



Philippines-France Business Council conducts successful trade mission to France

The Philippines-France Business Council (PFBC), with the support of the French Embassy in the Philippines, held a two-day Philippine Trade and Investments Promotion Mission to France on 11-12 September 2013. Leading the official mission were Finance Secretary Cesar V. Purisima, with PFBC Chairman Anthony T. Huang, Jr. at the helm of the business delegation.



Official delegation meets with the Bordeaux Chamber of Commerce.

The business delegation was composed of 22 senior level executives and officers from among the Philippines' prominent companies and business organizations, such as the Ayala Corporation, Bank of the Philippine Islands, the European and French Chambers of Commerce of the Philippines, Eurobrands Distributor, Inc. (Peugeot), Lafarge Philippines, Megaworld Corporation, Rustan Supercenters, Stores Specialists, Inc., and SGV & Co., among others. The mission focused on potential areas of investment in infrastructure, energy and power, tourism, projects for PPP, and retail opportunities.

During the first leg of the mission, the delegates participated in a business conference and networking event in Paris, organized and hosted by the Mouvement des Entreprises de France (MEDEF), the biggest employers group in France. Secretary Purisima, along with Trade Secretary Gregory L. Domingo, Trade and Investment Promotions Group Undersecretary Ponciano C. Manalo, Jr., Public-Private Partnership (PPP) Center Executive Director Cosette V. Canilao, and National Competitiveness Council Private Sector Co-Chair Guillermo M. Luz, addressed fifty private sector executives representing many of France's biggest corporations, across all industries.

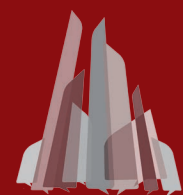
A quarterly publication of the Philippines-France Business Council, the **PFBC Newsletter** provides the latest socio-economic updates, as well as news on developments in trade and investments between the two countries.

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MEDEF welcomes the Philippine business delegation at a business conference with the French private sector.

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The 2013 Philippines-France Business Council delegation to France (top to bottom, left to right): Mr. Franck Alby, Mr. Dong Magsajo, Mr. John Eric Francia, Mr. Aurelio R. Montinola, Mr. Guillermo M. Luz, Mr. Felix Limcaoco, Mr. Cyril Rocke, Mr. J. Carlitos Cruz, Mr. Edouard Mialhe, Ms. Sevrine Mialhe, Mr. Peter Perfecto, Mr. Kevin Andrew Tan, Mr. Tomas Alvarez, Ms. Felicia Atienza, Mr. Thierry Tea, Mr. Anthony T. Huang, Jr., Mr. Bienvenido Tantoco III, Ms. Rapunzel Acop, Ms. Cecilia Poulenc-Gancayco, Ms. Corazon Luz, Ms. Margarita Luz, Atty. Danielle Rieza, Ms. Cosette V. Canilao, Ms. Marivic Limcaoco, Mr. Demosthenes Rosales, Mr. Gilles Vernet

The business delegation was also given a welcome reception by Peugeot at their Paris showroom, where Secretary Purisima and Mr. Huang, along with Peugeot executives, unveiled the Peugeot 308, one day ahead of its official release. Later in the evening, Lafarge hosted the delegation on a dinner river cruise, with French Minister for Foreign Trade Mme. Nicole Bricq as guest of honor.

The delegation moved on to Bordeaux for the second leg, first meeting with Dassault Aviation Group, where they were granted exclusive access to the assembly line of Dassault's corporate and combat jets. Later in the day, the delegation was received by Alstom, a longtime partner of the Philippines mainly in the transportation sector, where Secretary Purisima, Executive Director Canilao, and Mr. Luz had the opportunity to discuss future prospects in PPPs. The mission officially concluded with a lengthy meeting with officials and members of the Bordeaux Chamber of Commerce.



Peugeot executives receive the Philippine business delegation

Through the partnership of the Philippine government and the private sector, and with full support of Philippine Ambassador to France Cristina Ortega the mission successfully achieved its objectives: to raise awareness among potential French investors of the Philippines' much improved economic conditions and to promote various emerging investment opportunities in the Philippines.

As a follow-up to the France visit, a similar business mission, organized by MEDEF, will be heading to the Philippines within the first quarter of 2014. ■

Delegation Photos



Join the Philippines-France Business Council!

The PFBC was established in 1998 to promote trade and investments between the Philippines and France. The council is composed of top business executives who seek to explore business opportunities between the two countries and to promote the exchange of views on policies of mutual concern. The Makati Business Club serves as the secretariat of the PFBC

For membership inquiries, contact Ms. Maria Victoria Sibal, PFBC Coordinator at (+63 2) 751-1143 or send an email to v.sibal@mbc.com.ph or mbc.businesscouncils@gmail.com