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THE BUSINESS DIGEST  
OF THE EUROPEAN CHAMBER  
OF COMMERCE OF THE PHILIPPINES

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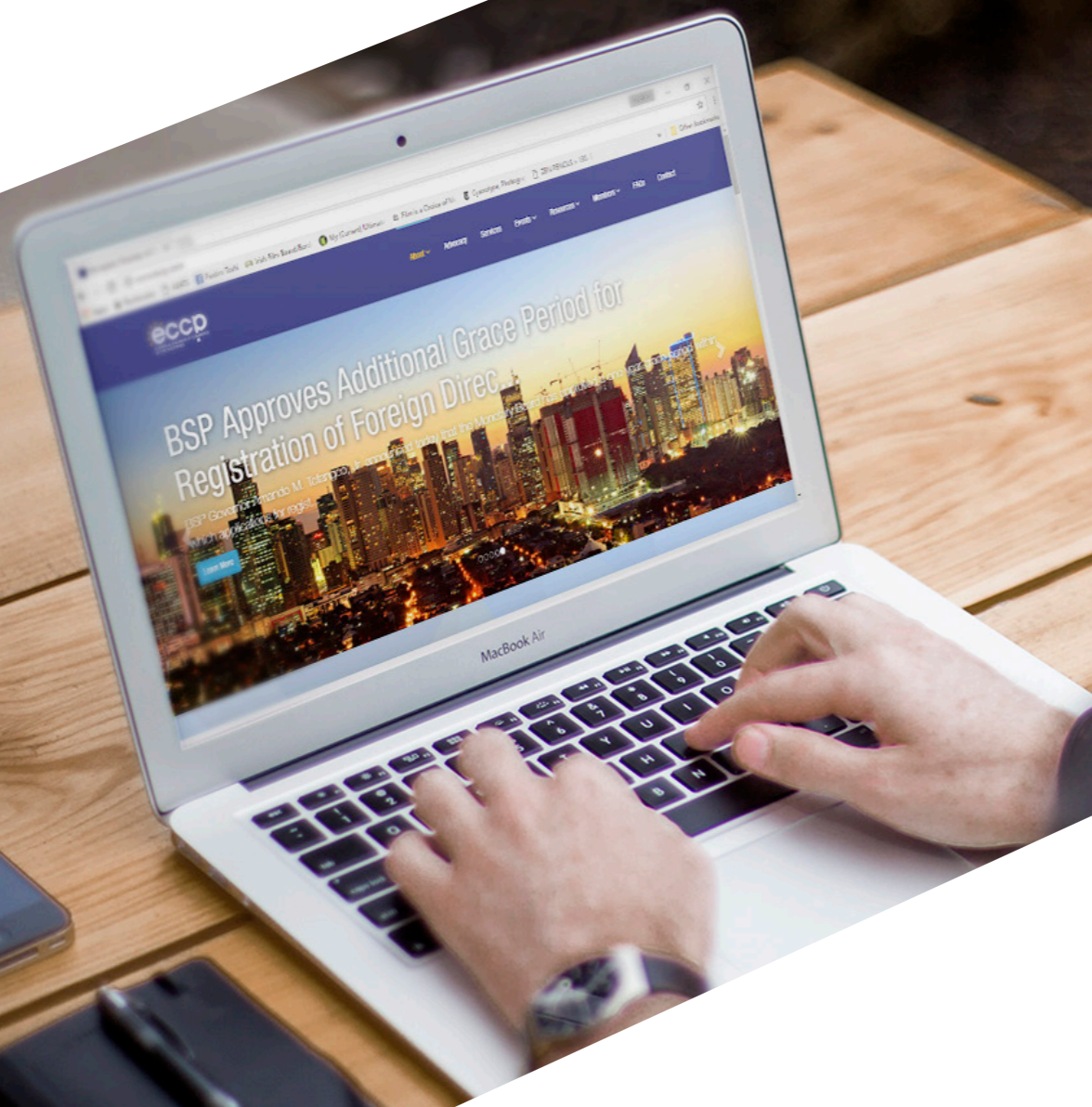
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# Editorial

This month's issue tackles something near and dear to the ECCP's heart: energy and energy efficiency. Energy efficiency has been a long-standing advocacy of the ECCP and we are glad to be able to tackle it once again in this month's EuroPH Connect. Through our many years of energy advocacy, we have been able to gain quite some traction when it comes to energy legislation in the Philippines. We have had victories and made substantial progress with items such as PEZA Resolution No. 15-239 on Ecozone Locators' Tax and Duty-free importation of Energy Efficient Products (i.e., solar panels and LED lighting). Through the ECCP Energy Efficiency Committee, we provided technical inputs as well as organized policy dialogues which supported the immediate passing of this resolution. This resolution encourages the use of energy efficient products, especially since through its tax and duty-free importation, more products are able to make their way to the Philippines and thus become more accessible. We continue to work with PEZA on this to further expand the list of energy efficient products that can qualify for the exemption. Another item that the ECCP is actively pushing for is the Energy Efficiency and Conservation Bill, which recently got the green light from the House Committee on Energy and is now being reviewed in the Senate. But there's still more to be done. In this issue of the Euro-PH Connect, we tackle opportunities, challenges, and some of the ways we could move forward in the energy sector.

“In this issue of the Euro-PH Connect, we tackle opportunities, challenges, and some of the ways we could move forward in the energy sector.”

On another note, I am pleased to share with you that preparations for a number of major upcoming events are well underway. On the 17th of October, we will again be hosting the EU-Philippines Business Summit (EPBS) at the Solaire Resort Hotel, the biggest business event for the EU-Philippine business community. At this event, we will tackle some of the foremost issues that face the EU-PH business community today and focus on ways to be truly partners in progress with the public sector. For more information on the EPBS, visit [www.epbn.ph/epbs2017](http://www.epbn.ph/epbs2017). On the 26th of October, the ECCP will be hosting the 4th Energy Smart Philippines at Shangri-La at the Fort, which aims to highlight the growing partnership between the EU and the Philippines in promoting a sustainable energy future for the Philippines. For more information on the upcoming 4th Energy Smart Philippines, visit the official website at [www.energysmart.com.ph](http://www.energysmart.com.ph).

As ever, thank you for your continuing support to the Chamber and I hope you enjoy what we have in store for you in this month's issue. ■



# Notes from the IPR SME Helpdesk



## Rapidly Growing Cleantech industry in the Philippines: Some IPR Considerations

Many international companies are now looking to South-East Asia as the future of the global renewable energy and cleantech sector. Many South-East Asian countries, including the Philippines, still lack the necessary domestic capabilities of converting to clean energy, while demand continues to increase, presenting significant opportunities for European cleantech companies.

The Philippines National Renewable Energy Program has committed itself to significant targets on renewable energy development, aiming to approximately triple their existing renewable energy capacity by 2030. Accordingly, private cleantech groups are pursuing huge investments in biomass, wind, and solar power generation projects in the Philippines. Moreover, the drive for energy independence in the region influenced by territorial tensions will likely only increase the demand for cleantech in coming years.

This large market potential means that cleantech businesses cannot risk losing a strategic foothold by

waiting to act. However, companies need to understand that while good execution, effective management, and access to financing is critical to maintaining a competitive advantage, protecting good technology is also equally critical. Although technology transfer can be structured in a way that minimises IP risk, additional preparation and measures directed at the IP environment in the Philippines need to be considered as well.

### BUILDING A VALUABLE CLEANTECH PATENT PORTFOLIO

Patent protection is perhaps the most common form of IP protection in the cleantech space. This is because many clean technologies are capital-intensive and take a long time to achieve market acceptance, especially for those that are currently too expensive to be commercially viable. Cleantech businesses will need to decide whether to protect inventions as patents or keep them as trade secrets and know-how.

Inventions that are protected by patents become public knowledge,

which can allow competitors to refine, design-around, or re-invent the technology so that it can no longer be protected by the patent. Cleantech inventions with a commercial shelf-life of significantly longer than 20 years should be considered for trade secret protection, but only if the business is confident in its capacity to protect its trade secrets (i.e. has sufficient know-how, IPR, IT, HR and legal resources directed at trade secret and confidential information security).

The Philippines adopts a 'first-to-file' patent system, meaning that the first person to file a patent in the jurisdiction of the Philippines will own that right within the country once the application is granted. Patent applications in the Philippines should be registered with the Intellectual Property Office of the Philippines. The cost of the application fee is based on whether the applicant is considered a small-medium or large entity. Entities with assets worth PHP 20 Million (approximately EUR 385,000) or less are considered small entities while entities with assets exceeding the said amount are considered large

entities. In practice, foreign companies are presumed as large entities unless they are able to prove the quantitative requirement regarding their assets. In order to qualify as a small entity, the foreign company must submit an affidavit stating that it is in reality a small entity. Application price starts from EUR 70.

### THE UTILITY MODEL OPTION

Although some clean technologies are cutting-edge, many are based on technology that has been in existence for many years (so-called 'legacy technology'). As a result, the cleantech space in many areas is characterised by incremental innovation and a convergence of existing technologies. It is important to recognise that such new technologies can be protected, with a utility model patent if not an invention patent, and should not be overlooked by development teams as insignificant innovations.

The Philippines differs from many European jurisdictions by providing patent protection for utility models, which protects any useful machine, implement, tools, product, composition, process, improvement or part of the same, that is of practical utility, novelty and industrial applicability for a term of 10 years (compared to 20 years for invention patents). Obtaining a utility model patent, sometimes requires a lesser degree of 'inventiveness' (i.e. the degree of innovation over known technology) than needed to obtain an invention patent. Utility models are inexpensive and relatively quick to obtain and are well suited to protecting products with shorter product life-spans.

Utility models are often viewed as a weak form of IPR because utility model applications are not substantially examined for patentability, and are often discounted by foreign businesses because they are unfamiliar with them. However, they can be a successful way to block competitors and obtain payouts. Combining utility models with invention patents can also be a smart way to deal with clean technology based on legacy technology.

### TAKE-AWAY MESSAGES

European cleantech SMEs need to be proactive in understanding and taking measures to minimise IP risk when doing business in the Philippines. Often SMEs get caught up in fast-moving deal opportunities and do not adequately address critical IP issues. Cleantech businesses can avoid incremental losses to competitiveness by thinking strategically about IP, including how to build a robust patent portfolio and ensuring that no single party can practice the complete technology by keeping core processes and components separate. It is also important to remember that legal protection is available for incremental innovations via utility model patents, allowing for an extra level of protection and a stronger market position in a sector where rapidly evolving technology is the norm. ■

Helika Jurgenson

South-East Asia IPR SME Helpdesk



## SOUTH-EAST ASIA IPR SME HELPDESK

The South-East Asia IPR SME Helpdesk supports small and medium sized enterprises (SMEs) from European Union (EU) member states to protect and enforce their Intellectual Property Rights (IPR) in or relating to South-East Asian countries, through the provision of free information and services. The Helpdesk provides jargon-free, first-line, confidential advice on intellectual property and related issues, along with training events, materials and online resources. Individual SMEs and SME intermediaries can submit their IPR queries via email ([question@southeastasia-iprhelpdesk.eu](mailto:question@southeastasia-iprhelpdesk.eu)) and gain access to a panel of experts, in order to receive free and confidential first-line advice within 3 working days.

The South-East Asia IPR SME Helpdesk is co-funded by the European Union.

To learn more about the South-East Asia IPR SME Helpdesk and any aspect of intellectual property rights in South-East Asia, please visit our online portal at <http://www.ipr-hub.eu/>



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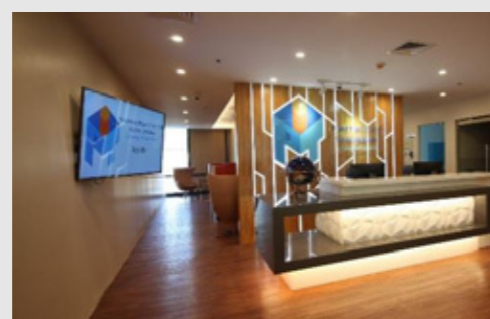
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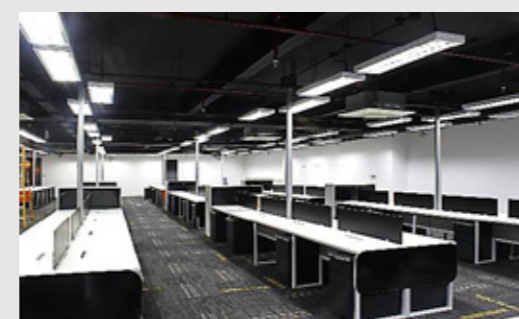
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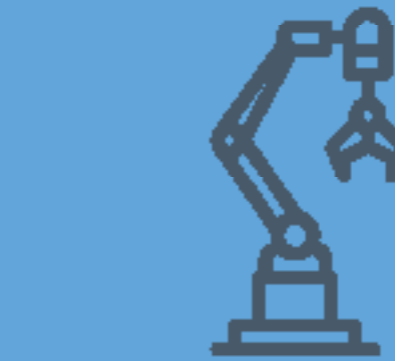


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14 - 18 | Munich, Germany  
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May 29 - June 2 | Bangkok, Thailand



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**INTERFORST**  
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## HIGH TIME FOR ENERGY EFFICIENCY & CONSERVATION

BY DORCAS M. BANZUELO

In 2016, a study conducted by the International Energy Consultants, an Australian-based consulting firm providing advisory services to companies operating in and associated with the private power sector in the Asia-Pacific region, reconfirmed that the Philippines has the third highest power rates in Asia and sixteenth in the world. The Philippines energy situation bears down on its competitiveness and attractiveness to investments. In the same year, the Department of Energy (DOE) recorded a 10.2% increase in electrical consumption from 2015 to 2016, a significant increase compared to the 6.7% growth from 2014 to 2015. While high power rates and increasing electrical consumption are the status quo, the need for energy efficiency and conservation measures in the country become ever more important.

In a nutshell, energy efficiency is the level of energy consumption resulting in the delivery of more services for the same energy input or the same services with less energy input. A good example of energy efficiency is switching from traditional incandescents to light emitting diodes (LEDs). LEDs use at least 25% less energy and can last 3-25 times longer than traditional incandescents. However, energy efficiency is not interchangeable with energy conservation. Energy conservation is using less energy. Its simplest example is turning the lights off when not in use.

### Why push for energy efficiency and conservation?

The reasons for energy efficiency and conservation are plenty. First, it saves on operating costs. Since energy-efficient technologies consume less energy and are low in life cycle cost, overhead costs are reduced. This adds to your bottom line and enhances profitability in the long run.

Second, it helps protect the environment now and in the future. Picture this: coal is the primary source of energy in the Philippines which accounts currently for up to 45% in our energy mix. Coal is a conventional fossil fuel and nonrenewable. Though relatively cheap, coal combustion produces more greenhouse gas pollution than either oil or gas and therefore not sustainable.

This concept is not new to the country. In fact, in 1980, the Energy Conservation Law was enacted to address the world oil crisis in 1973-1978. This was then followed by the Electric Power Crisis Act of 1993, the Electric Power Industry Reform Act in 2001, and the Government Energy Management Program in 2004, enacted in order to address the high cost of electricity starting 2000 and the high oil prices in 2003. A bill on energy efficiency and conservation was also filed in 2013 and is now the Senate Bill 30. Progress may be slow, but it is there.

### Energy Efficiency and Conservation in the ASEAN

Neighboring countries, such as Thailand and Malaysia, have implemented energy efficiency measures which have resulted in improved management of electricity consumption and costs.

In Thailand, the Dusit Thani Group, with 29 hotel properties around the world, partnered with an energy service company (ESCO) in 2006 to replace diesel boilers with high efficiency heat pumps across six of its properties. These projects lead not only to more safety of the boilers but also achieved higher energy savings from the guaranteed \$13,800 to \$25,300 in actual annual cost savings, a 4% energy cost reduction.



It is important to note that these changes did not happen overnight. With an initial project investment of \$51,800 and payback period of 2.1 years, the project started producing results within 18 months of the agreement with ESCO.

In Malaysia, the Green Energy Office (GEO) was opened in 2007 and is the first of its kind to run on both renewable energy and energy efficient measures. Its Building Integrated Photovoltaic (BIPV) systems provide solar energy that accounts up to 50% of the total electricity requirements. Strategically built to face north and south, GEO maximizes solar energy with its windows which produce diffused natural light all while avoiding direct sunlight and absorbing excessive heat gain. The windows are double glazed which in effect reflect ultraviolet rays and infrared radiation off the building's exterior. The GEO also harvests rainwater that they use for the cooling system condenser, watering plants, and general cleaning purposes. Such a system helps conserve and reduce consumption of treated water from water utility providers.

**Energy Efficiency Best Practice in the Philippines**



In the Philippines, the Bank of the Philippine Islands (BPI), with more than 800 branches in the country, is one of the pioneers in implementing energy efficiency and conservation measures. They started by replacing four 30-year-old chillers with a newer energy efficient chiller in their headquarters on Ayala Avenue, Makati City in 2010. This resulted to \$170,238 in actual annual savings, 38% more than the guaranteed \$154,695.

BPI, with Solarus Partners as their technology provider, also tapped into solar power technologies especially for off-grid branches such as those in Boracay and Palawan. In May 2013, BPI opened its first solar powered branch on Ayala Extension in Makati City. This project has since expanded to over 400 branches around the country.

This year, Schneider Electric Philippines launched its line of energy efficiency and conservation solutions for hotels. Among these solutions is the Guest Room Management Solutions, which gives guests control of their full room experience including a multi-language support system.

“Guest rooms are unoccupied 70 percent of the time, yet account for up to 80 percent in hotel energy consumption. Through the Integrated Hotel Solutions and Guest Room Management Solutions, Schneider Electric simplifies complexity with a single integrated platform that ensures hotels are connected, sustainable, comfortable, efficient, and safe, even granting them up to 44 percent in energy savings,” Lorenz Payonga, Schneider Electric Philippines operational offer manager of the EcoBuilding Division, said through the Manila Standard.

With these solutions, Schneider Electric enables hotels to achieve operational excellence and ultimately drive down costs and energy consumption.

**The ECCP and High Efficiency Motors (HEMs)**



Launched in 2014, the EU-funded Switch to High-Efficiency Motors (HEMs) project aims to increase energy efficiency of electricity-intensive industries, cut down electricity consumption, and reduce the industries' contribution to greenhouse gas emissions through switching to high-efficiency motors. As in the example of BPI, four of their 30-year-old chillers with the capacity of 1, 275TR was replaced by one new large chiller with a capacity of 1,200TR utilizing high efficiency motors. This investment cost the BPI \$1.63 million, but resulted in \$170,238 in actual annual savings with 9.6 years in payback period.

The project offers technical assistance to the private and government sectors by implementing market transforming activities and creating an eco-system that will help drive change and facilitate the adoption of energy efficiency measures by industries and that will contribute to the enhancement of the country's industrial competitiveness.

As part of its commitment to promote energy efficiency and conservation, the ECCP is proud to be an active partner of the HEMs project through conducting capacity building seminars and fora around the country.

**Energy Smart Philippines**

**ENERGY SMART PHILIPPINES 2017**

Last August 15, the Switch to High Efficiency Motors (HEMs), the Subic Bay Metropolitan Authority (SBMA), and the Philippine Economic Zone Authority (PEZA) conducted the 3rd Energy Smart Forum in Subic to continue the conversation on energy efficiency strategies with representatives from energy-intensive sectors such as manufacturing, water, and mall operators. The Forum welcomed delegates from some of the biggest names in the industry, including Dynamik Konstrukt International Eco Builders Corp., Puregold, Sanyo Denki Philippines, Subic Water and Sewerage Co. among others. The Forum discussed topics such as low carbon and energy efficiency initiatives of SBMA and PEZA, energy saving opportunities with high efficiency motors, and technical support as well as financing programs on switching to high efficiency motors.

This coming October 26, the ECCP, in partnership with HEMs, the EU Access to Sustainable Energy Program (ASEP), the EU Business Avenues (EUBA) and its corresponding partner organizations, is hosting the 4th Energy Smart Philippines in Metro Manila. The summit will focus on “Sustaining EU-PH Partnerships for a Sustainable Energy Future” and aims to highlight the growing partnership of the European Union and the Philippines in promoting a sustainable energy future. The summit will be organized into 4 sessions in order to provide energy stakeholders with a platform for obtaining the latest updates regarding the implementation of key EU programs. These sessions are

namely (1) Implementing the Power Sector Roadmap under the ASEP Program, (2) Implementing the Energy Efficiency Roadmap under the ASEP Program, (3) Instituting Energy Performance Standards under the HEMs Program, and (4) Promoting Green Energy Business Opportunities under the EUBA Program.

Through these sessions, the 4th Energy Smart Philippines aims to engage government officials in dialogue, establish stronger linkages between organizations and individuals involved in the EU supported programs, evaluate new advocacy areas for stakeholder, and encounter opportunities with the EUBA delegates interested in doing business in the Philippines.

The 4th Energy Smart Philippines will be held at the Shangri-la at The Fort with attendees from different local government officials, energy solutions providers, representatives of economic zones and business districts. For more information on this event, how to register, or to sponsor, visit [www.energysmart.com.ph](http://www.energysmart.com.ph)

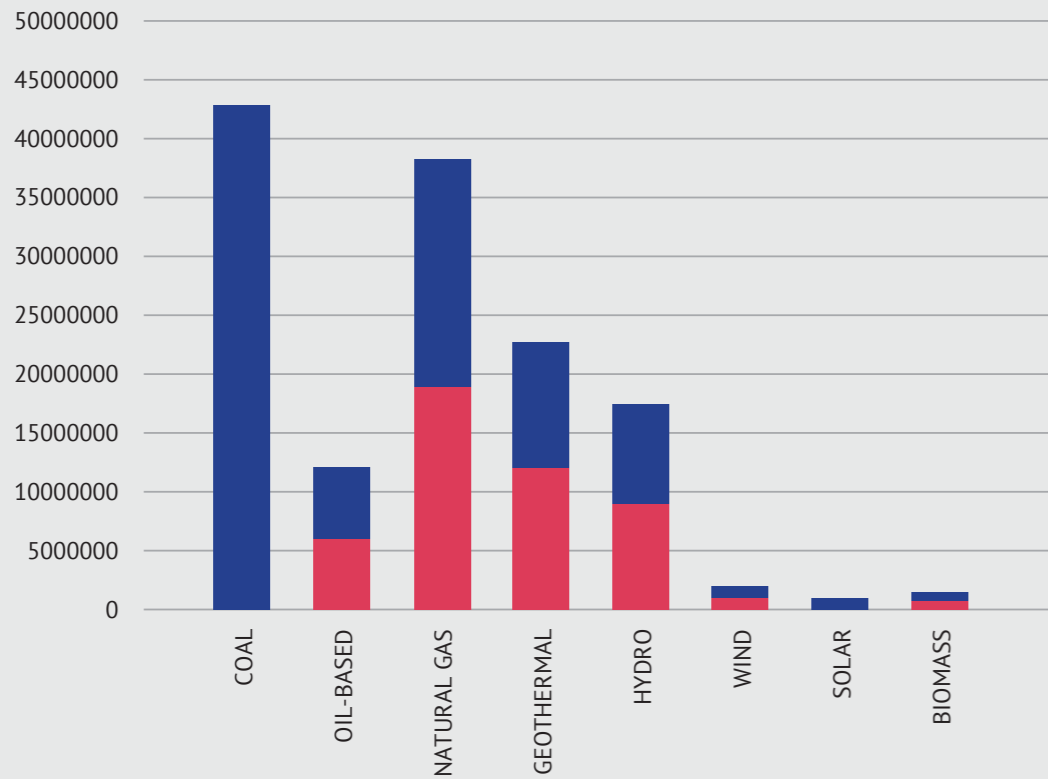
ECCP has made it its mission since 2010 to undertake energy efficiency programs and projects with its various partners and stakeholders to ensure that there is a continuous push for greater energy efficiency across the value chain of Philippine industries. Energy is a critical cost factor for all industries. For industries to remain competitive, energy efficiency and conservation strategies must be adopted to cut energy consumption, lower production costs and raise the margins. ECCP reminds companies that they can enhance their competitiveness through energy efficiency. Companies are advised that there are plenty of hidden cabinets full of cash in the factories and offices that are just waiting to be discovered through an energy efficiency audit. ECCP helps companies open their eyes to uncover these hidden cash cabinets.■



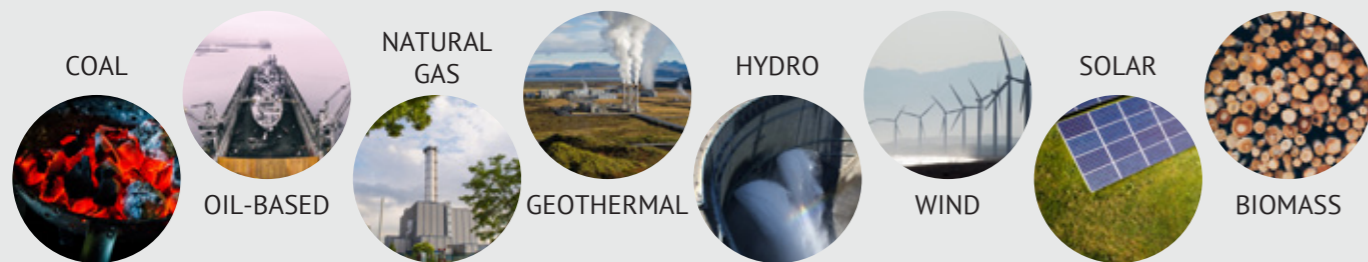


# GROSS POWER GENERATION AND CONSUMPTION OF THE PHILIPPINES

## GROSS POWER GENERATION BY PLANT TYPE



## PLANT TYPES

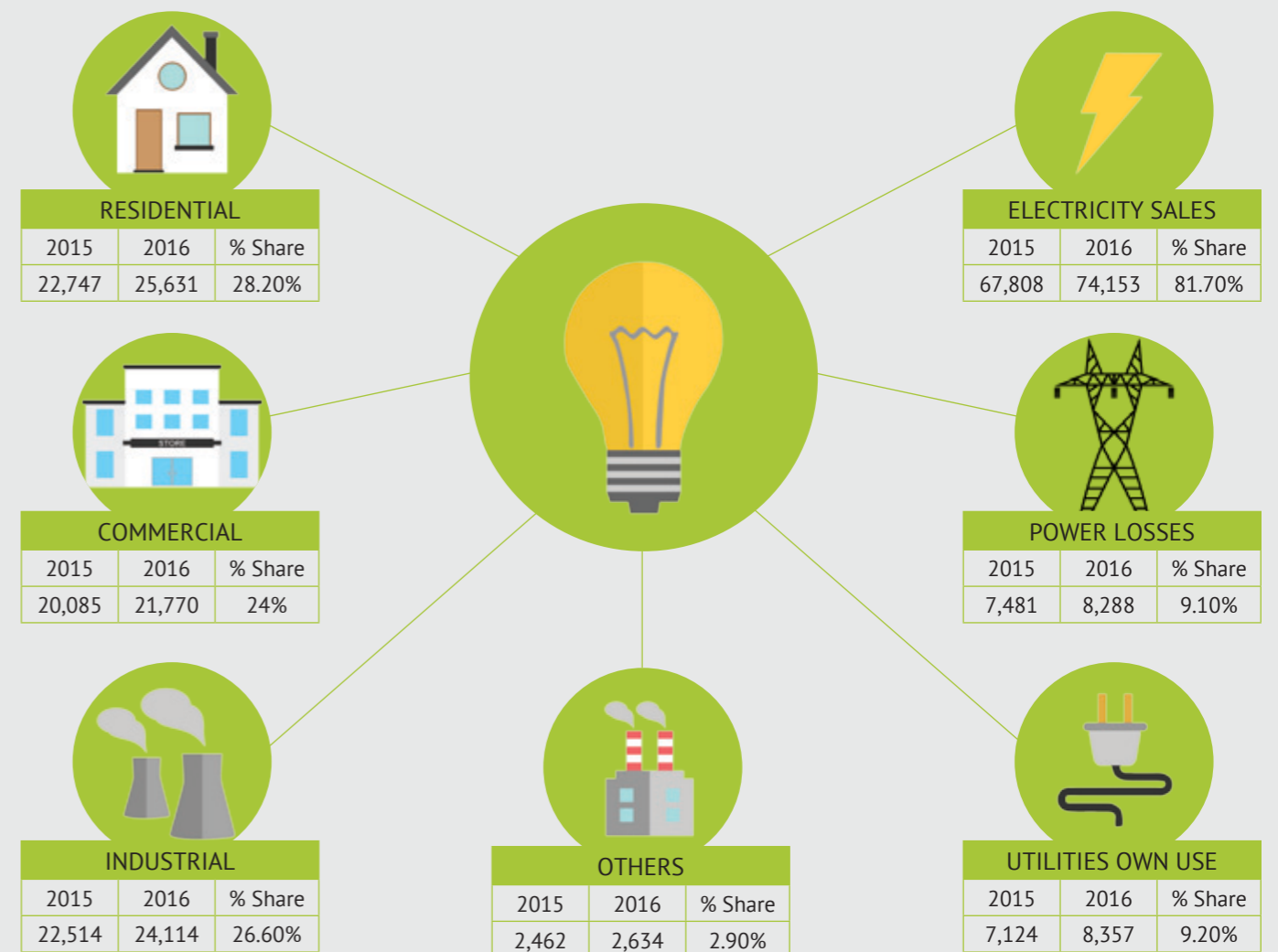


	Coal	Oil-based	Natural Gas	Geothermal	Hydro	Wind	Solar	Biomass
2015	44.50%	7.10%	22.90%	13.40%	10.50%	0.90%	0.20%	0.40%
	36,685	5,886,437	18,877,915	11,043,694	8,665,078	748,414	138,534	367,456
2016	47.70%	6.20%	21.90%	12.20%	8.90%	1.10%	1.20%	0.80%
	43,303,242	5,661,408	19,853,783	11,070,403	8,110,915	975,219	1,097,016	725,906

# POWER GENERATION BY GRID IN GWh

	2013	2014	2015	2016	% Share
Luzon	54,820	56,766	60,113	66,498	73.20%
Visayas	11,100	11,014	12,170	12,955	14.30%
Mindanao	9,347	9,481	10,130	11,345	12.50%

## POWER CONSUMPTION BY SECTOR IN GWh



RESIDENTIAL		
2015	2016	% Share
22,747	25,631	28.20%

ELECTRICITY SALES		
2015	2016	% Share
67,808	74,153	81.70%

COMMERCIAL		
2015	2016	% Share
20,085	21,770	24%

POWER LOSSES		
2015	2016	% Share
7,481	8,288	9.10%

INDUSTRIAL		
2015	2016	% Share
22,514	24,114	26.60%

OTHERS		
2015	2016	% Share
2,462	2,634	2.90%

UTILITIES OWN USE		
2015	2016	% Share
7,124	8,357	9.20%

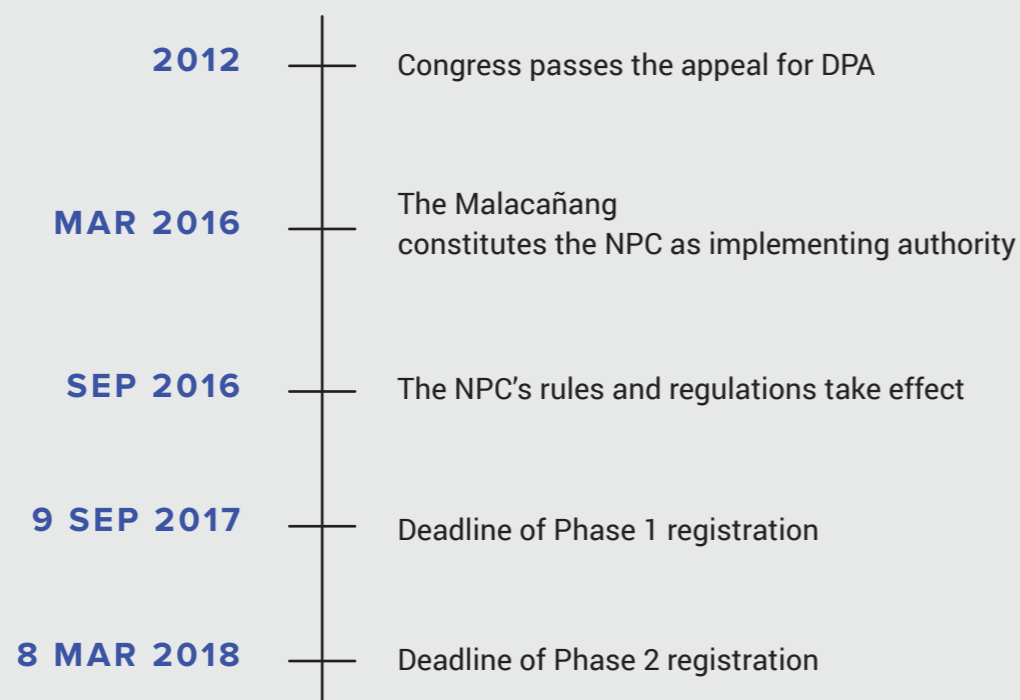




# What you need to know DATA PRIVACY ACT

The law, proposed by the **National Privacy Commission (NPC)**, protects the privacy of individuals and ensures the free flow of information. It regulates the collection, recording, organization, storage, and destruction of personal data and ensures that the Philippines complies with international standards set for data protection.

## THE DPA TIMELINE



## THE REGISTRATION PHASES

### PHASE 1

Due date: **9 September 2017**

Organizations must register with the NPC their appointed DPO with a notarized DPO form and supporting documents.

### PHASE 2

Due date: **8 March 2017**



Clients must prepare the following information & documents to be submitted to the NPC:

1. Name, address, & contact details of the employer & of its representatives;
2. The purpose for processing, and whether processing is being done under an outsourcing or subcontracting agreement;
3. A description of categories of data subjects, and of related data;
4. The recipients to whom the data might be disclosed;
5. The proposed transfers of personal data outside the Philippines;
6. A general description of privacy & security measures for data protection;
7. Brief description of the data processing system;
8. Copy of all policies relating to data governance, data privacy, & information security;
9. Proof of all certifications attained that are related to information & communications processing;
10. Name & contact details of the DPO.

## THE DATA PROTECTION OFFICER

*All organizations are required to acquire Data Protection Officers (DPO) in compliance with the law.*







### WHAT IS A DPO?

A Data Protection Officer (DPO) oversees the data protection strategy of an organization and ensures compliance with the DPA.

### WHY DO WE NEED DPO's?

- Accountability for data privacy
- Reduction of damage and risks of privacy breaches
- Commitment in compliance with the law

## QUALIFICATIONS FOR DPO's

-  Expertise in data privacy policies and practices
-  Understanding of organization's processes and needs
-  Independent in their exercise of functions
-  Regular employee with at least 2-year contract under employer



# The Philippine Energy Sector: Making Inclusive Growth a Reality

SOURCE: DEPARTMENT OF ENERGY

With the new administration comes a new mandate to steer the country towards the goal of improving the lives of Filipinos as seen through Ambisyon 2040. This represents the long-term, collective vision and aspirations of Filipinos for themselves and for the country. As a result, national economic strategies have been developed to potentially change the lives of Filipinos towards a “comfortable way of life by 2040”. And energy, being fundamental to economic growth, plays a critical role in realizing this aspiration.

The Department of Energy, as father and leader of the Philippine energy sector, will continue to take bold steps to secure the energy future of the country. And to ensure the continuity of its policies, plans and programs, the 9-Point Energy Agenda was articulated to guide the sector in its planning process and the development of concrete action plans that will respond to current and emerging challenges, as well as move us closer to the realization of our national development agenda.

Under this Energy Agenda, the DOE will focus on consumer first policies, reliability of energy supply and affordability of tariffs. For the next six years, Filipinos can look forward to a brighter energy future through the realization of the following:

- Increase access by all Filipinos to basic electricity service by 2022 through a 100% national and regional electrification rate;
- Adopt a technology-neutral approach in optimal energy mix (70% Baseload, 20% Mid-Merit and 10% Peaking); subject to the entry of emerging new technologies;
- Improve the country’s power supply to meet the demand requirements by 2040. Government is institutionalizing a 25% reserve requirement to ensure that the sector will reliably meet the 43,765 MW in additional capacity required by 2040;

**NEW POLICY INITIATIVES**  
*Nine-Point Energy Agenda*

**DOE's Nine-Point Energy Agenda**

- ACCESS TO BASIC ELECTRICITY FOR ALL FILIPINOS BY 2022**
- ADOPTING A TECHNOLOGY NEUTRAL APPROACH FOR AN OPTIMAL ENERGY MIX**
- IMPROVING THE SUPPLY OF POWER THAT IS RELIABLE, TO MEET DEMAND NEEDS BY 2040**
- DEVELOPING LNG NEEDS FOR THE FUTURE IN ANTICIPATION OF THE MALAMPAYA DEPLETION**
- FACILITATING THE COMPLETION OF TRANSMISSION PROJECTS BY 2020**
- PRO-CONSUMER DISTRIBUTION FRAMEWORK FOR AFFORDABILITY, CHOICE AND TRANSPARENCY**
- STREAMLINING DOMESTIC POLICY TO CUT RED TAPE**
- DOE TO DELIVER ON PSALM PRIVATIZATION**
- PROMOTING EFFICIENT USE OF POWER AMONG CONSUMERS THROUGH AN IEC**

Department of Energy  
Empowering the Filipino

- Develop LNG needs for the future in anticipation of the depletion of the Malampaya gas field by 2024. This will include the PHP100 billion Batangas integrated LNG facility by 2020 with an initial five (5) million tons per annum (MTPA) throughput;
- Facilitate completion of transmission projects by 2020 to include the fast-tracking of the Visayas-Mindanao Interconnection Project by 2020 and the Semirara-Mindoro-Panay Interconnection by 2019. This supports the country's goal of a One-Grid Philippines;
- Provide for a Pro-Consumer Distribution Framework for affordability, choice and transparency. The regime of Retail Competition and Open Access will give consumers the power to choose their energy sources and suppliers with no captive customers for distribution units to pass-on generation charges by 2020;
- Streamline domestic policy to cut red tape. A framework will be developed to eliminate delays and red-tape to streamline the development of generation and transmission projects by 2020 to ensure adequacy and reliability of the supply of electricity;
- Fast-track the privatization of remaining PSALM assets in compliance with the EPIRA; and
- Promote efficient use of power among consumers through a nationwide, multi-media information, education and communication (IEC) campaign.

Getting all these done will not be easy. The right signals must now be sent to all energy stakeholders to gain their support and participation in these initiatives. One of the DOE's tasks is to create an environment for new policies that will address the barriers and challenges in implementing critical energy plans and projects.

And one key policy that has earned the Presidential approval is Executive Order No. 30 which creates the Energy Investment Coordinating Council (EICC) which will streamline and expedite the regulatory procedures affecting energy projects. The EO instructs government agencies to act on applications of energy projects within 30



days upon complete submission of requirements. Another provision is the Presumption of Prior Approvals that gives the processing agency the right to act on the project application with the presumption that relevant permits from government agencies had already been issued. With EO 30 in place, Filipinos can expect fast delivery of basic energy services, while providing additional investments and increased employment opportunities in the economy.

Another policy on the DOE drafting board is the Energy Resiliency Policy which will consider the strengthening of existing infrastructures, implementation of the “build-back better” principle in reconstruction and rehabilitation of infrastructures, improvement of operational and maintenance standards and practices, as well as resiliency standards for new energy facilities. The policy will institutionalize the Energy Sector Resiliency Compliance Program providing for engineering and non-engineering measures that will ensure the country's preparedness in terms of infrastructure and human resources.

In summary, energy challenges are more pronounced in growing economies like the Philippines. In this light, the DOE will continue to provide clear and consistent policy directions that will strike the balance between energy security and sustainability, increase competitiveness of the energy market and put in long-term investments in the sector leading to inclusive growth for the country. ■

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For registration and inquiries,  
please contact Ms. Dorcas Banzuelo of ECCP at 845 1324  
or email [dorcas.banzuelo@eccp.com](mailto:dorcas.banzuelo@eccp.com)

For more information,  
visit the event website at [www.epbn.ph/epbs2017](http://www.epbn.ph/epbs2017)

PARTNER ORGANIZATIONS



**ENERGY SMART  
PHILIPPINES 2017**

**Strengthening EU-PH Partnerships for  
Promoting a Sustainable Energy Future**

**Save the Date!**  
**OCTOBER 26, 2017**

SHANGRI-LA AT THE FORT, BONIFACIO GLOBAL CITY, TAGUIG

*Energy Smart Philippines 2017 will be in three legs.  
Dates for Cebu and Cagayan de Oro will be announced SOON.*

The 4th Energy Smart Philippines highlights the growing partnership of the European Union (EU) and the Philippines in promoting a sustainable energy future for the Philippines. The EU has been active for many years in supporting the Philippines in engaging public and private stakeholders towards formulating and implementing policies and programs that bring forth increased efficiency in the use of energy and in accelerating the utilization of renewable energy technologies in order to secure a sustainable energy future for the Philippines. In this regard, the EU has earmarked EUR 190 million from its cooperation budget of EUR 325 million to the energy sector for the period 2014-2020. **To know more, visit [www.energysmart.com.ph](http://www.energysmart.com.ph)**

The 4th Energy Smart Philippines is organized into 4 SESSIONS.



**SESSION 1**

Implementing the Power Sector Roadmap under the ASEP Program



**SESSION 2**

Implementing the Energy Efficiency Roadmap under the ASEP Program



**SESSION 3**

Instituting Energy Performance Standards under the HEMs Program



**SESSION 4**

Promoting Green Energy Business Opportunities under the EUBA Program

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# INSIDE THE ECCP MANILA: EVENTS

## FOOD & BEVERAGE FOR ALL FORUM HELD IN MANILA, TO DISCUSS THE EFFECTS OF EXCISE TAX ON SUGAR SWEETENED BEVERAGES

The first Food and Beverage for All Forum took place at the Solaire Resort and Casino Hotel in Parañaque city, last 31 August 2017. Spearheaded by the European Chamber of Commerce (ECCP), the event was held in Partnership with the EU-Philippines Business Network (EPBN) and the Beverage Industry Association of the Philippines (BIAP).

Different perspectives on Historical Trends of Sugar Consumption based on National Nutrition Surveys were presented in a Panel Discussion, by panel presenters: Hon. Joseph Victor Ejercito, Chair of the Senate Health Committee, Mario Capanzana, PhD., Director of the Food and Nutrition Research Institute, and Dr. Trinidad Trinidad, Independent Nutrition Scientist Consultant of the Food and Nutrition Research Institute.

Health Issues involved with the Excise Tax on Sugar were also tackled together with the Panel Reactors: Joan Sumpio, registered Nutritionist and Trained Diabetes Educator, and Elaine Banares, Program Head, BS. Holistic Nutrition with Culinary Art, Manila Tytana College, Council of Heads in Nutrition and Dietetics.

Economic Impact of the Tax Reform for acceleration and inclusion was discussed in the second half of the Forum by Hon. Juan Miguel Zubiri, Chair of the Senate Committee on Trade, Commerce and Entrepreneurship and Dr. Victor

Endriga, Host of Tax TV; A Taxpayer's Guide to Philippine Taxation.

A discussion on Economic Implications of the tax on sugar were discussed together with Panel Reactors Aidel Belamide, Vice Mayor of Silang, Cavite; Victoria Aguinaldo, President of the Philippine Association of Stores and Carindaria Owners; and Victorio Mario Dimagiba, President of Laban Konsyumer Inc.

The huge effect of Sugar Tax on the low income population considering their lack of alternative product choice due to their financial capabilities was brought up. It is therefore expected that 33% of Demand will be reduced towards sugar sweetened Beverages. Moreover the Open Forum hinted on the negative effects the sugar tax would have for Coffee Farmers in Rural Regions of the Philippines, stating that Coffee farmers are expected to have 75% of projected losses.

The Food and Beverage for All Forum provided a venue for both the private and public sectors to discuss the effects of the excise tax on Beverage Industry players, Philippine Government and the Filipino Population in general. The event was attended by around 200 participants from the private and public sector. ■





# INSIDE THE ECCP MANILA: EVENTS

## ECCP NETWORKING SOCIALS

There's nothing quite like a networking event curated by the largest foreign chamber in the Philippines. Top executives deserve a fun way to connect with their fellows in the EU-PH business community-- a noticeable spur behind a crowded British-style pub for the ECCP Networking Socials night as initiated by the European Chamber of Commerce of the Philippines and co-presented by Trends and Concepts, which was held on August 2 at the Belle and Dragon, Makati City. The event kicks off the series of ECCP networking socials which the EU-PH business community could expect to happen regularly, that is particularly aimed to introduce new to old members of ECCP, as well as provide an exciting venue for businessmen to discover and develop business opportunities over happy hour.

Over 150 participants from various sectors came for the booze, good food, and the chance to build rapport in the business scene. From heure d'ourves to casual drinks provided by Bacardi Martini Philippines Inc. and Finca Rio

Negro wines from Gurrka, the attendees were grooving the night away to the 80's beats of DJ Abdel Azziz. Definitely a great break from work!

ECCP Executive Director Florian Gottein launched the new ECCP AVP featuring First Envirotech Alliance Corp Ditmar Gorges, as he also welcomes both new and existing ECCP member companies. The ECCP Networking Socials was an avenue to build relationships amongst the newest ECCP members of 2017 who attended namely, the Harvey Law Group, CP Treasures of the Orient, Dmark Multisales Corporation, Grand Hyatt – amongst the many. Top-level executives from ECCP Premium Members such as Bosch, JLL, Mighty, Metro Pacific, and Bureau Veritas seemed to also enjoyed the get-together.

In partnership with the Trends & Concepts, the event was also made possible by Bacardi Martini Philippines Inc., Grand Hyatt Manila, Gurkka, and the Belle and Dragon. ■



## 2017 EVENTS CALENDAR

### SEPTEMBER

**Sustainable Agriculture Forum**  
Sep. 27, 2017, SMX Aura Convention Center

### OCTOBER

**Communicating with Diplomacy, Tact & Credibility**  
October 4-5, 2017

**Data Privacy Workshop**  
October 10, 2017, Cebu

**Healthcare For All Forum**  
October 10, 2017

**YPC Learning Session: Transitioning from Launch to Growth**  
October 12, 2017, Acceler8 Co-Working

**Mt. Pulag Climb for a Cause**  
October 13-15, 2017

**EU-Philippines Business Summit**  
October 17, 2017, Solaire Grandballroom, Solaire Hotel

**European Networking Night**  
October 17, 2017, Solaire Grandballroom, Solaire Hotel

**Energy Smart Philippines**  
October 26, 2017, Shangri-La at the Fort

### NOVEMBER

**Energy Smart Visayas**  
November 7, 2017

**YPC Learning Session: Networking for Dummis 2.0: Expanding Your Network**  
November 2017, Acceler8 CoWorking

**Women in Business Thanksgiving Cocktails**  
November 9, 2017, Venue to Follow

**Energy Smart Mindanao**  
November 9, 2017, Cagayan de Oro

**Sustainable Cities Forum**  
November 21, 2017, Solaire Hotel

**Innovation in Infrastructure Congress**  
November 22, 2017

**JFC Networking Night**  
November 23, 2017, Dusit Thani Manila

### DECEMBER

**YPC Member's Night & Christmas Party**  
December 2017

FOR MORE DETAILS, CONTACT  
**JRUNEZ@ECCP.COM**  
OR VISIT OUR WEBSITE  
**WWW.ECCP.COM/EVENTLIST**



# INSIDE THE ECCCP *MANILA: YOUNG PROFESSIONALS COMMITTEE*

## YPC MOUNT PULAG CLIMB

Last August 19, the ECCP Young Professionals Committee (YPC) turned over the first phase of donations to its adopted community of 5 schools in Kabayan Benguet. We were able to give 700 lunchboxes, raincoats, and thermoses to help the kids and farmers make it through the rainy season warm and dry. The Pulag Community was represented by Teacher Agot Baban who will take charge of distributing the donations among the 700 students and farmers of the 5 schools under the program.

YPC would like to thank you everyone who provided supported by attending YPC events and joining our climbs. ■



# Mount Pulag Climb for a Cause 13 - 15 October 2017

*Join us once again for this year's Mt. Pulag Climb!*

Be part of this advocacy, immersion and outreach in Kabayan, Benguet, and trek to the summit to catch the famed sunrise with fellow young professionals!

For more information or registration,  
contact [ypc@eccp.com](mailto:ypc@eccp.com)





# INSIDE THE ECCP MANILA: YOUNG PROFESSIONALS COMMITTEE

## CRYSTALIZING YOUR BUSINESS IDEA

The Jumpstart Learning Session on Crystalizing Your Business Idea with Design Thinker and Serial Entrepreneur Miguel Aranaz happened last August 17, 2017 at Acceler8 Coworking Makati. Participants were able to take away lessons in boosting their ideas. Design thinking, explained through a simple task with an underlying concept about taking a chance in doing business, is important when one wants to take their idea to the next level.

For more information on future Young Professionals Committee events or for those interested to sponsor, e-mail [ypc@eccp.com](mailto:ypc@eccp.com). ■



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# INSIDE THE ECCCP CEBU

## ECCP PARTNERS WITH QUISUMBING TORRES IN DATA PRIVACY SEMINAR

BY CHARITY OH

Information plays a vital part in the electronic world. Business and bank transactions, government exchanges, tourism-related dealings, private communications and personal data are targets for data and identity theft.

The European Chamber of Commerce of the Philippines (ECCCP), in partnership with law firm Quisumbing Torres slated a talk on Data Privacy last July 26 to ensure public awareness on the implementation of the Data Privacy Act this September 2017, and their right to private information.

Patterned after European Parliament and Asia Pacific Cooperation's (APEC) Information Privacy Framework Standard, the Data Privacy Act or Republic Act No.

10173 aims to protect personal data in information and communications systems while ensuring free flow of information to promote innovation and growth.

The resource speaker is Atty. Divina Pastora V. Ila-Panganiban, a partner in Quisumbing Torres' Intellectual Property Practice Group and Information Technology & Communications Industry Group.

ECCCP has been working closely with the Department of Information and Communications Technology (DICT) and National Privacy Commission (NPC) in safeguarding sectors that rely on data security. ■



## ECCP RUNS THE 3RD ICONNECT: SOCIAL MEDIA MARKETING SEMINAR

BY CHARITY OH

With the advent of innovative business models in the flat world: booking your trip through apps; shopping services custom-fit to customer preferences; and user-specific advertising on your Facebook feed; companies of any scale can cut on significant expenditures by investing in digital tools.

The European Chamber of Commerce of the Philippines (ECCCP) held the third iConnect: Social Media Marketing Seminar last July 7, 2017.

"With digital, you can trim down costs through strategic marketing. Because what's the use of selling to an audience who don't need your product or service," said Jun Baranggan, CEO of Cebu Digital Hub and seminar resource person.

The whole day event covered social media strategies as a platform for product and service marketing which includes organic and paid traffic on Facebook.

ECCCP continues to provide trainings and seminars relevant to the business community. It also offers programs to enhance both local and global competency of the different sectors it is supporting. ■



## ECCP REINFORCES CEBU'S YOUNG CREATIVES WITH TALKS ON IP RIGHTS

BY CHARITY OH

In the digital age where access to online content is open to all, a basic understanding of Intellectual Property (IP) is an indispensable tool. Cebu's creative community, especially those in K12 Art and Design courses should see their IP Rights as part of a daily arsenal.

According to American Intellectual Property Law Association (AIPLA), educating the next generation about intellectual property is critical to the success and sustainability of patent, trademark, and copyright systems. These will provide incentives, reward inventors, suppliers of goods and services, and authors for their contributions.

With the vision of creating an IP Literate Community, the European Chamber of Commerce of the Philippines (ECCCP) in partnership with the Department of Science and Technology (DOST) Region 7 and Spectrum Lifestyle Experience Inc., organized the first of many invigorating talks under the University Lean Program (U- Learn) at the University of Cebu- Banilad Campus to equip arts and design students with a knowledge of their IP Rights.

Engaging the students early to make them responsible consumers is a step towards maintaining Cebu's competitive edge in the global creative industry. ■





# INSIDE THE ECCP CEBU

## ECCP HOLDS SARI-YARI WORKSHOP WITH BUTCH CARUNGAY

BY CHARITY OH

As much as 93% of buying decisions are based on product appearance and color, according to Kissmetrics, a market behavioral analytics company. Colors and trends are defining factors in successfully reaching your target market.

The European Chamber of Commerce of the Philippines (ECCP) in collaboration with Department of Trade and Industry (DTI-7) brought accomplished Atelier Avatar designer and businessman Butch Carungay for a workshop on Design Trends: SARI-YARI last July 13, 2017.

Part of ECCP's continuing effort for innovation to equip designers, crafters; visual merchandisers from MSMEs in the manufacturing, packaging, and advertising; and even to larger industries like hospitality, real estate, to name a few, with the latest forecasts affecting businesses.

Butch Carungay is the Managing Director and Chief Creative Officer of Avatar Accessories Inc., who has carved a place in the global creative community.

With his export company, having started in 2000, Atelier Avatar has been a recipient of the prestigious fashion and jewelry Etoiles de Mode award in France. ■



# INSIDE THE ECCP DAVAO

## DATA PRIVACY ACT: DAVAO SERIES

ECCP partnered with Department of Information and Communications Technology (DICT) – Mindanao Cluster III and Marco Polo Hotel in bringing Quisumbing-Torres' Data Privacy Forum in Davao. The run was well attended by participants from both private and public sector.

One participant mentioned the necessity of knowing the facts in a straightforward and concise manner of presentation by Quisumbing Torres' representatives - Atty. Bienvenido A. Marquez III & Atty. Frederick August Jose and DICT presenter Eng. Leo Ugto.

The RoundTable: The Data Privacy Act and its Compliance Requirements was held last July 18, 2017, at Marco Polo Hotel, Davao City. ■





# INSIDE THE ECCP ADVOCACY UPDATES

## August

### Agriculture Committee Meeting - 8 August 2017

The Agriculture Committee had its meeting in 8 August 2017, led by the committee chair, Mr. Ruth Novales. The group received presentations from: Ms. Ruth Novales on the Agriculture Department Chief Pinol's 10-Point Agri Agenda; Board of Investments Senior Investments Specialist Mr. Francis Penaflor on the industry's performance, DTI support through projects, policies, and roadmaps, among others, and investment opportunities; and Grow Asia Country Partnerships Manger Mr. Reginald Lee the work of Grow Asia and the Philippines Partnership for Sustainable Agriculture.

Other key discussions in the meeting include industry updates, Sustainable Agriculture Forum, Mindanao Business Conference, and the Sector Advocacy Papers.

### Automotive, Parts, Lubricants, and Fuels Committee Meeting – 30 August 2017

The Committee received a presentation from Senate Tax Study and Research Office – Indirect Taxes Director Ms. Vivian Cabiling on the status of and updates on the Automotive and Petroleum Taxes, discussing the salient features of and comparison of the House and Senate versions on the provisions, and with CAMPI/AVID proposals on the tax bracketing.

It was reported that Package 1 of the Comprehensive Tax Reform Program is targeted to take effect January 2018. ■



	Excise Tax on Petroleum Products	Excise Tax on Automobiles
Salient Points	- Increase excise tax over 3 years - Remove exemptions on fuels, LPG, banker oil, etc	- Increase excise tax on automobiles within 2 years - Delete provision n the indexation of tax brackets
HBN 5636	Suspension of increased rates if Dubai crude oil price > USD 80/barrel	Exemption of single cab chassis, hybrid vehicles and purely electric powered automobiles
SBN 1409	Annual increase of 4% beginning CY 2020	Exemption of purely electric-powered automobiles



## HEALTHCARE FOR ALL FORUM

The EU Philippines Business Network (EPBN) in collaboration with the Pharmaceutical and Healthcare Association of the Philippines (PHAP) are organizing a series of forums to help analyze the challenges faced by poor Filipinos in accessing innovative medicines and healthcare. The event will provide a multi-stakeholder approach towards addressing the need to improve access to innovative medicines.

The Healthcare For All Forum Series will be a venue for the public and private sectors as well as key stakeholders from healthcare and economic sectors to discuss areas for collaboration to overcome the challenges faced by the healthcare and pharmaceutical industries. The event will have a research presentation to highlight the value of innovation and present solutions and strategies to improve access to innovative medicines.

For media inquiries, please contact **Antonette Mendoza** at [antonette.mendoza@eccp.com](mailto:antonette.mendoza@eccp.com)

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# BUSINESS OPPORTUNITIES

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Fruit Processing Plant  
Passi City, Iloilo

Muscovado Sugar Mill Project  
Passi City, Iloilo

Property Development Project  
Passi City, Iloilo

Sports Academy Project  
Passi City, Iloilo

Convention Center Project  
Legazpi City, Albay

Reclamation Project  
Legazpi City, Albay

Retirement Village cum  
Business Resort  
Legazpi City, Albay

Redevelopment of Gen San City  
Central Public Market  
General Santos City

Integrated Food Terminal  
with Abattoirs  
General Santos City

Designs and Innovation Center  
Freeport Area of Bataan  
Bataan Province

Construction / Operation of a  
Barging System / Service  
Freeport Area of Bataan,  
Bataan Province

Fabric / Accessories Park  
Freeport Area of Bataan,  
Bataan Province

FAB Manufacturing Estate  
Freeport Area of Bataan,  
Bataan Province

Electronic Components  
Manufacturing / High Value  
Product Manufacturing  
Subic Bay Freeport Zone,  
Zambales

Industrial Estate Development  
Redondo Peninsula  
Subic Bay Freeport Zone,  
Zambales

Ship Repair Facility  
Redondo Peninsula  
Subic Bay Freeport Zone,  
Zambales

Manufacturing, Electronics /  
Semiconductor, ICT/BPO  
Clark Development Corporation  
Clarkfield, Pampanga

Coconut Water Production  
Facility  
Zamboanga City Special  
Economic Zone Authority,  
Zamboanga City

Halal Chicken Processing  
Zamboanga City Special  
Economic Zone Authority,  
Zamboanga City

Mango Processing Plant  
Facility  
Zamboanga City Special  
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Zamboanga City

Cassava Processing Facility  
Zamboanga City Special  
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Zamboanga City

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for local manufacturers of:

- Natural Fibre – rattan, water hyacinth, bamboo, abaca, sea grass, willow
- Matrass
- Sofa
- Home Textile

Should you be interested in any of the opportunities listed above or for more information, contact Erynne Bulaon at [publications@eccp.com](mailto:publications@eccp.com)

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