

A unique opportunity to interact with **Hon. Ceferino S. Rodolfo, Undersecretary (Vice Minister), Industry Development and Trade Policy Group (IDTPG), Philippines**

Thursday, 26 September 2019, Time: 11:00hrs to 14:00hrs
ZunftHaus zur Meisen, Münsterhof 20, CH-8001 Zurich



The Swiss-Asian Chamber of Commerce in collaboration with the Philippine Embassy in Berne and the Philippine Trade and Investment Centre in Geneva kindly invite you to the **Philippine-Switzerland Business roundtable**.

We are honored to have **Hon. Ceferino S. Rodolfo, Undersecretary (Vice Minister) of the Industry Development and Trade Policy Group (IDTPG)**, Philippines addressing our chamber's guests.

More importantly, this is an event where new business and investment opportunities will be identified and deep linkages may be forged with the Philippines (PH), leveraging on the latter's strong macroeconomic fundamentals and the implementation of the PH - EFTA Free Trade Agreement. We will also learn more about Switzerland's trade and investment objectives for 2019.

The Philippines is one of the fastest-growing economies in the Association of Southeast Asian Nations (ASEAN). The World Bank projected the Philippines' gross domestic product (GDP) to grow 6.4 percent in 2019 and 6.5 percent in 2020.

The government has worked hard on reforms, including easing up doing business in the Philippines, allowing "One Person Corporation", rationalizing the grant of subsidies to free up funds to finance building roads, railways and ports.

The momentum to invest into the Philippines is very strong. At this event, you will have the opportunity to learn firsthand about the latest developments in the Philippines which provide excellent business prospects and investment opportunities.

Early registration is highly recommended.



Program

11:00 – 11:15	Registration , Zunfthaus zur Meisen, Münsterhof 20, C
11:30 – 11:35	Welcome Remarks Dr. Urs Lustenberger , President, Swiss-Asian Chamber of Commerce, Zurich
11:35 – 11:40	Welcome Note H.E. Denis Y. Lepatan , Ambassador, Philippine Embassy, Berne
11:40 – 12:00	Keynote speech Partner Philippines: Building Value Together Hon. Dr. Ceferino S. Rodolfo , Undersecretary (Vice Minister) for the IDTPG of the DTI and Vice Chairman and Managing Head of the Board of Investments, Manila, Philippines
12:00 – 12:15	Opportunities in Philippine Manufacturing Ms. Ma. Corazon Halili-Dichosa , Executive Director for Industry Development Services, Board of Investments, Manila, Philippines
12:15 – 12:30	EMS Philippines: Partnership and collaboration opportunities between Philippine and Swiss companies Mr. Perry Ferrer , President & CEO, EMS Group Philippines, Laguna, Philippines
12:30 – 12:45	IT Development in the Philippines Dr. Pascal Föhn , Group Chief Operation Officer, Regional Manager Asia a. i., Avaloq, Zurich
12:45 – 13:00	Q & A
13:00 – 14:00	Networking lunch
14:15 approx.	End of the event

We look forward to personally welcoming you at the Zunfthaus zur Meisen in Zurich.

Registration Form

Registration: Please register by returning the form below to the Swiss-Asian Chamber of Commerce, P.O. Box 1073, 8032 Zurich, faxing 041/620 88 03 or emailing sacc@sacc.ch, by **Monday, 16 September 2019 at the latest**. The cost of the event, which includes apero, lunch is CHF 140.00 for SACC / IG exact Members and CHF 160.00 for Non-Members. You will receive a confirmation including the invoice after your registration. Cancellations will be accepted until **Thursday, 19 September 2019, 10.00 a.m.:** - otherwise a full no-show charge applies.

Last Name: First Name:
 Position: Company:
 Full Address:
 Phone: Fax: E-mail:
 Date: Signature:



DR. CEFERINO S. RODOLFO
**Undersecretary (Vice Minister), Industry Development and
Trade Policy Group (IDTPG), Department of Trade and Industry**

Undersecretary Dr. Ceferino S. Rodolfo leads the crafting and implementation of Philippine industrial policy and international trade negotiation agenda. He is concurrently Managing Head of the Board of Investments (BOI). He also sits in the Philippine Economic Zone Authority (PEZA) Board and Chairs the committee that coordinates the 18 investment promotion agencies across the country.

Undersecretary Rodolfo leads the Philippine government's bilateral trade and investment engagements with key partner economies. He was the Philippines' Chief Negotiator for the Philippines-European Free Trade Association Free Trade Agreement (PH-EFTA FTA)—the only signed bilateral FTA of the country other than that with Japan. He was also the focal Senior Official for the Philippines' successful application to the EU GSP+ Program.

Undersecretary Dr. Rodolfo leads the implementation of the Comprehensive National Industrial Strategy (CNIS) and the Manufacturing Resurgence Program (MRP), including the Comprehensive Automotive Resurgence Strategy (CARS) Program. He likewise oversees the development of focused, performance-based, incentive programs similar to CARS: including, prospectively, for Steelmaking, Shipbuilding and Ship Repair, e-Vehicles, Pharmaceuticals, Mass Housing, Copper Products, among others.

He is a recipient of the 2017 DTI Secretary's Award for performing extraordinary acts in the interest of the public through outstanding government service. He was also awarded as DTI's Most Outstanding Executive in 2014, his first full year as a public servant. And, in his three years as BOI Managing Head, he set the highest investment registration in the Agency's 51-year history amounting to Php 915 billion – securing a 47% growth from the Php 617 billion approvals in 2017 (the second highest record).

Undersecretary Dr. Rodolfo is on government secondment from the School of Management (SMN) of the University of Asia and the Pacific (UA&P), where he previously served as Vice Dean (and Acting Dean) of SMN and Academic Director of the Advanced Management Program.

Undersecretary Dr. Rodolfo obtained his Economics Degree from the School of Economics of the University of the Philippines and his Master of Science in Industrial Economics, on full scholarship from the Hanns Seidel Foundation of Germany, from the Center for Research and Communication (CRC), now known as UA&P. He also holds a DPA from the National College of Public Administration and Governance of the University of the Philippines.

Undersecretary Dr. Rodolfo is the first Filipino participant in the Strategic Management Program of the Industrial Management Institute (IMI), under sponsorship by the IMI and by the Islamic Development Bank, held in Tehran, Iran (1995). Undersecretary Dr. Rodolfo is also an alumnus of the International Faculty Development Program of the IESE Business School in Barcelona, Spain (2007).