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DIRECTOR'S BRIEF

How time flies so fast - it's December 2022 already and we are down to the last issue of our SwissCham Philippines Business E-Journal for this year! Surely there were lots of changes, improvements, and new initiatives as we navigate our transition from a business council to a fully-independent chamber, and these are all reported by our very own Chairperson Chris Fajardo during the Annual General Membership Meeting last 17 November 2022. We published the content of her speech in our cover story as we are all part of this journey.

Another highlight for this issue is our participation at the 65th bilateral diplomatic relation between the Philippines and Switzerland held last 29 November 2022 at the iconic Zuellig Building at the heart of Makati City. The Swiss Embassy held Lumiere, gathering more than 300 guests from the diplomatic community, government agencies, Swiss companies, and partner organisations to reminisce, showcase, and celebrate the deep ties between the Philippines and Switzerland, and its peoples.

In furthering such warm relations, the PH-EFTA FTA serves as a major pillar of our economic and trade partnerships, which is why we are always delighted to assist companies who wanted to explore opportunities in Switzerland and/or the Philippines. Thus, we welcome the intentions of Blue Macay (a Filipino brand offering high-quality food products) to expand its footprints in EFTA countries particularly in Switzerland. On the other hand, we have witnessed the groundbreaking ceremony of Sateco in Pampanga, which is a Swiss company opeing up its new manufacturing facility in the Philippines. Both companies are testaments to our unwavering passion in strengthening ties between the two countries.

We likewise express our appreciation to Switzerland Global Enterprise (S-GE) who has been very instrumental to SwissCham Philippines in establishing its secretariat. S-GE enables new businesses whether in Switzerland or Philippines or in any part of the globe as they have business hubs in major cities worldwide. We have also featured Blue Horizons Travel and PhilSwiss United Holdings Corporation for its continuous support to the chamber by being an active member.

Lastly, we bid farewell to two of our outstanding pioneer interns who were instrumental in our transition phase, Ken and Audrie. We hope that their SwissCham Philippines internship journey have been memorable, significant, and provided them valuable learnings, which they can take wherever their future bring them. We shall be opening our new call for internships by January 2023.

This is it for now, and on behalf of the Board of Directors of SwissCham Philippines, we wish you a very merry Christmas and a prosperous new year. Thank you for all your support this year!

Kent Marjun Primor
Director of Operations

director@swisscham.ph

SwissCham Philippines Newly Elected Board of Directors

The Nominations and Elections Committee (NOMELEC) announced the results of the election for the five (5) vacancies in the Board of Directors during the Annual General Membership Meeting of the Swiss Chamber of Commerce of the Philippines last 17 November 2022 at Seda Residences, Makati, Philippines.

New board members with fresh mandates include Horia Adrian, President and CEO of Holcim Philippines; Cresenciano Maramot, Managing Director of SGS Philippines & Guam; Olive Misa, Head of Government and Industry Affairs of Nest Philippines, Inc.; Nicolas Souvlakis, Director of Philip Morris Fortune Tobacco; and Marcel Thenu, General Manager of APM Technica AG Philippines.

In their brief acceptance speeches, the newly elected members of the Board committed to share their time, knowledge, and expertise in strengthening the corporate relationships among the organization's member companies. This works alongside its primary mission of furthering the development of economic ties between Switzerland and the Philippines.

The new board members join Christine Fajardo, Carol Dominguez, Rosario Bradbury, and Brahim Drissi completing the nine (9)-member board of the organization with a term commencing on 1 January 2023 to 31 December 2024.

SwissCham Philippines expresses its warm gratitude to Barbara Möckli-Schneider, Managing Director of the Swiss-Asian Chamber of Commerce; Ernesto Mascenon, Former Chairperson of Philippines-Swiss Business Council; and Kent Marjun Primor, Director of Operations of SwissCham Philippines, for their serving as members of the Nomination and Election Committee this year.

(L-R) Nicolas Souvlakis, Director of Philip Morris Fortune Tobacco; Ernesto Mascenon, Former Chairperson of Philippine-Swiss Business Council; Cresenciano Maramot, Managing Director of SGS Philippines & Guam; Christine Fajardo, Chairperson of Swiss Cham Philippines; Marcel Thenu, General Manager of APM Technica AG Philippines; Tim Furst, Deputy Chief of Mission of the Embassy of Switzerland in the Philippines; and Kent Marjun Primor, Director of Operations of Swiss Cham Philippines







Why Switzerland:

There are numerous good reasons to locate your business in Switzerland:

CUTTING-EDGE INNOVATION AND TECHNOLOGY

A STABLE CURRENCY

ECONOMIC, SOCIAL, AND POLITICAL STABILITY

CLOSE LINKS WITH FOREIGN MARKETS

(41 SEPARATE FREE TRADE AGREEMENTS, INCLUDING PHILIPPINES)

AN OUTSTANDING INFRASTRUCTURE
A HIGH QUALIFIED WORKFORCE
EXCELLENT EDUCATION AND
HEALTHCARE SYSTEMS
A COMPETITIVE TAX SYSTEM

Switzerland global enterprise (S-GE) is the official Swiss organization for export and investment promotion with around 200 employees at locations throughout Switzerland and around the world.

As a consulting, promotion, and platform organization, we support Swiss SMEs in their international business and innovative foreign companies with potential and interest in settling in Switzerland.

The foreign network is integrated into the Swiss diplomatic missions of the Federal Department of Foreign Affairs DFA in 31 countries. Together with the respective Swiss diplomatic missions and our global partner network, we support our customers in more than 70 countries.

If a company is interested in settling in Switzerland, we help with location evaluation and find the best solution for the company's needs.

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www.s-ge.com www.s-ge.com/en/invest

2022

Chairperson's Report

Delivered by Christine Fajardo, SwissCham Philippines Chairperson, during the SwissCham-GRI Sustainability Forum last 17 November 2022

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Good afternoon and welcome to our 19th General Membership Meeting. Thank you, His Excellency Ambassador Alain Gaschen, our Board of Directors, members, colleagues, and partners for joining us as we tackle our change journey.

On behalf of our Board of Directors, thank you for supporting our Special Election, the results of which will be announced shortly after my report. The huge turnout lifted our spirit and magnified our commitment to making the new SwissChamPH a much better business chamber.

This year 2022, your officers hit the ground running, focused on achieving our goals to serve as a platform so businesses operating in the Philippines can tap the markets of Switzerland; to encourage and promote trade, economic, technical cooperation, and tourism between the Philippines and Switzerland; and to participate in marking a collective and lasting Philippine-Swiss impact in the region.

These goals laid a foundation for us to pursue our priorities to be a channel for business development; connect members with relevant stakeholders to avail of incentives in the business landscape, maximize opportunities; manage issues; and champion innovation and sustainability.

We are pleased to update you on our accomplishments. First, focusing on the mission and membership promotion, we have sustained communication channels on LinkedIn, our website, and Facebook while launching a formal membership kit and monthly newsletter.

Second, we have co-organized Sustainability Series with SwissCham APAC, featuring Holcim and Nestle; held sustainability training for PSBC members; and published Impact Stories in June 2022 for our Impact and Sustainability Capability-Building for our member companies.

Third, I am happy to share with you as well, the amplified partnerships, forums, and platforms for leadership and dialogues as conducted from the signing of the MoU with Switzerland Global Enterprise, holding strategic planning workshop, participating in the SGE forum, launching the executive chat series, and the ongoing opening up of opportunities to lead Innovation Clusters.

And, at last, the transition council set up to full Chamber that established a secretariat headed by a new Operations Director, facilitated the registration as a new entity, and of course, that also allowed us with the ongoing capacity-building of our Chamber. One of our key accomplishments is the ongoing transition of our council to a full chamber. Through the phases of Our Change Journey, we have renewed our mission statement through our change of narrative. This asks the questions:

"What is changing?". The new SwissCham Philippines is now a fully focused business organization with a refreshed strategy and an ambitious Vision to Support growing sustainable businesses in the Philippines and its Mission to Be the trusted business chamber for Swiss businesses in the Philippines and the Philippines businesses in Switzerland.

We must now transform into an innovationfocused and purpose-driven organization that ably represents the interests of our members. Through General Membership meetings, Business Forums, and other events, we will ensure that members receive assistance in promoting their companies and individual interests, keeping them abreast and ahead of business trends in the Philippines and Switzerland. We will help our members navigate the unpredictable landscape with a credible voice that consistently and systematically engages key stakeholders. Together, we will build an organization's reputation that drives trust, knowing that trust drives business.



"Why are we changing?". We aim to be an innovation-focused and purpose-driven organization. Our team focuses on the highest-impact priorities that generate the biggest benefits for our member companies, related customers, and stakeholders. We aim to have a team that works together seamlessly across industries and disciplines, united behind a common goal to deliver innovative and impactful services and stakeholder engagement work that drives trust. We could not be this team without an entity; we are still not this team today, but we know that with nine board members representing our member companies and an evolving secretariat team enabled by a brilliant operations head, we are in the right direction to become that team, for you, our members.

"How are we changing?". To make this change, we held a strategic planning workshop facilitated by Horia Adrian. We discussed our priorities in the political, economic, legal, environmental, and technological contexts. Within these contexts, we explored potential services for our members that address risks/issues/and opportunities across the five parameters. We are in the process of developing these services with the aim of creating an environment of firm support and professional engagement while facilitating enabling conditions for everyone to thrive.

"What does this mean for us?". With a more agile team, we will help each other challenge bureaucracy in the external environment to grow our business and focus on the things that really make the most significant difference for our members. This requires bold engagement with stakeholders, clear and shared priorities, disciplined execution, and well-designed and measurable success indicators with the support of the Swiss Embassy, Phil Embassy, SGE, GRI, and other partners. To do this, we must also define what great looks like through well-defined and measurable KPIs.

"What do we need from you?". The past few months of our transition to SwissChamPH have been hectic for our newly established secretariat team, our operations head, Kent, and our board. As we build our new organization and redesign how we deliver services, we seek your continuous support and partnership to make positive change happen.

"What can you expect?". We commit to living our shared values of Trust, Reliability, Entrepreneurial Spirit, Collaboration, and Simplicity. We provide clarity and direction through fewer, more clearly defined, and shared priorities. Our work will inevitably evolve as we sharpen our focus on critical stakeholders that you, our members, would like us to engage where we can deliver the greatest impact. We commit to being transparent as we navigate the transition, and we promise to listen and learn, so we can adapt our approach and be agile and flexible in improving our services as we transition to our PH-Swiss community together

These questions fuel our transition to a full chamber, refreshing and renewing our purpose—

to serve as a channel for initiating and facilitating business, networking activities, and all other forms of cooperation to grow trade and investments between the Philippines and Switzerland.

In closing, we invite you to participate in our innovation clusters and take leadership roles. We have three clusters: Life Sciences and Innovation; Professionals; Manufacturing; and BPO Shared Services.

Together we collectively provide an environment of high support to grow a sustainable business in the Philippines, be the trusted business chamber for Swiss companies in the Philippines and the Philippine industries in Switzerland, and contribute to economic growth in both countries.



SwissCham Philippines joins the 65th-anniversary celebration of Filipino-Swiss diplomatic relations

Hosted by the Embassy of Switzerland in the Philippines, the Swiss Chamber of Commerce of the Philippines participated in the 65th-anniversary celebration of Filipino-Swiss diplomatic relations last 29 November 2022 at Zuellig Building Skygarden, Makati City.

SwissCham Philippines was joined by distinguished government leaders and its members in the Swiss-Filipino business community, reflecting the strong and dynamic ties between the Philippines and Switzerland in the trading and economic sector.

The celebration has become an avenue of looking back on the historical bilateral relationship of Switzerland in exporting machinery, pharmaceuticals, and watches to the Philippines. This reflects the recorded 13,000 created jobs by around 60 Swiss companies in the country.

Switzerland hopes to continue its free trade agreement with the Philippines to further intensify its long-standing relationship on dynamic trade relations, humanitarian aid missions, and political dialogue.

Visit <u>eda.admin.ch/philippines</u> to know more.









Photos by Embassy of Switzerland in the Philippines

















Photos by Embassy of Switzerland in the Philippines

Blue Macay visits SwissCham Philippines

Blue Macay General Manager Ayet Austria, together with John Carlo de Galicia, visit the SwissCham Philippines to inquire about opportunities under the Philippines-European Free Trade Association Free Trade Agreement (PH-EFTA FTA) last 7 December 2022.

Austria is keen to expand her businesses to Switzerland and the wider European region by bringing unique Filipino tastes to Swiss and European consumers. For his part, SwissCham Philippines Director of Operations shared that most, if not all, PH food products can be exported to EFTA states at zero tariffs and that the Embassy of Switzerland, together with S-GE, published a detailed market study report on natural ingredients, fiber and textile, and processed food, which are exquisite reference materials to start with. Primor likewise invited Austria to be a member of SwissCham PH to expand her network and as a preliminary step in looking for possible business partners in Switzerland.

BLUE MACAY is a Filipino brand offering highquality food products and ingredients. Its product line includes spices, seasonings, mixes, beverages, baking ingredients, bottled foods, frozen meat products, etc.

You may visit its website to learn more information at http://bluemacayfood.com.

(L-R) Kent Marjun Primor, SwissCham Philippines Director of Operations, and Ayet Austria Blue Macay General Manager.



Sateco Groundbreaking Ceremony

SwissCham Philippines Director of
Operations Kent Primor, together with
Swiss Embassy Deputy Head of Mission
Celine Furst, witnessed the groundbreaking
ceremony of Sateco Philippines last 14
December 2022 at TECO, Pampanga. They
were also joined by key executives from
TECO and the Philippine Economic Zone
Authority.

Sateco is one of the world's leading manufacturers of high-precision silicone keypads and silicone sensors. The groundbreaking ceremony signals renewed interest in the growing Swiss business presence in the Philippines.

The site will be home to the new Sateco manufacturing facility in Asia, employing about 300 local Filipino workers once completed in 2023.

To know more about what they do, please visit https://www.satecogroup.com.













Photos by Sateco

11 Executive Insight



Switzerland Global Enterprise

Switzerland Global Enterprise (S-GE) is the official Swiss consultancy, promotion and platform organization for export and investment promotion with around 200 employees throughout Switzerland and in 31 countries. Our external network is integrated into the foreign missions of the Federal Department of Foreign Affairs (FDA) and is supplemented perfectly by 24 collaboration agreements with bilateral chambers of commerce.

Export Promotion

With respect to export promotion, we support Swiss SMEs in maximizing their international business potential in both already established and new markets with tailored services such as local partner search. Together with our partners, we cover these services globally, with a presence in approximately 30 countries through our own teams, known as Swiss Business Hubs, based at Swiss embassies. In 2021, more than 6300 Swiss companies used the services of Switzerland Global Enterprise - with an impact of almost 90 percent.

What are Swiss companies most concerned about now? Supply bottlenecks are a major issue. The conflict in Ukraine and the renewed lockdowns in China demonstrate the importance of effective management of the value chain. That is why, among other things, we support companies in their search for alternative sales and procurement markets. As a result of geopolitical developments, companies are confronted with more and more new trade barriers. Consequently, we are seeing an increase in demand for export-related support, for example with respect to customs duties or rules of origin.

Investment Promotion

In terms of investment promotion, we strategically position Switzerland as a leading innovation & technology hub, identify innovative companies that effectively stimulate the Swiss economy in the long term, and support them in establishing their businesses in Switzerland. We work in close cooperation with our partners, the economic regions, and the cantons.

Our strategy

S-GE focuses on consistent customer orientation and integrated service provision with partners. This means we can respond proactively to changing customer requirements and to changes in the economic and political environment, while simultaneously acting in accordance with the Confederation's foreign economic strategy and its sustainable development goals.

The Free Trade Agreement (FTA) with the Philippines

Philippine Trade Secretary Adrian S. Cristobal Jr. signed the free trade agreement with the European Free Trade Association, on behalf of his country, in Bern on April 28, 2016. It came into force on June 1, 2018. The EFTA-Philippines FTA is a broad-based agreement that covers trade in goods (industrial and agricultural goods, fish and other marine products), rules of origin, trade facilitation, SPS, TBT, trade in services, investment, competition, protection of intellectual property rights, government procurement and sustainable development.

<u>Philippines: the potential of the free trade agreement | S-GE</u>

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Internship Reflections

In ending the year, the SwissCham Philippines pays its farewell to the internship completion of Audrei Perez, a graduating student from De La Salle University with a double degree of Bachelor of Arts in Communication Arts and Bachelor of Science in Business Management, and Kenneth Garcia, a fourth-year student from the University of Santo Thomas with a degree in Bachelor of Science in Business Administration major in Business Economics.

Perez and Garcia have served as pioneer members of the Team Secretariat, who assisted and worked closely with the Office of the Director of Operations, Mr. Kent Marjun Primor, in managing the transition of the former Philippine-Swiss Business Council to becoming the Swiss Chamber of Commerce of the Philippines.

In five (5) months of training, Perez and Garcia have fulfilled their responsibilities and showed exemplary performance in managing various initiatives related to trade and investment promotion, economic, and financial briefing, office and business management, and events and project management with their strong commitment to high ethical standards of practicing such business.



Perez believes that her internship has allowed her to gain first-hand experience in dealing with numerous business stakeholders and local and foreign governments. Her internship experience has given her the opportunity to develop and pitch her own ideas and initiatives in events planning, management, and member relations.

While for Garcia, he treasures the opportunity to engage with various industry leaders about the very mission of Switzerland to advocate for sustainability and innovation in the Philippines. This highlights his experience attending different sustainability forums and reviews for FTA, where he became interested in pursuing future career roles.

Both Perez and Garcia shared their challenges throughout the internship program, allowing them to embrace the spirit of perseverance, dedication, and resilience. More than that, they also believe they could discover their strengths, even weaknesses. This is deeply expressed by Perez, saying:

It not only was lifechanging for me, but it also made me a better version of myself. I am beyond blessed to have been part of the internship, as it is an opportunity of a lifetime!

As a farewell, the Swiss Chamber of Commerce of the Philippines wishes to express its sincere appreciation for Audrei Perez and Kenneth Garcia's outstanding effort in contributing to its mission's growth and success.

Visit SwissCham Philippines on Facebook and LinkedIn (@swisschamph) to be informed about its upcoming internship opportunities.

SWISS INVESTORS EYEING AT THE

HIDDEN GEM OF THE PHILIPPINES

A newly publicized and thriving island destination in Cebu, has caught not only the fastidious eyes of the domestic tourists but foreigners as well. Bantayan Island has been long underrated and has been overlooked by big players of both Real Estate and Tourism industry in the country. Founders of Philswiss United Holdings Corporation, Stephan Roemer & Heinz Zimmermann, both Swiss Businessmen, are extremely lucky to have found this hidden gem at the northern part of Cebu.







The two partners are not new to tourism. Stephan Roemer has been in tour operating business for decades already while Heinz Zimmermann has been in tourism and real estate marketing for years and was in fact a former Worldwide Director of Kuoni, a century old tourism company. Stephan is currently the CEO of the biggest Destination Management company in Asia, Diethelm Travel Group. Heinz on the otherhand, owns and manages Topline Group. With their in-depth experience and knowledge, they can easily spot an opportunity when they see one even if its miles away.

The island boasts its white sandy beaches, long shorelines, protected mangrove forests, crystal clear waters and the bountiful harvest of the seas. It has the infrastructures needed for a sustainable development such as electricity and water and most importantly, its people.

Philswiss United Holdings Corporation intends to provide a sustainable luxury tourism and real estate development. Its primordial project, The Ocoy Hotel & Villas, houses 101 luxury pool Villas under the mixeduse property concept, a combination of pure luxury and return on investment. This concept redefines Villa ownership with its tagline, "We don't just sell Villas, We sell Lifestyle". It will house 2 restaurants, spa, kids club, & sports facilities among others.

This development is designed by Architect Ed Calma, one of the most prominent architects in the country, a development that is designed and will be built for the future. Should this project be realized, this could pave way to a considerable increase of employment rate in the Province of Cebu since this massive project would require a good amount of manpower for it to successfully operate. Construction is expected to start in 2023 and are now accepting inquiries and Letters of Intent for Villa Sales.

For more information regarding this project, you may contact them thru their Director of Sales & Marketing, Yvonne D. Sabordo at yvonne.sabordo@philswiss.ph or you may visit their website at www.philswiss.ph.



Our Members

ABB Inc.

AliveCo Inc.

APM Technica

AG Philippines

Ascona International Corporation

Avalog Philippines

Bengzo Negre Untalan (BNU Law Firm)

Blue Horizons Travel & Tours Inc.

BrainForce AG

Buergli Pharma Inc.

Buehler AG Philippines

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La Farge Holcim Philippines

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Panalpina Partners Group

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Rolex Center Phils.

Santa Fe Relocation Services

Sateco

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For queries, please contact your SwissCham Secretariat:



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MEMBERSHIP MILEAGES

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

SWISS CHAMBER OF COMMERCE OF THE PHILIPPINES

MEMBERSHIP FORM

24th Floor BDO Equitable Bank Tower, 8751 Paseo de Roxas, Makati, 1226 Metro Manila

APPLICATION PROCEDURE:

secretariat@swisscham.ph

www.swisscham.ph

Working together to strengthen economies

OMPANT REPRESENTATIVE			
ULL NAME (LAST, FIRST, M.I.): OSITION: PATE OF BIRTH (MM/DD): MAIL ADDRESS: MOBILE NUMBER:	 Fill out Membership Application Form Send form to secretariat@swisscham.ph Application will be processed/approved in the next immediate board meeting. 		
LTERNATE REPRESENTATIVE	MEMBERSHIP TYPES:		
ULL NAME: OSITION: MAIL ADDRESS: IOBILE NUMBER:	Individual Corporate Young Professionals Php 5,000 Regular Individual Php 8,000 Corporate Php 30,000 Associate Corporate Php 20,000		
OMPANY PROFILE	Foreign-Based Corporate CHF 500		
EGISTERED NAME:			
Agriculture Financial Activities Real Estate Manufacturing Arts and Entertainment Transport and Storage Construction Health and Allied Services Administrative, Supp Wholesale, Professional, Scientific and Technical Activities RIEF DESCRIPTION OF BUSINESS (30-50 WORDS): UMBER OF EMPLOYEES (PH): ROSS ANNUAL REVENUE: OMPANY WEBSITE: OMPANY ADDRESS:	FILL MANE		
PRIVAC	Y 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.	I, with due authority, hereby apply for membership to the <i>Swiss Chamber of Commerce of the Philippines</i> 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.		
SWISSCHAM PHILIPPINES	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.

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Academic Intern

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

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