



19F Philippine AXA Life Centre  
Sen. Gil Puyat Ave., cor. Tindalo St.,  
Makati City, Metro Manila, Philippines  
Tel. Nos.: (63 2) 832 8121 to 22  
Fax Nos.: (63 2) 845 1323  
Website: www.epbn.ph

## **Business Mission to the ASEAN-EU Business Summit**

**Organized by:  
The EU-Philippines Business Network – EPBN**

**In collaboration with:  
EU-ASEAN Business Council (EU-ABC)  
ASEAN Business Advisory Council (ASEAN-BAC)**

**The mission, co-financed by EPBN, will include tailored B2B meetings, business networking and participation in the EU-ASEAN Business Summit**

**March 9 to 10, 2017  
Manila, Philippines**

**A limited number of EU companies will be selected for financial support**





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## ASEAN-EU Business Summit & Trade Mission

### 1. Overview

The EU is ASEAN's largest source of FDI and is the region's second largest trading partner after China. This fact alone means that political, business and thought-leaders in both ASEAN and the EU are striving to further enhance the trade environment between these strategically important regions. The ASEAN-EU Business Summit is the most important annual business summit in the region. The Summit brings together business leaders and policymakers from both regions.

The ASEAN-EU Business Summit was founded in 2011 in Indonesia and has since developed to an established meeting point in Phnom Penh, Cambodia in April 2012, Hanoi, Vietnam in March 2013 and most recently in Kuala Lumpur in August 2015 with several hundred delegates attending each event. The Business Summit is designed to be a platform for business leaders, thought-leaders and policy makers to interact and debate the key business and trade issues of the day.

The EU-ASEAN Business Council (EU-ABC) is a pan-ASEAN platform for European businesses to advocate their trade and investment interests in Southeast Asia. Composed of senior business representatives, the Council allows its members to engage in high-level meetings with policy-makers in the ASEAN countries, the ASEAN Secretariat and EU institutions. The EU-ABC, in partnership with the EU-Philippines Business Network (EPBN) and the ASEAN Business Advisory Council (ASEAN-BAC) is hosting the next iteration of the ASEAN-EU Business Summit in the Philippines on 10th March 2017.

2017 marks the 50th Anniversary of ASEAN and the 40th Anniversary of official EU-ASEAN relations and dialogues, making it a politically and strategically important year. Additionally, with EU-Philippine FTA negotiation already underway, a strong business presence at the Business Summit would be an important signal to both the Government of the Philippines and to the European Commission that industry takes trade developments very seriously.

Participation in the business mission, summit and sponsoring of the 5th ASEAN-EU Business Summit will provide commercial organizations with an important platform to do business and ensure that their concerns and key messages are heard by policy makers and ministers from all sides – from Europe and from Southeast Asia.

The 2017 ASEAN-EU Business Summit and trade mission will take place in parallel to the ASEAN Economic Ministers Meeting and the EU-ASEAN dialogue session between Trade Commissioner Cecilia Malmström and her ASEAN counterparts. Over 300 delegates are expected to attend, representing political and business interests from both regions.





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The Business Summit will consist of presentations from high ranking government representatives and from prominent businessmen. It will also comprise a series of panel discussions covering various sectors of the Philippine industry.

The EU companies joining the mission will be invited to high-level business presentations to discover the business opportunities in ASEAN. The delegates will also be given the opportunity to meet with several players in the ASEAN business community as well as potential business partners from the region through business matching and other networking events.

**Target Audience for the Business Summit & Trade Mission:**

- ASEAN & EU representatives (President, Prime Minister & Ministers, EU commissioner, Secretaries & Undersecretaries)
- Ambassadors of ASEAN & EU countries in the region
- C level Executives & Corporate Affair Professionals from European and Philippine corporations based in ASEAN
- Think Tanks & Business Associations
- Representatives of the Executive and Legislative Bodies of Government in ASEAN
- Regional Business Associations and Bodies
- Representatives of EU and Asian companies
- Business Development Managers from European companies in the ASEAN and EU from the respective sectors
- Business Development Managers from ASEAN companies in the ASEAN and EU from the respective sectors
- Government representatives from diverse ASEAN countries dependent on the specific topics to be discussed
- Entrepreneurs from the respective sectors

**The EU-ASEAN Business Summit will focus on the following sectors & topics:**

- Financing ASEAN's Prosperity: Sustaining Economic Development and Protecting It
- ICT & The Digital Economy – Making Technology Work in ASEAN
- Improving Healthcare Outcomes Across ASEAN
- Developing a World Class Automotive Industry in ASEAN and Enhancing Road Safety
- CSR & Role of Business in Achieving Sustainable Development
- Making ASEAN More Competitive – Tackling NTBs and Boosting Regional Trade
- The AEC – How Can Governments & Business Work Better Together – Bringing Economic Prosperity to All – Selling the AEC
- Special Ministerial Panel – Reflecting on the Day's Discussions; Presentation on the Panel Discussions





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## 2. Program

- **Wednesday, March 8:**
  - Arrival in Manila
  - Hotel check-in
  
- **Thursday, March 9:**
  - Company registration
  - Presentations on investment opportunities & incentives in ASEAN by ASEAN Government agencies
  - Presentation on the business environment in ASEAN
  - Participation in tailored B2B meetings
  - Cocktail Reception & Networking at the ASEAN-EU Networking Night for EU Business Mission delegates, participants of the ASEAN-EU summit & potential partners
  
- **Friday March 10:**
  - Participation to the ASEAN-EU Business Summit 2017  
Please find here the full program - <http://aebs.eccp.com/>
  - Participation in tailored B2B meetings

## 3. Terms and Conditions

- Interested EU SMEs shall submit all required documents to participate in the selection: company profile and application form (attached)
- Only a limited number of EU SMEs will be selected per country based on their profiles and available places according to EU nationality of the SME
- Upon payment the following services will be provided:
  - a) A list of targeted and qualified contacts (potential partners) will be provided to the selected EU companies
  - b) EPBN will facilitate all the activities included in the program and introduce your company to their business networks
  - c) EPBN will organize B2B tailored meetings with interested companies
  - d) EPBN will provide support to facilitate logistic activities: list of recommended hotels, information about transportation in Manila, translation service, etc. However, the **selected EU companies shall take care of their flight tickets and hotel accommodations.**





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#### 4. Participation Fee for Business Mission: 1.170 EUR

Description	Costs
<b>EU Mission briefing, presentations, B2B arrangements on March 9</b> <ul style="list-style-type: none"> <li>• Presentations on investment opportunities &amp; trade incentives for EU companies in ASEAN</li> <li>• Business environment in ASEAN suitable for EU companies</li> <li>• B2B meetings with potential ASEAN clients/ partners (5-10 individual meetings)</li> </ul>	1.600 €
<b>Cocktail reception: ASEAN-EU Networking Night</b>	100 €
<b>ASEAN-EU Business Summit, March 10</b>	110 €
<b>Total (without subsidy)</b>	<b>1.810 €</b>
<b>EPBN Subsidy</b>	-640 €
<b>Total (with subsidy)</b>	<b>1.170 €</b>

#### 5. Application & Registration process

- Application deadline: To participate at the selection, the required documents (company profile and attached application form including expectations on the Philippine market) should be sent to EPBN for examination **by Wednesday, February 15, 2017**
- Participants shall pay the participation fee (**full amount of 1,170 EUR**) and send a copy of the bank transfer to validate the registration **by Friday, February 17, 2017**.

#### 6. Important Notes

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





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**7. Payment Terms**

100% payment by **Friday, February 17, 2017**

**EPBN Bank Details:**

European Chamber of Commerce of the Philippines  
 HSBC - The Hongkong and Shanghai Banking Corp.  
 3058 Fifth Avenue West  
 Bonifacio Global City (BGC), Taguig City

**Euro Account no: 031-036023-131**  
**Swift Code: HSBCPHMM**

**8. Contacts:**

<p><b>Fidel Ventura</b>  <i>EU Outreach Officer</i>  <b>EPBN</b>          +63 (0) 2 832 8122          +63 (0) 998 841 9001          Email: <a href="mailto:fidel.ventura@epbn.ph">fidel.ventura@epbn.ph</a>          Website: <a href="http://www.epbn.ph">www.epbn.ph</a></p>	<p><b>Emmanuel de Ghellinck</b>  <i>Business Support Officer</i>  <b>EPBN</b>          +63 (0) 2 832 8122          +63 (0) 998 841 8990          Email: <a href="mailto:emmanuel.de.ghellinck@epbn.ph">emmanuel.de.ghellinck@epbn.ph</a>          Website: <a href="http://www.epbn.ph">www.epbn.ph</a></p>
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## Application form ASEAN-EU Business Summit & Trade Mission Manila, Philippines

Please fill in the following form and return it before February 15, 2017

Company Name: .....

Contact Person: .....

Number of Representatives: .....

Address: .....

City and postal code: .....

Telephone No.: ..... Cellular No.: .....

Email: ..... Website: .....

Nationality of the company ..... Number of employees .....

Annual turnover ..... Business activities .....

Desired business cooperation (agents, distributors, joint-venture partners, importers, etc.):

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The undersigned hereby certify that he/she intends to participate in the ASEAN-EU Business summit & Trade Mission. Therefore he/she agrees to pay the participation fee by the deadline set.

Date: .....

Signature: .....

