



BUSINESS

## Mabuhay Germany trains spotlight on trade sustainability

*The three-day event will highlight the combined efforts of both countries in driving innovation and technologies that support sustainable development*



Photograph COURTESY OF GPCCI At the briefing drumming up awareness for the GPCCI-organized Mabuhay Germany 2023 at the German Club in Legaspi Village, Makati City are (from left) German-Philippine Chamber of Commerce and Industry, or GPCCI, head of government affairs and data protection officer, Yves Aguilos; GPCCI Board of Director Dr. Maria Ligaya Menguito; German Embassy Economic Counsellor David Klebs; GPCCI president, Stefan Schmitz; GPCCI executive director, Christopher Zimmer; and GPCCI Board of Director, Dr. Christian Scheld.

Teddy Montelibano

The German-Philippine Chamber of Commerce and Industry is all geared up for the return of its flagship event, Mabuhay Germany on 16 to 18 November 2023 at the Hall A, World Trade Center in Pasay City.

Featured this year will be a three-day affair where business leaders, industry experts and key government officials will be converging and are expected to strengthen bilateral trade and cultural relations.

This year's event, according to GPCCI president Stefan Schmitz, highlights the importance of sustainability in trade and progress of Philippine-German collaboration and will provide updates on the combined efforts of both the Philippines and Germany in driving innovation and future technologies that support sustainable development.

To date, Germany remains the Philippines' top trading partner in the European Union, with total trade valued at some \$4.7 billion in 2022.

### **Industries represented**

Industries to be represented in Mabuhay Germany include renewable energy; building, construction and infrastructure; government and public administration; education and training; information technology; business consulting and professional services; finance, insurance and investment management; media, advertising and marketing; and hospitality, tourism, food and beverage.

This year marks a significant milestone for GPCCI, as Mabuhay Germany 2023 represents the first run of the GPCCI's hallmark event since the Covid-19 global pandemic. The GPCCI also marks its 15th anniversary this year, with the return of Mabuhay Germany.

Schmitz said there's much to look forward to in Mabuhay Germany 2023's transition to an indoor setting. "A much more comfortable climate-controlled atmosphere will be provided to enhance overall experience of guests and participants, including visionaries, industry experts and innovators for three days of networking, learning and celebration," he said.



### **Activities slated**

Dr. Klebs and Jens Rosler, Deputy Director and Head of Language Department, Goethe Institut will be featured discussants tackling "Skills Migration Topic on Right Procedures for Fair Recruitment."

There will also a roundtable discussion on Sustainability Efforts of German and Philippine Companies to be moderated by Gino Riola, MO and Head of Sustainability, AllianzPNB Life Insurance Inc. with panelists and presenters including Adidas Phls Manager Anthony Frangos; Ms. Maria Garin-Alvarez, VP and Head, Sustainability Office, BDO Unibank Inc. and Ms. Cherryl Posadas, Committee Secretary, House of Representatives.

His Excellency, German Ambassador to the Philippines Dr. Andreas Pfaffernoschke will give the Welcome Remarks on the second day, 17 November, to be followed by a Panel Discussion on Building Climate-Smart Cities in the Philippines and Germany.

Muntinlupa City Mayor Rozanno Rufino Biazon will share Muntinlupa's journey to winning the Sustainable Development Goal Award for City Climate Action, focusing on the city government's energy efficiency and conservation program.

Among the speakers on the topic, "Doing Business in the Philippines and Germany," will be Philippine Economic Zone Authority Director General Tereso Panga and Atty Jules Riego, PH & ASEAN Business Tax Services, Principal Tax, SGV.

Patrick Mueller, founder and CEO of ASAPHub, will be among the speakers on "The Era of Influence and Social Media Marketing for Corporate and Businesses."

**Exhibitors lined up**

### Exhibitors lined up

Sponsors and exhibitors in the three-day GPCCI-organized event include Lufthansa Technik, Braun, Goldmünzen Inc., Allianz, Siemens, Antrak Logistics, Brumms Quality Wi@res Inc., Centro Manpower, Friedrich Ebert Stiftung Phls, the Friedrich Naumann Foundation for Freedom, Phl, the Goethe Institut, Hanss Seidel Stiftung, the Konrad Adenauer Stiftung, Lufthansa City Center Blue Horizons Travel and Tours, Pazifik Power, Red Wolf Technology, Rosa Luxemburg Stiftung (SEA, Manila office),

TUVRheinland, TSO Media Inc., with food kiosks to be provided by Lucullus, German Club, Manila, among others.

Said Schmitz, "We in the GPCCI would like to invite everyone to MabuhayGermany where people, visitors, can expand their network, explore new business opportunities and experience the synergy between Filipino and German businesses. Also, entrance to the three-day event is free!"

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