Philippines–Japan Business Investment Forum 2018

Inclusive Growth of the Philippines and Numerous Business Opportunities

Nov. 27, 2018
Tokyo, Japan

Event Outline and Sponsorship Opportunities

Powered by Nikkei Business ~ Japan's Leading Business Weekly Magazine

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According to Philippines Government, GDP growth rate of the Philippines in the 1st Quarter of 2018 was 6.8%, supported by its stable economy and active infrastructure investment by the government. By expanding infrastructure investment which Duterte’s presidency has held, Business opportunities in infrastructure field will be expanded for Japanese companies.

In addition, raising small and medium enterprises and supporting industries promoted by Philippine government is important measures leading to local parts procurement and cost reduction for Japanese manufacturing industry as well and business matching between Japanese and Philippine small and medium enterprises is expected.

Besides, its business process outsourcing industry (call center, engineering etc.) based on rich human resource of English speakers has been growing and the government’s initiative for the country’s inclusive development improving logistics infrastructure and creating smart cities emphasize the priority of the Philippines as a strategic basis, a global partner for ASEAN and global market.

Under such circumstances, Nikkei Business Publications will again hold “Philippines–Japan Business Investment Forum” on November 27, 2018 at Iino Hall, Tokyo under the theme of “Inclusive Growth of the Philippines and Numerous Business Opportunities”.

Also, Nikkei Business will feature “Philippines Business Investment Report” in its December 21 delivery date issue, which will review the event and feature the update status of Japan’s investment in Philippines and Business trade between two nations.
Outline of Philippine–Japan Business Investment Forum 2018

- Date: Nov. 27, 2018
- Venue: Iino Hall, Uchisaiwaicho 2–1–1, Tokyo, Japan
- Organizer: Nikkei Business Publications, Inc.
- Co-organizer (TBD): Embassy of the Republic of the Philippines
- Official Support (TBD): Japan–Philippines Economic Committee, Japan External Trade Organization (JETRO), Japan International Cooperation Agency (JICA), ASEAN–Japan Centre, Organization for Small & Medium Enterprises and Regional Innovation, JAPAN.
- Number of audience: 200 attendees
- Target: Japanese Executives and Global Business Leaders considering expansions or are already expanding their business into ASEAN countries or setting up global business hub in Asia.
- Promotion Media: Nikkei Business Online and Nikkei Business Targeting Mails
2017 Seminar / Visitor Profile

* Number of Visitors

241

Pre-registration 383
2017 Seminar / Visitor Profile ②

Title / Position

- CxO/Board member: 12.4%
- General manager/Plant director: 30.5%
- Director/Deputy director: 8.6%
- Manager: 7.6%
- Junior Manager: 16.2%
- Clerical worker: 21.0%

Department

- Overall management: 30.5%
- Administration, treasury, personnel, public relations: 22.9%
- Business planning, marketing: 1.0%
- Materials/purchasing: 1.0%
- Sales: 3.8%
- Research and development: 1.9%
- Design: 8.6%
- Manufacturing/production management: 1.9%
- Info system: 1.9%

Sales volume

- Less than 10 billion yen: 2.0%
- 10 billion yen to less than 50 billion yen: 4.0%
- 50 billion yen to less than 100 billion yen: 44.0%
- 100 billion yen to less than 200 billion yen: 29.0%

Overall satisfaction of the seminar

- Very useful: 21.6%
- Useful: 6.9%
- So-so: 71.6%
- Not useful: 4.0%
Theme: Inclusive Growth of the Philippines and Numerous Business Opportunities ~the country’s advantages as Investing destination in ASEAN~

12:30 – 13:00 Open (Registration & Networking)
13:00 – 13:05 Opening Remarks
13:05 – 13:15 Greeting (by Embassy of the Republic of Philippines in Japan)
13:15 – 13:40 Keynote Speech: “Inclusive Growth of the Philippines and Numerous Business Opportunities” from DTI (planned)

13:40 – 14:00 Special Session: for Platinum Sponsor
14:00 – 14:10 Networking Break
14:10 – 15:00 Plenary Panel Session: (15 minutes talks by 3 panelists)
   “Improving Business & Investment environment of the Philippines”

15:00 – 15:10 Networking Break
15:10 – 16:30 Plenary Panel Session: “Link–Link–Link” (15 minutes talks by 3 panelists)
   “Infrastructure & Urbanization improvement for Inclusive Development of Philippines”

16:30 – 17:00 Special Session: New Charms of the Philippines
   “New Tourism Destinations and After–Retirement Destination”
17:00 – 17:10 Wrap Up & Closing Remarks
17:10 – 17:30 Business Card Exchange Meeting
18:00 – 19:30 (Invitation Only) Networking Reception
Platinum Sponsor: JPY 7,000,000

- Speech Presentation Slot @ Special Session (20 minutes)
- Nikkei Business /Philippines Business Investment Report Special Ad Feature (Dec. 21 delivery issue, 2018) 4C2P Advertorial
- Table Top Booth (please see below image)
- Advance Notice with your company name in the Forum promotion activities.
- Sponsor Logo Exposure on the Backdrop Screen at the Forum venue and the program
- 100 reprints of the Nikkei Business/Philippine Ad Feature
- The PDF data of your company’s speech will be uploaded to the Forum website with following-up e-mail to registered Audience.
Gold Sponsor : JPY 5,000,000

PLAN A

- Panel Session Presentation Slot (15 minutes)
- Nikkei Business /Philippines Business Investment Report Special Ad Feature (Dec. 21 delivery issue, 2018)
  - 1 Full Page Advertorial OR 1 Pure Ad
- Table Top Booth
- Advance Notice with your company name in the Forum promotion activities.
- Sponsor Logo Exposure on the Backdrop Screen at the Forum venue and the program guide.
- 100 reprints of the Nikkei Business /Philippine Ad Feature
- The PDF data of your company’s speech will be uploaded to the Forum website with follow-up e-mail to registered audience.

※1 To promote seminar, pre-promotion advertisement will be placed in Nikkei Business and Nikkei Business Targeting mails.
Plan B
- Panel Session Presentation Slot (15 minutes)
- Nikkei Business Online Special + Lead Generation Service
- Table Top Booth
- Advance notice of your company name as sponsor in the forum promotion activities.
- Sponsor Logo Exposure on the Backdrop Screen at the Forum venue and the program guide.
- 100 reprints of the Nikkei Business/Philippine Ad Feature
- The PDF data of your company’s speech will be uploaded to the Forum website with following-up e-mail to registered audience.

※1 To promote seminar, pre-promotion advertisement will be placed in Nikkei Business and Nikkei Business Targeting mails.
Silver Sponsor: JPY 3,000,000

- Nikkei Business /Philippines Business Investment Report Special Ad Feature (Dec. 21 delivery issue, 2018)
  1 Page Pure Ad
- Table Top Booth
- Advance Notice with your company name in the Forum promotion activities (ex. Nikkei Business Targeting mails)
- Sponsor Logo Exposure on the Forum web site, Backdrop Screen at the Forum’s venue and the Form program to be delivered to the Forum’s audience
- 100 reprints of the Nikkei Business/Philippine Ad Feature

※1 To promote seminar, pre-promotion advertisement will be placed in Nikkei Business and Nikkei Business Targeting mails.
Bronze Sponsor: JPY 1,000,000

- Table Top Booth (please see below image)
- Advance Notice with your company name in the Forum promotion activities (ex. Nikkei Business Targeting mails)
- Sponsor Logo Exposure on the Forum web site, Backdrop Screen at the Forum’s venue and the Form program to be delivered to the Forum’s audience

※1 To promote seminar, pre-promotion advertisement will be placed in Nikkei Business and Nikkei Business Targeting mails.
Schedule

- Closing for Sponsorship: October 5, 2018 (Friday)
- Registration starts from: October 26, 2018 (Friday)
- Conference Day: Nov. 27, 2018 (Tuesday)

- Review reports on:
  - Nikkei Business Issue: Dec.24/31(combined issue)
    * Delivery Date – Dec. 21 (Friday)
    - Closing date for the issue (Ad section on Philippine)
      Order: November 15, 2018 (Thursday)
      Material: November 22, 2018 (Thursday)

- Advertising section on Philippine in Nikkei Business Nov.27, 2017 issue