



DOING BUSINESS IN THE PHILIPPINES
40th Anniversary Singapore-Philippines Relations

Date: Tue, 10 Nov 2009 Time: 9.30 am – 1.00 pm

Venue: SBF Seminar Room 2 (21st Level, Keppel Towers)

Fee per pax (incl 7% GST): \$65 (SBF Member) \$80 (Non-Member)

<p>Singapore consistently ranks among the top countries in the world in relation to ease of doing business. Faced with the challenges of the recent global economic downturn in 2008, Singapore remained resilient despite its high dependence on foreign export markets. The country's robust policy and process infrastructure, among other features have kept its economy strong and able to grow.</p> <p>Strengthened, Singapore continues to actively explore business opportunities not only in potential large markets as India and China but in a special way, it seeks investment opportunities and business ventures with its neighboring countries in Southeast Asia. Compared to other ASEAN countries, e.g. Vietnam, Indonesia and Thailand, there seems to be a void of information in public media regarding potential business opportunities between Singapore and the Philippines, the latter being a country rich in natural resources and endowed with a large pool of English-speaking and professionally qualified human resources.</p> <p>As we celebrate the <i>40th year anniversary of the Singapore-Philippine Diplomatic Relations</i> this year of 2009, the Singapore Business Federation brings to you a seminar about the dynamics of doing business in the Philippines e.g. investment opportunities, market expansion, joint ventures and partnerships, offshoring, etc.</p> <p style="text-align: right;">*Programme is correct at time of print</p>	<p>Programme</p> <p>9.00am Registration</p> <p>9.30am Welcome Address by Mr. Teng Theng Dar CEO, Singapore Business Federation</p> <p>9.40am Special Address by Ambassador Minda Calaguian Cruz Embassy of the Philippines, Singapore</p> <p>10.00am <i>Macro-view of the Philippine Business Environment</i> by Ambassador Cesar B. Bautista Co-Chair, National Competitiveness Council Philippine Department of Trade and Industry</p> <p>10.45am Coffee break</p> <p>11.15am <i>Micro-view of Business in the Philippines</i> by Mr. Filemon T. Berba, Jr. President Emeritus, Philippine Quality Award Foundation</p> <p>12.00pm Dialogue Session - Moderator: Mr. Alan Tan Director (ASEAN & South Asia), SBF</p> <p>1.00pm Networking Buffet Lunch</p>
--	---

Speakers

Ambassador Cesar B. Bautista has held various key positions in both the private and public sectors in the Philippines. Among these include being former Secretary of Trade and Industry, Philippines Ambassador, and Chairman of a wide range of key economic agencies in the Philippines including the Board of Investments, Export Development Council, Industry and Development Council, WTO/AFTA Advisory Commission, Economic Growth Areas/Zones, etc. He was also named the Chairman of the Presidential Economic Monitoring and Mobilization Task Force to contain the impact of the Asian financial contagion in the country. He is a recipient of the Presidential Order of Merit and in August 2003 was conferred the Order of Sikatuna, rank of Datu for service to the country by President Gloria Macapagal-Arroyo. He is currently the Co-chair of the Task Force for Globally Competitive Industries and the National Competitiveness Council under the Philippine Department of Trade and Industry.

Filemon T. Berba, Jr. has managed various companies as president and CEO, including MNCs and companies in the Ayala Corporation, the oldest and among the largest holding companies in the Philippines. He is a recipient of various awards for Management, Leadership, Productivity and Quality, e.g. the "Juran Medal Award" from the Philippine Society for Quality in 2003, the "APO National Award – Philippines" from the Asian Productivity Organization in 2005. He is actively spearheading national-level initiatives, e.g. Philippine Science Centrum and several travelling science exhibits as president of the Philippine Foundation for Science & Technology, lectures on Quality, Productivity and Global Competitiveness around the country. He currently advises companies in various industries, as board member in these establishments and as an independent Executive Management Consultant.

Supported by:



Embassy of the Philippines

VANTAGE PARTNERS LLP

Administrative Details:

- Please fax registration form to reserve a seat. Registration is on a first-come, first-served basis.
- Please mail in this registration form with a cheque made payable to the 'Singapore Business Federation' to SBF (10 Hoe Chiang Road, #22-01, Keppel Towers, Singapore 089315). Please indicate the **Ref No., company name and participant's name** at the back of the cheque.
- Confirmation of your registration will be emailed to your company.
- Please present email confirmation for admission to seminar room. No withdrawal upon registration but a replacement is allowed. We regret that no refund will be made for cancellation or non-attendance. Full fees will be charged for cancellation and non-attendance.

NOTE: As a precautionary measure, our advice for members who are unwell is not to attend the session.

<p>Ref No: ASEA 174/101109/10W REGISTRATION SLIP - Attn: MR Dept – Celest (Closing date: 4 November 2009) Fax: 6734 0610/ 6827 6801</p>	<p>For Official use (AT):</p>
<p>Name (Mr/ Ms): _____ Designation: _____</p> <p>Company: _____ SBF Membership No: _____</p> <p>Address: _____</p> <p>Tel: _____ Fax: _____ Hp: _____</p> <p>Email: _____</p>	<p>Serial No.:</p>