



# DIGITAL DISRUPTION 2.0

## *Harnessing Digital Transformation in Driving Business Growth*

03 September 2019, Tuesday  
7:30 AM – 5:00 PM  
Ballroom, Hilton Manila  
1 Newport Boulevard, Newport City, Pasay, Manila

ORGANIZED BY

**fairs&more** a subsidiary of

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**eccp**  
EUROPEAN CHAMBER OF COMMERCE  
OF THE PHILIPPINES

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# Harnessing Digital Transformation in Driving Business Growth

## BACKGROUND

The world is witnessing the emergence of digital technologies that are rapidly evolving, optimizing operations, and accelerating innovation in the business sector. A joint study conducted by Microsoft and the International Data Corporation (IDC) in November 2018 entitled "Unlocking the Economic Impact of Digital Transformation in Asia Pacific" shows that business growth and the use of digital technologies are positively correlated.

The study revealed that digital transformation (DX) has a substantial impact on the traditional business models of the majority of the 1,560 organizations surveyed across 15 economies in the Asia-Pacific. Further, it indicates that "these organizations have experienced significant benefits in productivity, profit margins, cost reductions, customer loyalty, and revenue growth of up to 17%" (IDC, 2018). In the Philippines, approximately 40% of the country's GDP will be derived from digital products or services by 2021.



Source: Microsoft and IDC, 2018

Nonetheless, IDC identified that only 7% of the organizations in the Asia-Pacific region can be classified as "Digital Leaders" or those organizations that have a full or progressing DX strategy, which generates one-third of their income from digital products and have experienced 20-30% progress in their businesses. They reap double the benefits of digital followers, who have limited, or no DX strategy in place, mainly because of their digital mindset, efforts and resources.

The **Digital Disruption 2.0 Forum**, with the theme "**Harnessing Digital Transformation in Driving Business Growth**," endeavors to discuss the initiatives necessary for organizations to realize the full potential of digitalization and bring about not only business benefits, but also societal gains at an aggregate level.

# OBJECTIVES



**Identify** and discuss strategies in optimizing the opportunities of digitalization and managing its risks



**Evaluate** the success factors of Digital Leaders and how Philippine organizations can accelerate digital transformation



**Provide** a platform for business leaders, digital experts, policy makers and academe to discuss how organizations can be ready for digital impacts, and bridge the gap in digital skills



**Explore** the impact of disruptive technologies on business models across various sectors

# TARGET AUDIENCE

1. CEOs and business leaders
2. Industry stakeholders
3. Government and policymakers
4. Representatives from the Academe
5. Non-government Organizations



PARTICIPATION FEE

**PHP 5,000**

Reserve an Executive Table

*(Good for 10 persons)*

**PHP 45,000**



# SPONSORSHIP OPPORTUNITIES

For more details, please contact Ms. Angeli Lirag at +632 845-1324 or email [angeli.lirag@eccp.com](mailto:angeli.lirag@eccp.com)

	Event Partner	Platinum	Gold	Silver	Marketing Space
PACKAGE COST	400,000	200,000	100,000	50,000	15,000
NAMING AND EXCLUSIVITY RIGHTS					
Naming Rights	EVENT PARTNER	PLATINUM SPONSOR	GOLD SPONSOR	SILVER SPONSOR	EVENT SUPPORTER
Exclusivity	LIMITED TO ONE (1) COMPANY, No competitive brand will be associated as a sponsor of the event at this category	LIMITED TO THREE (3) COMPANIES, No competitive brand will be associated as a sponsor of the event at this category	LIMITED TO FIVE (5) COMPANIES, No competitive brand will be associated as a sponsor of the event at this category	x	x
ONSITE MILEAGES					
Marketing Space	√	√	√	√	√
Verbal Acknowledgement	√	√	√	√	√
Ad Promotional Material or AVP	√	√	√	√	x
Speaking slot	Keynote Address & 1 Session	1 Session	x	x	x
Ad Placement in Event Program/ Directory	FULL PAGE (inside front cover or inside back cover)	FULL PAGE	HALF PAGE	x	x
Logo inclusion in Conference badge of Attendees	√	√	√	x	x
Logo inclusion in the Plenary Backdrop/ LED Wall	√	√	√	√	√
Logo inclusion in Event Banners	√	√	√	√	√
Display of Pull-up Banners	7	5	3	1	x
Complimentary Seats	10	5	3	1	x
MARKETING AND PUBLICITY BENEFITS					
Company logo in the event website and is linked to the company's website	√	√	√	logo only	logo only
Logo inclusion in all electronic and printed event invitations	√	√	√	√	√
Database of Attendees (only participants who agreed to share their details will be included)	√	√	x	x	x

# CONTRACT FORM

Please send the accomplished contract form to **Ms. Angeli Lirag** at [angeli.lirag@eccp.com](mailto:angeli.lirag@eccp.com)

We would like to participate in the Digital Disruption Forum 2.0 as: (please check)

**PLATINUM SPONSOR**  
PHP 200,000 (*Plus 12% VAT*)

**SILVER SPONSOR**  
PHP 50,000 (*Plus 12% VAT*)

**GOLD SPONSOR**  
PHP 100,000 (*Plus 12% VAT*)

**EVENT SUPPORTER / MARKETING SPACE**  
PHP 15,000 (*Plus 12% VAT*)

COMPANY NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_ ZIP CODE \_\_\_\_\_ PROVINCE \_\_\_\_\_

TEL. NO. \_\_\_\_\_ MOBILE \_\_\_\_\_ FAX NO. \_\_\_\_\_

EMAIL ADDRESS \_\_\_\_\_ WEBSITE \_\_\_\_\_

CONTACT PERSON \_\_\_\_\_ DESIGNATION \_\_\_\_\_

NAME AND SIGNATURE OF AUTHORIZED REPRESENTATIVE

\_\_\_\_\_

DATE SIGNED: \_\_\_\_\_

## REMINDERS

- A Billing invoice with payment instructions will be sent upon receipt of this signed Contract Form.
- A 50% downpayment must be made two (2) weeks from the contract date and remaining balance must be settled one (1) week before the commencement of the event.
- If notice of cancellation is received 2 weeks prior to the commencement of the event, the Sponsor will be liable to pay 50% of the total package cost.