

European Lifestyle Business Mission to the Philippines

Organized by the
EU-PHILIPPINES BUSINESS NETWORK (EPBN)

The mission will include:

- **Exhibition booth in the European Lifestyle & Motor Show**
- **4 Days of business meetings, exhibition and site visit**
- **Customized B2B meetings with potential business partners, clients and/or industry stakeholders**
- **Networking cocktail reception**

From 15-18 November 2018
Manila

20 European companies will be selected for financial support

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EUROPEAN LIFESTYLE BUSINESS MISSION 2018

1. Overview

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

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

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

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

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

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

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

The European Lifestyle & Motor Show exhibition will be held in the [Bonifacio High Street](#), a busy high-end commercial area with walk-through parks surrounded by restaurants and shops inside the [Bonifacio Global City](#).

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2. Mission objectives

- Inform EU companies of the market opportunities in the Philippines for trade and investment;
- Inform EU companies of the advantages and opportunities in setting up their manufacturing, assembly and services facilities in the Philippines,
- Provide organized B2B meetings with potential partners and clients for the EU mission delegates;
- Visit to major retail outlets as potential locations and sources of new business growth for EU companies,
- Meet and network with the relevant Philippine industry officials, stakeholders and potential partners.

3. Who should join the Mission?

Manufacturers and distributors of European brands that are interested to promote and sell, or manufacture their products and services in the Philippines:

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

4. Program

November 14, Wednesday:

- Arrival in Manila; hotel check-in

November 15, Thursday:

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

November 16, Friday:

- AM: Continuation of B2B or Visit to retail outlets
- PM: Ingress for exhibition

November 17, Saturday:

- AM: Opening ceremonies of the European Lifestyle & Motor Show
- PM: Exhibition

November 18, Sunday:

- Exhibition - European Lifestyle & Motor Show
- End of business mission

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5. Terms and Conditions

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

6. Participation Fees for Business Mission:

ACTIVITIES	EUR
<ul style="list-style-type: none"> • Business opportunities and industry briefings • B2B meetings with potential clients/ partners • Site visits to major retail outlets • Introductions to industry government officials & stakeholders • Networking cocktail reception • Copy of Doing Business in the Philippines guide book • Copy of Industry Business Primer 	
Total Cost	2100
EPBN subsidy	400
Participation Fee without Exhibition Area	1700

Options for Exhibition Area (Open tent with 2 chairs, 1 table, backwall, company signage and 1 waste bin)	EUR
<ul style="list-style-type: none"> • 6 sqm (2 x 3 sqm) • 9 sqm (3 x 3 sqm) 	
Participation Fee with 6 sqm Exhibition Area	2400
Participation Fee with 9 sqm Exhibition Area	2550

7. Application & Registration process

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

REGISTER NOW

8. Important notes

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

9. Payment condition

Full payment of **applicable participation fee by October 10, 2018**

EPBN Bank Details:

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

Euro Account no: 305-350135-334

Swift Code: BNORPHM

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