



**EPBN**

**EU Delegation**

**Market Access Team**

Meeting, October 2<sup>nd</sup> 2014



# Aims of EPBN

1. Facilitate market access for EU SMEs
2. Integrate in the SEBSEAM structure
3. Implementing other ICI+ objectives
4. Be the voice of EU business
5. Develop a sustainable service



# EU - PHILIPPINES BUSINESS NETWORK

## The EPBN Partners



A project implemented by:



This project is co-funded by  
the European Union



# EPBN Office Structure



# Fields of activities

1. Advocacy
2. Policy events
3. Outreach to EU SMEs
4. Business matching
5. Collaboration EU PH SMEs



# SME Policy Support

1. 14 Sector Working Groups
2. Sector Position Papers and Score Cards
3. EU Philippine Business Dialog
4. Philippine Chamber and Business Associations
5. Joint Foreign Chambers



# Tasks Ahead

1. Getting operational: office, web site, data base
2. Revenue generation: Target for 2015 is 20% of running cost
3. Strengthening relations with non-represented Member States
4. Closer ties with our neighbors in preparation for the ASEAN integration
5. Being profitable for clients and partners





EU - PHILIPPINES  
BUSINESS NETWORK

## **Business Support and EU Outreach Services**





# Main activities

- **Dissemination of market information and business opportunities in 14 sectors**
  - Automotive
  - Consumer Goods/Retail
  - Energy/Renewables
  - Environment
  - Financial Services
  - Food & Agriculture
  - Healthcare/Medical
  - ICT/IT/BPM/Creatives
  - Infrastructure & Transport
  - Manufacturing
  - Maritime
  - Mining
  - Pharmaceuticals
  - Tourism



# Highlights

- Outreach mission to Sweden, Finland, and Estonia 6/2014
  - Meetings with 14 companies, 2 chambers of commerce (EST & FIN), PH Embassy in the Nordics, PH general consulates (FIN & SWE), ministry of foreign affairs (FIN)
- Outreach mission to Czech Republic, France, Hungary, Italy, and Spain 10/2014
  - Meetings with chambers of commerce, industry associations, SMEs



# Tools and support

- Database of multipliers in all 28 EU MS
- Business Primers for 14 sectors
- Website & Newsletter



# Outlook 2015

- EU Pavilions planned for six trade fairs in the Philippines
  - Water Philippines (March)
  - International Auto Parts Accessories and Service and Repair Equipment Exhibition (May)
  - Marine Philippines (June)
  - Power Trends (September)
  - Agrilink (October)
  - Philconstruct (November)
- Two outreach missions to EU



# Partners' regional responsibilities

- BCCP: Ireland, UK
- BFBC: Belgium, Netherlands
- ECCP: Austria, Bulgaria, Croatia, Poland, Hungary, Slovakia
- FCC: France, Luxemburg
- GPCCI: Germany
- ICCPI: Czech Rep., Cyprus, Greece, Italy, Malta, Romania, Slovenia
- NBCP: Denmark, Estonia, Finland, Latvia, Lithuania, Sweden
- SCC: Portugal, Spain

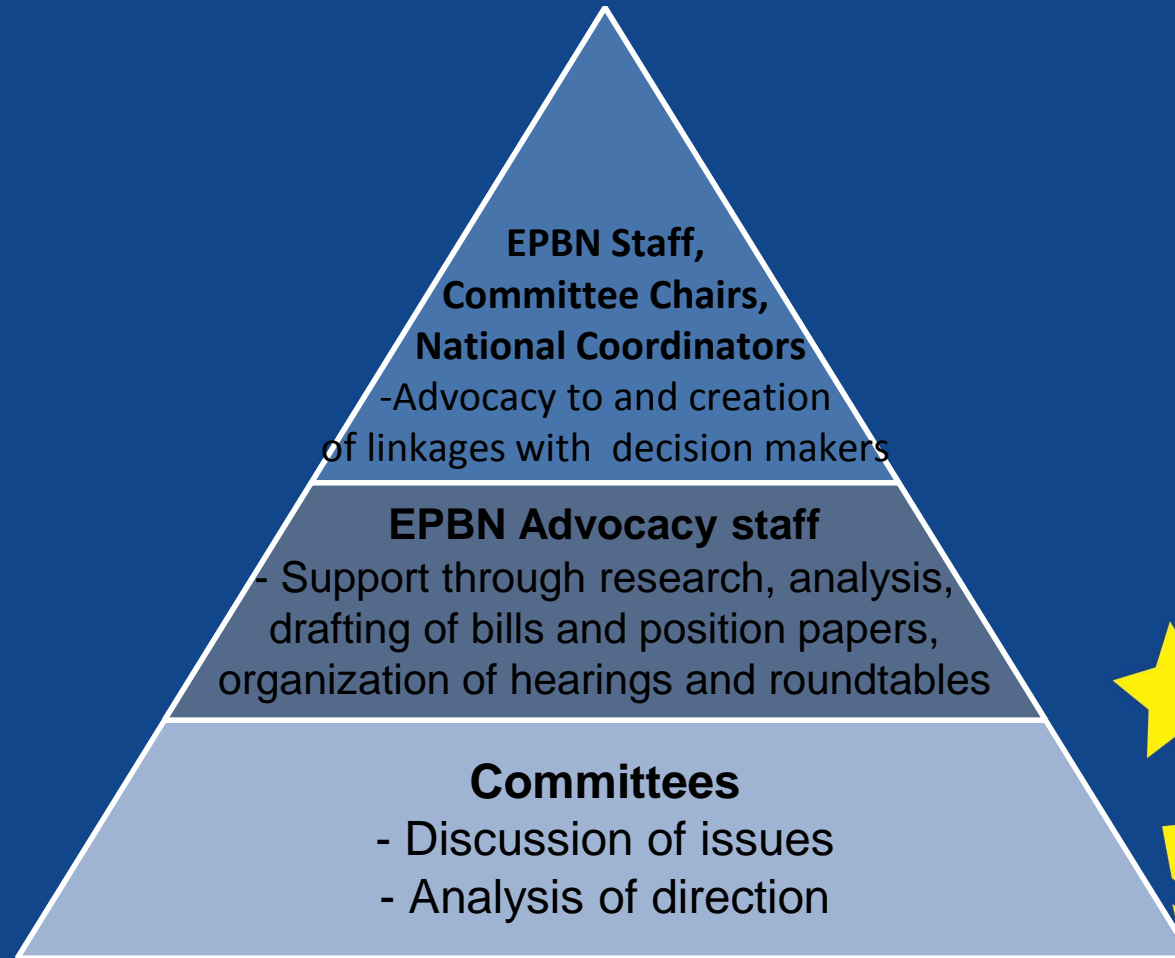




## **Advocacy and Market Access Services**



# A bottom-up approach



# Committees

Agriculture and  
Food

Automotive, Parts,  
Fuels and  
Lubricants

Consumer Goods  
and Retail

Energy and  
Renewables

Human Capital

Healthcare and  
Medical

Financial Services

Environment and  
Water

ICT – BPM – KPM –  
Creative Industries

Infrastructure and  
Transport

Manufacturing

Maritime

Tourism

Pharmaceuticals





# Committees

- 10 New Committees
- 4 Committees transferred from ECCP: Energy and Renewables, ICT-BPM-KPM-Creative Industries, Agriculture and Food, Healthcare and Medical

Target: 3 meetings per month with a minimum of 20 participants each

- June: 2 meetings, average 15 participants/ meeting
- July: 8 meetings, average 17.25 participants/ meeting
- August: 4 meetings, average 13.25 participants/ meeting
- September: 7 meetings, average 18.3 participants/ meeting



# Advocacy

## Administrative Changes

*Success relatively  
easy*

## Legal Changes

*Success more  
complicated*

## Constitutional Changes

*Almost impossible to  
bring changes*

Success of advocacy largely depends on the highlighting and convincing decision makers of the **win-win situation**.

- Why should they make suggested changes?
- What are the long term benefits for the national economy and competitiveness?
- How will this be seen as a positive action by voters?

# Advocacy

Keys **Crosscutting** issues identified:

- IPR
- Integrity
- Labour Code
- Compliance
- Negative Investment List
- Fair Competition
- CTMA
- Fiscal incentives
- CCT / GPB (cargo)
- Justice Reform
- Cabotage



# Advocacy

Keys **Sector Specific** issues identified:

- Issues with the FPA and the FDA
- Issues with the DOE, ERC and RE
- Certification of Seafarers
- Development of R&D for Automotive industry
- Foreign investors' participation in government procurement



# Advocacy

## Success Stories:

- Draft bill for the office for investor facilitation and protection;
- Position paper on the amendment and revision of the archaic law on public utilities/public services – 40:60;
- Position paper on Trucks for Hire not being subject to the franchise requirement;
- Position paper on Construction being open to 100% foreign firms;
- Position paper on the Joint Administrative Order (JAO) of the DOTC/LTO/LTFRB for penalties which are ultra vires and violative of the Constitution.



# Advocacy

## Success Stories cont'd:

- Advocacy on the truck bans / accessibility of the Ports of Manila;
- Policy paper on Procurement and a draft of the proposed bill for amendment of the Government Procurement Reform Act;
- Liberalisation of entry of foreign banks (Republic Act RA7721);
- Apprenticeship Bill;
- Liberalization of retail law.

# Next Steps

## Targets for 2014 -2015

Facilitation of **Market Access** and a **Level Playing Field** for European Companies

**45 Committee Meetings,**  
*October 2014 – December 2015*

**Position Paper**  
*December 2014*

**Extended Position Paper,**  
*January 2015*

**Two Advocacy Forums,**  
*March and September 2015*

**Ongoing drafting of bills and position papers,**  
*2014 - 2015*

**Sector Specific Advocacy Research (funds available),**  
*2014 - 2015*