

Virtual country seminar Philippines

Focus: Food, via video conferencing software

on Tuesday, 23 March 2021

Situation

With an export volume of 190 million euros in 2019 (-15.8 % compared to 2018), the Philippines are an important Asian export target market for the German agricultural and food industry. Due to the global Covid-19 pandemic, German exports decreased by more than 35 % from January to November 2020 compared to the same period in 2019. However, GTAI forecasts rising growth in Philippine imports from 2021-2025. These prospects provide good opportunities for German exporters in the agricultural and food industry.

Necessity for implementation

The Philippine economy was hit hard by Covid 19. In the course of the economy's recovery, imports are expected to rise again which is promising for German exporting companies.

Purpose

The overriding goal is to further increase export activities to the country. The seminar will enable the participants to assess the current economic situation and Covid-19-related changes in the marketing situation and to make concrete conclusions for their export activities.

Target group

The seminar is primarily aimed at small and medium-sized German companies in the food industry.

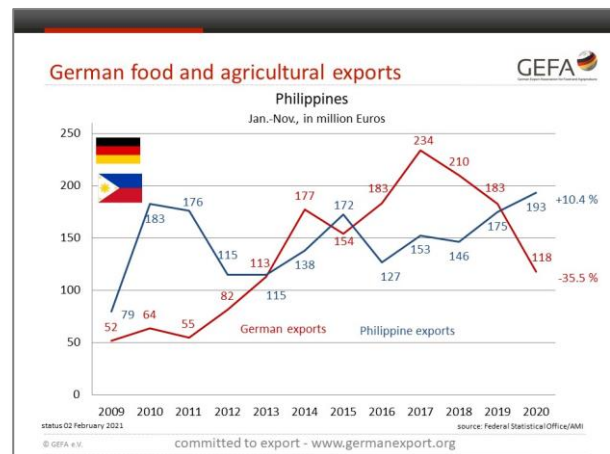


Figure: Agricultural exchange of goods between Germany and the Philippines

Agenda on 23 March, in German Time, in English	
8:00 am	Greetings and introduction: GEFA e.V., Mr. Holger Hübner
8:05 am	The export promotion program of the German Federal Ministry for Food and Agriculture (BMEL): BMEL Representative
8:15 am	Economic Overview and Intercultural Aspects of the Philippines: German-Philippine Chamber of Commerce and Industry, Executive Director, Mr. Dr. Martin Henkelmann
8:30 am	The Philippine Food Retail Trends: Dong-A Pharma Philippines, Inc., Chief Operations Officer, Mr. Eugene Say
8:50 am	The Practical Requirements for Importing Foreign Products to the Philippines: Royal Cargo, Mr. Jet Ambalada (tbc)
9:10 am	A Distributor's Experience on Cooperation and Market Entry: Fly Ace Corporation, President, Mr. Lucio "Jun" Cochanco
9:30 am	Questions & discussion, subsequent end of the seminar

For registration please use the following registration form.

Please return until **16.03.2021** to

hammann@germanexport.org

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Dear Mrs. Hammann,

We book bindingly the participation in the above-mentioned virtual country seminar at a price of 90 Euro. The costs are per company and plus VAT.

We agree that a short overview of our participant(s) may be made available to the Federal Ministry of Food and Agriculture for project evaluation.

Our responsible contact for further project coordination is:

Contact

Company:

Street:

Postal Code + City:

Mr. / Ms.:

Phone:

Mobile:

E-Mail:

We have the following specific question for (please specify):

Place

Date

legally binding signature