

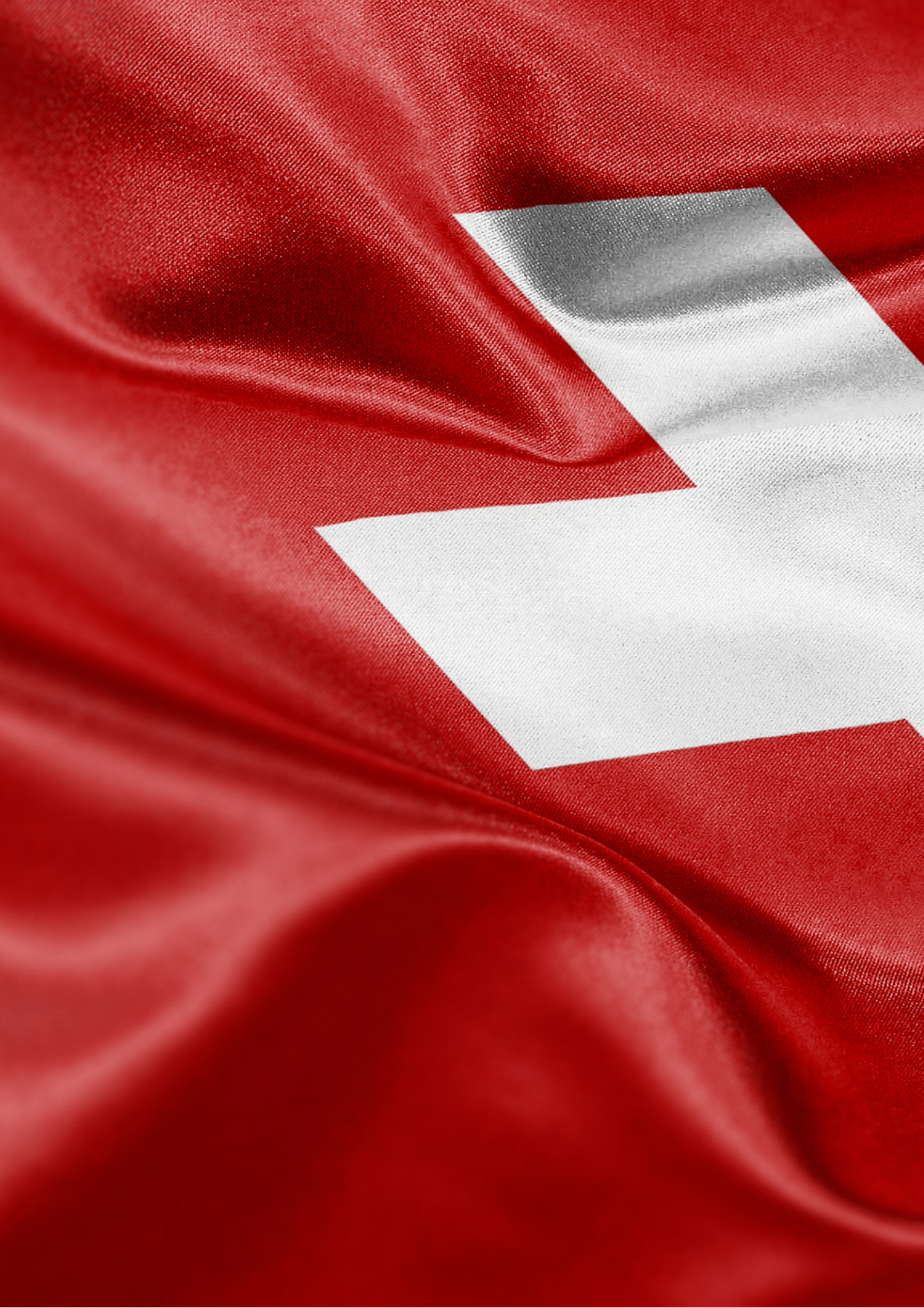
A red Swiss train is seen from a side-on perspective, moving along a track through a snowy mountain landscape. The train consists of several red and white passenger cars. The background features snow-covered mountains under a clear blue sky. The train is positioned on the left side of the frame, curving away into the distance.

JANUARY 2023
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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

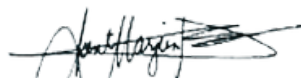
SwissCham Philippines welcomes the first issue of our second volume e-journal collection with much optimism and excitement as we continue to co-create value to our stakeholders and members. It is in this spirit of partnership that we will embark on a series of meet and greet with members this 2023 to know your priorities, industry experience, and together implement joint initiatives with strategic importance to business and development. The Chamber will actively engage with public and private sectors to discuss common issues in roundtables surrounding our environment, economy, job creation, digital innovation, and government regulation. We would like to see cooperation in action through small, direct, and targeted issue-based discussions, and proactively suggest sustainable ways moving forward. This is the kind of cooperation we wish to engineer as we already see its benefits for both countries.

Early this year, we have seen the efforts of PEZA and BOI in promoting the Philippines to Swiss entrepreneurs in Bern and Zurich on the framework of the PH-EFTA Free Trade Agreement. SwissCham through our partnership with SECO and the Global Reporting Initiative (GRI) embarks on encouraging our member companies to acquire necessary skills in developing their own sustainability reporting templates as more and more authorities require mandatory reporting on sustainability measures and governance.

For this issue, we are happy to witness the launching of the Circle of Life Project, which uses data and digital infrastructure to reach and help cancer patients' early detection and navigation spearheaded by Novartis, ICanServe Foundation and the City Government of Taguig. Another Swiss company, Holcim Philippines successfully converted around a million ton of qualified wastes into alternative fuels and raw materials for cement production. These are all fascinating and remarkable achievements, and more are coming. Nencki for instance, is looking at the Philippine market to share their experience in rail infrastructure developments especially now that the country pursues the Build, Better, More Infrastructure Projects of the present administration.

'Trust in the future', this is how Nicolas Souvlakis of Philip Morris take in navigating uncertainty, and this aptly resonates to many of us and many of our businesses. We have disruptions at various levels, some may view as challenges but others may view as opportunities. Perspectives clearly influence our actions and I guess we draw from our inner optimism, confidence, and resilient character to transform these uncertainties to many shapes of success.

As a new year begins, a new chapter for SwissCham Philippines shall emerge, and this we start by publishing a complete 2023 SwissCham Philippines Directory no later than end of first quarter. Each member will receive a complementary copy of our directory so you can connect directly with your peers for business meetings, joint ventures, or simply getting in touch to discuss common concerns. Thus, to make this happen, we reiterate our request to fill-out our membership directory update and renew your 2023 membership.



Kent Marjun Primor
Director of Operations

director@swisscham.ph



Global cooperation as the solution

His Excellency Alain Gaschen
Swiss Ambassador to the Philippines

Excerpts from his column published by PhilStar on 15 January 2023. Republished with author's permission.

Happy New Year! Like most, I looked forward to the arrival of 2023. For me, the beginning of a new year brings with it an exciting mix of renewed optimism, boundless energy and determination to hit the ground running to achieve even greater things. This motivation helps as we continue strengthening ties between our two countries, as we end our celebration of the 65th anniversary of diplomatic relations.

Perhaps it is in this spirit that the World Economic Forum (WEF) is set in January of each year. Every January, leaders from all around the world gather in Davos to discuss the issues that affect our present and could impact our future. This meeting of public and private sector leaders, civil society organizations, academe and investors is a great opportunity to help shape the solutions to the problems we face. So much so that President Ferdinand Marcos Jr. decided to make his way to Switzerland to join the event.

Despite being a privately organized event, I believe that the WEF has engrained in it some Swiss DNA. This is not surprising, given that its headquarters is in Switzerland as well but, more importantly, the WEF holds in high esteem the values of global cooperation, entrepreneurship and innovation.

These values are not new to my country. As I have written here previously, we have always espoused the importance of cooperation and innovation with all our efforts in the Philippines and around the world.



For example, Switzerland has contributed to the relief efforts at the time of natural calamities like typhoons and earthquakes. At the height of the pandemic and alongside many other countries, Switzerland had also invested resources into Gavi, the Global Vaccine Initiative, to help speed up the development of vaccines and to ensure their equitable distribution around the world. Coincidentally, Gavi was also established at the WEF – an example of the solutions that can be discovered at Davos!

Indeed, we see now, or rather we fully realize what many experts have been telling us for years, that the world's challenges do not recognize borders. Transnational issues are concerns that affect all states, no matter their geographical or economical size. In the current global context with its various overlapping crises, the UN Security Council has a significant role to play for peace in the world. The role of the UN Security Council is even more relevant to Switzerland this year as we joined it as a member for the first time in our history. 20 years after joining the United Nations, Switzerland is ready to take on more responsibility to serve the cause of world peace and intends to represent its foreign policy values and interests in the Security Council.

While we strive for a credible engagement across the full range of the Security Council agenda, we have identified four thematic priorities representing our core values.

First, considering the strong track records of Switzerland in promoting peace and providing good offices, we will promote sustainable peace by building up confidence among the member-states of the Security Council but also by promoting a more effective UN peacebuilding.

Second, Switzerland's long-standing humanitarian tradition and commitment to international humanitarian law places the protection of civilians as another priority. The resolution introduced by Switzerland and Brazil at the beginning of the week on the renewed cross-border humanitarian aid into Syria is a good illustration. It was passed unanimously by the Security Council for the first time. The humanitarian mission includes emergency aid, enabling access to vital services, assisting in the protection of civilians and their livelihoods and promoting compliance with international humanitarian law and human rights.

Third, addressing climate security as we see today that climate change is a risk multiplier with the potential to exacerbate existing political, social, economic and ecological stress factors. The most vulnerable population groups are usually the most exposed to climate risks.

“
Finally, Switzerland will continue its advocacy work for greater transparency and accountability with the final goal of enhancing the effectiveness of the multilateral system.”

It is important to note that it is not just governments working together to deliver solutions. What makes Davos stand out is its multi-stakeholder approach. It is one of the few places where high-level meetings where representatives of the civil society, the academe, the media as well as the public and private sector engage in constructive discussions to forge alliances and to seek solutions to global challenges. Public-Private Partnership (PPP) thus takes on a stronger role as the inputs of the business, academic and scientific community must be heard, with even the sentiment of the general public being a factor in building solutions. It is also in the interest of non-government actors to contribute and collaborate, because the challenges of today – such as the emergence of new health concerns, climate change and food security – are existential threats that must be addressed with haste.

I'm proud to say that this collaboration is gaining ground in the Philippines. PPP is the preferred means of support in modernizing infrastructure and services by the Filipino government, and the endeavor is widely supported by the private sector, as we heard repeatedly from both sides during our recent Innovation exhibit. We are keen to see more of those initiatives and to support them.

Just a few days ago, I was honored to attend the launch of a multi-stakeholder collaboration between a patient organization (ICanServe Foundation), a pilot and pioneer LGU (Taguig), a successful start-up and “baby” of the pandemic (Dashlabs.ai) and the private sector (Novartis, through its Alliance and Partnership for Patient Innovation and Solutions). Together and with the support of the Department of Health (DOH) to leverage and disseminate the best practices, they will scale up existing and remarkable breast cancer control programs, bring them to the next level and encourage data-driven decision making – a great showing of innovation and collaboration!

As I've continued to note in my pieces, I am an optimist by nature. It is with this outlook that I welcome 2023 and more opportunities to push for collaboration as we aim to address the challenges we all face. The various crises of the moment are no reason to sit back or to put the blame on the activity of some or the inactivity of others. On the contrary, they should encourage us to focus on what works and has always worked: cooperation!



Photo by Bonghong Marcos Facebook Page

SwissCham Philippines joins launching of the Circle of Life Project

Together with some member companies and the Swiss Ambassador to the Philippines Alain Gaschen, SwissCham Philippines Chairperson, Christine Fajardo, joins the launching of the multi-stakeholder Circle of Life project.

ICanServe Foundation in collaboration with the City Government of Taguig, and supported by the Novartis Alliance & Partnerships for Patient Innovation & Solutions, the project aims to synergically level-up breast cancer control programs using data-driven approaches.

Fajardo believes that the project mirrors Switzerland's commitment for global cooperation and multi stakeholder partnerships, energizing and accelerating progress "by bringing people and organizations together to advance meaningful change."

The Circle of Life Project, data and digital infrastructure project advocates for the people in reaching better and equitable health outcomes. Through this, partner Community health workers (CHWs), nurses, midwives, and doctors are trained on early breast cancer detection and patient navigation. Thus, the number of days between diagnosis and first day of treatment has been reduced from 10 months to 2 months or less.



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VOITH



Nencki joins SwissCham Philippines to expand railway market reach

Based in Langenthal, Nencki was founded 75 years ago and is organized into the business units Railway Technology, Plant Technology, Vehicle Technology, and Production/Industrial Service. Nencki has about 100 employees and is also a company that provides apprenticeships for various professions.

In the strongly export-oriented Railway Technology business unit, Nencki manufactures testing machines such as Bogie Test Stands, Spring Testing machines for the bogie workshop as well as many other equipment used in the railway sector. For the long rail welding plants, Nencki offers an extensive range of rail processing machines.

As the new member of the SwissCham Philippines, it expects to promote and strengthen business relations and the exchange of knowledge and experience between Swiss and Philippine companies, partners, and organizations in the fast-growing Asian market in the railway industry.

In the statement from Jürg Roth, Nencki Railway Technology Area Sales Manager Southeast Asia, Oceania and DACH, he stressed the mission of Nencki is to create market entry into the Philippine railway market and to develop strong partnerships with customers in the railway industry, which they look forward to forge in the future of the Philippines with the help of its partnership with SwissCham Philippines.

To know more about their services, visit <https://www.nencki-railway.ch/>

Switzerland Trade and Industry

In European Chamber of Commerce of the Philippines' Issue on Technology, Swiss Ambassador Alain Gaschen highlights trade and industry cooperation between the Pinoy and Swiss markets not only through EU but also through PH-EFTA FTA to foster market access and bilateral collaboration.

SwissCham and ECCP are working closely to promote more trade and investment between Europe and the Philippines.

To read the full excerpt, please access <https://tinyurl.com/2p9a2zsh>.



Holcim Philippines converts waste into fuel, cement

*Originally published by James Loyola,
Manila Bulletin 5 February 2023*

Holcim Philippines, Inc. reported that it has converted around a million tons of qualified wastes into alternative fuels and raw materials for cement production in 2022.

In a disclosure to the Philippine Stock Exchange, the firm said its waste management unit Geocycle made productive use of discarded materials from industries and communities through cement kiln co-processing.

This helped the company conserve virgin natural resources and avoid high-carbon traditional fuels such as coal while providing partners a safe and environment-friendly waste management solution.

Among the beneficiaries of the company's circular economy drive are 35 municipalities and cities nationwide, which were able to divert waste away from landfills.

Geocycle also helped industrial partners manage wastes including non-recyclable plastics. Furthermore, the company completed installation of facilities for co-processing ozone-depleting substances.

Aside from these, Geocycle conducted lectures on proper waste management for local governments and schools and participated in public forums to highlight the importance of resource conservation.

"Co-processing is an important part of our efforts to advance circularity in the construction industry. Our success in reusing discarded materials is further reducing our consumption of natural resources and carbon footprint," said Holcim Philippines President and CEO Horia Adrian.

He added that, "This also enables us to help industries and communities achieve their zero waste objectives. We are excited to continue growing our co-processing operations to further contribute to building progress in the country."

Visit the <https://mb.com.ph/2023/02/05/holcim-ph-converts-waste-into-fuel-cement/> to read more.





PHILIP MORRIS

Trust in the Future: Navigating Uncertainty with Confidence and Resilience

As we navigate through the current global landscape, it is easy to become overwhelmed by the multitude of pressing issues at hand. From pandemics and inflation to energy crises and economic instability, there are many topics that are causing concern for many people. However, as we reflect on the past year and all of the unexpected events that have occurred, it becomes clear that any predictions for the future would likely be inaccurate.

One theme that has been particularly prevalent lately is the concept of resilience. How can we build resilience in our organizations so that no matter what happens, we can weather the storm and emerge unscathed? To me, resilience is all about the ability to react and adapt quickly to unplanned situations. Just like in nature, the fastest to adapt survives! To achieve this level of resilience, organizations must be able to make fast and critical decisions, often involving risk.

I believe that one key element in making these quick and effective decisions is trust. Trust in one's own capabilities to make the right decision, trust in the organization to empower and support its employees, and trust in the future that things will eventually get better. In times of high volatility and unpredictability, it is more important than ever for leaders to tap into their emotional intelligence and build trust within their organizations. This means treating people with respect, listening to them, empowering them to develop their skills and make their own decisions, and being inclusive of different perspectives. From my realization, stronger trust embedded at every level in an organization will bring more resilience through people taking fast the right decisions, trusting their organization and leaders, and thus, in the end, being more trustworthy about their own future and the one of their business.

At Philip Morris International, our core culture revolves around Empowering People. This means giving our people space and a sense of accountability by fostering the freedom to act, acknowledging and recognizing diverse ways of thinking, and providing coaching, feedback, and support to help them grow, develop, and be empowered as professionals in order to achieve our business objectives. Through my 27 years of experience working with this company in various countries, I have seen firsthand what people can do when they have trust and feel trusted in delivering change or results, especially during difficult times.

As we move forward into the new year, let us be aware of the risks and unpredictability that lie ahead, but let us also keep in mind the importance of trust.



*Trust in ourselves,
trust in our
organizations, and
trust in the future. By
doing so, we can build
resilience and
overcome any
obstacles that may
come our way. ”*

Wishing everyone health, happiness, and a strong sense of trust for the year ahead.

Nicolas Souvlakis
Director
Philip Morris Philippines, Inc.

PEZA seeks Swiss investments, promotes sustainability reporting & actions for export industries

EA press release from the Philippine Economic Zone Authority published last 18 January 2023.

The Philippine Economic Zone Authority (PEZA) participated in the recent outbound mission and bilateral meeting led by the Board of Investments (BOI) for the Philippine-Switzerland 5th Joint Economic Commission (JEC) held in Bern, Switzerland in January 12, 2023 and pitched the country's different types of economic zones as well as the agency's pioneering role for promoting "sustainability actions and reporting" in its 4,357 locator companies.

According to PEZA OIC Director General Tereso O. Panga, "Supporting the active promotion of the Philippines as 'driver of growth and a gateway to the Asia-Pacific region' by President Bongbong Marcos Jr. in his foreign travels, we in PEZA are glad to come earlier to Switzerland before the World Economic Forum (WEF) held in Davos and contribute to harnessing good relations between Philippines and Switzerland through the Joint Economic Commission (JEC)."

Panga is elated to share after the JEC meeting and business-to-business meetings that "Having keen interest in Philippine economic zones because of its one-stop-shop and ease of doing business, there are Swiss companies interested to invest in the Philippines and those already operating are expressing to expand their investments."



"Of the 60 Swiss companies operating in the Philippines, 28 are registered with PEZA as export-oriented in IT and manufacturing enterprises. These Swiss locators have by far generated PhP 19.618 billion in cumulative investments and 8,547 direct jobs," OIC Panga added.

BOI Managing Head Undersecretary Ceferino 'Perry' Rodolfo led the Philippine delegation in the JEC bilateral talks with the Swiss government on trade and investments. The Swiss government was represented by: The Head of Bilateral Economic Relations and State Secretariate for Economic Affairs (SECO); Federal Department of Economic Affairs, Education and Research Ambassador Erwin Bollinger; and Head of the Division Free Trade Agreements (FTAs) of SECO Minister Karin Buechel

To view more about the latest PEZA Press Release, visit <https://www.peza.gov.ph>



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

MEMBERSHIP FORM

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 Real Estate
 Manufacturing Arts and Entertainment Transport and Storage
 Construction Health and Allied Services Administrative, Support Services
 Wholesale, Retail Trade Professional, Scientific and Technical Activities Others: _____

BRIEF DESCRIPTION OF BUSINESS (30-50 WORDS):

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

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.

MEMBERSHIP TYPES:

Individual

- Young Professionals
Php 5,000
- Regular Individual
Php 8,000

Corporate

- Regular Corporate
Php 30,000
- Associate Corporate
Php 20,000
- Foreign-Based
Corporate CHF 500

OTHER OFFICERS (OPTIONAL)

FULL NAME:
POSITION:
EMAIL ADDRESS:

FULL NAME:
POSITION:
EMAIL 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.

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.

Advisory

Bureau of Immigration's (BI) 2023 Annual Report from the BI Main Office to Robinsons Place Manila and SM Mall of Asia

The Bureau of Immigration of the Philippines offers its cordial greetings to the Swiss Chamber of Commerce of the Philippines and would like to extend notice to all of its resident nationals in the country on the conduct of this year's Annual Report as mandated under Republic Act No. 562, or the "Alien Registration Act of 1950, as amended."

Beginning 03 January 2023 until 01 March 2023, all registered aliens are required to report in person to the BI at either of the venues listed below:

- **Robinsons Place Manila**, 2nd Level, Center Atrium, Padre Faura Street, Ermita, Manila (from 0900H to 1800H, Mondays to Fridays, except holidays);
- **SM Mall of Asia**, 2nd Floor, Government Service Express, SM Mall of Asia, Seaside Boulevard, Pasay City (from 0900H to 1800H, Mondays to Fridays, except holidays); or
- Nearest participating BI Support office (please visit the BI website at <https://immigration.gov.ph/contact-us/other-immigration-offices> for the list of offices and hours of operation).

No appointment shall be required; however, we encourage everyone to register in advance via the BI website at <https://e-services.immigration.gov.ph/> for convenience and expediency.

For further information, you may visit the BI's official website and social media pages or call the BI trunkline at +63 2 8465-2400 / +63 2 8524-3769.

SWISS CHAMBER OF COMMERCE OF THE PHILIPPINES
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SINCE 2003

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