

# ASIA PACIFIC FORUM

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SECRETARY OF TRADE AND INDUSTRY



# THE PHILIPPINES: THE BRIGHT SPOT IN ASIA

2016 FDI inflows up  
by **41%**, reaching  
**US\$7.9 B**



## Top Industry/Sectors, 2016

Net Foreign Direct Investments 2012-2016

Financial &  
Insurance Activities

Arts, Entertainment  
and Recreation

Manufacturing

Real Estate  
Activities

Construction

7.1

6.1

6.1

6.9

6.4

Achieve GDP growth of **7 to 8%**  
annually, pushing the economy to  
high-middle income territory

2013

2014

2015

2016

2017 Q1

# THE PHILIPPINES: BRIGHT SPOT IN ASIA

*Growing, Rising, Stable Philippines*

## INVESTMENT GRADE

**MOODY'S**  
**STANDARD**  
**& POOR'S**  
**Fitch Ratings**



Japan Credit Rating Agency, Ltd.

**Baa2 / Stable**

**BBB / Stable**

**BBB- / Positive**

**BBB+ / Stable**

19<sup>th</sup>

of the Top 20  
Foreign Direct  
Investment  
Destinations



## 10-POINT SOCIOECONOMIC AGENDA

- Continue and maintain current macroeconomic policies, including fiscal, monetary, and trade policies
- Institute progressive tax reform and more effective tax collection, indexing taxes to inflation
- Increase competitiveness and the ease of doing business
- Accelerate the infrastructure spending to account for 5% of GDP, with Public-Private Partnership playing a key role
- Promote rural and value chain development toward increasing agricultural and rural enterprise productivity and rural tourism
- Ensure security of land tenure to encourage investments, and address bottlenecks in land management and titling agencies
- Invest in human capital development, including health and education systems, and match skills and training
- Promote science and technology, and the creative arts to enhance innovation and creative capacity
- Improve social protection programs, including government's Conditional Cash Transfer program
- Strengthen implementation of the Responsible Parenthood and Reproductive Health Law

*trabaho at negosyo*



**AGENDA ZERO**  
peace and order

# PHILIPPINES-GERMANY

## TRADE & INVESTMENT RELATIONS

- 11<sup>th</sup> Trading Partner
- 6<sup>th</sup> Export Market
- 11<sup>th</sup> Top Import Supplier
- 7<sup>th</sup> Source of IPA-approved investments

### INVESTMENT COMMITMENTS



Electricity



Manufacturing



Chemicals



Air-conditioning



Support Services



Transportation



Storage

Imports  
**US\$ 2,027.95 M**  
PH Total Imports from DE

Exports  
**US\$ 2,329.27 M**  
PH Total Exports to DE

### INVESTMENT OPPORTUNITIES

IT Services and BPM Sector  
Processed and Specialty Food  
Design Driven Products  
Aerospace Global Value Chain

### GERMAN COMPANIES IN THE PH



**BOSCH**

**Continental**

**ZAMA**

**KNAUF**



**Lufthansa**

# OPPORTUNITIES FOR INVESTORS AND BUSINESS

## MARKET ACCESS

101 M  
Philippine  
Market

3.5 B  
ASEAN +6  
(RCEP)

1/2 of World Population  
1/3 of World Economy

629 M  
ASEAN  
Market

*The Philippines also has GSP market access in US and EU*

\*RCEP Countries: Brunei, Cambodia, Thailand, Singapore, Malaysia, Myanmar, Vietnam, Philippines, Indonesia, Lao PDR, India, China, South Korea, Japan, Australia, New Zealand



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PROMOTING THE  
PHILIPPINES

# Participations in exhibitions and trade fairs in Germany



GAMSECOM in  
Cologne

AMBIENTE in  
Frankfurt

CEBIT in  
Hannover

ANUGA in  
Cologne

StartHubs Asia  
Berlin / Slingshot  
ASEAN







*“not as outsiders looking in, but as an integral and long-term partner in the development of ASEAN as a collective and as individual states”*

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A nighttime aerial view of a city skyline, likely Manila, Philippines, with numerous skyscrapers and buildings illuminated against a dark sky. The lights create a vibrant, glowing effect across the urban landscape.

PHILIPPINE  
GROWTH STORY

**The Philippines is on an economic breakout. Now is the best time to be in the country.**



# Thank you.

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