

Partnership proposal

1. Description of the EPBS

More than a year into the current administration, 2017 has so far been a benchmark year for the EU business community in the Philippines. This year, we have seen the continuing negotiations of the EU-Philippine Free Trade Agreement, the first year of the new Administration and Congress, steady economic growth, and the Philippines holding the ASEAN chairmanship. This year, the EU was also named the largest trading partner of the Philippines.

With this in mind, the EU-Philippines Business Network (EPBN) is organizing the EU-Philippines Business Summit 2017 with the theme “The EU & the Philippines: Partners for Progress and Prosperity” on October 17, 2017, at the Solaire Resort Hotel, Manila. The EU-Philippines Business Summit is a trade forum held in celebration of EU-Philippine trade and investment ties as well as a key venue for facilitating dialogue between key industry players and the government.

The full day event will gather 350 participants, and include three main components.

Part I in the morning will focus on EU Investment Strategies: Major Opportunities and Challenges for the EU-PH Business Community, and a presentation of the EPBN’s wish list of reforms through the handover of the 3rd edition of the EU-Philippine Advocacy Papers.

Part II will focus on creating a more competitive business environment for the Philippines.

Part III will focus on the ASEAN integration.

Part IV will focus the afternoon session will cover industries that have high potential for investments.

2. Event Objectives:

- Discuss Philippine trade and investment regulations currently in place as well as the necessary changes to further improve the country’s position as a competitive destination for EU businesses
- Serve as an opportunity for dialogue with key government officials on relevant issues such as tax reform, EU-PHL FTA, and liberalizing economic activities, as well as to discuss new guidelines and directions from the government
- Identify action points to be carried forward as joint priorities for the new administration and congress and the EU business community in the Philippines
- Showcase business opportunities for EU businesses in high-growth Philippine sectors
- Showcase for Filipino businesses investing opportunities in Europe

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3. Target audience and participants

Morning Session	Afternoon Session
<ul style="list-style-type: none"> C-level executives from European and Philippine corporations based in the Philippines Corporate affairs and C-level executives from EU businesses in ASEAN Corporate affairs professionals, think tanks and business associations Regional business associations and bodies Representatives of the executive and legislative bodies of government 	<ul style="list-style-type: none"> Business development managers from relevant European companies in the Philippines, ASEAN, and Europe Business development managers from relevant Philippine companies European and Philippine industry associations and business clusters European and Philippine entrepreneurs Government representatives from DTI, DOT, TIEZA, DOH/FDA, DA/FPA, DOE, DPWH, DOTC, and GOCCs

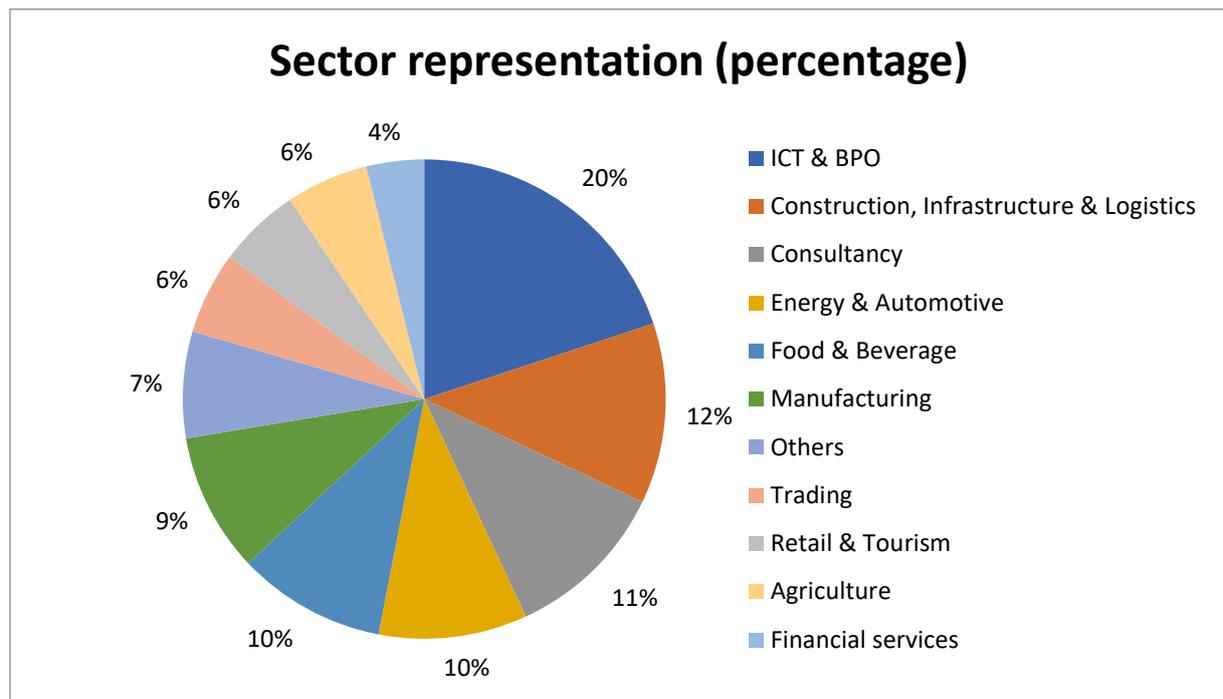
4. EPBS 2016 key figures

Media & visibility:

- 35 Media reports
- 20+ Media outlets present
- 1500+ Event Page views

Audience:

- 8 Ambassadors
- 40% of decision makers
- 13% government officials



5. Agenda:

TIME	ACTIVITY
7:30 – 8:15 AM	Registration
8:15 – 8:20 AM	Welcome Remarks Mr. Guenter Taus EPBN Steering Committee Chairperson
8:20 – 8:35 AM	The EU and the Philippines through the Years Ambassador Franz Jessen EU Ambassador to the Philippines

PART I
EU Investment Strategies:
Major Opportunities and Challenges for the EU-PH Business Community

8:35 – 8:55 AM	EU FTA: Vietnam Perspective Hon. Miriam Garcia-Ferrer Head of Trade and Economic Affairs Delegation of the European Union in Vietnam
8:55 – 9:15 AM	Maximizing economic opportunities through GSP+ and EU FTAs: The Philippine Perspective Hon. Ramon Lopez Department of Trade and Industry Secretary
9:15 – 9:35 AM	EU FTA: Looking through the Legislative Lens Sen. Aquilino “Koko” Pimentel Jr. Senate President
9:35 – 10:05 AM	Panel Discussion on the FTA: <ul style="list-style-type: none"> Ms. Miriam Garcia-Ferrer, Delegation of the European Union in Vietnam Head of Trade and Economic Affairs DTI Sec. Ramon Lopez Senate President Aquilino “Koko” Pimentel Jr. Hon. Edgardo J. Angara, Special Envoy to the European Union Makati Business Club Chairman Edgardo Chua
10:05 – 10:15 AM	Handover of the EPBN Advocacy Papers

PART II
Creating a More Competitive Business Environment for the Philippines

10:15 – 10:30 AM	Keynote Speech: Hon. Carlos Dominguez Department of Finance Secretary
10:30 – 10:45 AM	Keynote Speech: Sen. Juan Miguel Zubiri Senate Committee Chair for Trade, Commerce, and Industry
10:45 – 11:10 AM	Panel Discussion: <ul style="list-style-type: none"> DOF Secretary Dominguez Sen. Juan Miguel Zubiri Philippine Competition Commission Chairman Arsenio Balisacan Philippine Chamber of Commerce and Industry President George Barcelon

PART III ASEAN Integration	
11:10 – 11:25 AM	Speech: Hon. Alan Peter Cayetano Department of Foreign Affairs Secretary or Sen. Loren Legarda Senate Committee Chair for Foreign Affairs
11:25 AM – 11:55 AM	Panel Discussion: <ul style="list-style-type: none"> • DFA Sec. Alan Cayetano • Sen. Loren Legarda • EU-ASEAN Business Council Executive Director Chris Humphrey • ASEAN BAC Chairman Joey Concepcion
11:55 AM – 1:15 PM	Lunch Break

PART IV High Potential Sectors in the Philippines and Investments in Europe	
1:15 – 2:10 PM	Automotive and Manufacturing: Driving the EU-PH economies forward
2:10 – 3:05 PM	ICT: Growth Game Changer
3:05 – 3:20 PM	Coffee Break
3:20 – 4:15 PM	Food and Beverage
4:15 – 5:10 PM	Investing in Europe: Moving Beyond Borders
5:10 – 5:25 PM	Closing Remarks: “EU-PH Economic Ties – Moving Forward” Hon. Maria Leonor “Leni” Robredo Vice President Republic of the Philippines

The agenda will be updated on a regular basis on our website www.epbn.ph/epbs2017

6. **Sponsorship:**

The EU-Philippine Business Summit offers the following sponsorship packages: Platinum, Gold, Silver, Bronze and Patron

All sponsors will enjoy attractive incentives and their participation will be visible to all summit attendees throughout the venue, on conference materials and electronic media.

Sponsorship Packages							
Sponsorship Type		Platinum	Gold	Silver	Bronze	Patron	Table
Sponsorship Amount		PHP 400.000	PHP 300.000	PHP 200.000	PHP 100.000	PHP 50.000	PHP 50.000
Marketing & Publicity	Exclusivity	Sector Exclusivity					
	Database of attendees ¹	Yes	Yes	Yes			
	Company logo & profile on event website	major size	large sizes	medium size	regular sizes	small size	
	Web Banner ² w/ Hyperlink on the website ³ www.eccp.com	Square Banner Ad for 3 months	Square Banner Ad for 1 month				
	Logo Inclusion in invites and mailers	major size	large sizes	medium size	regular sizes	small size	
	Company logo on social media pages	Yes	Yes	Yes	Yes	Yes	
	Advert in Euro PH Connect ⁴	1 Full Page Color Ad	1/2 Full Page Color Ad				
Onsite Mileages	Personalized company back wall inside the ballroom ⁵	One (1)	One (1)	One (1)			
	Inclusion of promo material in the delegate kit	Yes	Yes	Yes			
	Complimentary tickets & VIP seating	10 seats	5 seats	3 seats	2 seats	1 seat	10 seats
	Company logo on reserved table	Yes	Yes	Yes	Yes		Yes
	Speaking slot during the summit or Business Mission ⁶	Nomination as speaker in leading panel	Nomination of 1 panelist	Nomination of 1 panelist			
	Logo on event back drop or digital wall	major size	large sizes	medium size	regular sizes	small size	
	Logo on welcome desk at the venue	major size	large sizes	medium size			
Show AVP ⁷ during the summit (Audio Visual Presentation)	2 min AVP in sponsor loop	1 min AVP in sponsor loop	30 seconds AVP in sponsor loop	Logo in sponsor loop	Logo in sponsor loop		

¹ Only the details from delegates that agreed to share the contacts (Data Privacy Act).

² size: 250x250pixels loc. Top Right visibility: Random on page refresh, internal pages

³ On www.eccp.com until 31st of December 2017

⁴ <https://www.eccp.com/europh-connect>

⁵ Design provide by company. Size 2.5m by 3m

⁶ Subject to availability

⁷ Provided by the sponsoring company

	Roll up banners ⁸	5	4	3	2	1	
Onsite Mileages	Advert in summit program ⁹ Color Ad	1 Full Page (Back cover)	1 Full Page (inside cover)	1/2 Full Page	1/4 Full Page		
	Company profile and logo in summit program ¹⁰	Yes	Yes	Yes	Yes	Yes	
	Advertorial in summit program ¹¹	Full page	Half page	Half page			
	Acknowledgment of sponsors in press conference & conference	Yes	Yes	Yes	Yes	Yes	



If you are interested to also sponsor the European Networking Night that will be held on October 17, 2017 in the evening we can inform you on the combined packages.

7. **Table sponsor:**

The EU-Philippine Business Summit offers the opportunity to book a table as a table sponsor.

This will provide your company or organization the opportunity to invite key people such as customers, officials, etc, and of course have several people of your team to attend this unique Business Summit.

Mileage includes:

- Complimentary tickets & VIP seating for 10 people,
- Company / organization logo on reserved table.

⁸ Provided by the sponsoring company

⁹ Provided by the sponsoring company

¹⁰ Provided by the sponsoring company

¹¹ Provided by the sponsoring company

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8. Other types of sponsorships:

We also offer the following types of sponsorship for interested companies; please let us know if you are interested so we can provide you the details.

- Co-presenter
- Print Media Partner
- Broadcast Media Partner
- Official Hotel Partner
- Logistics Partner
- Exclusive Law firm
- Token Sponsorship
- Exclusive Airline - taken
- Lanyard sponsor
- Delegate bag sponsor
- Networking Break Sponsor

9. Confirmed Sponsors

SILVER SPONSOR



EXCLUSIVE AIRLINE PARTNER



10. For Inquiries:

<p>Fidel Ventura <i>EU Outreach Officer</i> EPBN +63 (0) 832 8122 +63 (0) 917 813 4080 fidel.ventura@epbn.ph www.epbn.ph</p>	<p>Emmanuel de Ghellinck <i>Business Support Officer</i> EPBN +63 (0) 832 8122 +63 (0) 917 805 2133 emmanuel.de.ghellinck@epbn.ph www.epbn.ph</p>
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SPONSORSHIP AGREEMENT FORM

This constitutes an agreement between the **European Chamber of Commerce of the Philippines (ECCP)**, organizer of the **EU-Philippines Business Summit** and the **SPONSOR**. This agreement becomes a legal and binding contract upon acceptance.

SPONSOR INFORMATION

Company Name: _____

Name of Principal Officer: _____

Designation: _____

Office Address: _____

Telephone: _____ Fax: _____

Mobile No _____

Email: _____

Website: _____

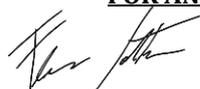
Type of Sponsorship: (Please tick)

- Platinum (Php 400,000)
 Gold (Php 300,000)
 Silver (Php 200,000)
 Bronze (Php 100,000)
 Bronze (Php 50,000)
 Table (Php 50,000)

Payment can be made thru deposit thru bank details below:

	Peso Account	Euro Account
Account Name:	European Chamber of Commerce of the Philippines / ECCP	European Chamber of Commerce of the Philippines Inc.
Bank name:	HSBC: Hongkong and Shanghai Banking Corp.	BDO: A. Arnaiz – San Lorenzo Village
Address:	HSBC Centre, 3058 Fifth Avenue West Bonifacio Global City (BGC), Taguig City Philippines	Arnaiz Branch 1018 Ground Floor, L&R Building, A. Arnaiz, San Lorenzo Village, Brgy. San Lorenzo, Makati City, Philippines
Account #	030-330591-040 (PESO Account)	305-350135-334 (EURO Account)
Swift	HSBCPHMM	BNORPHM

ACCEPTANCE OF SPONSORSHIP

<u>FOR AND IN BEHALF OF THE SPONSOR</u>	<u>FOR AND IN BEHALF OF ECCP</u>
_____ Signature of Representative over printed name Designation: _____ Date: _____	 Florian Gottein _____ Signature of Representative over printed name Designation: <u>Project Director, EPBN</u>

(Please send completed form to fax no. 759-6690 or 845-1395 Email emmanuel.de.ghellinck@epbn.ph)

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