

SEPTEMBER 2022 Volume 1, Issue 1

SWISSCHAM PHILIPPINES BUSINESS E-JOURNAL

A MONTHLY NEWSLETTER OF THE SWISS CHAMBER OF COMMERCE OF THE PHILIPPINES

working together to strengthen economies





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DIRECTOR'S BRIEF

The Philippine-Swiss Business Council (PSBC) transforms into the Swiss Chamber of Commerce of the Philippines (SwissCham Philippines), a formal entity duly registered in the Securities and Exchange Commission. PSBC members are now SwissCham members, a more focused, service-driven business association of Swiss and Filipino executives working together to strengthen economies.

This is the first issue of our business e-journal as SwissCham Philippines, which highlights cover stories, chamber updates, member features, and executive insights every month. Members have the opportunity to showcase their company, people, and experience to the broader business community. It is also a platform for advocacies, economic reforms, and innovative ideas to promote sustainable development. It is our aspiration that this e-journal not only serves as a reference for current and prospective investors but also a venue for policy reforms enhancing trade and investment.

In this issue, we covered the 1st of August (Swiss National Day) celebration and the 65 years of diplomatic relations between Switzerland and the Philippines through the lens of His Excellency Alain Gaschen. We shared what our organizational transformation has achieved thus far, little by little, and with the support of our board, incorporators, members, and partners. We are always enthused to receive visiting delegations, and this time, the executives of Brainforce (leading provider of interim management services and expert solutions) and RepRisk (pioneer and leader in ESG data science) both headquartered in Zurich and with offices in the Philippines.

SGS Managing Director for the Philippines and Guam Cres Maramot shares his learning on what it takes to rise above the whirlwind of pitfalls with grace and resiliency, reflecting on what SGS has done during the pandemic, especially on giving back to the community.

We have likewise dedicated a space featuring our members' business, and for this issue, we are thankful to Brainforce AG, Roche Philippines, and Novatuer. Each month, we feature at least three (3) member companies or partners as our gesture of appreciation for their continued support to SwissCham Philippines. Finally, the organizational corner is a preview of our members and partners and important information to becoming our members.

Our transformation is a work in progress - not perfect but always innovating. Your support and dedication serve as our foundation for making our SwissCham Philippines responsive to the needs of our community.

Kent Marjun Primor Director of Operations



Swiss National Day

In celebration of the Swiss National Day (every 1st of August), the Swiss Embassy commemorates the "Oath of Confederation" for the Swiss Confederation back in early August 1291.

For its part, members of the Swiss Club and its partners including the Swiss Chamber of Commerce of the Philipines, and the wider Swiss community in the Philippines with their partners and families gathered together in a dinner held at Grand Hyatt Manila.



Photos shared by: Swiss Club Philippines



PSBC now SwissCham Philippines

The Philippine-Swiss Business Council more commonly known as PSBC is now the Swiss Chamber of Commerce of the Philippines (SwissCham Philippines).

With support from Switzerland Global Enterprise (S-GE) and the Embassy of Switzerland in the Philippines, PSBC transitions to SwissCham Philippines resulting to a more responsive and innovative chamber initiatives and activities.

This transition paves way to three (3) things: (i) formal registration of a legal entity, (ii) formation of its own secretariat team, and (iii) consolidation and rebranding of all its member benefits and services. In September 2022, the Securities and Exchange Commission approved the registration of the Chamber as non-stock, nonprofit organization with the primary purpose of promoting business cooperation between the Philippines and Switzerland. With this new legal entity, the Chamber is now in a strong position to conduct more activities, projects, and initiatives furthering this purpose. This task is carried with the formation of a functional secretariat currently headed by its Director of Operations, and supported by academic interns.

With its new name, the Chamber embarks on strengthening its member engagement, benefits, and services. A competition was launched soliciting unique proposals from individuals to design the official logo of the Chamber for use in its social media platforms -Facebook and LinkedIn Pages (@swisschamph), and website (www.swisscham.ph).

Current members will soon receive an update report during the upcoming Annual General Membership Meeting this year highlighting its transition milestones, and the opportunities it may bring including those prospective and soon-to-be members and partners of SwissCham Philippines. ZURICH GENEVA MUNICH HAMBURG VIENNA LISBON TALLINN

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Launch of daily news clips

A carefully curated business, investment, financial, market regulation, and other economic updates concerning the Philippines and Switzerland. The Daily News Clips is a service benefit for members, partners, and affiliates of SwissCham Philippines launched on 22 August 2022.

We believe that information exchange is crucial to decision-making especially for business activities and investment planning and expansion. We fact-checked and make available to our subscribers, current news and updates happening in the Philippines and Switzerland.

Our database is updated regularly as per request from member-companies and affiliates. In a span of three (3) weeks, our open rate increased from 27.9% to 56.5%. Promising but not enough, and for this to be more useful and meaningful, we encourage membercompanies to include their key executives in our distribution list.

For requests to include your key executives to our Daily News Clips service, kindly email us their (1) names, (2) designations, and (3) email addresses.





(L-R) Brainforce Group Chairman & CEO Martin Schneider, SwissCham Philippines Director of Operations Kent Primor, and Brainforce Philippines Country Manager Ernesto Mascenon

Brainforce International visits SwissCham Philippines

Brainforce Group Chairman & CEO Martin Schneider, and Country Manager for the Philippines Ernesto Mascenon visits the Swiss Chamber of Commerce of the Philippines.

SwissCham Philippines Director of Operations Kent Primor welcomes the visiting executives from Switzerland and shares the on-going projects and initiatives of the Chamber related to memberengagement and value proposition, partnerships in the areas of sustainability and innovation, and overview of the Philippine economy. Martin expresses optimism for the country's economic growth projection as businesses return to full operation. For his part, Ernie looks forward to more informal exchanges and play an active role in shaping discourses on human capital and development.

Brainforce is headquartered in Zurich, Switzerland and is a global leading provider of Interim Management & Consulting Services with subsidiaries in Germany, Austria, the Baltic Region, Russia, South Africa, Thailand and China.

To know more about their services, visit https://www.brainforce-ag.com



Transforming healthcare by broadening access to health innovations through partnerships.

Founded in 1896 in Basel, Switzerland, with a clear focus on a unique innovation model, Roche is now one of the world's largest biotech companies¹ with innovative solutions in the following focus areas: cardiometabolic diseases, hematology, infectious diseases, inflammatory bowel diseases, neuroscience, oncology, ophthalmology, rare diseases, respiratory and women's health.²

With more than 57 years in the Philippines, Roche is co-creating with multiple stakeholders in the public and private sector to provide sustainable access to innovative treatments and impact all Filipinos, whether they are executives in the city or farmers in the countryside.





People

A critical aspect of Roche culture is providing an inclusive work environment, where Diversity and Inclusion are a crucial part of Roche's history and cultural identity. We strive to build a workforce that reflects the societies we serve, and build a culture that ensures everyone can be themselves, does their best work, and thrive together. Roche (Philippines) Inc. has as of today, "60% senior female leaders who are part of the 67% women in the workforce." 3

Patients

Responding to the real-time needs of patients, we take the call of #ClosingtheCareGap by empowering cancer patients with the information and support that they need to access healthcare treatment.



Roche Patient Access Program was established in 2011 to help people who are financially constrained, through a socialized pricing program that considers the individual affordability level of a patient. This includes both medicinal product and care services in the forms of direct discounts, free loading dose, transportation service, membership card program, patient care kit, and diagnostics.



Our Patient Helpline is a dedicated hotline which aims to support current concerns and guide cancer patients towards the next steps in their journey by providing access to patient navigation and access to information on critical matters such as the following: cancer disease awareness platforms, nearby hospitals, diagnostic facilities and services; funding and treatment; and support groups.

Society

We continue to work and help lead a worldwide transformation in women's health beyond innovative diagnostics and medicines. We are partnering with private and public sectors and bringing long-term and sustainable solutions through a patient-centered approach.

Project BrIDGE (Breast cancer Integrated Disease solutions In a Guideline-driven Ecosystem) elevates breast cancer care services in Bacolod by upskilling healthcare personnel, connecting breast cancer patients to the multidisciplinary team, and provides a digital platform called GabayKa app, which gives relevant and accurate breast cancer information and link to various breast cancer support programs.

2030 Mission Leapfrog, which was piloted in Tacloban City and now expanding to several other cities in the National Capital Region (NCR) and Luzon, aims to accelerate the transformation in healthcare outcomes focusing on the journey of a breast or cervical cancer patient by working closely with healthcare ecosystem partners to provide critical services which includes early detection and timely intervention such as improving primary healthcare and referral system.

Project ECHO (Extension for Community Health Outcomes), with its pilot run in Guagua, Pampanga and Samal, Bataan, in 2021 and 2022, respectively, continues to be instrumental in providing assistance for breast cancer patients during the pandemic by tapping the power of virtual technology towards improving survival and quality of life through early diagnosis. Through an innovative telementoring program, it improves the patient navigation, referral system and funding navigation facilitated by the patient group, local government unit or LGU, and Municipal Social Welfare Department.



 I. Roche website https://www.roche.com/about/t Accessed Sept 30, 2022
 Roche website https://www.roche.com/solutions/focusareas/#dfb97181-c54d-4a14-ae75-27a15d134f24 Accessed Oct. 3, 2022
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65th

Year of Diplomatic Relations between Switzerland and the Philippines

His Excellency Alain Gaschen Swiss Ambassador to the Philippines

Excerpts from his column published by PhilStar on 10 February 2022. Republished with author's permission.

The New Year generally brings a sense of wonder and optimism, as we look past the trials and tribulations of the previous 52 weeks and look forward to what triumphs and transformations are coming our way in the upcoming year. I was looking forward to a period of consistent normalcy following the improving situation the world was facing towards the end of 2021.

As I enter what would be my third year in the Philippines, I look at what the Philippine-Swiss relationship has accomplished. The Free Trade Agreement (FTA) between the European Free Trade Association (EFTA), of which Switzerland is a member-state, and the Philippines is in full swing. Studies by the Swiss Import Promotion Programme (SIPPO) were also done to understand the potential of Filipino products in the European market. In the field of transitional justice and reconciliation, Switzerland continues to support the peace parties and to follow closely the developments in the recently formed Bangsamoro.



Gaschen celebrating 65th anniversary of Phl-Swiss ties. Photo taken by Jekki Pascual (@jekkipascual / https://t.co/RE6SUAPI6Non) 22 March 2022.

The Swiss presence was also active in the pandemic as mentioned previously, and in other humanitarian aid such as the support provided in recent typhoons like Odette.

Indeed, I can only describe the relationship between our two countries as consistently moving forward and innovating. This ever improving and strengthening of our ties is not new and has been the cornerstone since 1957. Of course, the Philippines and Switzerland can trace its engagement with one another even to the 1800s. This was when Swiss merchants began to set up shop in the Philippines, with DKSH, Zuellig and Nestlé being among the oldest Swiss companies getting settled in the country.



For us, 2022 is an important and historic milestone as it marks the 65th anniversary of formal Swiss-Philippine diplomatic relations. A lot has happened between our two countries since then, but I can only imagine what new opportunities are on the horizon for our relationship. This is why for the 65th Anniversary of Diplomatic Relations, we aim to grasp these opportunities, as we continue "Building the Future, Together." This goal is our driving force in all our efforts for the next few months, as we search for more avenues of cooperation and collaboration.

One aspect of Switzerland that we wish to further as we celebrate our 65th anniversary is its position as the world's leaders in innovation. This attention to new developments and innovative solutions to various issues reflects Switzerland's core values and can be applied to how the Swiss face the challenges of today. Switzerland has consistently ranked in the top spot as the world's most innovative country, and this is also evident in how we have committed to sustainability and clean technology.

Swiss Ambassador Alain Gaschen with the President of the Philippines, Ferdinand Marcos Jr. Photo below is uploaded by the Embassy of Switzerland in the Philippines (@SwissEmbassyPhilippines / https://tinyurl.com/2p8jtnat) 13 June 2022.

"

This is why for the 65th Anniversary of Diplomatic Relations, we aim to grasp these opportunities, as we continue "Building the Future, Together"... **!!**

Truly, there is more to Switzerland than the traditional images of picturesque views and delectable gastronomic experiences. This modern, innovative and creative side of Switzerland is what we hope to spotlight throughout the year as we look forward to the next 65 years of our steadfast relationship. We will continue to work and build our future, together!



SwissCham board meeting

The Chamber's Board of Directors meet during their regular monthly board meeting last 15 September 2022 hosted by Tim Furst, Deputy Head of Mission of the Embassy of Switzerland in the Philippines.



(L-R standing) Marcel Thenu, Markus Helber, Brahim Drissi, Tim Furst, Kent Primor (L-R seating)

Carol Dominguez and Christine Fajardo

RepRisk visits Manila

As a member of RepRisk's Global Leadership Team, Ben Haltinner visits RepRisk Manila office to meet the growing team, particularly the local Finance team, many of whom were hired during the pandemic.

Along with RepRisk Philippines General Manager Dan Wally Santos, Ben was able to pay a courtesy visit to Swiss Ambassador Alain Gaschen and met a handful of members of SwissCham Philippines.



(L-R) RepRisk Global Leadership Ben Haltinner and RepRisk Philippines General Manager Dan Wally Santos

General membership breakfast meeting:

Green Compliance

On 21 September 2022, SwissCham Philippines and Swiss Ambassador Alain Gaschen jointly hosted the monthly gathering of Swiss and Filipino executives for a breakfast meeting with the Department of Environment and Natural Resources (DENR) Assistant Secretary Joan Lagunda discussing on the key legislative priorities of her agency related to sustainability and innovation.

DENR's priority thrusts and directions, which include adopting climate risk lens in national planning and policies; increasing forest cover; conserving protected areas and biodiversity resources; improving air, water quality, and waste management; ensuring water security and resilience in high-water stressed areas; sustainably and reasonably manage mineral resources; and promoting ethical stewardship.

Some of the priority legislative bills were also highlighted, including forest and boundary delineation; sustainable forest management; mineral processing and value-added; mining fiscal regime; regulation on single-use plastic products; and integrated coastal management act.



Photos taken by: Audrei Perez



(L-R) Kenneth Garcia, Dazle Edralin, Audrei Perez, and Christian Fampulme

Meet our pioneer interns

Out of more than 300+ applicants, four (4) made the cut to join the SwissCham Philippines Team Secretariat as academic interns.

Our academic interns are (1) Audrei Perez, a fifth-year student from De La Salle University with a double degree of Bachelor of Arts in Communication Arts and Bachelor of Science in Business Management; (2) Christian Fampulme, a fourth-year student from Far Eastern University with the degree of Bachelor of Arts in International Studies majoring in International Development and Cooperation; (3) Dazle Edralin, a graduating student from De La Salle University with a degree of Bachelor of Science in Management of Financial Institutions; and (4) Kenneth Garcia, a fourthyear student from the University of Santo Thomas with a degree in Bachelor of Science in Business Administration major in Business Economics.

As part of Team Secretariat, our academic interns will be responsible for assisting the Director of Operations in managing various activities and initiatives of SwissCham Philippines, especially on its transition phase.







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what else?

12 SwissCham Philippines Business E-Journal Executive Insight

Rising above the whirlwind of pitfalls with grace and resiliency

Cresenciano "Cres" Maramot Managing Director SGS in the Philippines and Guam SGS has achieved an exceptional growth despite the market conditions we've faced since the beginning of pandemic and the impacts of various crises by shifting its main purpose to *enable a better, safer and more interconnected world.*

"

Giving back to the community was never neglected as well. In fact, we have increased our reported community hours by being more strategic in implementing our CSR campaigns with minimal to zero physical contact.

We promote a safer world by ensuring that the products and services that we use and consume daily are safe, secure, and clean.

An interconnected world is what we also envision by becoming more innovative by helping businesses adopt new technologies and enable them to offer these advancements to their consumers quickly and affordably.

The pandemic has greatly affected the most of us resulting to a general economic slowdown but for SGS, it paved the way towards upholding resiliency and being innovative by continuously delivering our world class services despite the many challenges. We have made most of our expertise available remotely, using the latest technology.

One is Remote Auditing. This involved either a partial or complete off-site audit conducted using mobile or desktop applications. We utilized modern technology to cover all aspects of a normal audit in a digital space. This has allowed our clients to maintain their certifications and has given greater flexibility in auditing processes and no disruption to their operations and supply chains.

Another solution is the SGS QiiQ remote inspections, which is basically an app to improve both inspection process and interaction with customers in time of lockdowns.. SGS QiiQ can be installed on any mobile device and operation only requires internet connectivity so the two parties can interact seamlessly and effortlessly.

We have also made knowledge acceleration more accessible in a safe environment through our Virtual Instructor Led Training (VILT). We changed the way we approached learning in the height of pandemic, and technology made us more scalable to keep up with the demand. With VILT, trainings were delivered through a virtual environment with instructor and learner in separate locations. Although this mode of training has been around for decades, we have made it more accessible in SGS during the Covid-19 crisis.

Giving back to the community was never neglected as well. In fact, we have increased our reported community hours by being more strategic in implementing our CSR campaigns with minimal to zero physical contact.

In 2020, we have conducted a food safety training in partnership with a local bread brand and donated several crates of breads to a charity organization. A benefit concert was also held within the SGS community showcasing the talents of some SGS employees while opening a channel to donate to chosen beneficiaries.

Having knowledge-sharing as our strength, we've also conducted a health and safety training to students to create awareness on the COVID-19 situation, environmental issues, and basic risk for grade school to college. Lastly, we've launched online crowdfunding programs encouraging employees to pledge an amount to help local food banks as part of the SGS global CSR campaign - the SGS 15-day challenge.

Today, SGS remains resilient demonstrating a strong operational performance despite the challenging market conditions. Our culture of trust, integrity, innovation, and collaboration that thrives on teamwork and camaraderie has greatly helped each one grow and succeed. Our people have always been the heart of our success and we are beyond grateful for their contributions and commitment.

Cresenciano "Cres" Maramot Managing Director SGS in the Philippines and Guam

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Kuoni Global Travel Services

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MEMBERSHIP MILEAGES

	Regular Corporate	Associate Corporate	Foreign - Based Corporate	Regular Individual	Young Professionals
		Networking B	enefits		
SwissCham Philippines Business E- Journal	\checkmark	\checkmark	\checkmark	\checkmark	\checkmark
Daily News Clips	\checkmark	\checkmark	\checkmark	\checkmark	\checkmark
Member feature in the Swiss-Philippines Business E- Journal	\checkmark	\checkmark	\checkmark	~	
Representation and Formal Introductions	\checkmark	\checkmark	\checkmark		
Advertising Opportunities	\checkmark	\checkmark	\checkmark		
		Business Consu	ultations		
Economic Reports	\checkmark	\checkmark	\checkmark	\checkmark	\checkmark
Market Research	\checkmark	\checkmark	\checkmark	\checkmark	
Government and Chamber relations	\checkmark	\checkmark	\checkmark	\checkmark	
Business Support and Network Access	\checkmark	\checkmark	\checkmark	\checkmark	
Business Matching	\checkmark	\checkmark	\checkmark		
FTA Technical Consultation	\checkmark	\checkmark	\checkmark		
Business Visa Support	\checkmark	\checkmark	\checkmark		
Mentorship and Traineeship	\checkmark	\checkmark	\checkmark		
		Chamber E	vents		
Event Participation	\checkmark	\checkmark	\checkmark	\checkmark	\checkmark
Collaboration for Sustainability	\checkmark	\checkmark	\checkmark	\checkmark	\checkmark
Executive Chat Series	\checkmark	\checkmark	\checkmark	\checkmark	\checkmark
Sector Roundtable Discussions	\checkmark	\checkmark	\checkmark		
Trade Exhibits and Business Tours	\checkmark	\checkmark	\checkmark		

SWISS CHAMBER OF COMMERCE OF THE PHILIPPINES MEMBERSHIP FORM

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secretariat@swisscham.ph

www.swisscham.ph

Working together to strengthen economies

COMPANY REPRESENTATIVE

FULL NAME (LAST, FIRST, M.I.): POSITION: DATE OF BIRTH (MM/DD):

EMAIL ADDRESS:

MOBILE NUMBER:

ALTERNATE REPRESENTATIVE

FULL NAME: POSITION: EMAIL ADDRESS: MOBILE NUMBER:

COMPANY PROFILE

REGISTERED NAME:

INDUSTRY:

- Agriculture Financial Activities
 Manufacturing Arts and Entertainment
 Construction Health and Allied Services
 - Entertainment Transport and Storage d Allied Services Administrative, Support Services

Real Estate

Others:

- Wholesale, Retail Trade
- Health and Allied Services Professional, Scientific and Technical Activities

BRIEF DESCRIPTION OF BUSINESS (30-50 WORDS):

APPLICATION PROCEDURE:

- 1. Fill out Membership Application Form
- 2. Send form to secretariat@swisscham.ph
- 3. Application will be processed/approved in the next immediate board meeting.

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Individual Corporate Young Professionals PhP 5,000 Regular Corporate Php 30,000 Regular Individual Php 8,000 Associate Corporat Php 20,000 Foreign-Based Corporate CHF 50

OTHER OFFICERS (OPTIONAL)

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FULL NAME: POSITION: EMAIL ADDRESS:

NUMBER OF EMPLOYEES (PH): GROSS ANNUAL REVENUE: COMPANY WEBSITE: COMPANY ADDRESS:

PRIVACY AND CONSENT

I give consent to SwissCham Philippines to use my organization's logo for the website and other social media platforms.

I give consent to SwissCham Philippines to include me in the Viber group, which is exclusive for primary / alternate members only.

SWISSCHAM PHILIPPINES I, with due authority, hereby apply for membership to the *Swiss Chamber of Commerce of the Philippines* and agree, if accepted, to be bound by its rules and regulation.

I hereby certify that I have the authority to supply the above information and also certify that it is true and correct to the best of my knowledge.

SIGNATURE ABOVE PRINTED NAME

SWISS CHAMBER OF COMMERCE OF THE PHILIPPINES WORKING TOGETHER TO STRENGTHEN ECONOMIES SINCE 2003

MISSION STATEMENT

The Swiss Chamber of Commerce of the Philippines is a non-stock and non-profit organization that serves as a channel for initiating and facilitating business-related and networking activities to grow trade and investments between the Philippines and Switzerland.

BOARD OF DIRECTORS

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SwissCham Philippines would like to thank our contributors, member-companies, and partners.

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