

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

Wednesday, 28 March 2018, Time: 17:30hrs to 20:00hrs
Credit Suisse Forum St. Peter, St. Peterstrasse 19, 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 Forum**.

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. We will also learn more about Switzerland's trade and investment objectives for 2018.

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 6.7 percent in 2018 and 2019.

The government has worked hard on reforms, including removing 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

17:30 – 18:00	Registration , Credit Suisse Forum St. Peter, St. Peterstrasse 19, 8001 Zurich
18:00 – 18:05	Welcome Remarks Dr. Urs Lustenberger , President, Swiss-Asian Chamber of Commerce, Zurich
18:05 – 18:10	Welcome Note Miss Maria Theresa S.M. Lazaro , Minister and Consul General, Philippine Embassy, Berne
18:10 – 18:25	Switzerland’s Trade and Investment Directions for 2018 by S-GE
18:25 – 18:40	Keynote speech: The Philippines: Your Strategic Global Business Partner Hon. Dr. Ceferino S. Rodolfo , Undersecretary for the IDTPG of the DTI and Vice Chairman and Managing Head of the Board of Investments, Manila, Philippines
18:40 – 19:10	Doing Business in the Philippines Mrs. Corazon M. Dichosa , Executive Director, Board of Investments, Manila, Philippines
19:10 – 19:20	Insights of a Fact-finding mission with SME’s to the Philippines Mr. Andreas Gerber , Managing Director, Corporate & Investment Banking, Credit Suisse, Zurich
19:20 – 19:30	Testech Group activities in the Philippines Dr. Dhanista Panyasak , European Representative, Testech Group, Philippines
19:30 – 19:40	Ivoclar Vivadent’s Activities in the Philippines Mr. Franz Berger , CFO, Ivoclar Vivadent AG, Schaan, Liechtenstein
19:40 – 20:00	Q & A
20:00	Networking and apero riche of Philippine delicacies and beverages

We look forward to personally welcoming you at the Forum St. Peter 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 **Tuesday, 20 March 2018 at the latest**. The cost of the event, which includes apero riche is CHF 60.00 for SACC Members and CHF 90.00 for Non-Members. You will receive a confirmation including the invoice after your registration. Cancellations will be accepted until **Friday, 23 March 2018, 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, Industry Development and Trade Policy Group (IDTPG)

Ceferino S. Rodolfo, Ph.D. Undersecretary for the IDTPG of the DTI and Vice Chairman and Managing Head of the Board of Investments was awarded DTI's Executive of the Year in 2014, after only a year of service in DTI.

Since 2013 as IDTPG Assistant Secretary, Dr. Rodolfo has provided key support in authoring the country's international trade strategy, and in coming up with the Philippine Trade Negotiation Agenda. In negotiating international trade agreements, he strengthened the One Country, One Voice program (OCOV), DTI's institutional consultation mechanism, involving a broad range of stakeholders. OCOV significantly contributed to ensure the country's readiness to pursue free trade agreements (FTAs) with key trading partners, address outstanding economic and trade issues, provide employment opportunities for Filipinos, particularly in rural areas, and maximize the benefits of economic integration.

His work also included the country's substantive participation in various international fora, such as the Asia Pacific Economic Cooperation and the World Trade Organization (WTO), and heightened awareness of key DTI programs and initiatives geared towards strengthening the competitiveness of local industries, particularly micro, small, and medium enterprises (MSMEs). He communicated both the opportunities and challenges of the country's various trade engagements to guide businesses, academe, government agencies, and civil society.

Dr. Rodolfo is a faculty member of the School of Management (SMN) of the University of Asia and the Pacific (UA&P) since 1991 and was appointed Vice Dean of the SMN and Academic Director of the Advanced Management Program of the SMN in 2011. He also joined the International Faculty Development Program of the IESE Business School in Barcelona, Spain in 2007.

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 Doctoral Degree in Public Administration (DPA) from the National College of Public Administration and Governance of the University of the Philippines.