



# Business Delegation to The Philippines

May 7 – 9 2018

Join this delegation to the Philippines headed by The Danish Minister for Industry, Business and Financial Affairs, Brian Mikkelsen.

Together with the Minister, The Confederation of Danish Industry, Healthcare Denmark, State of Green, The Danish Agriculture & Food Council, Food Nation and the Danish Embassy in Manila are delighted to offer your company a unique opportunity to join our business delegation to the Philippines from 7 – 9 May 2018.

The business delegation will focus on sectors with high demand within technology, design, health care, clean tech and food.

## WHY JOIN?

The Philippines is still a developing economy. However, the impressive sustained real growth rate of the GDP (6.9 pct. in 2016) boosts the market and makes it a very attractive destination for business and investments.

The Philippines is a member of the ASEAN with more than 650 million consumers, and it is the only ASEAN country within the EU's GSP+ program that places zero tariff to the export of more than 6,000 different goods on the European Union.

One of the main competitive advantages of the Philippine workforce is the wide spread proficiency in English, which, besides Filipino, is the official language of the Philippines. Additionally, more than 600,000 new tertiary graduates in fields like medicine, engineering, IT, and shipping, join the country's rich talent pool each year. The absence of a language barrier paired with the relatively large educated workforce creates a space for prosperous cross-border business activities.

Join our business delegation and explore the many opportunities that the Philippines has to offer.

Be part of the Philippine growth success!

## WHO SHOULD JOIN?

Companies within:

- Life Science, Pharma, Digital Healthcare
- Clean-Tech – Energy, Water, Waste
- Food and Food Processing
- Modern Living and Design

## INTERESTED?

If you are interested in participating, please contact:

Confederation of Danish Industry:  
Senior Advisor Ole Linnet Juul, [olj@di.dk](mailto:olj@di.dk)

Danish Agriculture & Food Council:  
Senior Advisor Anders Boeskov, [ahb@lf.dk](mailto:ahb@lf.dk)

The Danish Embassy in Manila:  
[mnlambdtcp@um.dk](mailto:mnlambdtcp@um.dk)

## PRACTICAL INFORMATION

### TIME and VENUE:

7-9 May 2018  
Manila, Philippines

### PRICE:

Price: 13,500 DKK +VAT

The price covers participation for 2 persons per company.

Travel expenses are not included.

### REGISTRATION:

Please register for the Business Delegation no later than 6 April via this [link](#):

### PRE-MEETING:

In order to get the best preparation the organizer invites to a pre-meeting

Tuesday 17 April, 9:30 – 11.30

at Confederation of Danish Industry

H.C. Andersens Boulevard 18

1787 Copenhagen V

We will stream from the meeting.



# DELEGATION PROGRAM (DRAFT)

**Food and Agriculture**  
7-9 May 2018  
Manila, Philippines



## PROGRAM

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### Sunday, 06 May

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**All day**                      **Arrival of Business Delegation to Manila**

Travel to Hotel (to be identified- TBI)  
Note: TC could arrange in-land transportation

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### Monday, 07 May

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**8:00**                              **Delegation Kick-Off C-level Breakfast Meeting:  
“Danish Innovative Solutions and United Nations SDGs”**  
*Objective: Presentation on how Danish companies design solutions for industries while contributing to UN's Sustainable Development Goals*

8:10	Welcome Remarks by Ambassador Jan Top Christensen, Embassy of Denmark in Manila
8:15	Remarks from Confederation of Danish Industry
8:20	Individual Introduction of the Delegation
8:50	Keynote Speech by Brian Mikkelsen, Minister for Business and Industry
9:00 – 9:45	Presentation of Specific Danish Companies and their SDG initiatives Attendances: leading Philippian business organizations and relevant ministries

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**10:00**                              **Philippine Food and Agriculture Sector: Industry Outlook, Regulatory Processes, and Opportunities for Danish Companies**

<b>10:10</b>	Opening Remarks
<b>10:15</b>	Individual Introduction of F&A Delegation
<b>10:25</b>	Philippine Food and Agriculture Sector <i>Discussion on the current market and bright spots for cooperation between the Philippines and Denmark</i>  Presentation by: - Department of Agriculture - Department of Trade and Industry
<b>10:35</b>	Philippine Food and Agriculture Sector <i>Discussion on regulatory framework and import policies</i>  Presentation by: - Department of Agriculture - Food and Drugs Administration

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**11:30 – 12:30**                      **Lunch**

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**13:00**                      **Roundtable Meeting with Industry Association**  
Group 1: Meat and Livestock  
 Roundtable Meeting with Meat Importers and Traders Association

Group 2: Food Ingredients and/or Food Processing  
 Roundtable Meeting with Philippine Chamber of Food Manufacturers, Inc. or Food and Agriculture Committee of the Philippine Chamber of Commerce

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**15:00 – 16:30**            **Meeting with San Miguel Purefoods**  
*San Miguel Pure Foods Company Inc. is the largest and most diversified Food Company in the Philippines with a vertically integrated farm-to-plate business model that cuts across the entire food value chain.*

Possible areas of cooperation between DK companies and San Miguel:

- Enzymes or similar additives for food products, particularly for processed meat and beverage (incl. dairy products)
- Toll packer/ supply for luncheon meat and sausage manufacturer
- Exporter of MDM (Mechanically deboned meat) chicken or relevant equipment
- Packaging / post-harvest technologies

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**Tuesday, 08 May**

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**9:00**                            **Meeting with Universal Robina Corporation**  
*Universal Robina Corporation (URC) is one of the largest branded consumer food and beverage product companies in the Philippines and has a significant and growing presence in the ASEAN markets.*

Possible areas of cooperation between DK companies and URC:

- Feeds
- Farming equipment for slaughter houses
- Supplier of meat (frozen) including beef, chicken and pork (or other related technologies)
- Equipment or solutions for food processing

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**11:30**                        **Lunch**

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**Note: Food Ingredients Group to have own activity (other group for B2B meetings)**

<b>13:00 – 16:30</b>	<p><b>Food Ingredients Group</b>          Session to introduce Danish companies offering specific solutions in the food ingredient sectors, to include enzymes, technical aids, and additives</p> <p>To invite 3-5 relevant Philippine companies and representatives from the regulatory agencies</p>	<p><b>Pre-Arranged Business Meeting with Philippine Company</b>          Importer/distributors of Food Products</p> <p>(2-3 meetings per company)</p>
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**19:00**                      **Networking Reception and Dinner**  
Trade Council to invite relevant government officials, C-level executives, KOLs and industry partners. This is an opportunity for the business delegation to network with local stakeholders from specific sectors.

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**Wednesday, 09 May**

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**9:00**                              **Meeting with Century Pacific Food, Inc.**  
*Century Pacific Food, Inc. is the Philippines' largest canned food company, engaged in the development, marketing, and distribution of processed fish, meat, and dairy products*

Possible areas of cooperation between DK companies and CPFI:

- Agro technology (i.e. aquaculture)
- Processed meat
- Labeling / packing or post-harvest technologies
- Technical aids for processed meat

Note: To arrange individual meetings based on portfolio and level of interest.

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**11:00**                              **Roundtable Meeting with Purchasing Officials of Rustan's Supermarket and Store Visit**  
*Rustan's is a Philippine chain of upmarket department stores owned by Rustan Commercial Corporation. The Rustan's brand is also connected to a chain of supermarkets - Rustan's Supermarket and Marketplace by Rustan's - owned and operated by Rustan Supercenters, Inc.*

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**12:30**                              **Lunch**

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**13:30**                              **Roundtable Meeting with Purchasing Officials of SM Supermarket and store visit**  
*SM Supermarket is a Filipino supermarket chain owned by SM Investments and is operated through Super Value Inc. As of December 2016, SM Investments operated 48 supermarkets and 156 SaveMore branches across the Philippines.*

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**15:00**                              **Pre-Arranged Business Meeting with Philippine Company (possible importer/distributor or client)**

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**16:30**                              **Pre-Arranged Business Meeting with Philippine Company (possible importer/distributor or client)**  
Venue: Hotel or Office of Philippine Company

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