

Advancing Policy Reforms Towards A Competitive and Resilient Economy

REP. WESLIE GATCHALIAN

HOUSE COMMITTEE ON TRADE AND INDUSTRY CHAIRPERSON

3 March 2020 • 12:00nn - 2:00pm • Chantara, Dusit Thani Manila

SPONSORSHIP OPPORTUNITIES

BACKGROUND

Three years into the current administration, a number of reforms have been introduced and implemented by the Philippine government. Among these include the tax reform program, Ease of Doing Business Act, the flagship *Build Build Build* program, as well as initiatives on energy, health, and sustainable tourism.

Notwithstanding these significant developments, a number of policy measures remain to be seen to maximize the country's economic potential and resilience. From January to November 2019, the Philippines recorded a decrease in both total export and imports. Meanwhile, foreign direct investments from January to October last year registered a drop by 33% from the same period in 2018 (BSP, 2020). It is likewise important to note that the Philippine economy remains to be fueled by a consumer-driven market, with private consumption covering 70% of its GDP (CEIC, 2020). Finally, other recent events have exhibited the Philippines' vulnerability to natural disasters such as earthquakes, typhoons, and volcanic eruptions, which pose social and economic implications to the country.

These attributes ultimately call for reforms aimed at improving productivity, competition, and the overall business environment for domestic and foreign players, as well as heightening consumer protection and disaster management in the Philippines.

At this Luncheon Meeting with the House Committee on Trade and Industry Chairperson Weslie Gatchalian, we look forward to your participation as we receive updates and exchange discussions on the Philippine government's priority policy reforms. This event will focus on (1) Retail Trade Liberalization Act, (2) PCAB Licensing, (3) Ease of Doing Business, (4) Consumer Protection, and (5) Disaster Resilience.

EVENT DETAILS

DATE	3 March 2020
VENUE	Chantara, Dusit Thani Manila
ATTENDANCE	60 - 100 (Expected)

PROMOTION & VISIBILITY

SOCIAL MEDIA	12,000+ followers
EMAIL	23,000+ subscribers
SITE HITS	202,000+ hits / year

LATEST LUNCHEON EVENTS

Luncheon Meeting with BCDA President and CEO Mr. Vivencio B. Dizon	Attendance: 55
Luncheon Meeting with Cabinet Secretary Karlo Nograles	Attendance: 80

SPONSORSHIP BENEFITS	GOLD PHP 20,000	SILVER PHP 10,000	EVENT SUPPORTER PHP 5,000
Titling Privilege: Brand to appear beside the event title in all efforts	✓	x	x
Allowance to display corporate pull-up banner	2	x	x
Corporate brochure display at registration table	✓	✓	x
Logo on electronic backdrop	✓	✓	✓
Acknowledgement as official event sponsor in the opening remarks	✓	✓	✓
Complimentary tickets (near the head table)	3	1	x
Database of attendees (only participants who agreed to share their details will be included)	✓	✓	✓

FOR MORE DETAILS

MS. RUZ LIM
ruz.lim@eccp.com
8845-1324