



The Philippines-Your Business Partner in Asia!

Wednesday, October 29th, 2014, Zunfthaus zur Waag, Zurich

Why do business in the Philippines? The answer is simple - quality manpower resources, a strategic business location, a liberalized and business-friendly economy, a comfortable lifestyle and unlimited business opportunities!

The Filipino workforce is one of the most compelling advantages the Philippines have over any other Asian country. English is taught in all schools, making the Philippines the world's third largest English-speaking country. Every year, there are some 350,000 graduates enriching the professional pool.

The Philippine economy grew better than expected in 2013 despite a string of disasters including the world's deadliest typhoon. The economy grew 7.2% in 2013, the second fastest in Asia. Growth in 2013 was also the fastest since President Benigno Aquino III came to power, and it exceeded the government's target of 6% to 7%. This growth was driven by the services sector, particularly trade, real estate and renting, as well as the robust performance of the manufacturing sector.

For 2014, the Philippine economy grew at its fastest pace in more than a year in the second quarter this year. On a year-on-year basis, growth accelerated to 6.4% in the second quarter on strong manufacturing and exports. The outcome beat market forecast of 6.2%, putting the country on track to meet its full-year GDP target of 6.5-7%.

For the first seven months of 2014, export earnings grew by 3.3% to USD29.2 billion from USD28.2 billion in the same period a year ago. In terms of export destination, Japan was the top overseas market of Philippine products in July 2011, with a 23.8% share of the country's total exports. Exports to Japan increased by 84.7% to USD1.1 billion in July 2011 from just USD571 million a year ago.

The significant growth was attributed to gains in the exports of semiconductors, automotive electronics, wood manufactures, chemicals, gold, machinery and transport equipment, copper, and bananas to Japan. The United States of America was second top export market with a 14.7% share followed by the People's Republic of China (12.3%), Singapore (7.9%) and Hong Kong SAR (6.5%).

Madame Dr. Lilia B. de Lima, Director General of the Philippine Economic Zones Authority (PEZA), will outline the latest economic situation in the Philippines as well as presenting the opportunities PEZA offers to foreign investors. She will brief us on investment policies, conditions, incentives and opportunities.

The Philippine Economic Zone Authority (PEZA) accounts for 65% of the Philippines' total commodity exports. PEZA investments grew by 27% within the first half 2014. The boost from P83 billion to P106 billion worth of investments over a year signifies a healthy development in relation to the Philippines' attractiveness to investors.

PEZA projects that European investments are expected to increase in the coming years, particularly in the manufacturing of airplane parts, shipbuilding and electronics sectors. *"We are now on the radar screen of the European investors particularly those in the Northern and Central Europe. This is due to the favorable investments upgrade and the remarkable gross domestic product growth despite the natural disasters last year,"* said Dr. de Lima.

The Philippine economy remains a popular investment destination due to relatively strong economic fundamentals, a stable political environment and improved credit ratings. The country's long-term credit ratings is currently two notches above investment grade.

Dr. De Lima was appointed as Chairman of the Board and Director General of the Philippine Economic Zone Authority (PEZA) when it was created in 1995. She has survived three (3) different administrations (those of President Fidel V. Ramos, Joseph E. Estrada and Gloria Macapagal-Arroyo) of opposite political persuasions and is now in her fourth. Her leadership has been characterized by NO CORRUPTION and NO RED-TAPE, ONLY RED CARPET TREATMENT to investors. For the past 14 years PEZA has brought in over one trillion and 327 billion Pesos (P1.327 Trillion) worth of investments into the country.

From 16 economic zones in 1995, PEZA has grown to 193 economic zones, with close to 2,000 investor companies, most of which are foreign multinationals who are among the Fortune 500 corporations, with a cumulative export worth over 320 Billion US dollars and employment of over three (3) Million Filipinos. Of the country's manufacture exports, 86% come from the PEZA economic zones.

Dr. De Lima has turned PEZA around, making it one of the biggest earners among Government Owned and Controlled Corporations (GOCC).

Program/Venue

17:30 – 17:45 hrs	Registration and Aperitif Zunfthaus zur Waag, 2nd Floor, Münsterhof 8, CH-8001 Zurich
17:45 – 18:00 hrs	Introduction and Welcome-Address Mr. Peter Zuellig, Chairman Philippine Committee, Swiss-Asian Chamber of Commerce, Zurich Ambassador Leslie Baja, Philippine Ambassador to Switzerland, Berne
18:00 – 18:30 hrs	Business and Investment Opportunities in the Philippines Dr. Lilia B. De Lima, Director General, Philippine Economic Zone Authority (PEZA), Makati, Philippines
18:30 – 18:50 hrs	Erni's successful activities in SW Engineering and Process Technology Philippines Mr. Christoph Krauer, Managing Director/CEO of ERNI Development Center Philippines Inc. Mandaluyong City. Philippines
18:50 – 19:15 hrs	Q & A Session
19:15 – 21:00 hrs	Dinner



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The event is kindly co-supported by

This event is to brief small and medium sized Swiss companies on the latest economic developments, investment policies, and business opportunities in the Philippines and will provide you with useful business contacts, especially if you are considering expanding your business prospects into the ASEAN region, since the Philippines is part of the attractive ASEAN free trade zone.

Registration Form

Please register by returning the reply form below to the Swiss-Asian Chamber of Commerce, P.O. Box 1073, 8032 Zurich, faxing 041/620 88 03 or emailing sacc@sacc.ch by **Thursday, 23rd October, 2014**. The cost of the event is CHF 140.00 for SACC/OSEC – Members and CHF 160.00 for Non - Members. You will receive a confirmation including the invoice after your registration. Cancellations will be accepted until Monday, 27th October, 2014, 10.00 a.m.: - otherwise a full no-show charge applies.

Area of Interest:

Last Name: First Name:

Position: Company:

Full Address:

Phone: Fax: E-mail:

Date: Signature: