www.ecco.com

EUroPH CONNECT

BUSINESS • OPPORTUNITIES • PERSPECTIVES

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

Volume XXXIV No. 3

STAY AHEAD OF THE CURVE Protect Your Customer Data



Office Leasing

We execute marketing and leasing programs on behalf of investors, property companies entities, and developers to secure tenants, and negotiate leases with terms that reflec our clients' best interests. JLL also services investors, tenants, and business owners with their office space requirements.

Our Exclusive Agency Appointments:



VISTA CAMPUS TOWER 1 GLA: 22,180.59 SQM Floor Plate: 2,464.51 SQM Handover: Bare Shell

PEZA: Registration on-going 1Q 2018



CITYNET CENTRAL

GLA: 37,868.81 SQM Floor Plate: 2,119.62 SQM Handover: Bare Shell

PEZA: Registered Ready for Occupancy



ETY BUILDING

GLA: 8,681.82 SQM Floor Plate: 1,455.41 SQM Handover: Bare Shell

Ready for Occupancy



SKYTECH IT PARK BUILDING A

GLA: 14,077.72 SQM Floor Plate: 2,473.89 SQM Handover: Bare Shell

PEZA: Registration on-going 10 2018



VISTAHUB MOLINO

GLA: 13,900 SQM Floor Plate: 2,583.70 SQM Handover: Bare Shell w/ AC

PEZA: Registration on-going Ready for Occupancy



GLOBAL LINK

GLA: 9,324.06 SQM Floor Plate: 1,685.49 SQM Handover: Bare Shell

PEZA: Registration on-going 2Q 2018



NISSAN SUCAT ZENTRUM

GLA: 12,631.38 SQM Floor Plate: 2,081 SQM Handover: Bare Shell

PEZA: Registration on-going 1Q 2018



HM TOWER

GLA: 11,772.73 SQM Floor Plate: 1,129.08 SQM Handover: Warm Shell

PEZA: Registered 3Q 2018

For more information:

SHEILA LOBIEN

0920 982 5824 / 0917 858 2468 Sheila.Lobien@ap.jll.com

JERICHO LINAO

0928 501 2533 Jericho.Linao@ap.jll.com

It's time that smallholder farmers had a bigger say.







There are over 450 million smallholders on the planet, providing 25% of the world's food. As one of the world's leading agricultural companies, Syngenta is supporting smallholders with solutions tailored to their needs and working with partners to provide the access to markets, finance and infrastructure that will enable them to prosper. As part of our Good Growth Plan, we are committed to helping 20 million smallholder farmers raise their productivity by 50%. We are committed to working with growers, governments, NGOs and all who share this agenda. Please follow our progress at www.goodgrowthplan.com

© 2014 Syngenta AG, Basel, Switzerland. All rights reserved. The SYNGENTA Wordmark and THE GOOD GROWTH PLAN are trademarks of a Syngenta Group Company. www.syngenta.com



PEUGEOT

Uncompromising Quality.

PEUGEOT creates superior products that hail precision and reliability as the standard. This allows us to build lasting trust and confidence from our clients.

Sharp Design.

PEUGEOT meticulously crafts each vehicle with impactful designs that emphasize our passion for self-expression. Each line and silhouette are distinct markers of our elegant creations.

Instinctive Driving Experiences.

PEUGEOT redefines mobility by combining technology and sensuality. Our vehicles go beyond faultless driving—we generate emotional experiences.



Published by

European Chamber of Commerce of the Philippines (ECCP)

Head office:

19/F Philippine AXA Life Centre corner Sen. Gil Puyat Ave. Tindalo St., Makati City, Philippines Tel: (02) 845 1324; 759 6680 | Fax: (02) 845 1395; 759 6690 | E-mail: info@eccp.com

Visayas Office:

DOST 7 Banilad S&T Complex, Gov. M. Cuenco Ave., Banilad, 6000 Cebu City, Philippines Tel: (032) 253 3389; 254 3765; 254 3767 Fax: (032) 253 3389 | E-mail: visayas@eccp.com

Mindanao Office:

Regus Davao Centre, 4F Topaz Tower, Damosa IT Park, JP Laurel Ave, Lanang, Davao City, Philippines | Tel: (6382) 271 0635 | Fax: (6382) 226 4433; 221 4148
E-mail: mindanao@eccp.com

ECCP Board of Directors

Guenter Taus - President
Martin Ruby - Vice President
Vanee Gosiengfiao - Treasurer
Cesar Cruz - Secretary
Peter Calimag - Assistant Corporate Secretary
Gerry Constantino - Assistant Corporate Secretary
Cesar Romero - Director
Jacques Reber - Director
John Casey - Director
Mercedes Zobel - Director
Peter Edwards - Director
Richard Walker - Director

ECCP YPC Board

Heiko Nitsche - Director Jet Marcial Parma - Director

Anna Bigornia - Chair
Antonette Mendoza - Co-Chair & Events Lead
Oliver Lewis - Membership Lead
Penny Estrada - Partnerships Lead
Simone King - Communications Lead
Luuk Rietvelt - Finance Lead
Jaime & Nadine Fanlo - Industry Leads

Submissions

Articles and other materials of interest to the general membership are actively solicited and may be sent to the Chamber. All materials submitted for publication become the Chamber's property and are subject to editorial review and revisions.

Honorary Auditors

R.G. Manabat & Co.

Reproduction

No part of the EuroPH CONNECT may be reproduced or transmitted in any form or by any means, electronic or mechanical, without prior written permission.

Circulation

1,000 copies of the EuroPH CONNECT are distributed free of charge on a bi-monthly basis to ECCP members, partners and friends of ECCP, as well as to industry associations and government officials with whom the Chamber has dealings.

Subscription Service

Subscriptions from non-members are also accepted: in the Philippines: PHP 1,500 (6 issues); Individual copies may be purchased locally at PHP 220 (members) and PHP 250 (non-members); and for companies outside the Philippines at US\$25.00.

Contents

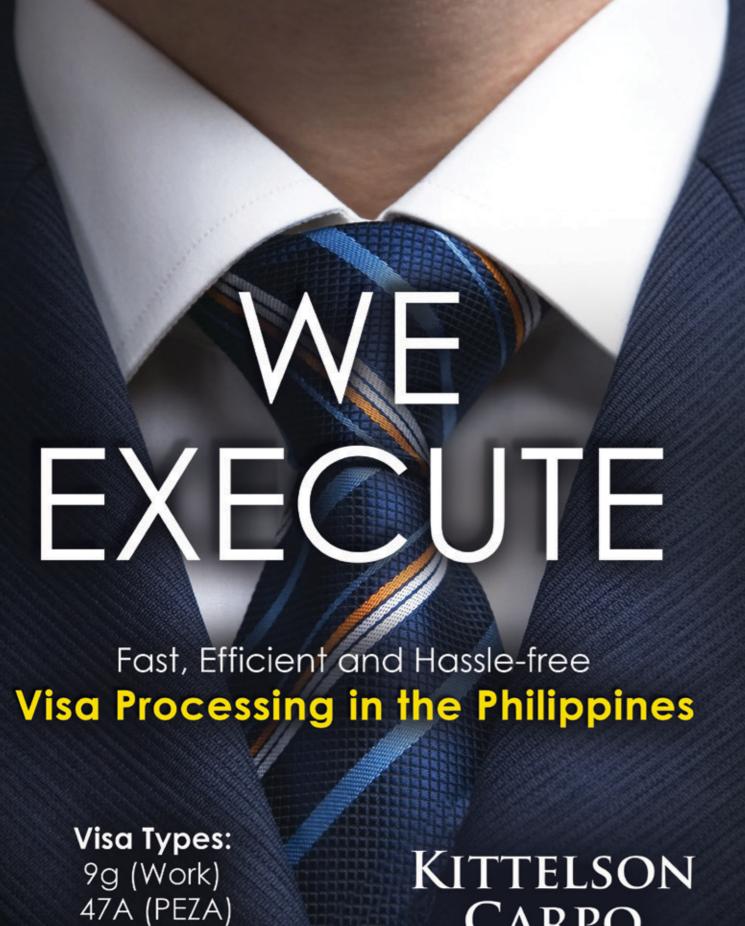












47A (PEZA) **Tourist Extension** SRRV (Retirement) 13a (Marriage)

CARPO

Consulting

AN IN. CORP GROUP COMPANY

Editorial



ECCP EXECUTIVE DIRECTOR FLORIAN.GOTTEIN@ECCP.COM

Coming into the second half of 2018, we are looking into an even busier second half of 2018 with an interesting lineup of events and activities and we thank you for being steadfast support throughout this journey.

Last May 17, we celebrated the ECCP's 40th Anniversary at the Solaire Grand Ballroom. It was a real pleasure to see so many members, partners, colleagues, and friends under one roof, celebrating the continued success of the ECCP. I would like to take this moment to extend my sincere gratitude to all who joined us for this milestone celebration, to our sponsors, quests, and partners, for helping us to execute a truly splendid evening. More importantly, I would like to thank you, our members, for your support throughout these past 40 years.

Aside from our landmark 40th Anniversary Celebration, we hosted several other events such as the Digital Disruption forum last April 5 and the 19th Annual Golf Challenge last May 23. At the Digital Disruption Forum, digital pundits, policy makers and other key stakeholders came together in order to discuss challenges and opportunities of the 4th Industrial Revolution. The forum was a great venue to highlight the challenges currently faced by the ICT Sector and as well as put forward viable solutions to address the issues discussed. We will hear more on that topic during another event ECCP will do Digital Innovation later this year. During the 19th Annual Golf Challenge at the Sta. Elena Golf Course, over 150 C-level executives from ECCP member companies joined us for a day of golf and great raffle prizes.

In this issue of the Euro-PH Connect, we tackle staying ahead of the curve in protecting customer data. With the recent implementation of the EU General Data Protection Regulation and our own Philippine Data Privacy Act, this is an issue that find to be very timely and important to our

members. This is also one of the reasons why the Digital Disruption Forum was organized and we're grateful that DICT OIC-Secretary Eliseo Rio was able to join us to discuss the finer points of the Data Privacy Act of 2012.

In this issue of the Euro-PH Connect. we tackle staying ahead of the curve in protecting customer data. With the recent implementation of the EU General Data Protection Regulation and our own Philippine Data Privacy Act, this is an issue that find to be very timely and important to our members.

In this issue, we also discuss developments when it comes to taxation and the TRAIN law, another hot topic for businesses today. We have also put into the spotlight the efforts of the DOST to develop technologies that are designed for socio-economic and environmental gains.

Updates on your Chamber's activities over the past few months spanning in its four offices in Manila, Cebu, Davao and CDO, are available in this issue's Inside ECCP section on page 20. An updated list of trade fairs for 2018 on page 38. Keep yourself updated with the recent advocacy meetings on pages 34-35 and get familiar with our new members on page 36.

I hope you enjoy this issue of the EuroPH Connect and as always, thank you for your continued support! ■



by:
Dennis G. Dimagiba, Partner, Head of Tax Practice Group
Kristine Anne V. Mercado-Tamayo, Associate
Quisumbing Torres (member firm of Baker McKenzie, Philippines)

The Philippine Government has commenced a massive tax reform program, consisting of several packages.

The first package of the Tax Reform for Acceleration and Inclusion ("TRAIN"), or Republic Act No. 10963, was enacted into law in December 2017 and became effective on 1 January 2018. The TRAIN introduced amendments to personal income taxation, transfer taxes, taxation of sale of shares of stocks, and documentary stamp tax, among others.

The second package of the TRAIN ("TRAIN 2") has also been submitted to Congress. TRAIN 2 seeks the reduction of the corporate income tax. It also proposes to modify the fiscal incentives granted to certain businesses. TRAIN 2 is expected to take effect in 2019.

A tax amnesty is also being proposed and is expected to accompany the tax reform program. A tax amnesty bill has also been filed in Congress.

1. TRAIN

Personal Income Tax

Prior to the enactment of the TRAIN law, an individual employee or self-employed taxpayer was taxed at graduated rates ranging from 5% to 32%, depending on the taxpayer's income bracket.

Under the TRAIN, an individual with a taxable income of P250,000 or less will be exempt from income tax. Those with a taxable income above P250,000 will be subject to the graduated rates of 20% to 35% effective 2018, and 15% to 35% effective 2023. The top income tax bracket is P8,000,000.

•		
Effective 1 January 2018		
Not over PHP250,000	%	
Over 250,000 but not over 400,000	20% of the excess over 250,000	
Over 400,000 but not over 800,000	30,000 + 25% of the excess over 400,000	
Over 800,000 but not over 2,000,000	130,000 + 30% of the excess over 800,000	
Over 2,000,000 but not over 8,000,000	490,000 + 32% of the excess over 2,000,000	
Over 8,000,000	2,410,000 +35% of the excess over 8,000,000	

Effective 1 January 2023		
Not over PHP250,000	%	
Over 250,000 but not over 400,000	15% of the excess over 250,000	
Over 400,000 but not over 800,000	22,500 + 20% of the excess over 400,000	
Over 800,000 but not over 2,000,000	102,000 + 25% of the excess over 800,000	
Over 2,000,000 but not over 8,000,000	402,500 + 30% of the excess over 2,000,000	
Over 8,000,000	2,202,500 +35% of the excess over 8,000,000	

The deductible 13th month pay and other benefits are increased to P90,000 (previously, P82,000).

Further, under the TRAIN, self-employed individuals and/or professionals, whose gross sales or receipts do not exceed P3,000,000, have the option to avail of an 8% tax on gross sales or gross receipts in excess of P250,000, in lieu of the graduated income tax rates.

While the individual income tax rates have been reduced under the TRAIN, note that some items that were previously deducted to arrive at taxable income had been removed, i.e., personal exemption of P50,000, additional exemption of P25,000 per dependent child, and the premium for health and hospitalization insurance of P2,400 per year.

Estate Tax

The estate tax rate was also amended. Under the old law, the estate tax rates range from 5% to 20% of the net estate. Under TRAIN, the estate tax was reduced to a single rate of 6% of the net estate.

The TRAIN also increased the allowed deductions from the gross estate of the deceased:

- P5,000,000 standard deduction (previously, P1,000,000)
- P10,000,000 for the family home (previously, P1,000,000)

Donor's Tax

The donor's tax rate was also reduced to a single rate of 6%, regardless of the relationship between the donor and the donee.

Under the old law, the donor's tax rates range from 2% to 15%, if the donor and donee are related within the fourth degree of consanguinity. In case of a donation to a stranger, the applicable donor's tax rate was 30%.

• Transfer for inadequate consideration

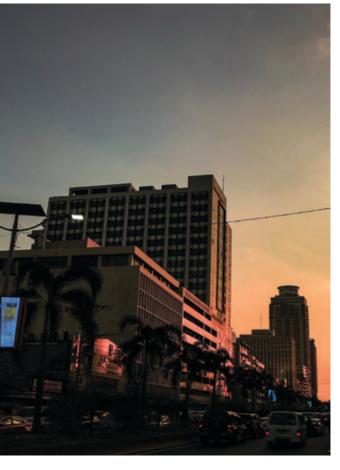
Under the old law, where property is transferred for less than an adequate and full consideration, the amount by which the fair market value of the property exceeds the value of the consideration shall be deemed a gift, subject to donor's tax. In a Supreme Court case, this provision was strictly interpreted to mean that even if there is no donative intent, and regardless of the circumstances surrounding a transaction, the transaction would be deemed a donation for taxation purposes. (Philippine American Life and General Insurance Co. v. Secretary of Finance, G.R. No. 210987, dated 24 November 2014)

The TRAIN qualified the foregoing rule and provided that a sale, exchange, or other transfer of property made in the ordinary course of business (i.e., a bona fide transaction that is made under arm's length conditions and free from any donative intent), will be considered as made for an adequate and full consideration in money or money's worth.

Passive Income

TRAIN imposes higher taxes on some passive incomes, including interest income from dollar and other foreign currency deposits.

Passive Income	Old Tax Rates	TRAIN
Interest from foreign currency deposit	7.50%	15%
Interest income from pre-terminated long term deposits	5% to 20%	20%



Sale of Shares of Stocks

The TRAIN also increased the tax imposed on sale of shares of stocks.

Kinds of Shares	Old Tax Rates	TRAIN
Sale of Unlisted Shares	Effectively 10%	15%
Sale of Listed Shares	1/2 of 1%	6/10 of 1%

Documentary Stamp Tax

The TRAIN increased the documentary stamp tax on almost all taxable documents. We provide below some of the changes introduced under the TRAIN.

Documents	Old Tax Rates	TRAIN
Original issuance of shares	PHP1.00 on each 200 of the par value	PHP2.00 on each 200 of the par value
Sales, agreements to sell, memoranda of sales, deliveries or transfer of shares	0.75 on each 200 of the par value; or 25% of the DST paid upon original issuance of no-par shares	1.50 on each 200 of the par value; or 50% of the DST paid upon originalissuance of no-par shares
Debt Instruments	1.00 on each 200 of the issue price	1.50 on each 200 of the issue price
Mortgages, pledges, and deeds of trust (as security for loans)	20.00 for the first 5,000 + 10.00 on every 5,000 thereafter	40.00 for the first 5,000 + 20.00 on every 5,000 thereafter

Further, in respect of transfers of real property, documentary stamp tax at the rate of 1.5% was only collected on deeds of sale and conveyances of real property under the old law. Under the TRAIN, the tax rate is not increased. However, DST is collected on deeds of sale, conveyances, and donations of real property.

2. TRAIN 2

Corporate Income Tax and Fiscal Incentives

Under TRAIN 2, the Government seeks the reduction of the corporate income tax rate to 25% (from 30%).

TRAIN 2 also seeks to rationalize the fiscal incentives granted to certain businesses. Government wants to make the fiscal incentives transparent, targeted, performance-based, and time-bound. Under TRAIN 2, it is proposed to limit the fiscal incentives of qualified registered enterprises to (i) income tax-based incentives and (ii) customs duty incentives; preferential VAT treatment is excluded.

<u>Anti-Avoidance Rules</u>

The draft bill for TRAIN 2 introduces amendments to the general anti-avoidance rules. It proposes to amend Section 50 of the National Internal Revenue Code, which gives the Commissioner of Internal Revenue the authority to distribute, apportion, allocate, and impute income and deductions to disregard and counteract tax avoidance arrangements.



For purposes of Section 50, the term "tax avoidance" includes:

- directly or indirectly altering incidence of any income tax;
- directly or indirectly relieving a person from liability to pay income tax or from a potential or prospective liability to future income tax; and
- directly or indirectly avoiding, postponing, or reducing any liability to income tax, or any potential or prospective liability to future income tax.

There is "tax avoidance" in the aforementioned instances, where the transaction or arrangement is motivated by obtaining tax benefit or advantage with no commercial reality or economic effect and the use of the provisions of the taxation law on such transaction or arrangement would not have been the intention of the law.



3. Tax Amnesty

A tax amnesty bill has also been filed in Congress. Under the bill, the grant of tax amnesty shall cover all national internal revenue taxes for taxable year 2017 and prior years.

The salient features of the bill are:

- Filing of a notice and Tax Amnesty Return, accompanied by a Statement of Assets, Liabilities and Networth as of 31 December 2017 (SALN)
- SALN shall include assets within and without the Philippines
- Property other than money shall be valued at the cost at which the property was acquired, or its current fair market value, whichever is higher
- Foreign currency assets / securities shall be valued at the prevailing rate of exchange as of the date of the SALN
- The SALN shall include existing legitimate and enforceable liabilities
- In cases where no assessments were issued against the taxpayer, the amnesty tax shall be 8% of the net worth, or whichever is higher of:
 - PhP10,000, in case of individuals
- PhP10,000, in case of stock corporations with subscribed capital of PhP10M or less
- PhP1,000,000, in case of stock corporations with subscribed capital of above PhP50M but not exceeding PhP100M
- PhP10,00,000, in case of stock corporations with subscribed capital of above PhP100M
- For non-stock corporations and government owner and controlled corporations, the amnesty tax shall be 4% of the net worth or PhP50,000, whichever is higher
- In cases where assessments were issued against the taxpayer, the amnesty tax shall be 50% of the basic tax assessed

The SALN shall be presumed to be true and correct, unless the net worth is proven to have been understated by at least 30%, in proceedings initiated by the BIR or its agents, within one year of filing of the SALN.

The bill has not passed into law. However, it should be noted that this is a Government sponsored measure in conjunction with the other tax reform measures that Government has committed to put in place.

For inquiries, email QTInfoDesk@quisumbingtorres.com

www.eccp.com



Written by Geraldine Bulaon-Ducusin, DOST-STII Published: 05 April 2018

Most technologies developed by the Department of Science and Technology use local raw materials that went through innovations in terms of product or process improvements, making them distinct from their commercial counterparts.

"These government-developed technologies are designed to factor in the social, economic, and environmental benefits," revealed Nelia Florendo, chief of the Technical Services Division of the DOST-Industrial Technology Development Institute (ITDI), when asked on the edge of their developed technologies over some of the commercial ones.

Another advantage of local technologies is their low cost compared with the commercial ones that are often imported. The technologies are made of locally-sourced raw materials which are readily available in the country.

DOST-ITDI also developed technologies that are responsive to climate change adaptation and mitigation.

"DOST-ITDI's competent research teams, some of whom obtained their degrees abroad, use modern facilities in technology development," Florendo added.

The Institute has been the Department's lead agency in developing technologies useful for both enterprises and at the environment.

In the recent DOST-ITDI series of technology offering forums, almost a hundred industries expressed interest to adopt and collaborate. Among the technologies presented in the forum series were food technologies, food processing technologies, health and wellness, green engineering, and

advanced technology which are available for transfer or licensing to interested entrepreneurs.

"We need the help of the people from the industry so that every Juan and Juana will make use and benefit from the technologies we have developed, "DOST Undersecretary Rowena Cristina L. Guevara appealed to participants who mostly came from the industry.

Guevara recounted that some clients wanted to avail of the DOST-developed technology, but were not yet ready to take them on.

To assist these businesses to jump from "we're not yet ready" to "ready" mode and improve their facilities and production processes are DOST's regional offices and facilities, said Usec. Guevara.

In the last five years, more businesses and local government units in Zamboanga, Butuan, Negros, Batangas, Camarines, Quezon, Ilocos, and even in Metro Manila area (Parañaque and Navotas), among others, have used DOST-ITDI technologies, especially in their livelihood and environmental programs. Among the commonly availed technologies are the bioreactor, plastic densifier, wine kit, and food-related technologies.

Growing local companies such as Splash Foods Corporation, Sally's Authentic Bicol Express, House of Polvoron, Jennie's Pork Chicharon, Navarro Foods International, Inc., Carreon's Sweets & Pastries, Zambo Tropical Foods, Trappist Monastic Food Products, and host of others have also availed or worked in partnership with the DOST-ITDI.

The technology offering series of DOST-ITDI gave R&D teams and their public and industry stakeholders a venue to showcase and learn from each other. Their technology transfer team assessed and clustered its 27 technologies that demonstrated market potential. Six technologies have shown to be popular among the private sector clients, namely ready-to-eat chicken arrozcaldo; nipa sap sugar; analgesic balm; drum-dried banana, macapuno and mango flakes; vacuum-fried banana, squash, carrots and jackfruit; and slimming cream.

In the last five years, DOST-ITDI completed 152 research and development projects in chemicals and energy, environmental and biotechnology, foods, materials science, and packaging. Some of the technologies which have been adopted include the OL trap, vinegar acetator kit, bioreactor, styro-plastic densifier, gasifier combustor, wine kit, calamansi processing, ceramic water filter, and food processing equipment.



Nelia Florendo, chief of DOST-ITDI Technical Service Division. (Photo by Henry A. De Leon, DOST-STII).

Aside from developing ready-to-transfer technologies, DOST-ITDI has been providing technical assistance to the Filipino industries for many years now, from product packaging to product development, such as packaging R&D, process improvement, cleaner production, plant layout, test and analysis, waste treatment, and many other technical services which have resulted in increased production volume and productivity.

For more information on DOST-ITDI services and technologies, click on http://www.itdi.dost.gov.ph/.



One of the more popularly adopted technology is the analgesic balm that makes use of local plant materials. (Photo from DOST-STII).



DOST Undersecretary for Research and Development encourages industry and non-industry participants to help the Department in cascading DOST-developed technologies to the people who will benefit most from said technologies. (Photo by Ceajay N. Valerio, DOST-STII).



The ready-to-eat arrozcaldo is one of the most potentially adopted technologies.

12



Introducing Open Contracting at the Subnational Level

Project Open Enterprises is a 9 month project implemented by the ECCP and the Integrity Initiative which addresses the problem of lack of transparency in the procurement process at the subnational given that less transparency leads to a less competitive environment for doing business. This project is funded by HIVOS.

As a pilot project, OpEn aims to increase the disclosure of procurement related documents in a local government or LGU with an Integrity Circle (IC). The IC serves a s a platform for LGUs, business and civil society representatives to work together to promote transparency and to improve the public services of the LGU

For this project, we have been working with the LGU of Muntinlupa to identify Integrity Mechanisms or processes, documents and information that will be disclosed to the general public in order to build its trust and confidence in dealing with the LGU. The following are the 5 Integrity Mechanisms that were identified and adopted by the LGU for implementation:

- Conduct Market Analysis before the Procurement Plan
- Disclosure of Procurement Documents (from planning to implementation)
- Engagement and Capacity Building of more business enterprises and CSOs in observing the bidding process
- Streamlining and improvements on the procurement process
- Declaration of Integrity Policies and Practices of LGU during the pre-bid conference





What is open contracting?

Open contracting is about publishing and using open, accessible and timely information on government contracting to engage citizens and businesses in identifying and fixing problems. Open contracting delivers better deals for governments, provides a level playing field for the private sector, and high quality goods and services for citizens. Open contracting involves the full chain of government dealmaking, from concessions of natural resources to procurement of goods, works, and services for citizens. It starts at the planning stage, and covers tenders, awarding, and implementation of all public contracts.

Why does government contracting matter?

Every year, governments spend huge sums of money through contracts, on everything from pencils and paper to building major infrastructure projects such as airports. Open contracting is the bricks and mortar of public benefit, where taxpayers' money gets converted into schools, roads and hospitals, into things that ordinary people really care about.

This global spending amounts to over US\$9.5 trillion each year, a massive 15% of global GDP. That is a pile of one dollar notes stretching from the earth to the moon – and back.

No wonder; contracting is government's number one corruption risk.

57% of foreign bribery cases prosecuted under the OECD Anti-Bribery Convention involved bribes to obtain public contracts. According to a 2013 Eurobarometer survey, more than 30% of companies participating in EU public procurement say corruption prevented them from winning a contract. Corruption has significant costs. According to the UN Office of Drugs and Crime, corruption and fraud may amount to 20-25% of procurement budgets.

What are the benefits of government contracting?

Publishing and using structured and standardized information about public contracting can help stakeholders to:

- deliver better value for money for governments,
- create fairer competition and a level playing field for business, especially smaller firms,
- drive higher-quality goods, works, and services for citizens,
- prevent fraud and corruption,
- promote smarter analysis and better solutions for public problems.

This public access to open contracting data builds trust and ensures that the trillions of dollars

Quisumbing Torres.

Member Firm of Baker & McKenzie Internationa



The 4th Industrial Revolution bestowed unprecedented and enormous value to personal identity. Never before in the recorded human history has information that directly or potentially identifies a human being been the cause of the rise and fall of business players. Tech giants such as Apple, Amazon, Google, Facebook, and Microsoft continue to dominate the digital market because of strategic mining of personal data which has been deemed as the new oil.¹ Conversely, the downfall of Yahoo, an internet titan once valued at more than US\$100 Billion,² was the inevitable conclusion of a series of data breaches which ultimately affected all of its 3 Billion users.³

Digital disruption gave birth to the relatively novel concept of data privacy. Consumers now capitalize on their digital identities, online profiles and user accounts in demanding personalized products and services. Businesses are compelled to compete on the basis of the ability to provide instantaneous, user-friendly, easily accessible, or on-demand goods and services. The value of personal information in the digital age has been confirmed by the proliferation of numerous forms of cyberattacks - almost all with the intent of illegally obtaining and profiting from personal data. In fact, recent studies shows that the possible costs to the global economy resulting from cybercrime is US\$375 to US\$575 Billion per year.⁴

Governments from numerous jurisdictions and in varying degrees have stepped up in its regulatory and enforcement efforts to circumvent illegal use of personal data of its citizens and/or in their respective territories. Public interest in the use of personal data and in protecting the right to privacy are apparent in the rise of newly-enacted omnibus legislation on data protection and privacy, such as data privacy legislation in the Philippines and China, or the strengthening of existing ones like the EU General Data Protection Regulations which supersedes Directive 95/46/EC.

The vital significance of data privacy in the digital age has also caught the attention of the United Nations which, through its Human Rights Council, adopted in 2016 a Special Rapporteur on the right to privacy.⁵ One of the mandates of the UNappointed expert is to "[t]o raise awareness concerning the importance of promoting and protecting the right to privacy, including with a view to particular challenges arising in the digital age, as well as concerning the importance of providing individuals whose right to privacy has been violated with access to effective remedy, consistent with international human rights obligations."

Recent developments in the area of data privacy and protection, particularly high profile incidents of cybercrime cases and data breaches, reveal the following effective methods in data protection:

- 1. Demonstrate compliance with law and best practices in protecting personal data. Data protection should not be a confidential affair within the business. Management should not be bashful in flaunting to its business' target market that the company is not just compliant with law, but also adheres to best practices in keeping its customers' trust with respect to data privacy. A business should therefore consider the costs and benefits in securing relevant and credible information security or data privacy certifications such as those provided by the International Organization for Standardization (ISO), the International Association of Privacy Professionals (IAPP), among many others. It may also opt to voluntarily register with its jurisdiction's data privacy regulator, if such registration system is available, to show commitment and ability to comply with Philippine data privacy legislation.
- Adopt privacy by design approach. Adherence to the general principles of lawful data processing and developing risk management protocols should be one of the paramount considerations of businesses. These

protocols should be considered from the start of the business operations, and not only as an afterthought resulting from a security incident or a data breach. Businesses should therefore be proactive, rather than reactive, in implementing security measures to protect personal information. The UK Information Commissioner's Office encourages organizations to "integrat[e] core privacy considerations into its project management and risk management policies." For instance, a privacy impact assessment (PIA) should be conducted at the earliest stages of a project involving personal data such as when building new information technology infrastructure for data processing, engaging a new personal information processor, or venturing into a data sharing initiative.7 PIAs are believed to be an effective tool in identifying and minimizing data privacy risks to individuals and in reducing the possibility of potential liability for data privacy violations and loss of valuable consumer goodwill.

3. Engage the customers in all stages of the process. A key to earning and keeping customer trust is transparency. In matters involving personal information entrusted by consumers to businesses in exchange for goods or services, this means user-friendly, brief, and concise consent language and privacy notices, as well as the availability and effectiveness of methods in exercising consumers' rights as data subjects. In case of unavoidable data breaches, data controllers should also be able to provide regulators and affected consumers with prompt, clear, and candid communications in managing the risks attendant to the breach

Despite the common and increased efforts of public regulators to promote and protect rights to data protection and privacy, the speed of advancement of technology, including data processing techniques and practices, means that relatively static data protection laws will always have to play catchup with the dynamic, rapid, and significant technological evolution. Bare compliance with data protection laws may therefore be insufficient for businesses in deterring malicious intrusions in data systems and cyberattacks which grow more

ubiquitous and sophisticated each day. Businesses which comply with applicable data privacy legislation may keep their existing customers' trust and survive the digital age. However, companies which recognize that legal compliance is the bare minimum, and complement its compliance efforts with best practices, attract new customers while retaining existing patrons.

The 4th Industrial Revolution installed several intangibles, such as the right to privacy, in the pedestal of collective consciousness, and changed altogether the landscape of capitalism and individual freedoms. The key to earn competitive advantage is diligence in protecting personal data. Businesses should therefore understand that in order to survive and thrive in this unprecedented era, consumer trust is an indispensable currency.

About the authors

Divina Ilas-Panganiban

Partner, Quisumbing Torres divina.ilas-panganiban@quisumbingtorres.com

Divina Ilas-Panganiban is a partner in Quisumbing Torres' Intellectual Property Practice Group and Technology, Media & Tele-communications Industry Group. She has 17 years of experience in the fields of intellectual property law, commercial law and litigation. She has been cited as a Leading Individual in Technology, Media, and Telecommunications and Intellectual Property by the Legal 500 Asia Pacific for 2016 to 2018. She currently serves as the Vice-President and Director of the Philippine Chapter of Licensing Executives Society International and the Chairperson of the Committee on Intellectual Property Rights, The American Chamber of Commerce of the Philippines.

Neonette Pascual

Associate, Quisumbing Torres neonette.pascual@quisumbingtorres.com

Neonette Pascual, CIPP/E is a senior associate in Quisumbing Torres' Intellectual Property Practice Group and Technology, Media & Telecommunications Industry Group. She has 12 years of experience handling matters involving contracts, incorporation, compliance, litigation, and corporate housekeeping. She also has nine years of experience in handling matters on data privacy legislation of multiple jurisdictions, including the EU, US, Canada, and Southeast Asian countries.

^{1 &}quot;The World's Most Valuable Resource Is No Longer Oil, but Data." The Economist, The Economist Newspaper, 6 May 2017, www.economist.com/news/leaders/21721656-data-economy-demands-new-approach-antitrust-rules-worlds-most-

² Shepardson, Anya George Tharakan David. "Verizon Completes Yahoo Acquisition and Announces CEO Marissa Mayer's Resignation." The Independent, Independent Digital News and Media, 14 June 2017, www.independent.co.uk/news/business/news/verizon-yahoo-acquisition-latest-deal-marissa-mayer-resigns-internet-tech-cen-a7789001 html

³ Larson, Selena. "Every Single Yahoo Account Was Hacked." CNNMoney, Cable News Network, 4 Oct. 2017, money.cnn.com/2017/10/03/technology/business/yahoo-breach-3-billion-accounts/index.html.

⁴ Asian Development Bank, ASEAN 4.0: What does the Fourth Industrial Revolution mean for regional economic integration?, November 2017.

⁵ OHCHR | Right to Privacy in the Digital Age, www.ohchr.org/EN/Issues/DigitalAge/Pages/DigitalAgeIndex.aspx.

⁶ OHCHR | Special Rapporteur on Privacy, www.ohchr.org/EN/Issues/Privacy/SR/Pages/SRPrivacyIndex.aspx.

Pages/SRPrivacyIndex.aspx.

7 "Privacy by Design." ICO, ico.org.uk/for-organisations/guide-to-data-protection/

⁸ Burn-Murdoch, John. "Data Protection Law Is in Danger of Lagging behind Technological Change." The Guardian, Guardian News and Media, 12 Apr. 2013, www.theguardian.com/news/datablog/2013/apr/12/data-protection-law-lagging-behind-technology.

CHINA BREW 2018 CHINA BEVERACE 2018

THE 13TH INTERNATIONAL BREW & BEVERAGE PROCESSING TECHNOLOGY AND EQUIPMENT EXHIBITION FOR CHINA

Shanghai New International Expo Centre (SNIEC), China
October 23-26, 2018

Asia's leading exhibition for for the beverage and liquid food technology industry

Organizers

China National United Equipment Group Co., Ltd.
China Light Industry Machinery Association

Co-organizers

Beijing Zhongqing Heli International Exhibition Co., Ltd.

Messe Muenchen Shanghai Co., Ltd.

New@CBB: International visitor package cbb.drinktec.com/visitor-days

Tel. +49 21 2020 5500

E-mail: cbb@mm-sh.com

Website: cbb.drinktee.com



MANILA: EVENTS

ECCP Coffee Mornings

together, share insights, and even network amongst each other is the monthly ECCP Coffee Mornings. Last 21 March enabled them to: (1) voice out certain challenges their 2018, we've had a good mixture of managers and team company has been facing in regards to cultural differences players from different cultural backgrounds allowing them to gain insights and share personal experiences as we tackled the topic, "Winning Across Cultures: Boosting Your Business".

Coach Wouter Arrëins, leadership coach from the Netherlands and CEO of TransformationFirst.Asia, spearheaded this learning session. His discussion centered on how culture can directly influence business leadership. A thorough explanation of how cultural challenges within multinational companies can be addressed by metaphorically "speaking the language" of colleagues or business partners from different cultural backgrounds was tackled in detail.





20

One of the many platforms ECCP Members utilize to get- Coach Wouter actively engaged the audience by allowing them to participate in a few activities. These activities among their colleagues; (2) discuss their preferred values, leadership traits, and priorities in the workplace; and (3) determine their active listening ability. ■





Professional Presence Workshop

The European Chamber of Commerce of the Philippines held Professional Presence Workshop last March 7, 2018 at Makati Diamond Residences, Makati City, Philippines.

The one-day session was designed to help the participants to project professional presence and confidently interact in different situations. It also aimed to improve participants' professionalism in all business situations, demonstrate congruent positive visual, vocal and verbal impressions when communicating with others, practice dressing professionally and apply business etiquette in dealing with various individuals across business interactions.

The workshop was facilitated by Ms. Jen Alava - Francisco and Mr. Jay Francisco, both Training and Development Consultants in the field of customer service, personality development and communication among others.





The Coaching Kata

The Coaching Kata "The Proven Habits that will Improve Your Business 10X" was held last April 12, 2018 at Makati Diamond Residences, Makati City, Philippines.

The workshop allowed the participants to dive deep into the Coaching Kata, a scientific based approach from Lean Management that offers practical guidance for leading and developing people in a way that makes the best use of their brain power. It is also designed for participants to learn coaching habits, techniques and tools in managing people for improvement, adaptiveness and superior results.

The workshop was facilitated by Mr. Mike Grogan, a Leadership trainer, author and speaker internationally recognized for his expertise in Lean Kaizen. ■





MANILA: EVENTS

Arbitration Forum

Resolve Disputes Faster - Why Arbitration Makes Sense, a forumtotackle Commercial Arbitration and its functionalities was held on 15 March 2018 at Makati Shangri-La, Manila. The event was organized in partnership with Quisumbing Torres. Speakers during the event included BOI Executive Director for the Office of Alternative Dispute Resolution Ms. Bernadette Ongoco, Quisumbing Torres Dispute Resolution Practice Group Head Mr. Donemark Calimon, Baker and Mckenzie Global. Head of International Arbitration Mr. Leng Sun Chan SC, Deputy Registrar and Centre Director of Singapore International Arbitration Center Mr. Kevin Nash, and Quisumbing Torres Senior Associates Mr. Michael Macapagal and Mr. Jay Patrick Santiago.









Women in Business Wine and Wellness Night

In celebration of the women's month, the ECCP Women in Business Committee hosted their first event of the year entitled Wine and Wellness Networking Night, last March 15, 2018, from 6:00 - 9:00 pm at the Regus Center in BGC. Raffle prizes from Crimson Resort & Spa, Seda BGC, Belo Medical Group, Bioessence, Evolve Yoga, and PLDT Enterprise were handed out to lucky winners. The event is co-presented by JLL Philippines Inc. and supported by Venue Partner Regus, Wine Sponsor Forth and Tay Inc., and Event Partners Crimson Hotel Filinvest City, Manila, Seda Hotel, Belo Medical Group Philippines, Bioessence PH, Ever Bilena Cosmetics, Evolve Yoga and Fitness, and PLDT Enterprise.















MANILA: EVENTS

Waste Management Forum

The Waste Management Forum: Building the Road to Zero Waste was held last March 22, 2018, at the Solaire Resort and Hotel. Speakers and delegates discussed waste management issues and challenges as well as shared solutions and best practices that lead to effective waste management policies, strategies and programs. This event was organized by the European Chamber of Commerce of the Philippines in partnership with the EU-Philippines Business Network, and co-funded by the European Union. This event is supported by Platinum Sponsors Maynilad and Metro Clark Waste Management Corp., Gold Sponsors Nestle, San Miguel, Tetrapak, and Wacuman, Silver Sponsors Geocycle and Landbank, Conference Bag Sponsor Tetrapak, Official TV Partner ANC, Media Partner Philippine Star, and Supporting Organizations PCCI, PGBC, PBE, BFBC, and PCAPI. ■











Digital Disruption

The Digital Disruption Forum: Driving Philippine Competitiveness in the Digital Future was on 5 April 2018 at New World Makati Hotel. The forum gathered business leaders, digital pundits, and policymakers and discussed the challenges and opportunities that the 4th Industrial Revolution will bring to Philippine businesses, from MSMEs to conglomerates, and chart a common strategy and action agenda in coping with the digital disruption and accelerating digital transformation. We would like to thank our event partner Quisumbing Torres, endorser DICT, platinum sponsors Union bank and Siemens, airline partner Airfrance KLM, supporting organizations DTI Citem, HIMAP, Nordcham, UP CoE, and SEIPI, and media partners ANC, Devant, and Globaltronics.















MANILA: EVENTS

YPC Mt. Pulag Climb

The ECCP-YPC went up to Baquio last weekend, March 23-25, 2018 to deliver the third batch of donations to Klasrum ng Pag-Asa consisting largely of IT equipment, school supplies, books, sewing machines, and packs of seeds. We would like to thank our participants and sponsors Bosch, Champ, Eastwest Seeds, and HMR for their support. Interested to support this initiative? E-mail ypc@eccp.com and ask how today! ■













INSIDE THE ECCP

12th ECCP Cebu Football Cup

A study commissioned by Hudson and conducted by Social Issues Research Centre found that 80% of men and 70% of women in UK believed that workplace could use sports as a tool to boost performance. Furthermore, 45% of male and 43% of female respondents suggested that playing football, netball, or tennis together with colleagues would increase morale and productivity.

In its efforts to enhance productivity and efficiency in the workplace, the European Chamber of Commerce of the Philippines (ECCP) organized its 12th Football cup 2018 last April 22 at the Cebu International School football field.

Following their defeat two years ago and their subsequent rise to the highest possible spot-Women's Champion 2017 the following year, NKC Manufacturing Corporation has made another grand comeback into the fold as it claimed the ultimate prize as women's champion.

In the men's division, Leylam FC, who championed 2 years ago reclaimed its throne and defeated Knowles Electronics during the Championship game.





In the women's open category; NKC Manufacturing Corporation reigned supreme, followed by Accenture and Convergys as 1st runner up and 2nd runner up respectively. While in the men's open category; Leylam FC claimed the top spot, followed by Knowles Electronics as 1st runner up and by NKC Manufacturing as 2nd runner up.

The event was co-presented by Spartan Race Philippines with silver sponsors, Anytime Fitness and Sunsports; and event supporters, Virginia Food, UC Med, Leylam, Habagat with official media partner, Y101FM.







CEBU

12th ECCP Cebu Football Cup

(ECCP), supported by the Department of Science and Technology (DOST) and the Department of Trade and Industry (DTI) mounted the 8th EkoSHARE: Bamboo Series ECCP supports utilization of sustainable indigenous with certified Green Architect Ma. Lourdes "Joy" Onozawa last March 23-24, 2018 at Materials Innovation Centre (MATIC) located in DOST 7- Banilad, Gov. M. Cuenco Avenue, Banilad, Cebu City.

The Philippines is the fifth largest bamboo exporter in the world, next to Vietnam. According to Philippine Bamboo Foundation, the country has up to 52,000 hectares of land which are planted with bamboo but not sufficient to meet the market demand.

Bamboo's image in the country still remains a "poor man's timber".

"The trouble with working with bamboo is that we think we can design it like concrete...but bamboo is good at bending. The problems encountered by people working





The European Chamber of Commerce of the Philippines with bamboo is not the bamboo but with the design." said

materials through bamboo workshops and developing our local supply chain for the world market.







INSIDE THE ECCP CAGAYAN DE ORO

More Negosyo Centers in Northern Mindanao by DTI

Negosyo Centers in the region alone. As per DTI-10, these Negosyo Centers were able to assist 43,189 clients and micro loans have been released as well to 98 MSMEs which reached to a total worth of P41.8 million. With this, fifteen (15) more Negosyo Centers across Northern Mindanao is planned to be built by the Department of Trade and Industry (DTI); with DTI-Bukidnon slates to launch five (5), another four (4) centers planned by Lanao del Norte and three (3) each for both Misamis Oriental and Misamis Occidental before the year ends.

DTI has about 805 centers existing nationwide with 54 Building Negosyo Centers help ensure management guidance, assistance and improvement of the working conditions of MSMEs and facilitate market access and linkaging services for entrepreneurs. It is in line with Republic Act No. 10644 or the Go Negosyo Act which aims to help micro, small and medium enterprises (MSMEs), promote ease of doing business, facilitate access to grants and other forms of financial assistance, Shared Service Facilities (SSF) and other equipment, and provide support for MSMEs. ■

> This piece is based on an article entitled "DTI to build more Negosyo Centers", originally published on Sunstar.com.ph

PFA Hosted Franchise Negosyo Para sa CDEO

The Philippine Franchise Association (PFA), currently the secretariat of the Asia Pacific Franchise Confederation and a member of the working committee of the World Franchise Council, whose task is to create activities that will advance franchising globally, held a three-day event at Centrio Mall's Activity Center last April 18-20, 2018 which presented opportunities to micro, small and medium enterprises (MSMEs) of the City of Golden Friendship through franchising. The event was dubbed as "Franchise Negosyo Para Sa Cagayan de Oro", which had a business matching, expo and seminars. Its aim is to reach local businesses especially the MSMEs that are planning to grow through franchising.

PFA President Richard Sanz stated that the MSMEs must become globally-ready to make Philippine franchises dominant in the Asian Market. He added that through the expos, PFA supports MSMEs with capacity building, mentoring, sharing of best practices and providing access to markets as well. The three-day event started with a seminar on "How to Franchise Your Own Business" last April 18, 2018 and the two-day expo followed last April 19-20, 2018.

The expo featured over 30 brands from food, retail and service sectors which included Beanleaf Coffee & Tea, Bibingkinitan, Citrus Zone, Dencio's, Famous Belgian Waffles, Farron Cafe, Jamba Juice, JM Shawarma, Kambal Pandesal, Kerrimo, Max's, Minute Burger, Mr. Potato, Pancake House, Sizzlin' Steak, Snack-A-Ttack, Teriyaki Boy, Waffle Time, Yellow Cab, 7-Eleven, Aquabest, Crystal Clear, Diana Stalder, Living Water, SOS, Bayad Center, Canadian Tourism and Hospitality Institute, Laundrybest, Phoenix Petroleum, Quicklean, Rapide, and Xcess Salon.



Ribbon Cutting by former Oro Chamber President Ruben Vegafria

The PFA also encouraged aspiring entrepreneurs and existing business owners to attend the expo to discover huge opportunities in franchising as well as meet franchise executives who will be sharing best practices in franchising as well as finding the right franchise.

Franchise Negosyo para sa CDO is in partnership with the Department of Trade and Industry (DTI)-Northern Mindanao, DTI-Misamis Oriental, Oro Chamber of Commerce and Industry, and the City Government of Cagayan de Oro.

This piece is based on an article entitled "Franchise group offers opportunities for micro small businesses", originally published on Sunstar.com.ph

29

INSIDE THE ECCP 1)AVAO

ECCP Organized 2nd Workshop in Davao

by Gabrielle O. Giner

Aimed towards a more productive and streamlined facilitation of meetings, the European Chamber of Commerce of the Philippines (ECCP) Davao organized the "Conducting Effective Meetings" workshop last April 19, 2018, together with Mr. Gerard Albert G. Antonio, an experienced trainer specializing in ISO and quality management system for both public and private organization, also a senior consultant to ACF, a Manila-based consulting firm.

It was hosted by Skynora Hub, the largest co-working space provider in Mindanao. Check them out at www.skynora. com. ■



Bright ideas flowed from the participants, each from their respective member companies and firms, who were as active as the vivacious speaker. The topic, which participants admitted was very useful, was not boring and redundant. Mr. Antonio did a good job in keeping the participants attentive and at the same time intrigued.

Peacebuilding initiative organized in ECCP Davao

to Peace Building forum with workshop sessions focusing on why and how to encourage enterprises in post-conflict areas last March 21, 2018 at Park Inn by Radisson, Davao

One of the objectives of the activity is to inform participants - youth leaders and entrepreneurs - about programs, interventions, and assistance, whether private sector or government initiated, which can help start up or expand businesses in areas known for conflict.

BREAKING BARRIERS: SUCCESS STORIES

The first session, which aims to inform participants about existing businesses and community-based enterprises that succeeded in overcoming entrepreneurial challenges as infrastructure, lack of financing, and little to no government intervention, included the presentations of three speakers: Ms. Marilou Ampuan of the Mindanao Islamic Chamber of Commerce Inc. (MICCI) on Business Prospects on the Halal Industry; Bgy. Captain Santiago Morales Jr. of Kapatagan, After lunch, the second session followed with some ideas Digos Davao del Sur on Overcoming Challenges in the Infrastructure through Good Governance; and Mr. Reymundo Manlabe Jr. of the Kapatagan Banana Growers Association (KBGC) on Overcoming Challenges in Enterprise Development through private sector initiatives and community cooperation.

After these two speakers, Ms. Angela Flores of the British Council spoke on social enterprises and the experience in post conflict situations with Northern Ireland and similar countries as experiences in creating sustainable, conflict sensitive enterprises that receive community support

The ECCP organized the Economic Recovery Integration which in turn, strengthen communities to help lessen the chances for extremism to return.

> This was followed by Mr. Nash Talipasan of Moro Oil on their company's experiences and how they were able to overcome internal tendencies that tend to stifle corporate growth and deal with external conflicts particularly in Muslim Mindanao that may defeat the success of their enterprises. To date they have 10 stations and look towards expanding their network despite the presence of conflict.

> The presentations focused on successful businesses and how they broke certain barriers, particularly conflict situations (external) and internal issues to bring them where they are at present. By example, the speaker showed the participants that successful businesses in conflict areas are possible. An open forum followed where several questions were answered.

MEASURES THAT SPUR GROWTH

and perspectives on starting up or growing business, with a presentation on some on-collateralized financing programs presented by Mr. Tony Peralta of Freedom Inc., and the start-up experience and opportunities in digital marketing presented by Mr. Ronald Ramboanga, and the HARVEST Project of the Japan International Cooperation Agency for funding prospective agriculture-based enterprises presented by Mr. Manabu Tsurutani. These presentations showed the participants certain opportunities and a few techniques on getting their business started and sustained in conflict and post-conflict situations.

PLANTING THE SEEDS

The 43 participants were randomly divided into three groups for the three workshops that were led by professional facilitators and dealt with the following topics which are common areas that affect the growth of business: Finance, Marketing, and Government Relations.

Each workshop gave varied responses since they were asked to first list issues with regard to challenges and issues in building businesses in conflict areas given the particular areas of concern. It is from this discussion that the SOAR (Strengths, Opportunities, Aspirations, Results) preceded and their top three actions emerged.

The objective was for the groups and the individuals to obtain the skill of using SOAR analysis to determine priorities of action, so that when they return to their particular areas, there are doable suggestions they can advocate or implement programs and actions to build conflict and culturally sensitive, inclusive enterprises which can help deal with or address the possibility of extremism.

The workshop was co-funded by VSO Philippines, coorganized with Foundation for Rural Enterprise and Ecology Development of Mindanao (FREEDOM) Inc., and supported by Youth for Peace Mindanao.■

4th The Roundtable Session zooms in on EPBN

by Mary Ann Abucayon & Gabrielle Giner

The Roundtable Session, ECCP Davao's quarterly membership meeting, happened last April 24, 2018, at the Marco Polo Hotel, Davao City.

The discussion provided a recap of ECCP's activities and accomplishments for the first quarter and an outline of the EU-Philippines Business Network.

Mr. Antonio Peralta, the chairman of ECCP-Southern Mindanao Business Council, presented the highlights of the first guarter, which include the Mindanao Business Briefing: Updates on Security Situation, Resiliency, and Optimism; Economic Recovery Integration To Peace Building Forum; and the recognition received by ECCP Davao from the Davao City government as a partner in business development in the region. Also, updates on Membership Recruitment Drive that inducted into ECCP both Moro Oil and Fuel Corporation and Malagos Garden Resort, was presented.

Mr. Florian Gottein, Executive Director of ECCP, also Project Director of the EU-Philippines Business Network (EPBN) – a consortium of European chambers in the Philippines that would provide the necessary support and framework for EU companies and SMEs that are interested in investing within the Philippines and Philippine businesses - presented updates of both the EPBN project and the ECCP activities in Manila.

Promising activities were discussed during the meeting, which includes possible partnership with Department of Trade and Industry - Region XI on a Bamboo product development project; ECCP's assistance to the Davao City Investment and Promotions Center Investment Roadshow in Manila; and other initiatives in promoting Mindanao as an investment destination.

The meeting was attended by decision-makers from member companies and government partners.







March/April 2018 | EuroPH Connect March/April 2018 | EuroPH Connect www.eccp.com www.eccp.com

INSIDE THE ECCP *1)AVA()*

Regus Davao Centre Welcomes (Home) ECCP Davao

now since its opening in August 2016 with 346 flexible workstations, plus co-working space, meeting and to the Philippines – Davao, already, found its home when it moved in to the Regus Topaz Tower Davao Centre last April 2018.

"It's the largest Regus centre in the country," says Lars Wittig, the country manager for Regus. He salutes Damosa Land Inc, also a member of the ECCP, in making this bold investment and for completing the centre in about six months that year of 2016. Just about a year after Regus opened its doors, the occupancy rate was above 90% and has stayed beyond that mark since.

Regus and Damosa Land Inc. hit it off almost right away because they share many of the same values; one of these is helping the community to grow local businesses and enabling new investors to enter the market. Ring a bell? Yes. ECCP shares the same vision too.

As Davao City became home to Regus almost two years Regus, Damosa Land Inc, and ECCP partnered this year in the successful Mindanao Business Briefing which aimed to put to the surface the testimonies of growing businesses conference facilities, the European Chamber of Commerce and investment opportunities in Mindanao despite the unfavorable publicity about the security situation. Both Lars Wittig of Regus and Cary Lagdameo of Damosa Land Inc. spoke on the said event last January 2018.



Membership Rounds Aim to Strengthen Membership base in Davao

Touch base (v.) to talk to someone briefly to learn how they are or what they think about something. ~ Grammarly

As to ECCP-Davao's membership rounds at Malagos Garden Resort, it aimed to touch base but, technically, it wasn't brief.

A worthwhile chitchat of updates from ECCP and getting to know Malagos Garden Resort, an ECCP member, was fused with fun as the General Manager of the resort, Ms. Hermie Tabañag together with Malagos Chocolate's business development manager, Ms. Jamie Concepcion, toured us around the 12-hectare nature-themed garden resort in Brgy. Malagos, Calinan, Davao City.

A taste of hot Malagos Chocolate in the morning at the Viewdeck Café that is overlooking the resort's pool is definitely a booster. From there, a pre-booked guided "Treeto-Bar" tour started and led us to the Puentespina Cacao Farm, producer of one of the "Best 50 Beans" in the world.

The Malagos Chocolate Museum is definitely worth the stop, the first chocolate museum in the Philippines. It was dedicated to the scholarly pursuit of chocolates, from AVP and infographics, you would surely learn a lot. Aside from learning though, the very fun part was the optional makeyour-own-chocolate activity at the Chocolate Laboratory.



Third on the list is the Bird-Feeding Dome. African Lovebirds, Eclectus Parrots, Umbrella Cockatoos, and other endemic birds and ornamental poultry could be seen displaying their beautiful plumages and take bird pellets from your outstretched hand. A nice accent is the Koi pond inside the dome where you could also gently feed the koi fishes.

After taking a flight at the winding stairs of the Malagos Treeline Birdwatching, you can have a vantage point where you can see a 360-degree view of the garden. Butterfly Dome, Museo de Mariposa, Mindanao Contemporary Art Gallery, Chocolate Park, and Science in the Park.

Not enough excitement? There are Calesa Rides, Horseback riding, Skywalking, Kids Outdoor adventure, bike rental for the active member of your group. After enjoying all that, you could head over to the A La Carte Menu of the Viewdeck Restaurant for sumptuous meals. The accommodations are not to be overlooked, too. Their Villas are modern and minimalistic, but nonetheless the epitome of elegance and luxury. Situated between pines, you would certainly feel a "rustic cabin in the woods" vibe.

A day is nearly not enough for one to truly enjoy Malagos Garden Resort. Imagine waking-up in the middle a big garden, lush ornamental landscape of trees, hearing the chirping of the bird or just listening to the soothing sound of the water from the creek. True to its tagline, to visit Malagos Garden Resort is definitely "Oh, to be one with nature..." ■



Advertise with us.



ADVOCACY UPDATES

6 March 2018 | Renewable Energy and Energy Efficiency

The Renewable Energy and Energy Efficiency Committee members had the opportunity to meet with then National Renewable Energy Board (NREB) Chairman Jose Layug Jr. (Atty.), to receive presentation on NREB's Annual Report, updates on NREB's ongoing initiatives and priorities, and working with industry players and government agencies and bureaus, among others.

The members also talked about Solid Waste Management (Waste-to-Energy), the Energy Efficiency and Conservation Bill, and the 2018 thrust of the Committee.



7 March 2018 | Tourism

The Tourism Committee members and stakeholders from the Tourism industry was graced with the presence of Tourism Infrastructure and Enterprise Zone Authority (TIEZA) TEZ Management Sector Officer-in-Chief Niño Ruperto Aquino (Atty.), as he presented an overview on Tourism Economic Zones (TEZs) including Fiscal and Non-Fiscal Incentives currently being provided, TRAIN 2 Pros and Cons to the Tourism industry, and TIEZA's position on TRAIN 2, among others.

A brief discussion on the current situation of Boracay Islands was also conducted among the members.



15 March 2018 | Joint Food and Beverage and Healthcare and Pharmaceuticals Ad Hoc Committee Meeting

The Joint Ad Hoc Committee had the opportunity to meet with the EU Minister-Counsellor for Health and Food Safety, Mr. Patrick Deboyser and discussed updates on the food safety and drug regulations and mechanisms implemented in the EU. Further to this, the discussion also covered recent EU cooperation with the Philippine FDA which includes providing training, funding and sharing of best practices. As well as providing support for ASEAN in connection to the harmonization and improvement of their food safety and drug regulations. There were also discussions with regards to accreditation of products, shipping and/or importing in the Philippines and other jurisdiction.



20 April 2018 | Infrastructure and Transportation Committee

The members exchanged views on the following items:

- PCAB: Liberalization of registration for Foreign-owned companies.
 - The House of Representatives has conducted an inquiry regarding the direction of the government for the Infrastructure sector. Following this, House Committee Chair for Economic Affairs called hearings to hear the sentiments of all the stakeholders.
 - EPBN has submitted a position paper on this topic. EPBN position: PCAB went beyond the law in including nationality distinction in granting licenses in the implementing rules and regulations. Nationality distinction hampers competition in construction sector.
 - Current status: The Economic Affairs Committee is now in the process of completing a committee report which will then be forwarded to the Committee Secretary for approval.

- Amendments to the BOT Law.
- Implementation of the Right of Way Law. Stricter implementation of the Right of Way Law is necessary in order to realize the current administration's Build Build Build program
- Ports and Logistics: Effects of an Imbalanced Trade.
 The committee chair reported on the current trend of
 our exports and tackled several issues in the country's
 logistics industry.



27 April 2018 | Healthcare

The Healthcare Committee had a meeting with DOH Undersecretary for Health Regulations Cluster Rolando Enrique Domingo (Dr.) to discuss updates and current initiatives of the Health Agency on: (1) Fourmula 1+ as the key strategic thrust on the Philippine Health Agenda, (2) Maximum Drug Retail Price (MDRP) and Universal Healthcare, and (3) Regulations on medical devices.

It was also agreed that to committee tackle more issues on medical devices, including harmonization of standards and registration in ASEAN. Among other discussions at the meeting were on Botika ng Bayan, possible areas of cooperation between the government and private sector, and updates on regulations on generics and possible pooled procurement for drugs.





March/April 2018 | EuroPH Connect www.eccp.com www.eccp.com

March/April 2018 | EuroPH Connect

NEW MEMBERS CORNER



The leader in commercial, industrial, residential, and real estate development in the Clark Freeport, Berthaphil provides the location, facility, infrastructure and incentives which gives our locators a competitive edge.



D&G Pacific provides environmentally friendly and ecologically sustainable waste management and cleaning excellence with professional and reliable services.



ePDS is a joint venture of ePLDT, Data Post Pte. Ltd, and Jing King Technology, ePDS provides world-class business solutions to its clients for their customer communication needs, document management system requirements, and back end process improvements.



GROW, Inc. has been assisting jobseekers and employers, featuring vacancies from over 800 companies here and abroad and being actively involved in the careers of more than 800,000 people. They aim to be the preferred choice of local and global organizations by providing them with highly qualified and competent professionals.



Lalaine Logistics International Inc. was established to provide total turnkey solutions in a global scale. LLII is a by-product of Lalaine Customs Brokerage, Inc.



The B. Braun-Group develops effective solutions and guiding standards for the healthcare system through constructive dialogue with our customers and partners.



De Guzman San Diego Mejia & Hernandez Law Offices (GSMH Law) is a full-service law firm that readily and efficiently attends to the legal needs and requirements of clients with varied demands.



Flood Control Asia RS was established through the initiative of RS Stepanek KG – Germany's premier flood control systems company. Over 21,000 units are installed for 8,000 satisfied customers. Our flood control products are used in residences, industrial buildings, commercial establishments, and government offices worldwide in 27 countries in 4 continents.

KANTAR WURLDPANEL

Experts in shopper behavior. Through continuous monitoring, advanced analytics and tailored solutions, we inspire successful decision by brand owners, retailers, market analysis, and government organizations globally.



Legal Services

PHILCOX (PHILIPPINES), INC.

Systems integrator, information technologies, aeronautical navigational systems, engineering services, trading



PRG Industrial Solutions, Inc. (PRGISI) is a Philippine based engineering trade, solutions, services company, incorporated on the month of May 2013.



Urban lifestyle hotel; part of the Filipino Hotel Chain of the Ayala Hotels and Resorts Corporation (AHRC)



SLERS is first to bring the classic American-style ham to Cagayan de Oro (and the Philippines), SLERS Industries is a family-owned enterprise that has definitely come a long way from its humble beginnings as a kitchenbased ham business.



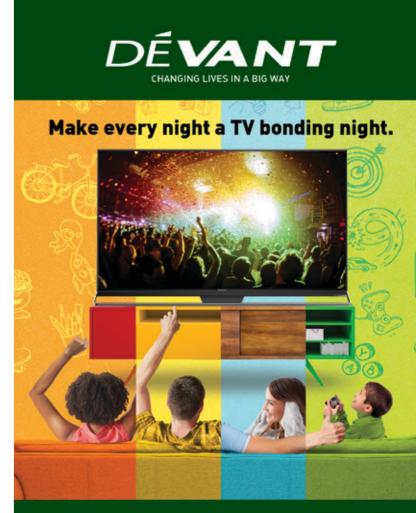
Sharp Travel Service is one of the leading and longest existing Corporate, Marine, DMC, and MICE/Events Travel Management Company in the Philippines providing global travel services and worldwide premium holidays for over 65 years.



Construction Installation



Terrapinn events inspire and transform business. They have been sparking ideas, innovations and relationships that transform business for over 30 years. Using their global footprint, they bring innovators, disrupters and change agents together. Discussing and demonstrating the technology, strategies and personalities that are changing the way the world does business.



Everything gets better on a big screen. For fifteen years,
Devant has been bringing families together. Now, with even
bigger screens and better features, let's continue the tradition.
Every 7:30pm, gather the family and bond with a Devant TV!



2018 INTERNATIONAL TRADE FAIRS

DOMOTEX

12 - 15 | Hannover, Germany

OPTI

12 - 14 | Munich, Germany

IMM COLOGNE

15 - 21 | Cologne, Germany

TRANSPORT LOGISTIC INDIA

23 - 24 | Mumbai, India

ISPO BEIJING

24 - 27 | Beijing, China

ISM

28 - 31 | Cologne, Germany

ISPO MUNICH

28 - 31 | Munich, Germany

M&T EXPO

5 - 8 | Sao Paulo, Brazil

CEBIT

11 - 15 | Hannover, Germany

AUTOMATICA

19 - 22 | Munich, Germany



FURNITURE CHINA

11 - 14 | Shanghai, China

IBA

15 - 20 | Munich, Germany

PHOTOKINA

26 - 29 | Cologne, Germany

SEP



INHORGENTA MUNICH

16 - 19 | Munich, Germany

F.RE.E

21 - 25 | Munich, Germany

CERAMITEC 10 - 13 | Munich, Germany

WINE & GOURMET JAPAN

11-13 | Tokyo, Japan

IDEM SINGAPORE

13 - 15 | Singapore

HANNOVER MESSE

23 - 27 | Hannover, Germany

CEMAT

23 - 27 | Hannover, Germany

EXPO REAL

8 - 10 | Munich, Germany

CeBIT ASEAN Thailand

18 - 20 | Bangkok, Thailand

CHINA BREW CHINA BEVERAGE

23 - 26 | Shanghai, China

ORGATEC

23 - 27 | Cologne, Germany

YUMMEX MIDDLE EAST

Oct 30 - Nov 1 | Dubai, UAE

FENESTRATION BAU CHINA

Oct 31 - Nov 3 | Beijing, China

ELECTRONICA

13 - 16 | Munich, Germany

BAUMA CHINA

27 - 30 | Shanghai, China

MAY

IE EXPO CHINA

3 - 5 | Shanghai, China

IFAT

14 - 18 | Munich, Germany

Metal + Metallurgy China 2018

16 - 19 | Beijing, China

TRANSPORT LOGISTIC CHINA 16 - 18 | Shanghai, China

To To Tondingrai, orinia

THE TIRE COLOGNE May 29 - June 1 | Cologne, Germany

May 25 - Julie 1 | Cologne, German

THAIFEX

May 29 - June 2 | Bangkok, Thailand

ISPO SHANGHAI 5-7 | Shanghai, China INTERFORST

18 - 22 | Munich, Germany

CHINA GAMESCOM 21 - 25 | Cologne, Germany

AUG



BAUMA CONEXPO INDIA 11 - 14 | Delhi, India

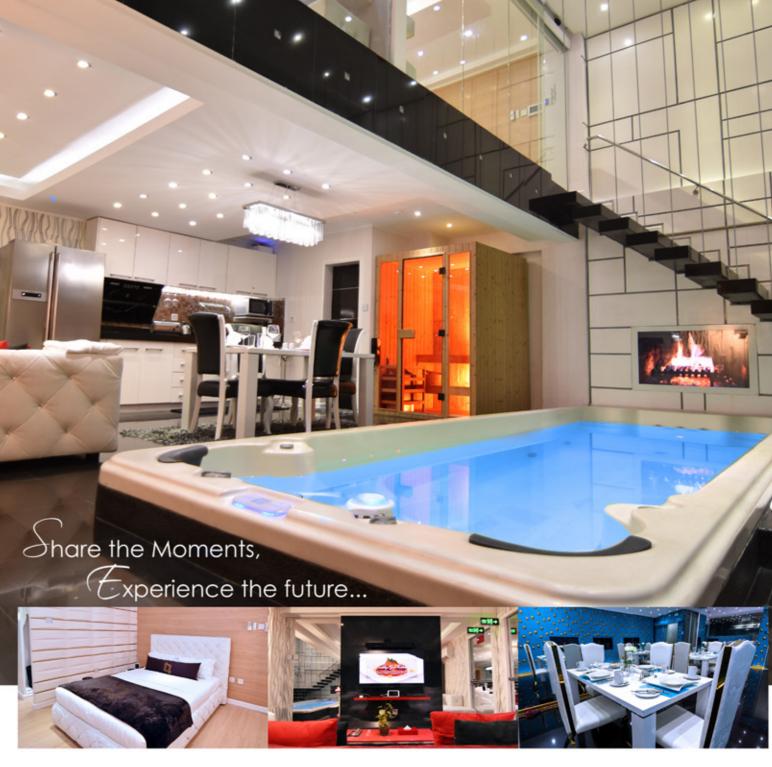
DEC

www.fairsandmore.com.ph









Book direct for 35%

Discount on accomodation Promo code: LUKSECCP1

Stay Period: July 2018



PACKAGING SOLUTIONS PARTNER

· Folding Cartons · Boxes · Paper Labels · Paper Cups · In-moulds Labels · Posters · Flyers & Leaflets · Sales & Direct OFFSET Mail Kits • Tent Cards • Promo & Drop Boxes • Shelf Cards • Header Cards • Coupons & Stickers • Recipe Booklets • Paper Bags · Hang Tags · Gift Wrappers · Calendars · Annual Reports · Newsletters · Invitation Cards · Letterheads & Envelopes · Office Forms · Calling Cards • Memo Pads

GRAVURE

 Cone Sleeves
 Soap Wrappers
 Retort Pouches
 Foil Pouches
 Sachets
 Shrink Sleeves
 Blister Foil/Strip Foil Wrap Around Labels • Banners • Gift Wrappers • Cigaret Labels & Stamps • In-mould Labels • Seal-O-Bands •

Confectionery Wrappers

PRINT MEDIA

· Annual Reports · Coffee Table Books · Newsletters · Brochures · Magazines · Yearbooks



DESIGN & PHOTOGRAPHY SERVICES

· Creative Designing · Photography · Re-touching/Photo Manipulation · Prepress Services MAKATI OFFICE - Penthouse, ENZO Building, 399 Sen. Gil Puyat Avenue, Makati City, 1229 Philippines · Tel Nos: (02) 751-3351



UGEC Corporate Centre, Dasmariñas Technopark, Governor's Drive, Dasmariñas City, Cavite 4114

Tel. Nos.: (632) 531-8888 | (632) 584-4126 · (632) 584-4154 | (632) 584-4155 Fax Nos.: (632) 584-4123 | (632) 584-4125







