

EuroPH CONNECT

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

Issue on Innovation and Technology

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INNOVATORS OF THE NEW WORLD



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Editorial

First of all, I would like to take this opportunity to express my heartfelt gratitude to you, our dear members, for your continued support as we face another year of new challenges and opportunities for growth. With Q1 almost coming to an end, 2022 is well-positioned to become another exciting year for the Chamber with all the activities we have in store with you. While COVID-19 is still prevalent, we are now better equipped to combat the virus with the successful development of vaccines and continuous vaccination efforts throughout the country and the rest of the world. We can't wait to return to how things were before the pandemic, especially seeing you all in one room to exchange best practices and discuss pressing issues of the business community.

In the absence of physical activities for the past two years, however, we are very proud and grateful to have welcomed over 13,000 attendees and have created over 100 virtual events in 2021 alone. This goes to show that we have come a long way in ensuring that we remain connected despite the pandemic disrupting how we do business. These events and engagements show our commitment to ensure that we are staying true to our mission of working towards actionable solutions for a better business environment, for both European and Filipino companies alike. Thank you for relying on ECCP as your voice in the European-Philippine business community.

Technology played a key role as businesses pivoted by digitizing operations to ensure business continuity and competitiveness. In this issue, we tackle a growing and continuously changing topic: innovation and technology. The unprecedented challenges brought by the COVID-19 global health and economic crisis, this has forced enterprises to adopt new business approaches as well as innovative strategies to thrive amidst the pandemic. With the theme "Innovators of the New World," we invite you to read our cover story where we feature three innovation movers and shakers and their journey towards revolutionizing their respective arena, best practices, plans, and strategies moving forward. In addition, we also feature the Business Development Manager of ECCP Member Kickstart Ventures, Frances Barsana, as she talks about how they empower the startup community in the Philippines in celebration of their 10th anniversary.

We also put the spotlight on Eastern Communications as they unveil their latest products and services in line with their commitment to responding to the increasing demand and providing ICT solutions for future-ready Filipinos. Learn more about their story and services on page 7. We also invite you to take a look at the recently held Science and Industry Summit organized by the University of Science and Technology of Southern Philippines that highlighted the launching of the Master Plan for AGILA Science and Technology Park. To read more about this story go to page 25.

This year, we welcomed our members with back-to-back events in January and February such as the Water Challenge Forum Series, Technology for Progress Forum Series, and the Golden Age of Sustainability, among others. We also formally launched this year's Europa Awards to promote and recognize companies with exceptional performance and contributions in promoting sustainability in line with global standards and the Philippine Development Plan. These are just some of the events we have had so far and with more to come this year. Stay updated on our upcoming events through our social media channels or visit our website to know more.

We also invite you to turn to page 36 to acquaint yourselves with new ECCP members. We are happy to welcome these companies as members of the ECCP and help them see the value in their membership with us. We also would like to congratulate member companies, ING Bank and Alaska Milk Corporation who have upgraded their membership to further maximize their reach with the Chamber's network and share their best practices with stakeholders and industry partners.

On a final note, updates on your Chamber's activities over the first few months of the year spanning its branches in Manila, Cebu, Davao, CDO, and Clark are available on this issue's Inside ECCP section on page 27. Keep yourself updated with available business opportunities on page 34.

I hope you enjoy this issue of the EuroPH Connect and, as always, thank you for your continuing support.



Florian Gottein
ECCP Executive Director



GET BACK IN BUSINESS BETTER, FASTER & STRONGER



#STRONGTOUCHDOWN



Eastern Communication Unveils New Connectivity and ICT Solutions for Future-Ready Filipino

Eastern Communications is unveiling its latest products and services in line with its commitment to respond to the increasing demand for reliable connectivity and digital tools as Filipinos move forward in the digital economy.

The new addition to the telco's extensive portfolio are Community Wi-Fi, Very Small Aperture Terminal (VSAT), Secure Access Service Edge (SASE), and Eastern Security Information and Event Management (SIEM).

A strong and reliable internet connection has become a must in the normal. To make connectivity accessible all over the country, Eastern Communications is introducing its Community Wi-Fi and VSAT services.

Community Wi-Fi is Eastern Communications' Managed Wi-Fi service for barangays or localities, which provide free and user-friendly internet connection to the residents within their vicinity. The service offers customizable bandwidth options based on the requirements of the locality or establishment and its users. The Community Wi-Fi is sufficient for browsing, online messaging, e-mailing, and watching videos for distance learning.

The telco also aims to address lack of or limited connectivity services in unserved and underserved areas in the Philippines. For regions in the country where connectivity options are limited, satellite can easily provide high speed and reliable connectivity to any remote location within its coverage. This also addresses both current and future connectivity needs.

Eastern Communications' VSAT powered by Kacific is designed to quickly connect the most remote and isolated users with light and easily transportable satellite dishes. This communications system's coverage spans across the country, from Batanes to Tawi-Tawi, and can serve residential and various sector including but not limited to government, banking, mining, resort and hotels, constructions, maritime and logistics among others.

As a dedicated business solutions partner, Eastern Communications continuously innovates and explores expanding its products and services, helping customers optimize and leverage digital transformation for a stronger touchdown in the coming months. To learn more about Eastern Communications visit eastern.com.ph or contact customer services at customerservice@etpi.com.ph

Yang Yang Zhang



Yang Yang Zhang, Managing Director of Xendit Philippines, did not originally see herself being based in Southeast Asia. However, she eventually came to the Philippines because she fell in love with the potential of its market. Finding a need Xendit could fill in the country, she encouraged Xendit Founder, Moses Lo, to enter the Philippine market.

Xendit now helps multiple companies like Lazada and Wish collect customer payments easily, connecting the seller to the customer. They see themselves belonging to everyone—that everyone can use their product, no matter how big the company. In fact, they are able to scale up with small companies as they grow.

Yang Yang sat with us to talk about her background, Xendit, its services and innovations, and how to thrive in difficult times.

Q: What brought you to the Philippines?

A: I spent most of my career in Los Angeles. I was a CMO and did a lot of traveling around the world for projects. I did work for Vietnam and Malaysia, and I fell in love with Southeast Asia. After the company I was working for was acquired, I wanted to think about my next step. What do I want to do next? I want product building, I want to do something in the emerging infrastructure space and I want to do something with a scalable mass impact.

My now husband was working in Korea. I moved there as well to join a chemicals company as Director for Strategy. I realized there that I wanted to explore other industries and there was arbitrage in cryptocurrencies there. I was never interested in trading and pure finance. What got me was that some asset in the world was so desirable that there was a 40% difference in price, proving that this is a potential disruptor for the financial infrastructure in the emerging markets. I explored what is a non-novelty and non-gimmicky way, and the first cases that came to me were remittances, tokenization of assets, and payments.

Looking for markets, the Philippines was the first thing that came to my mind. The existing platforms in the country are heavily based on the remittance economy, and there were a lot of reasons to disrupt the financial market. That's what brought me here as I think there are a lot of opportunities.

I fell in love with this market. It was ready for hypergrowth. The regulators, even in the cryptocurrency world, were also open to innovation. We had direct conversations with BSP commissioners and met with the monetary board. Like unparalleled access, the most important part of innovation is regulatory support.

When I met with the Founder of Xendit, Moses, I told him that he had to enter the Philippines because Xendit as a concept solved many problems that I had been experiencing. That's what brought me here, and that is what kept me here, and I am still super happy. That's what drives me to work for this market. I think it is uniquely suited to the technology.

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You do not fall in love with the solution of the problem, fall in love with the problem.

Q: Do you think that if you had known about Xendit 5-10 years ago, your perspective of being a disruptor would be different? I know that in business there should be vision but timing is equally important as well.

A: As a founder what I always tell my team is “*You do not fall in love with the solution of the problem, fall in love with the problem.*” At that time I thought the solution was the blockchain, the ecosystem around blockchain. So I thought that would be the sort of silver bullet that would help the Philippines leapfrog to this sort of cutting-edge financial infrastructure. However, it took two years and more investments trading for cryptocurrencies and less blockchain as a tool for that future. So I think if I had known more traditional payments, I would have taken that as a solution.

The problem I fell in love with was a country with limitless possibilities that has a young population that is super tech-savvy, that was ready to adopt digital payments, you know financial services that haven't had a good tech solution yet. I tried blockchain first.

Q: How do you personally define being an innovator? You did mention to your team that you fell in love with the problem. What is that problem? Has it changed through time?

A: When I first came to the Philippines, two problems were the speed at which money moved and identity. That's why it seems like blockchain was the solution at that time. Because it solved issues of identity and speed since it ran on a completely different medium. You actually don't have to touch fiat currency at all. The problem hasn't really changed. Everything we do in payments is still helping money move more friction. But now we're using different tools. We're still using technology, disruptive technology. We're doing it by collaborating more with existing players rather than trying to rebuild that ecosystem on a new rail.

The second portion of that, identity, we do this now through more traditional data collection, through collaboration with groups like the BSP. This is why this is the perfect time to push the Xendit model to the Philippines because it is more heavily adopted and in line with the national initiative of BSP. I think that there is now a new perfect store where the same problem is being solved, the same problem I fell in love with five years ago.

Q: Can you tell us more about Xendit? Maybe our readers want to know how this is actually helping them? How is it actually happening?

A: Just think of us as a payment infrastructure for SEA. The best analogy will be the roads on which we track. We hear about PayMaya, GCash, and Grab. You see those skyscrapers and we are the roads between them. When we talk about building infrastructure, we just want to make it really easy for businesses to come in and connect with all other financial players.

Based on what we see, the highest entry is understanding the complex world of fintech. For someone starting a small business, it is almost impossible to figure out how to offer a wide array of payment options. We are the infrastructure, we build things that are important to the Philippine economy. We give one simple connection or integration to these smaller businesses whether they are SMEs, medium-sized start-ups, or whatever their enterprise is.

At the same time, what we love to do is build our customers, we talk to our customers in terms of, the actual businesses that use us. We also talk to everyday people and understand what their pain points are. One of our products that has the greatest amount of traction is direct debit, one of the biggest enterprises for early adopters of subscribed pay. So essentially right now, everytime you top up your grab pay using your bank account you're using Xendit.

We want to make sure that we are providing that service to everyone, making sure that we are building the easiest possible consumer experience for the end-customer, like GrabPay user for example. But at the same time making sure that we are rolling out new banks, improving features for GrabPay, we're taking all that work on Xendit.

Q: What challenges did you experience in the company during the pandemic and how did you turn things around? Which challenges were actually helpful in building the Xendit that we know now?

A: When we first came into the market everyone was asking, "Are you competing with us?" Everyone from banks to e-wallets and I think that the answer to that is we see ourselves as infrastructure and thus a collaborator to everyone in the industry ecosystem. For the banks that we work with for example, they were initially curious if we want to compete with them, for banks who think we are here to try to take their customers, what we tell them is we're just here to help you commercialize your services. So that's one of the biggest challenges when presenting yourself to the collaborators to the market and competitors.

It was a tough decision whether to continue to invest resources, whether the economy would slow down. I'm very grateful we decided as an organization to just double down the fact that it was happening, that some commerce was slowing down, and at the same time it presents a new set of problems that gives us the competitive advantage because now we can be the first in the market to solve them.

Early into the pandemic, there was a lot of fear to invest. The way we worked around that fear was we were always proactive in suggesting solutions. We always think of a sales call as a solutions call. You don't go in and say these are the portfolios that we have instead we go into the conversation and ask what are the pain points that you are experiencing? We are not gonna sell you something that you don't need. We are their partners willing to solve problems with them and brainstorm with them.



Q: What is one memorable experience in your journey in terms of disruption and innovation here in the Philippines and what was your biggest takeaway pivoting in an unprecedented time?

A: We were really just a sprinkling of people, managing three different coworking spaces across Makati and BGC and trying to convince people we were a legitimate company. Early on, we were so scrappy as a start-up that when we first launched this product we did not want to test with real funds, so we tested with our paychecks. One day, on a payday Friday, we collected around a big TV monitor and sent out our pay for the month via our new disbursement. That shows you that this is the team mentality of Xendit, we are one for all, one for one. With so much faith that the team built a great product, everyone checked their online banking app. I think that was one of the most emblematic experiences. I still have the photo showing nine people at the time gambling our months' pay on the fact that it's new -- goes to show how much faith we had in this product.

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Don't pivot to survive, pivot to thrive.

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Takeaway: two things.

1. Don't pivot to survive, pivot to thrive. When you're in a start-up, you're like slightly in survival mode. I think the idea of pivot is scary, and so you always try to pivot to keep your head above water. Truly a great pivot just does not make you alive. It is for you to try to make the next astronomical leap. I think something that I'm really proud of is we were actually able to grow 100% year on year between 2020 and 2021.

When you're at your worst, you can either panic and just try to do whatever it is to get out of the situation and make poor choices, and like you know, pivot, or into opportunity. For Xendit, what we did is really think about how we reinvent, how we take advantage of people realizing they need digital payments all of a sudden. How do we take advantage of digital payments? Is it worth doing a product from scratch during a pandemic?

2. The other thing is that empathy really goes a long way. The pandemic was a hard time for our customers. I think one of the things that really help us is empathizing with where they're coming from. Not getting frustrated, moving slowly because they are being a little bit cautious. Or when we started this Level Up program for SMEs where we sponsored the first million pesos for the payments because we wanted them to have the chance to try digital payments without fear that it would cost their business too much. We want them to be able to transition, to feel free.

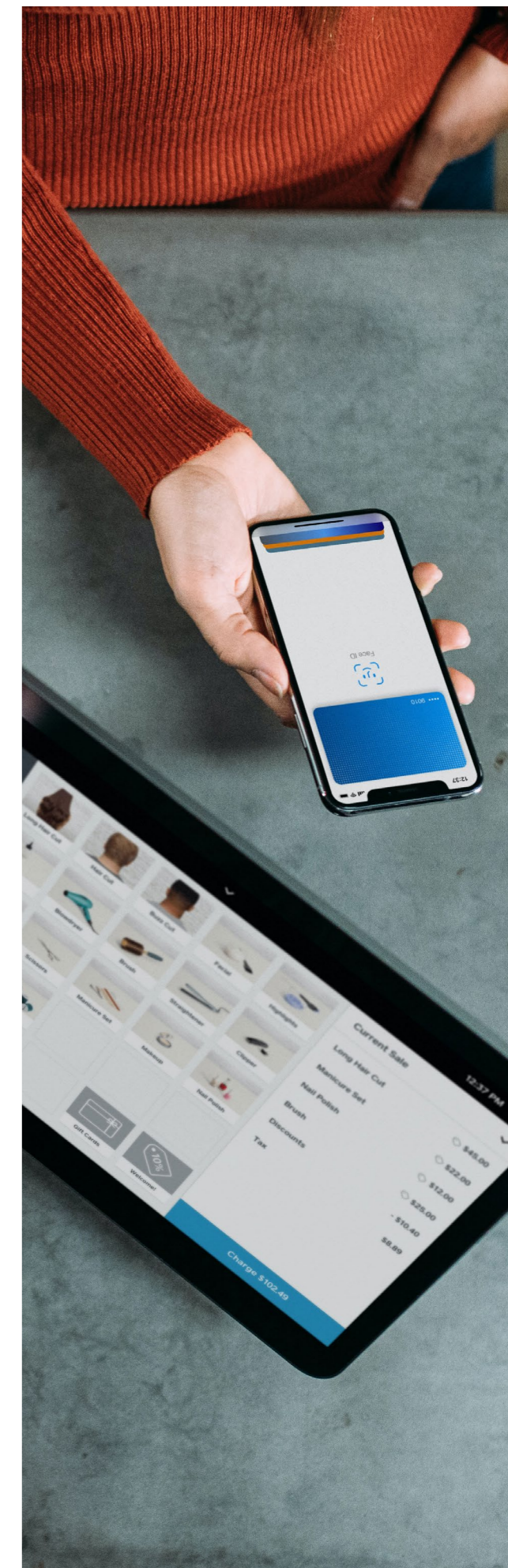
Q: What do you think are the opportunities and industries that can be tapped in the future? Agriculture, Energy?

A: I think both the ones you named and traditional business actually are the next set of opportunities. We have a massive scale. They have devoted so many manual-so many resources towards manual operations. Everything from reconciliation to accounting, to collection of payments and paying the suppliers.

So I think for me, you'll be seeing digitization of supply chain and cash flow for traditional businesses. Thinking about domestic cash flows and also their cross border cash flows, a lot of commerce happens in the Philippines in terms of exports and imports.

The other part is really logistics integration, there's always two distinct spaces, it's a highly digitized space, where you collect payments digitally, but then it enters into a highly manual logistics space again. Maybe not in the next year, 5-10 years. I think we will see this rise again in play-to-earn games. I think there will be this wave where traditional ecosystems and traditional communities will be reinvented using these new blockchain-based financial structures.

I think that within our own sort of industries, things I want to focus on the immediate future. Making sure that data is captured fairly, and users are responsible. And also digital banking. I think that for me those are the things we are looking forward to.



Barry Ruditsky



SlashNext was created in 2015 to protect companies and their employees from the growing threat of Phishing. Their FireEye core malware sandbox technology offers better malware protection than others.

A few years later, the pandemic forced companies to move their internal communications online, increasing the need for protection. The company grew and is now more dedicated than ever to being the best product for their customers and protecting even more people by both working with other companies like Google and making the product's processes as efficient as possible.

Barry Ruditsky, their Senior Vice President of Business Development, sat with us to talk about the company, its growth, and how they're looking to meet the challenges of the future.

Q: What real-world challenges was SlashNext trying to solve when it was created and what were the challenges you encountered along the way?

A. SlashNext was founded in 2015 during a significant rise in phishing, morphing payloads, and a very strong belief that phishing would grow from an email into a multi-channel problem and become the number one cyber threat to organizations. With this shift in the phishing threat landscape, there was a recognition that something needed to change.

Atif Mushtaq is the visionary founder behind SlashNext and one of the main architects of FireEye's core malware sandbox technology, which effectively stopped malware in its tracks. Recognizing phishing detection, like malware, needed to move from signature-based reputation techniques to behavioral analysis, SlashNext set out to build a faster, more automated, and accurate approach to phishing detection.

We developed an Artificial Intelligence(AI)phishing detection engine with virtual browsers and behavioral analysis using computer vision, natural language processing, and several machine-learning classifiers to detect and stop well-crafted multi-payload phishing attacks delivered through multiple communication channels, including legitimate infrastructure. SlashNext detects millions of zero-hour multi-channel phishing threats from billions of websites with a 99.9% detection rate, time to detection advantage of 48 hours, and the industry's lowest false positive rate of 1 in 1 million.

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As the world changed to remote work during the pandemic, the user is the new unprotected security perimeter in any network.

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Q: Can you tell us how Slashnext was doing before the pandemic? How did it change with the pandemic?

A: As the world changed to remote work during the pandemic, the user is the new unprotected security perimeter in any network. That is why we saw a 3000% increase in multi-channel phishing and social engineering threats on LinkedIn, Slack, Zoom, and WhatsApp. It brought our solution to the forefront, and it accelerated our growth.

We saw considerable growth this past year with over 600% increase in customers since the introduction of our multi-channel AI defense service.

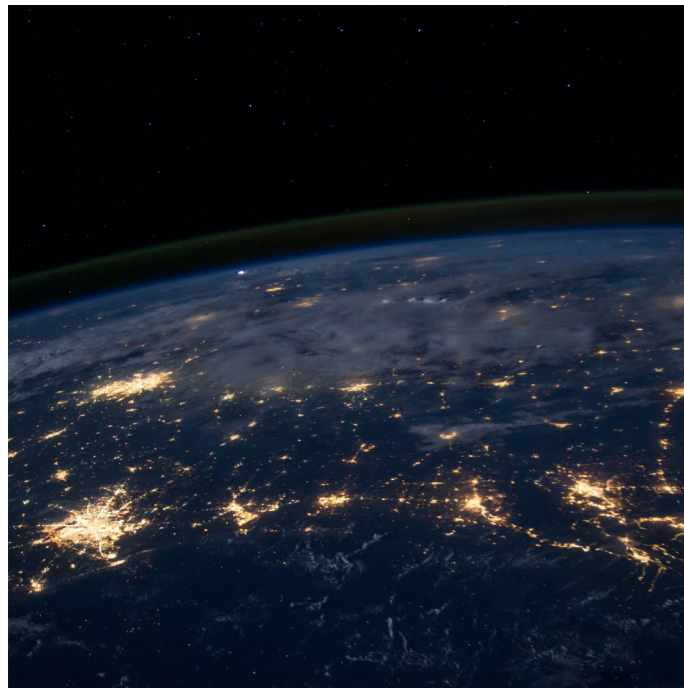
Q: With businesses and institutions going online in the pandemic, cybersecurity measures have been more important. What unique feature of Slashnext's technology made it stand out? What are the new threats that businesses and workers face in terms of cybersecurity due to remote work?

A: As humans move completely to the cloud, apps and browsers are where humans are communicating. But the browser is seen as high-risk in organizations. In response, companies are locking down employees' browsers to mitigate the risk and safeguard against these attacks. By locking down the browser, organizations can limit how users engage with the outside world, where they are able to view content but cannot share or download or interact with the content on the browser. The browser, however, is the new operating system. Isolating people from how the internet was meant to be used - as an interactive platform- reduces productivity, and requires a significant amount of security hours from IT teams to manage. Additionally, all companies today are challenged to keep employees engaged and satisfied to increase employee retention. Locking down access to online resources immediately threatens employee satisfaction.

That's where SlashNext comes in. By using advanced security tools that leverage AI and ML algorithms with automated analyses, users are protected from zero-day threats and can continue to browse the internet safely. To protect the browsers themselves with intelligent defense requires on-device ML technology that extends to the browser to mitigate the risk of compromise. SlashNext's on-device AI phishing defense solution with natural language and link-based detection can protect users from mobile-based smishing, browser-based spear phishing, and business email compromise. Combining the best cloud and on-device defenses results in a pre-emptive environment that sees companies automatically get advanced visibility, detection, and protection from emerging threats.

Q: What were the key decision factors that you had to consider to turn the challenges you've encountered into opportunities? What were the changes and adjustments you had to make to respond to these opportunities?

A: One of the biggest challenges we face is that we have to both inform customers that their current security technology is failing them and prove that ours is better.



Q: What was your biggest takeaway from having to deal with unprecedented challenges on a global scale that has changed the nature of day-to-day activities for millions, if not billions, of people?

A: The biggest is that we were ready, and our product was ready. SlashNext technology was designed to protect human from being attacked. Once the world started the hybrid work environment (with a huge number of people around the globe working remotely), it meant the average person was using personal technology to access work and vice versa. This increased the risk of human hacking tremendously, and we've seen that continue. There has been a 364% increase in mobile phishing attempts - 85% taking place outside of email in the last year. That's a huge risk for any organization or person - but where our product was ready to go to protect humans on all digital channels.

Q: As we now take on the path to recovery, what would you say are the best practices that you will continue to carry to ensure further growth and innovation?

A: The blurring of personal and professional will not go away - we'll continue to see a hybrid approach to work (a mix of remote and in-office), and that exposes organizations and humans to more attack channels. We will all continue working in browsers - we live our lives there and on our smartphones. That won't change and we'll continue to innovate to make sure humans are protected on all digital channels and platforms. For our company, we'll scale leveraging partners around the globe to deliver and service our technologies for their users so that we continue to protect the unprotected.

Q: According to the World Economic Forum, the collaboration between technology startups and large corporations is key to fostering innovation. In Slashnext, are you seeing any possible partnerships with other key players in your industry as well as other industries now and in the future?

A: It is critical for us to be well integrated with all the key cybersecurity platforms that enterprises use to monitor and manage businesses. Most of those solutions are either logging issues or providing detection and response. We can help organizations because we add to that ability to stop attacks before they happen. That provides better protection across the board. As we work more closely in environments like Microsoft Azure, Google, etc. - that will do more to stop human hacking.

Our other big opportunity to benefit customers is to work more closely with mobile providers to help them protect their subscribers from the increase in SMiShing attacks.

The third priority is to continually make it easier for customers to subscribe to our software and put the protection to work right away - if we can reduce the time and effort of implementation, we can help protect customers that much more quickly.

There are hundreds of cybersecurity firms, and companies that have invested in resources for security.

We also have the perception that phishing is a nuisance that only comes through email. In fact, cybercriminals have become much more sophisticated and are launching multichannel, targeted attacks that are impossible for humans to discern.

We must prove to prospects that their security technology is not stopping the risks and attacks they think it is, and then prove that we are identifying and stopping threats before anyone else. It's led us to rebuild our strategy for talking to customers and going to market activity.

Q: Can you share with us one of the most memorable experiences in your journey towards growing your business? What roadblocks did you encounter when you were building the product and raising funding?

A: The most memorable moments are those when our technology was recognized by influencers and large technology players. We have been building the best security technology since our launch - but seeing it gaining acceptance and recognition is tremendous. For example, when a Tolly Report pointed out how much more effective our solution was for identifying phishing attacks than well-known email security software, it was a key moment in our company development. Having requests from technology companies to leverage our solution through API for detection and protection is a big boost for growth, as well as being included in marketplaces, like Palo Alto Network's XSOAR, through which we sold the first deal for a paid premium package - another big motivator.

The other motivator is seeing the technology in action. We are finding 35,000 to 40,000 new threats a day that no other security vendor is - and often we are seeing them 48 hours before others. That's a big level of protection we can bring to our customers.

KNOW MORE ABOUT OUR MEMBERSHIP PERKS.

ECCP MEMBERSHIP

Meet and exchange views with some 800 local and foreign senior business executives that are active in various business and social activities each year, in Manila, Cebu, and Davao.

For inquiries, you may contact us at dei.cimatu@eccp.com



Bela Gupta D'Souza



Launched in May 2020, edamama aims to provide a safer and personalized online shopping experience for its target customers- young mothers. Focusing on content and community, edamama is a unique e-commerce platform that is truly appreciated by its customers.

Bela Gupta D'Souza, the founder of edamama, discussed with us how launching during a pandemic shaped their business model and the development of their avenues for omnichannel retail.

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We have been able to thrive in this time because of a clear vision for the business, strong company culture, and the right people to execute.

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Q: What real-world challenges were you trying to solve when you created edamama and what were the challenges you encountered along the way?

A: edamama aspires to be the leading parenting consumer brand in Southeast Asia, leveraging content and community-driven strategies to help mothers simplify decision-making and find everyday joy in parenting.

As digital natives seeking answers online, young mothers today are the internet's most valuable demographic. They are deliberate and discerning buyers, relying on social proofing and expanding their trust circle to an online tribe of mothers, comparing and filtering a wealth of information to personal style, beliefs and preferences. They also take joy in documenting their parenting journey and are open to sharing detailed reviews and advocating for the best finds. The digital landscape in Southeast Asia hasn't yet caught on to the unique characteristics of this cohort. Mothers experience a fragmented journey accessing channels to collect feedback, consume content, book services and purchase items. For shopping online, marketplaces lack curation and assurance of product authenticity. In launching and building edamama, I knew I could bring a lot of insights, perspectives and ideas together as a parent myself, while solving problems for a very promising and underserved customer base.

Our challenges in scaling edamama in a pandemic aren't too dissimilar to many other businesses operating in a pandemic. We launched and scaled our platform with a fully remote team and that meant having to operate with a lot of ambiguity. We have been able to thrive in this time because of a clear vision for the business, strong company culture and the right people to execute. Another challenge we encountered along the way has been in building trust / adoption of a different shopping experience online that doesn't solely rely on heavy discounting, but rather that tries to offer a discovery-driven and personalized experience for

our community. We have made great strides in becoming a platform of trust for mothers in an environment where loyalty and trust building are at the heart of what we do.

Q: Can you tell us how the edamama was doing before the pandemic? How did it change with the pandemic?

A: While the pandemic offered tailwinds for e-commerce to see rapid growth in the Philippine market, the harsh economic climate certainly put a dent in consumer spending and disposable income, which also meant that for us as a business, we had to ensure we were always priced competitively while prioritizing an assortment mix for our customers that was focused foremost on essentials. The pandemic also brought to light the opportunities in accessing telehealth and educational services online for our customer base, which still remain largely untapped opportunities that edamama is excited to invest further in.

The way we see it, the pandemic served as a catalyst for many digital businesses and has permanently shifted consumer behavior online. Trust in e-commerce is at an all-time high, access to digital wallets has exploded and mothers are spending more time than ever before online, seeking out content, community, and commerce experiences. With this increased trust in online experiences, e-commerce has stood to benefit tremendously as well, thrusting the Philippines towards becoming the fastest growing e-commerce market in the world.

How does edamama compete with other key players in the e-commerce industry? What makes edamama different from other eCommerce platforms?

Our value proposition of integrated commerce, content, and community has limited competition in Southeast Asia but a proven track record outside of the region. What makes us a unique value proposition to our customers as well as merchant partners is a strong focus on building community and content as enablers of commerce.



Q: Can you share with us one of the most memorable experiences in your journey towards growing your business? Can you share some roadblocks when you were building the product and raising funding?

A: It's really the everyday validation we receive that truly makes this an incredibly fulfilling journey not just for me as the founder, but the entire leadership team of edamama. Personal notes we receive from customers and members of our community expressing their appreciation for edamama in helping moms find the best deals to save money and providing a strong community they enjoy being a part of. We also receive a lot of positive feedback on how our content is helping mothers find everyday joy in parenting.

With respect to product roadblocks, with the unprecedented wave of tech adoption for businesses across all industries, we are up against unprecedented wage inflation that has made access to a wider pool of tech talent difficult for early-stage startups not just in the Philippines but also globally. What is really encouraging though is to see the caliber and potential of young developers not just from urban areas, but across the country contributing to the development of the Philippine startup ecosystem. On fundraising, up until recently, founders first had to cross the hurdle of convincing investors about the potential of the Philippine market before even having the opportunity to discuss their startup. Investment sentiment has been rapidly shifting in the Philippines' favor with several big-ticket rounds being announced in the last 12 months. My view is that the Philippines is going to become one of the hottest destinations on the planet, let alone Southeast Asia.



Q: What was your biggest takeaway from having to deal with unprecedented challenges on a global scale that has changed the nature of day-to-day activities for millions, if not billions, of people?

A: The playbook for business and workplace culture has forever been rewritten thanks to this global pandemic. Notions we had before about building a strong work culture in a physical environment have given way to a more refreshing, though less tangible form of culture building.

This is a challenge in some respects because interactions and team dynamics are built differently now, but the benefits far outweigh them and we believe this is a trend that will continue especially in organizations attracting younger talent that values workplace flexibility and dynamic roles. We have thrived as an organization on the back of a "work from anywhere" culture. I think the pandemic has been a stark reminder that the world will continue to produce unpredictable situations directly or indirectly caused by the pandemic and we have to get more comfortable dealing with ambiguity. As Darwin surmised, those who survive "are not the strongest or the most intelligent, but the most adaptable to change." As leaders, we have to get more comfortable with contingency planning, pivoting business strategies, and rapidly evolving customer habits and focusing on the most important metrics that reflect how our core business is performing.

Q: As we now take on the path to recovery, what would you say are the best practices that you will continue to carry to ensure further growth and innovation? a. What role do you see your businesses taking as day-to-day transactions and operations gradually transition from online to offline once again? b. What kind of innovations can we expect from edamama moving forward?

A: Resilience, creativity and the ability to rapidly iterate throughout the pandemic were our key foundational layers since our launch in May 2020 and will continue to drive growth and innovation in the business. An important realization for any customer facing business is that you can no longer afford to see your business as purely online or solely offline. An omnichannel approach is key to long term viability given that consumers too still prefer a hybrid approach. 95% of retail in the Philippines is still offline and so we see any offline retail play as highly complementary to its online business. It's important for retailers to prioritize experiences that make either channel work with minimal friction. An omnichannel play would mean making it seamless for customers to browse/order in store but have items delivered via online channels, or alternatively, to order online and pick up products in-store. Our vision for edamama is also omnichannel retail, and having started as a digital-native brand, we are now excited to expand into offline retail, with experiential store formats wherein community elements and customer service standards are elevated so as to reinforce trust and loyalty.

Q: According to the World Economic Forum, the collaboration between technology startups and large corporates is key to fostering innovation. In edamama, are you seeing any possible partnerships with other key players in your industry as well as other industries now and in the future?

A: edamama has always seen the tremendous benefit of collaborating with large corporates to drive synergies for success. We are proud to be one of very few startups to be backed by SM (through Gentree Fund), Ayala (through Kickstart) and Robinsons Retail Holdings, Inc. which positions us extremely well to explore an omnichannel retail strategy in the months ahead. We are working on an exciting, transformative retail concept for the Philippine market.

LEARN MORE ABOUT THE ECCP COMPETENCY HUB.

ECCP COMPETENCY HUB

Through the ECCP Competency Hub, ECCP Members & clients are able to access talent management programs that will allow for the continuous improvement of your most important asset: your people.

For inquiries, you may contact us at kamyr.catapang@eccp.com



Frances Barsana



Kickstart Ventures, a wholly-owned subsidiary of Globe Telecom and backed by Singtel and Ayala Corporation, manages the country's largest technology venture capital funds. They invest in early- to early growth-stage tech startups across major innovation hubs around the globe. Founded in 2012, Kickstart Ventures is now celebrating ten meaningful years of creating opportunities for collaboration, growth, and success.

In this interview with Frances Barsana, Business Development Manager of Kickstart, she shares what they look for in a startup, the mission they share with their investees, the importance of why startups and corporates should work together.

Q: What are you looking for when funding startups? What makes Kickstart say yes to a deal?

A: We first look at startups that fall within the investment parameters of the three funds that we manage - each of which have specific areas of focus, check sizes, geographical scope, investment stages, and priority sectors. Of these three funds, we continue to invest out of our Fund 1 and the Ayala Corporation Technology Innovation Venture (ACTIVE) Fund.

For Fund 1, which is an evergreen fund, we focus on tech startups in the Philippines and Southeast Asia who are digitizing the consumer and enterprise experience. Our investments out of this fund are early stage startups in their Seed to Series A stages and offer enterprise, consumer social, e-Commerce, logistics, fintech, and healthtech solutions to name a few.

In 2020, we were appointed by Ayala Corporation to advise the Ayala Corporation Technology Innovation Venture (ACTIVE) Fund, which is the largest venture capital fund to come out of the Philippines, at US\$180 million in committed capital. This fund is a thesis-driven fund focused on the futures of data, of work, of communities, and of resource scarcity. These theses about the future are strategically relevant to Ayala Corporation and its business units, and where we can be a prime partner or adaptor.

Beyond our investment parameters, we are also guided by the framework with which we assess their team, total addressable market (TAM), timing and traction. We want to work with startups that are solving realized and emerging problems like cybersecurity/phishing which is why invested in SlashNext, commerce platforms that offer more to communities like curation and convergence of like minded consumers with edamama, and payment gateways to allow businesses to meet where their customers are in their omnichannel journey using Xendit.

Q: You mentioned the ACTIVE Fund's focus on the future and it seems befitting for this discussion on innovations of the new world. What is its investment thesis and why was it established?

A: The **Ayala Corporation Technology Innovation Venture (ACTIVE) Fund** is advised by Kickstart Ventures and is the largest venture capital fund to come out of the Philippines, at US\$180 million in committed capital. The fund is backed by Ayala Corporation, the first business house in the Philippines, along with its subsidiaries: differently from other funds in the world, this fund is a thesis-driven fund, where investments support one of four theses about the future we want to help create.

The fund is a concrete expression of Ayala Corporation's commitment to put the Group's capital, the scale of its many businesses, and our operating industry expertise behind innovation that will create the kind of future we believe in.

- **The Frictionless Future** - the future of data, and how data helps consumers and companies make fast, smart, easy decisions and transactions;
- **From Automation to Augmentation** - the future of work, evolving from last century's drive to replace workers with machines to a future that enhances human capital as people work with machines and data to make human capital more productive, efficient, intelligent and engaged;
- **Smarter Living** - the future of property and community life; where the value of real estate goes beyond the land + brick & mortar built upon it; and
- **A World of Plenty** - the future of critical resources, reframing the world's scarcities not as supply issues needing rationing, but as allocation and distribution issues, where technology can shine.

“

We believe that when corporates and startups work together, problems get solved.

”

Q: What challenges do startups in the Philippines encounter often and what actions can be taken to solve them?

A: From my standpoint working with startups and corporations, a common challenge I've seen is the innovation framework at play in most corporations. When corporations are unable to identify their roadmap, pain points, and point persons to take on their innovation journey, they fail to maximize the potential of their partnerships with startups who bring to the table invaluable solutions for their organizations.

Most corporations tend to indicate innovation as a priority to drive their business forward to become the market leader if not to at least remain competitive, however, there is a gap on who owns “innovation” at the execution level and where to begin. To execute their innovation framework successfully, this will require openness and empowerment across the organization to pursue tech solutions, and externally will require them to tap into innovation sources from outside the organization that can help match their business objectives to the right tech solutions.

“

We have a shared mission with our investees to find new ways of being, working, doing, and serving by introducing innovative solutions to existing business models.

”

Q: How can corporations take part in this new world of tech and innovation? Is there strategic value for them to work with startups?

A: A core challenge corporates are experiencing is the agility and ability to innovate their products and services in record time in order for them to maintain market dominance and relevance - this is what startups are incredibly good at solving. Corporates must be open to leading or initiating conversations with startups in order to gain new insights on market developments and tech solutions available outside of the company, gathering information on disruptions along the way. It allows corporations to develop complementary products and services and faster time to market against the next competitor. Corporations can be at the forefront of trends when they work with startups.

Q: How is Kickstart Ventures championing corporate innovation in the Philippines?

A: We believe that when corporates and startups work together, problems get solved. Kickstart serves as a bridge for corporations and startups to be able to work together. We have a shared mission with our investees to find new ways of being, working, doing, and serving by introducing innovative solutions to existing business models. We share a common vision with corporates to lead the innovation challenge with purpose and the right partners.



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Trailblazing Innovation Ecosystems in Northern Mindanao

SCIENCE AND INDUSTRY SUMMIT 2021

The summit highlights the presentation of the AGILA S&T Park of USTP

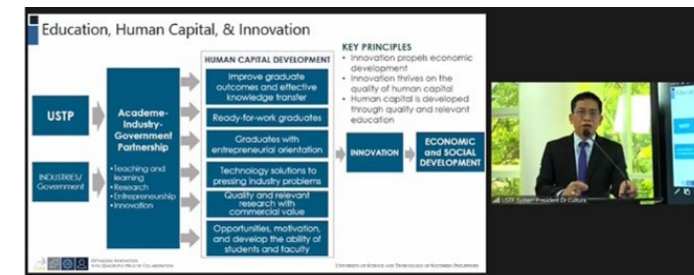
Innovation Triangle in Northern Mindanao gains traction with the AGILA S&T Park Master Plan

The University of Science and Technology of Southern Philippines (USTP) hosted the first Science and Industry Summit 2021 with the theme Trailblazing Innovation Ecosystems in Northern Mindanao on November 26, 2021 via Zoom online platform. The summit is part of the University's Science and Technology Week celebration.

The summit highlighted the launching of the Master Plan for AGILA Science and Technology Park. AGILA stands for Alubijid, Gitagum and Libertad, the municipalities that host the 292-hectares S&T Park.

Included in the Master Plan is the proposed land use plan; land use policies; proposed site development layout and renderings; programs, projects and activities; financial plan; and the institutional arrangement.

The Innovation Triangle of USTP comprises the AGILA Science and Technology Park in Alubijid, the Agropolis Science and Technology Park in Claveria which focuses on Agri-ecotourism, and the USTP Villanueva Proposed Science and Technology Park that will champion industry partnership. The three (3) S&T Parks are located in the province of Misamis Oriental in Northern Mindanao.



USTP System President Dr. Ambrosio B. Cultura II highlights the innovation ecosystem

The role of the S&T parks is crucial in the establishment of the innovation ecosystem which the University promotes. The S&T parks are established following the Quadruple Helix Model in the major components of Academe, Government, Industry and Community. Aside from industry locators, the S&T Park will also host government agencies and centers for research and development.



Plaque of recognition was awarded to Dr. Malcolm Parry as the keynote speaker of the event

Dr. Malcolm Parry, the founder and CEO of Surrey Research Park in Surrey, England, was the keynote speaker of the summit. Dr. Parry spoke about the role of the academe in advancing innovation ecosystems. Dr. Parry mentioned that Science and Technology Parks are part of a productive university.

Ms. Watcharin 'Lhing' Witthayaweerarak, the Senior Manager of Thai Business Incubators and Science Parks Association (Thai-BISPA), shared a comparative experience of Science Parks in Thailand focusing on soft infrastructures which include the interaction between the key players in the community.

Dr. Richard Abendan, Chief of Party of the USAID Science, Technology, Research and Innovation for Development (STRIDE) Program, also gave out his insights for the university to get the big companies to have active roles in the science parks.

In the afternoon session of the summit, Consul General Yoshiaki Miwa, the Consul of Japan in Davao, led the launching of the Seeds Needs Matching Seminar Series. The project aims to promote the research outputs of the university to the needs of the industry.



Dr. Amal Makhoulfi sharing her insights on innovation in healthcare during the summit

Dr. Amal Makhoulfi, Vice President of the European Chamber of Commerce of the Philippines (ECCP) and General Manager of Sanofi Philippines, spoke about innovation in the context of healthcare.

USTP is a product of collaboration after the amalgamation of the former Mindanao University of Science and Technology (MUST) in Cagayan de Oro and the former Misamis Oriental State College of Agriculture and Technology (MOSCAT) in Claveria. USTP is located in Northern Mindanao and has 8 campuses providing quality education.

USTP recently became an associate member of the European Chamber of Commerce in the Philippines which is also a partner of the Science and Industry Summit.

USTP Strategic Communication Office

SAVE THE DATE



23 JUNE 2022

Europa Awards short event description: Recognizing the urgency of sustainability and in line with the European Commission's efforts on the European Green Deal, the ECCP is organizing its 2022 Europa Awards on 23 June 2022, which aims to promote and recognize companies with exceptional performance and contributions in promoting sustainability in line with global standards and the Philippine Development Plan.

INSIDE ECCP

The Pandemic Pivot: Understanding the Legal Implications of Telecommuting in the COVID-19 Pandemic and Beyond 3 December 2021

The European Chamber of Commerce in partnership with DivinaLaw organized the webinar, Pandemic Pivot: Understanding the Legal Implications of Telecommuting in the COVID-19 Pandemic and Beyond. Speakers in the event include Atty. Krisyl Cancino, Senior Associate at DivinaLaw, and Atty. Alwyn Faye Mendoza, Senior Associate at DivinaLaw.

Attendees learn about the implications of the new remote work setup, how the Telecommuting Act of 2018 has significantly changed since its enactment and in parallel, how the pandemic has transformed the operations of various businesses, as well as the future of the workplace environment in the post-pandemic era, to name a few.



Teching up the Philippines: How GCash became a Lifeline to the Filipinos during the Pandemic 7 December 2021

The webinar Teching up the Philippines: How GCash became a Lifeline to the Filipinos during the Pandemic organized by the ECCP in partnership with GCash last December 7, 2021. To grace our stage today, we have our guest thought leader Mr. Frederic Levy, Chief Commercial Officer of GCash (Mynt) to harness the power of financial technology. We were able to feature the latest updates on digital payroll solutions, making payments fast, secure, and easy.

In this webinar, attendees were able to explore the latest updates on how the proliferation of new technologies transformed models of businesses and the importance of incorporating digital solutions to financial matters to increase efficiency in operations, as well as innovations in financial technologies on the large scale are now being utilized daily by the population.



The East ASEAN Business Conference 7 December 2021

The East ASEAN Business Conference, which focused on Building Smart and Resilient Cities for Growth took place last December 07, 2021. This webinar, themed “Business Possibilities Beyond Borders,” focuses on highlighting the best practices from ASEAN countries in building smart and resilient cities for high growth, as well as a presentation on smart city pathways for developing Asia with representatives from Japan, Singapore, the Philippines, Indonesia, and the World Bank.

Attendees explored the links between rapid urbanization and rising population, and the efforts that are being made for a more sustainable future in fast-growing cities. The East ASEAN Business Conference is organized by The ECCP in partnership with the EU-ASEAN Business Council, EuroCham Indonesia, Eurocham Malaysia, EuroCham Singapore, Japanese Chamber of Commerce of Mindanao, Inc., SIDMA College, along with Venue & Academic Partner Holy Cross of Davao College and Event Partners AXA and Converge ICT Solutions Inc.



4th Logistics Conference: Solutions for Post-Pandemic Supply Chain System 14 December 2021

The latest installment of the Business Conference Logistics Series organized by the European Chamber of Commerce of the Philippines in partnership with All Transport Network, Inc. (ATN) took place last December 14, 2021. The webinar spotlighted different business representatives from both private and public sectors involved in the industry to virtually convene and tackle collective efforts to address issues surrounding supply chains and the future of shipment.

The webinar covered the recap of exports in 2020, overview of changes in PH policies and overview of supply chain disruptions for exporters, efforts in easing out business for exporters given the current climate, and what to expect in 2022 and how carriers are approaching operational hurdles.



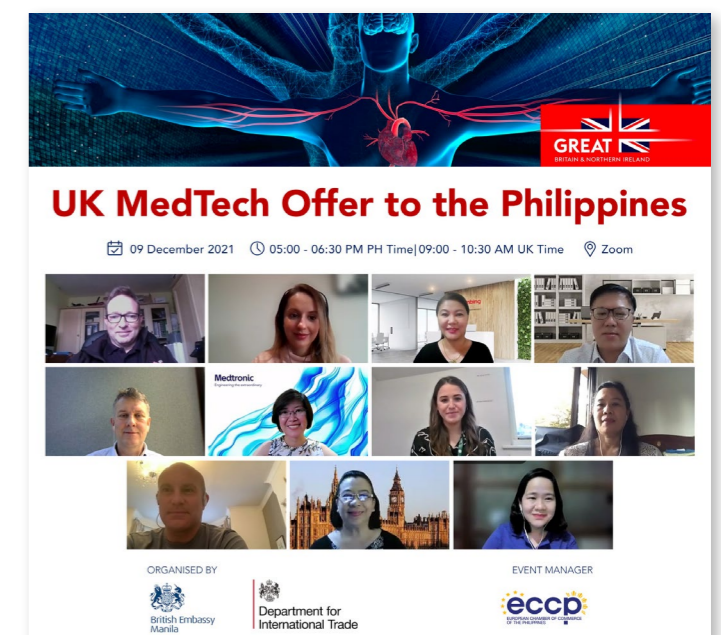
The Waste Management Forum 9 December 2021

The Waste Management Forum, organized by the European Chamber of Commerce of the Philippines took place last December 09, 2021 via ZOOM. This webinar was able to bring together stakeholders to understand the current state of waste management in the Philippines and how we can jointly reverse the escalating waste problem, discuss immediate and medium- to long-term actions necessary to avoid a waste crisis, especially with the growing volume of medical wastes resulting from the COVID-19 pandemic, discover opportunities for establishing partnerships focused on solving concerns surrounding waste management, and address the growing volume of wastes in the Philippines. The ECCP extends its thanks to its Event Partners Wallonia and Ecosteryl.



UK MedTech Offer to the Philippines 9 December 2021

The ECCP, in collaboration with the British Embassy Manila, hosted the virtual conference “UK MedTech Offer to the Philippines” last December 9, 2021 to discuss the UK’s transformative health technologies and how they could improve healthcare services, reduce costs and improve patients’ lives, new technologies for medical equipment, devices, and diagnostics the UK can offer to achieve rapid, accurate, and better healthcare outcomes; and how the power of technology can improve prevention, treatment, care and cost-efficiency in healthcare delivery as a select group of UK MedTech providers will showcase their innovative products and services.

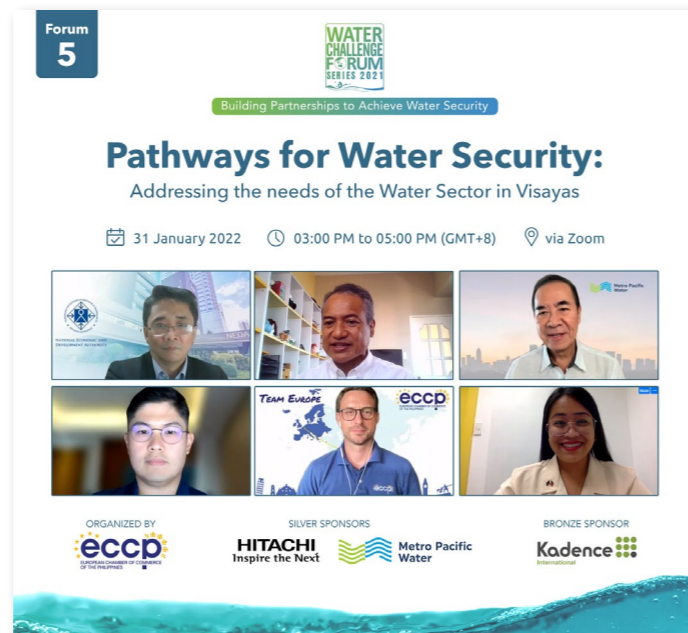


Water Challenge Forum: Pathways for Water Security: Addressing the Needs of the Water Sector in the Visayas

7 December 2021

Last January 31, the ECCP is joined by Asec. Roderick M. Planta, Assistant Secretary for Infrastructure Development NEDA - Investment Programming Group, Dr. Roehlano M. Briones, Agriculture, Rural Development Senior Research Fellow of Philippine Institute for Development Studies, Rogelio L. Singson (RLS) President and CEO of Metro Pacific Water, and Miguel Francisco "Paco" P. Caparas, Co-Founder & President of NXTLVL Water Technology, Inc.

The virtual forum aims to tackle government initiatives for water security in the Visayas and explain the process and opportunities for water desalination as an alternative water resource supply.



2022 European Ambassadors' Meeting on Joint Advocacy

11 February 2022

The ECCP hosted its 2022 European Ambassadors' Meeting on Joint Advocacy on 11 February, in partnership with HSBC Philippines. This gathering covered discussions on developments on the European-Philippine business community in 2022, political and economic updates in the country, shared policy and market access advocacies, as well as regional perspectives on promoting competitiveness and partnership.

The meeting was attended by speakers including Ambassadors Alain Gaschen, Ambassador Extraordinary and Plenipotentiary of the Embassy of Switzerland in the Philippines, Her Majesty's Ambassador Laure Beaufils, Ambassador Extraordinary and Plenipotentiary of the British Embassy Manila, Dr. Ana Sanchez-Ruiz, Chargé d'Affaires of the Delegation of the European Union in the Philippines, Undersecretary Myrna Cabotaje of the Department of Health (Philippines), and Mr. Joey Concepcion, Presidential Adviser for Entrepreneurship. The discussion was also joined by HSBC's Mr. Joseph Incalcaterra, Vriens & Partners' Mr. Hans Vriens and Mr. Jon Morales, and EU-ASEAN Business Council's Mr. Chris Humphrey.



Tech for Progress: 2022 Outlook and Trends

8 February 2022

The European Chamber of Commerce of the Philippines and FMI - Fairs & More, Inc. together with Eastern Communications co-organized the forum "Tech for Progress: 2022 Outlook and Trends" that brought together global thought leaders as well as champions that highlighted the prospects and opportunities for technology and innovation in the Philippines and globally.

This virtual forum also identified breakthrough areas for economic development and progress, through innovation and technology, continuously transforming the landscape of businesses and industries in 2022 and beyond.



The Golden Age of Sustainability: Greening the Philippines

18 February 2022

The ECCP continues to be deeply involved in sustainability-related advocacies and hosted an online event entitled, "The Golden Age of Sustainability: Greening the Philippines" last February 18, 2022.

This online event, which served as a prelude to this year's Europa Awards, further promoted the Chamber's advocacies by providing updates and perspectives on the Philippines' progress toward meeting its Nationally Determined Contribution of reducing local carbon emissions. In addition, the ECCP 2022 Europa Awards and Call for Nominations were soft launched during this session.



Doing Business in the Philippines 2022 Publication Launch



MAKATI CITY, 11 February 2022 – The European Chamber of Commerce of the Philippines (ECCP), in partnership with KPMG Philippines, unveils its Doing Business in the Philippines publication on 11 February 2022, at a virtual event with key officials of European diplomatic missions.

Maurizio Cellini, First Counsellor and Head of Trade and Economic Affairs of the Delegation of the European Union to the Philippines, emphasizes the need for the country to mobilize foreign investors given its potential as a fast-growing economy. He said, "From an investment angle, the European Union continues to see the Philippines as a large, fast-growing market. However, the Philippines does not succeed in mobilizing European traders and investors in line with its size and potential." According to Cellini, the Philippines attracts on average only 4% of the total EU foreign direct investments (FDIs) in ASEAN countries.

In 2021, the Philippines ranked 95 out of 190 economies in terms of ease of doing business. Likewise, the Philippines has yet to maximize its potential to appeal to more foreign players, with the Oxford Economics Data ranking the country 13th out of 14 economies in the area of FDI Attractiveness. The economy remains to be among the most restrictive, placing 81st out of 83 countries, according to OECD's 2020 data on FDI Restrictiveness. In recent developments, the Anti-Red Tape Authority (ARTA) announced its collaboration with other government agencies to implement an Ease of Doing Business (EoDB) monitoring system. This will track how the Philippines conforms to World Bank standards for streamlining red tape.

For Swiss Ambassador Alain Gaschen, the release of the DBIP publication is a welcome initiative as this will help increase the FDI attractiveness of the Philippines. "The DBIP is an excellent resource for must-know business regulation that every investor may refer to in making investment decisions," Gaschen added, acknowledging that the handbook is a significant reference guide in conducting business in the country.

On a similar note, British Ambassador Laure Beaufile said that the ECCP's Doing Business in the Philippines 2022 Publication will be an important resource for British businesses as they seek to capitalize on the outstanding opportunities the Philippines offers. Beaufile stated, "In our

most recent Economic and Trade Dialogue on 9 February 2022, the UK and the Philippines are committed to promote competitive and fair markets and an enabling business environment, to support green infrastructure, and to promote the digital economy." She also underscored the UK's commitment to further expanding its trade, investment, and economic cooperation with the Philippines.

During the launch, Atty. Maria Carmela M. Peralta, Head of Tax and Tax Principal of KPMG Philippines, discussed the overview on doing business in the Philippines. As shared by Peralta, the primary challenges of foreign businesses are the processes of availing investment incentives and obtaining comprehensive information on the opportunities for investors in the Philippines. "There is no doubt as to the role the ECCP plays in promoting business opportunities in the Philippines and ultimately, helping the Philippine economy. In this regard, we in KPMG Philippines, feel privileged to have assisted the ECCP by collaborating in the preparation of the 2022 Doing Business in the Philippines guide," she added.

For more than four decades, the ECCP has advocated for reforms aimed at making the Philippines' business climate more competitive, fair, and inclusive. The Chamber applauds the government's efforts in advancing key economic reforms such as the amendments to the Foreign Investments Act and Retail Trade Liberalization Act, as well as Public Services Act amendments.

ECCP President Lars Wittig underlined, "Alongside these policy reforms should be initiatives to promote competitiveness and ease of doing business in the country." He added that the ease of doing business coupled with relaxation of restrictions on foreign ownership will accelerate recovery and aid in shaping a more sustainable growth story for the Philippines.

The Doing Business in the Philippines 2022 Publication is an updated edition of the previously released version in early 2020. This comprehensive booklet aims to arm potential investors with knowledge on the Philippine business environment, as well as relevant laws and procedures in the country. As a guide for those interested in exploring various economic opportunities in the country, this booklet seeks to empower businesses to make informed investment decisions.

Scan the QR code to get
a copy of the 2022 DBIP

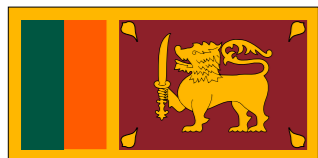


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A Finnish company is in search of a technical sports bras local manufacturer. The factory must be able to manufacture bra cup molds and have the experience and machinery for producing that. Materials should be durable and of top export quality (Lycra/Polyamide/Polyester/Elastane fabrics).



Sri Lankan Manufacturer is looking for Distributors and Retailers for high quality plastic durables.

A leading Sri Lankan Manufacturer is looking to appoint Distributors and Retailers in the Philippines Market for high quality plastic durables ranging from Household articles, Furniture, Storage & Organization, Crates & Pallets, Toothbrushes, and Rigid packaging for commercial requirements.

If interested in becoming a partner, we would love to talk to you. Please send us an email to catherine.lee@eccp.com or visit www.eccp.com for more information. We are looking forward to hearing from you.



MAKATI OFFICE SPACES FOR LEASE

European Chamber of Commerce of the Philippines
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Alaska Milk Corporation (AMC) is one of the leading milk companies in the Philippines. It has consistently maintained its leadership in the canned liquid milk category (evaporated and sweetened condensed), thus, paving the way into growing Alaska into a mega-brand by competing in the powdered, ready-to-drink, and creams market, among others.

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Headquartered in Malaysia's capital, Kuala Lumpur, we operate over 25 offices and warehouses in Malaysia, China, Indonesia, Philippines, Sri Lanka, Thailand and Vietnam. With over 20 years of experience in food business, we believe in our ability to "Connect Local Markets to Global Food Innovations".



Finland ranks as the happiest country in the world in the UN World Happiness Report. Finns consistently say they are happy, but this result is not some indefinable national trait that sets Finns apart. Finns are happy because Finnish society has developed what has been described as an infrastructure of happiness.

Finland has made consistent, long-term efforts to develop systems which support personal happiness. The World Happiness Report studies factors such as life expectancy, confidence in government, average income, social support, generosity and freedom to make life decisions which contribute to happiness. All of these are results of specific social systems, such as healthcare, education, the economy, human rights, democratic governance and a culture of volunteerism.

High levels of trust and freedom help to explain Finnish happiness. Finns tend to trust their neighbours, public officials and their government. Finland consistently ranks among the best in the world for transparency and the perceived lack of corruption. Both individuals and institutions have high levels of freedom. Finland is ranked highly for political, civil and press freedom.

Finland believes that joy, contentment and satisfaction do not simply happen. Happiness should be a policy goal. You have to build the necessary culture and social institutions – the so-called infrastructure of happiness – to give people a framework on which to build their happiness.

Finland is the happiest country in the world.



FEI is the first Energy Services company in the country to successfully design and engineer utility-scale Battery Energy Storage Systems (BESS). Our systems, technology and services enhance grid stability, as more and more renewable energy is used and mixed with conventional energy sources, thus helping the Philippines achieve better energy security and reliability.



IONOS is part of the United Internet Group, a listed company with around 9,000 employees and annual sales of over 5 Billion Euros. We are Europe's largest web hosting cloud service provider with over two decades of technological experience and a strong position in the world of cloud computing. IONOS carries a wide range of product portfolios ranging from domains and classic websites to full featured cloud servers and online marketing tools. IONOS Philippines, located in one of the premier business hubs in Metro Cebu has been in operations for 15 years, employing over 400 employees.



The Rosa-Luxemburg-Stiftung is one of the six major political foundations in the Federal Republic of Germany, tasked primarily with conducting political education both at home and abroad. Since its founding in 1990, the foundation's work has adhered to the legacy of its namesake, German socialist leader Rosa Luxemburg, and seeks to represent democratic socialism with an unwavering internationalist focus.

Associate Members



The Asian Institute of Management (AIM) is an Asian pioneer in management education. The Institute was founded in 1968 by a consortium of prominent business leaders, Philippine academic institutions, and the Harvard Business School.



Ayala Foundation is the social development arm of the Ayala group. As a non-stock, not-for-profit organization that envisions communities where people are productive, creative, self-reliant, and proud to be Filipino, Ayala Foundation seeks to achieve this through programs in education, sustainable livelihood, and love of country.



Belmont Hotel Manila is a 4-star hotel strategically located within Newport City right across the Ninoy Aquino International Airport Terminal 3 and within the internationally renowned entertainment complex of Resorts World Manila.

The hotel exhibits a fine balance between sophistication and simplicity that nurtures repose from a busy, on-the-go lifestyle. It features a contemporary lobby inspired by nature and infused with modern lines, an all-day dining restaurant (Cafe Belmont), an outdoor rooftop pool and bar lounge (Rooftop 11), a state-of-the-art fitness center with a sauna and steam room (B FIT Fitness Center), and an atrium garden.



OPKO Finance provides accounting, HR and tax assistance (company set up, bookkeeping, HR, preparation of annual accounts, audit, consolidated financial statements, tax declaration) and BPO Services on an annual basis or temporarily, with services in line with your scale of business in order for you to focus on your core business.

Our tailored offering is designed to assist the business leaders of SMEs manage their company's growth by optimizing the performance of their business in their domestic and international operations, while leveraging their finance and administration functions as well as support functions (Accounting, HR, Sales Administration, Bank account management). We help also our clients to facilitate their implementation in Asia (platform of incubation in China, turnkey solutions for e-commerce operations).

From our main offices in Cebu, Hong Kong, Shanghai, Singapore, and Paris, we bring our clients international expertise, which help them to support their development in Asia and wherever their business may take them.



"Your trusted travel Partner"

Lindela Travel and Tours is one of the TOP Travel Agencies in the Philippines specialized in domestic and International Tours. We also cater to visa assistance and Immigration Consultancy. Lindela is managed by competent and experienced team managers with expertise in sales, training, human resources and professional travel/visa consultants that are highly motivated, self-driven and customer service oriented. We develop mutual trust and friendship with every team member and work towards one objective, "To serve our client with best and long time commitment". Through this, we make our job: Effective, efficient and accurate. MORE THAN 10,000 CLIENTS traveled here and abroad and that is why Lindela Travel and Tours is renowned in the market. We cater services for every individual, company or corporate for business or leisure travel.



PRIMEX is a leading Philippines-registered international management consulting firm. Since its establishment on 7 August 1989, the Company has built an enviable reputation with international financing institutions (IFIs), bilateral organizations, as well as government agencies in the Philippines and overseas, based on its consistently outstanding performance in the planning, design, and management of development projects.



USTP is a nationally-recognized Science and Technology State University providing the vital link between education and the economy.



Savoy Hotel Manila offers 684 thoughtfully designed rooms, all inviting and welcoming travelers looking for much-needed respite in the heart of the bustling city. When it comes to views, guests can look out on the metropolitan skyline and airport runway.



100% Filipino-owned sole proprietorship, engaged in retail/wholesale trading focused on rescue/emergency supplies; National in scope, though main clients include local HUCs in the province.

Individual Member

Florent Mouly

Nationality: French

Individual ECCP - Cebu Member

03,04 09:00 AM - 12:00 NN	e-Learning	Introduction to Business and Technical Writing Brooky Technologies
04 10:00 AM - 12:00 NN		Technology for Progress: 4IR for a Future-Proof Business
10,11 09:00 AM - 04:00 PM	e-Learning	Intermediate to Advanced Microsoft Excel Workshop
10 10:00 AM - 12:00 NN		Women and Tech: Inclusion and Empowerment UBX
16 09:00 AM - 12:00 NN	e-Learning	Effective Virtual Presentation Skills
16 03:30 PM - 05:00 PM		The Ease of Doing Business in Spain and Portugal AVCO
17 03:00 PM - 05:00 PM		Investment Promotion Webinar Series Digos
23,24 02:00 PM - 04:00 PM	e-Learning	Applied Democracy Workshop GMCI
24 09:00 AM - 05:00 PM		Sustainable Agriculture Forum
25 10:30 AM - 12:00 NN		Untapped Green Sector: Bamboo in Resilient Infrastructures Kawayan Collective
29 03:00 PM - 05:00 PM		New Opportunities Waiting in Davao City Leaderwise Consulting
30 10:00 AM - 11:30 AM		Leading in 2022 and Beyond
30,06 APR 01:00 PM - 05:00 PM	e-Learning	Certified Lean Six Sigma Yellow Belt Whitehall Consulting
31 02:00 PM - 05:00 PM		Mindanao Investment Forum

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