 19, 2017  
**INTERZUM**  
Cologne, Germany



March 20 - 24, 2017  
**CEBIT**  
Hannover, Germany



May 4 - 6, 2017  
**IE EXPO CHINA**  
Munich, Germany



May 22 - 26, 2017  
**LIGNA**  
Hannover, Germany



March 21 - 25, 2017  
**INTERNATIONAL DENTAL SHOW**  
Cologne, Germany



May 9 - 12, 2017  
**TRANSPORT LOGISTIC**  
Munich, Germany



May 31 - June 4, 2017  
**THAIFEX**  
Bangkok, Thailand



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# INSIDE THE ECCP

## CEBU

### A Book Affair At Matic

by Charity Oh

The Materials Innovation Centre (MATIC) acquired new resources through the De-Tech (Design and Technology) Fusion Level Up project funded by the Department of Science and Technology Region 7. MATIC is a joint collaboration of the European Chamber of Commerce of the Philippines (ECCP) and DOST in collaboration with the Cebu Furniture Industries Foundation (CFIF), Cebu GDH and FAME Foundation.



The newly purchased hard-to-find volumes, print-only versions, and first edition books on the latest technology, materials, designs and business models were launched in an exhibition dubbed as Book Affair@MATIC last 24 November 2016 with the DOST Assistant Regional Director Engr. Jess Zamora, Jr and Creative Director of Bo's Coffee Joanna Michelle Lim as speakers. The event also featured the new material swatches and furniture from Cebu Interlace Weavers Corp., HoliCOW, Kenneth Cobonpue, Mastercraft Philippines Inc., and Pacific Traders & Manufacturing Corporation.

MATIC is created under ECCP's Materials R+D Program, launched in 2008 to promote creativity and competitiveness

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- 4 MAGTAPON NG BASURA SA TAMANG PARAAN.

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in the design industries. MATIC is part of the direction of creating a hub where creative, new media, start-up and business industries can get innovative, glocal and relevant points of inspiration. Materials, prototypes and product applications are made available for ECCP's supported sectors, partners and member companies through MATIC. Designers, product developers, researchers and students have been coming to incubate their ideas using MATIC resources.

For more information, please visit [www.matic.ph](http://www.matic.ph).



VISAYAS LATEST

As social media potential extends farther than just a social hangout and more as a market place; and the success of the previous versions of the workshop, ECCP organizes another run of iCONNECT on February 17. It is a whole day interactive workshop on social media strategies with Cebu Digital Hub CEO Jun Baranggan as the resource person. Jun is a certified Google Adword digital strategist and has more than 15 years of accumulated IT and marketing experiences.

As the world flattens and connections grow, ECCP is supporting its members and the local businesses in riding the future electronic trends. iConnect brings ECCP members and the Cebu business community to present digital marketing landscape and optimize e-commerce.

## Another Run of IConnect

by Charity Oh

The future trend of retail is changing fast. Factors such as the Do-It-Yourself (DIY) culture, No-Fuss and Instant consumer philosophy and climate change shifts the retail strategies of business from purely physical locations to online sites. The new millennial generation is attracted to more than just product certification; wanting more involvement and connection to the origin story of the product even before walking into the store.



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March 1



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March 3 • Mall Of Asia Arena

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## Global Peace Convention 2017 Manila, Philippines



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*Toward a Global Ethical Framework: Interfaith Leadership in Building a Shared Future*

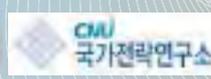
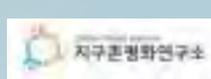
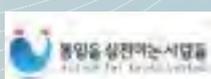
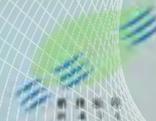
*Global Citizenship and Transnational Volunteerism: Global Volunteers Assembly*

*Transforming Education Outcomes*

*Ethical Investments in a Global Community: Global Peace Economic Forum*

*The Extended Family in Peacebuilding: Integrated Solutions for a Global Community*

*Working Together to Achieve the 2030 Sustainable Development Goals*



# BCFC Spearheads Convergence of MuntiParLas



At the end of the workshop, the participants were able to formulate a vision which now serves as the core of the project. It read, 'Children in MuntiParLas enjoy their rights and are protected from abuse, violence, exploitation, neglect and discrimination'. Along with it their goal is to achieve 'zero bata sa kalsada ng MuntiParLas by 2020'. They seek to effectively address the factors that put children at risk and create a caring and protective environment where children will grow to become productive and empowered citizens.

Mr. Cenen N. Milan Jr., Board President of BCFC expressed his gratitude to the participants for attending the strategic

Bukluran ng Care for Carers, Inc. (BCFC) spearheaded a convergence activity among the LGUs and NGOs in Muntinlupa, Parañaque and Las Piñas last October 19, 2016. It was held at the newly constructed City Disaster Risk Reduction and Management Office – Resilient Building of the City of Muntinlupa from 9:00am – 5:00pm.

Convergence is a sequel to the “Zero Bata sa Kalsada ng MuntiParLas Project” that was launched with BCFC on September 8, 2016 at the National Shrine of the Our Lady of the Miraculous Medal. It was initiated in response to the recommendation of the three cities (Muntinlupa, Parañaque and Las Piñas) to improve coordination and collaboration between and among LGUs, NGOs and faith-based organizations in their areas of operation.

The participants were warmly welcomed by the BCfC board of trustees led by Mr. Bienvenido Delgado, Ms. Marilou Delgado, Ms. Marilyn Ordoñez and Mr. Emmanuel Leyson.

Mr. Leopoldo M. Moselina, who was former head of UNICEF Philippines’ child protection committee and also part of the BCfC board co-facilitated the strategic planning together with the staff of BCFC.



planning, to the City of Muntinlupa for graciously hosting the activity, to Ms. Marian Opeña, in behalf of the National Council for Social Development (NCSD) and to Consuelo Foundation for its continuous support to BCfC and to the Zero Bata sa Kalsada ng MuntiParLas Project.

With the recent developments and the enthusiasm of the people involved, the “Zero Bata sa Kalsada ng MuntiParLas Project” is hoped to further the cause for the street children and their families in the cities of Muntinlupa, Parañaque and Las Piñas.



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Lingering within its facilities is definitely a good option. Makati Diamond Residences has a private cinema that you can get cozy in with your family or friends, without the hassle of long lines. Or you can relax in the Wellness Center and have a spa day, after which you can snuggle in the sheets of one of its large standard rooms. Get comfortable when you stay longer since their guest rooms are equipped with a fully functioning kitchenette, washer and dryer, 55-inch LED televisions, in-room safe and a large shower and bath.

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Alfred, the restaurant, is named after Batman's Butler, who caters to almost impossible needs.



# INSIDE THE ECCP

## ECCP Welcomes Jo-ann Vidal to ECCP CDO



With the success the Davao office met last year, ECCP is set to expand in Cagayan de Oro this year. This is in line with the initiative to provide stronger support to the existing European businesses in Northern Mindanao as well as a boost in the promotion of local businesses in the ASEAN countries and in Europe. The CDO office will be spearheaded by Jo-ann Vidal.

With more than 15 years of work experience with both local and multinational organizations, Jo-ann is an expert in strategy, project management, and client and people management. Spearheading tree-planting project in Cebu and Tagaytay as well as handling several local and nationwide disaster relief drive products are just some of the major accomplishments in her career that she counts. She has also undertaken philanthropic work that initiated the opening of several reading rooms for the underprivileged in the city of Taguig and the province of Laguna.

Jo-ann is a Communication Arts graduate from the University of Santo Tomas. She is also the Group Marketing Manager for Imperial Consulting.

## Ivy Rufin as the New Branch Officer of ECCP Davao



Since its inception in 2013, ECCP Davao has been the youngest office of the Chamber. This year, we welcome a new branch officer, Ivy Rufin.

Prior to working at ECCP, Ivy has worked with the GIZ-funded REDD+ with the Provincial Government of Davao Oriental, as a Senior Support Staff and Technical Writer; Convergys Philippines-Cebu. She was also a freelance web designer and social media strategist.

Ivy hails from Mati City and is an alumna of Davao Oriental State College of Science and Technology. She holds a Bachelor's and a Master's degree in English Language Arts Teacher Education.

For 2017, Ivy envisions a stronger presence of the Chamber in Davao by making its services more accessible to its current members. She plans on maximizing their benefits and engaging potential members by developing close business partnerships with companies in Davao.

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# WORKPLACE HEALTH TIPS

## Improving the Workplace for Employee Well-being

It is inevitable to be stressed in the workplace. In the study the Impact of Job Stress on Employees' Productivity and Commitment conducted by Ekienabor E. E., stress directly affects commitment and productivity of employees. High level of stress contributes to low commitment and in turn results to low productivity. Sometimes, the environment of the workplace contributes to stress of the employees. In the study An Overview of the Influence of Physical Office Environments towards Employees by N. Kamarulzaman, it was found that "temperature, water quality, lighting, noise, indoor air quality, thermal comfort, layout of individual workspaces, and workplace colour schemes and interior plants" affect the employees' "attitudes, behaviours, satisfaction and works performance".

Here's a checklist of the different components that can help in having have a healthier office environment:

### 1. Physical Workplace Design

The overall workplace layout should be intricately planned. You can either go for an open-plan design or the conventional closed private offices. Some researches suggest that, having contemporary open-plan design contributes to better communication, group sociability and work efficiency. While others say that it disrupts work because of noise and leads to lack of privacy. Deciding on getting a conventional or contemporary layout depends on your company's organizational culture.

### 2. Indoor Temperature

Indoor climate can either make the employees comfortable or uneasy. The temperature of the air-conditioning must not be too low or too high depending on the workplace space area and employee number count. But the preferable temperature is not over 25C. Uncustomized workplace temperature can cause pressure to the employees.

### 3. Office Environment Color Scheme

Color affects the mood of people. This is the same when it comes to picking workplace color scheme. Different colors pertain to different emotions and behaviors of employees. Warm colors, such as yellow and orange, provide calmness

and comfort. Warm colors are ideal to ease the stress of employees.

### 4. Sound/ Noise

Unnecessary noise contributes to disruption of work. Noise can be reduced by installing sound absorbent material in the ceiling and walls, floor covering such as carpet, and 'felt pads' on keyboards and other machines that produce noise.

### 5. Interior Plants

Interior plants do not only make a place more aesthetically pleasing also reduces stress. There are researches that support the idea that any environment that has interior plants has a restorative effect on people in that environment. Passive and active interaction with plants of employees is calming.

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# INSIDE THE ECCP

## Advocacy Updates

### EPBN Tourism Committee Meeting - 20 January 2017

Updates on the meeting with Sen. Zubiri

- The Belgian and French Chambers raised complaints against BOC and FDA saying that these agencies are the worst and hardest to work. The problems are particularly in the importation and registration of products (e.g. sugar, oil, salt). Sen. Zubiri responded that it is more of a safety precaution after the incident that imported milk from China was discovered to be positive with Melamine.
- In terms of Tourism, Sen. Zubiri approves on retaining the country's tourism slogan, "It's more fun in the Philippines".
- In terms of infrastructure, a Czech company is reported to have interests in seaports and airports in the country.

Updates on the meeting with Sec. Teo and NTPD 2017

- ECCP met with Secretary Teo to discuss the DOT plans and initiatives.
  - Promote new destinations other than Boracay, Palawan and Cebu
  - Promote diving and other sports-related activities
  - Promote new approaches such as Niche, Cruise and Medical Tourism

Long-stay visitor program

- The committee focused on highlighting cities such as Dumaguete, Cebu, Metro Manila, Tagaytay, Clark and Batangas, which are visited most by the tourists. It was stressed that healthcare must be improved in the country as it is one of the 3 important pillars for the success of this program aside from the community and activities.

Next steps of activities for 2017

- Set a meeting with the "seatmates" – a block of 40s and up aged senators – which includes Senators Angara, Zubiri, Villanueva, Gatchalian and Ejercito to further elevate issues and concerns in various industries.

Business Breakfast on Traffic with Sen. Poe

- The senate version of emergency powers, SB 1284 or Traffic and Congestion Crisis Act of 2016, advances to plenary.
- The bill, if passed, is believed to lessen, if not solve, the worsening traffic in Metro Manila, Metro Cebu and other highly urbanized cities in the country.
  - The bill proposes the creation of Traffic Crisis Manager or Traffic Czar, as called by Sen. Poe, who is tasked to harmonize traffic rules and regulations of cities, and to use alternative methods of procurement to fast track the implementation of priority projects.

### EPBN Healthcare and Pharmaceuticals Committee Meeting - 23 January 2017

*Engagement with the Government*

The ECCP had its meeting with DOH Sec. Ubial on health policy, health platform, and public and private sector cooperation. Given this, the ECCP conveyed some of the priorities the Secretary has presented: drug treatment and rehabilitation, HIV/AIDS awareness, reproductive health, health service delivery network, and good governance, among others.

The Committee restated its goal to establish regular dialogue with government agencies and highlight the assistance that the EU has provided in the sector through the EU TRTA and Health Support Program. It also expresses its interest in bringing up discussions on ASEAN harmonization, industry best practices, supply chain management, and increasing access to medicines and health services.

*Stakeholders' Meeting and Philippine Health Agenda*

In its initiative to further public-private sector dialogues, the Committee will organize a stakeholders' meeting which will be an avenue for exchange of views between the industry players and relevant government agencies and representatives – Department of Health, Food and Drug Administration, and Senate and House Committees on Health.

In addition to the agenda points aforementioned, the Committee would also like to further clarify proposed provisions in the Philippine Medicines Policy on the creation of a price regulation board, and requirement on submission of pricing data, and improvement of out-patient benefit packages.

### EPBN Agriculture Committee Meeting - 30 January 2017

*Engagement with the Government*

The ECCP reported that it has met with Senate Agriculture Committee Chair, Senator Francis Pangilinan, and noted that the Senator has

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expressed interest in cooperating with the private sector for the improvement of the industry and achievement of its priorities. Moreover, discussions on the National Single Window were also undertaken in the Luncheon meeting with BOC Deputy Commissioner Dy Buco.

#### *Enhanced Bamboo Industry Development Program*

The group received a presentation from Dr. Florentino Tesoro, Consultant of the Enhance Bamboo Industry Development Roadmap of the Board of Investments.

In recognition of the bamboo industry as a high-potential growth sector, the DTI has formulated this roadmap for the bamboo industry to attract investments and generate jobs. With this, the DTI envisions a “progressive, dynamic, productive, and globally competitive bamboo industry with a sustainable resource base”.

In the development of a strengthened bamboo industry in the Philippines, some of the challenges and possible strategies were presented:

- Inadequate raw material supply: inventory and management of existing bamboo resources and establishment of bamboo plantations
- Dearth of information in the industry: data collection and management
- Lack of support agency: strengthen the Philippine Bamboo Industry Development Council
- Lack of institutionalized industry development program: enact through Congress, and establish regional and provincial industry programs
- Generation and transfer of technology: establish, and increase budget allocation for a national bamboo industry research and development, and technology transfer program
- Financing: review lending policies of the Land Bank of the Philippines and Development Bank of the Philippines, and review requirements for loan applications
- Lack of standards of local bamboo products: implementation of standards through the Bureau of Project Standards, and incorporate e-bamboo in the National Structural Code of the Philippines
- Provision of incentives: Incentivize through BOI, and place plantations under coverage of the Philippine Crop Insurance Corporation
- Inclusion of small-hold farmers and micro-entrepreneurs: establish bamboo-based community enterprises and strengthen assistance on MSMEs

In this presentation, the importance of the public and private sector working together

#### DA Regulation on Import Permits

The Department of Agriculture, through Memorandum Circular (MC) 5 published on 23 November 2016, called for the revalidation of the existing sanitary phytosanitary import clearances (SPS-ICs). In line with this, the DA has created a “green lane” which prioritizes the release of validated SPC-ICs for inbound shipments containing perishable goods. As EU products are accorded green lane status, this has helped in easing importation procedures of EU products to the Philippines.

Nonetheless, the Committee will continue its dialogues with the government on this matter, putting emphasis on the track record that the EU has set with regards to importation of goods, and further its discussions on supply chain and national single window.



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Sports Academy Project  
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