

**WEBINAR BRIEF**

The European Chamber of Commerce of the Philippines, through its Agriculture Committee, is hosting a three-part webinar series that will deep dive on policy updates and highlight policy recommendations on three high-priority areas of sustainable agricultural development for the European-Philippines business community, namely value chain development, regulatory processes, and market access.

Each webinar will zoom in a specific theme featuring thought leaders to offer insights and perspectives on the subject matter, specifically addressing the overarching questions of the conference:

- What are some of the policy updates that will shape the future of Philippine agriculture development?
- How can the private sector, particularly the European-Philippine business community, play a bigger role in policymaking to facilitate increased trade and investments in the backbone of the Philippine economy?
- Where are the areas of opportunity for the private sector to collaborate and showcase best practices, innovative solutions, and technical know-how, among others, in promoting sustainable agricultural development?
- How can these policies be tools for a more sustainable, inclusive, and responsible Philippine agriculture sector?

**CONFERENCE I: Reimagining Agricultural Value Chain**

22 January 2021, 2:00 PM to 4:00 PM (GMT+8), via Zoom

The webinar, the first in a three-part series, will explore how, proactive, responsive, and transformative policy formulation will deepen value chain integration of agriculture stakeholders through innovative financing models, increased infrastructure investments, and dynamic linkages between research and application. A private sector representative will also share best practices and policy recommendations on how the private sector can work with government and other stakeholders in achieving the overall objective of creating a sustainable cycle in the sector.

|                    |  |
|--------------------|--|
| 2:00 PM to 2:05 PM | <b>Welcome Remarks and Introduction of Speakers</b><br>Ruth Novales, Chairperson, ECCP Agriculture Committee   |
| 2:05 PM to 2:25 PM | <b>Financing the Farmers</b><br>Jocelyn Alma Badiola, Executive Director, Agricultural Credit Policy Council   |
| 2:25 PM to 2:45 PM | <b>Agricultural Infrastructure Development Programs</b><br>Undersecretary Mercedita Sombilla, National Economic and Development Authority  |
| 2:45 PM to 3:05 PM | <b>Capacity-Building through Agricultural Extension</b><br>Alfredo Aton, Director, Agricultural Training Institute   |
| 3:05 PM to 3:15 PM | <b>Private Sector Take: Best Practices and Policy Recommendations</b><br><b>Sponsored speaking slot</b>  |
| 3:15 PM to 3:55 PM | <b>Open Forum</b> <ul style="list-style-type: none"> <li>• Jocelyn Alma Badiola, Executive Director, Agricultural Credit Policy Council</li> <li>• Undersecretary Mercedita Sombilla, National Economic and Development Authority</li> <li>• Alfredo Aton, Director, Agricultural Training Institute</li> <li>• <b>Sponsored speaking slot</b></li> <li>• <b>Moderator:</b> Ruth Novales, Chairperson, ECCP Agriculture Committee</li> </ul> |
| 3:55 PM to 4:00 PM | <b>Closing Remarks</b><br>Dr. Mary Ann Sayoc, Co-chairperson, ECCP Agriculture Committee   |

## CONFERENCE II: Better Regulations for Better Agriculture

29 January 2021, 2:00 PM to 4:00 PM (GMT+8), via Zoom

The second installment of the month-long virtual conference series will take a closer look on policy strategies to modernize regulatory processes in the agriculture sector. Specifically, the speakers will present latest developments on procedures related to animal and plant health, quality standards on agricultural practices, and trade facilitation reforms. A representative from the private sector will offer a lens on how existing regulations affect agricultural commerce as well as opportunities to streamline administrative procedures to ensure seamless flow of trade and investments in the sector.

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|--------------------|---|
| 2:00 PM to 2:05 PM | <p><b>Welcome Remarks and Introduction of Speakers</b><br/>Dr. Mary Ann Sayoc, Co-chairperson, ECCP Agriculture Committee</p>   |
| 2:05 PM to 2:25 PM | <p><b>Policy Updates on Sanitary and Phytosanitary Measures</b><br/>Engr. Zamzamin Ampatuan, Undersecretary for Regulations and Infrastructure, Department of Agriculture</p>   |
| 2:25 PM to 2:45 PM | <p><b>Fostering Sustainability through Standards and Best Practices</b><br/>Dr. Myer Guerrero Mula, OIC-Executive Director, Bureau of Agriculture and Fisheries Standards</p>   |
| 2:45 PM to 3:05 PM | <p><b>Streamlining Trade Facilitation for Agriculture</b><br/>Rey Leonardo Guerrero, Commissioner, Bureau of Customs</p>  |
| 3:05 PM to 3:15 PM | <p><b>Private Sector Take: Best Practices and Policy Recommendations</b><br/><b>Sponsored speaking slot</b></p>   |
| 3:15 PM to 3:55 PM | <p><b>Open Forum</b></p> <ul style="list-style-type: none"> <li>• Engr. Zamzamin Ampatuan, Undersecretary for Regulations and Infrastructure, Department of Agriculture</li> <li>• Dr. Myer Guerrero Mula, OIC-Executive Director, Bureau of Agriculture and Fisheries Standards</li> <li>• Mary Grace Mandigma, Assistant Director, Bureau of Agriculture and Fisheries Standards</li> <li>• Farlash Pancho, OIC-Chief, Standards Development Division, Bureau of Agriculture and Fisheries Standards</li> <li>• Rey Leonardo Guerrero, Commissioner, Bureau of Customs</li> <li>• Noel Padre, Assistant Secretary-Designate for Policy, Research and Development and Director for Policy Research Service, Department of Agriculture</li> <li>• <b>Sponsored speaking slot</b></li> <li>• <b>Moderator:</b> Dr. Mary Ann Sayoc, Co-chairperson, ECCP Agriculture Committee</li> </ul> |
| 3:55 PM to 4:00 PM | <p><b>Closing Remarks</b><br/>Ruth Novales, Chairperson, ECCP Agriculture Committee</p>   |

## CONFERENCE III: Making Inroads through Market Access

5 February 2021, 2:00 PM to 4:00 PM (GMT+8), via Zoom

The last leg of the e-conference series will provide a wide range of insights on how policymakers, together with other stakeholders, can leverage its policy toolkit to ensure reliable market access opportunities across the full chain from farmers to consumers, from business to government, from individual to community. The webinar will feature recent developments as well as proposed solutions to improve the conditions that will enable different players to increase productivity and competitiveness, and ultimately utilize agriculture as a catalyst for sustainable and inclusive economic growth and development.

|                    |   |
|--------------------|---|
| 2:00 PM to 2:05 PM | <p><b>Welcome Remarks and Introduction of Speakers</b><br/>Ruth Novales, Chairperson, ECCP Agriculture Committee</p>  |
| 2:05 PM to 2:25 PM | <p><b>Facilitating Ease of Doing Business in Agriculture</b><br/>Kristine Evangelista, Assistant Secretary for Agribusiness, Department of Agriculture</p>  |
| 2:25 PM to 2:45 PM | <p><b>Strengthening European-Philippine Agricultural Trade Linkages</b><br/>Atty. Allan Gepty, Assistant Secretary and Officer-in-Charge, Bureau of International Trade Relations, Industry Development and Trade Policy Group, Department of Trade and Industry</p>  |
| 2:45 PM to 3:05 PM | <p><b>Role of Tariff and Non-Tariff Measures in Post-Pandemic Agri-Food Trade</b><br/>Marilou Mendoza, Commissioner, Tariff Commission</p>  |
| 3:05 PM to 3:15 PM | <p><b>Private Sector Take: Best Practices and Policy Recommendations</b><br/><b>Sponsored speaking slot</b></p>   |
| 3:15 PM to 3:55 PM | <p><b>Open Forum</b></p> <ul style="list-style-type: none"> <li>• Kristine Evangelista, Assistant Secretary for Agribusiness, Department of Agriculture</li> <li>• Atty. Allan Gepty, Assistant Secretary and Officer-in-Charge, Bureau of International Trade Relations, Industry Development and Trade Policy Group, Department of Trade and Industry</li> <li>• Marilou Mendoza, Commissioner, Tariff Commission</li> <li>• Maurizio Cellini, Head of Trade and Economic Affairs and First Counsellor, Delegation of the European Union to the Philippines</li> <li>• <b>Sponsored speaking slot</b></li> <li>• <b>Moderator:</b> Ruth Novales, Chairperson, ECCP Agriculture Committee</li> </ul> |
| 3:55 PM to 4:00 PM | <p><b>Closing Remarks</b><br/>Dr. Mary Ann Sayoc, Co-chairperson, ECCP Agriculture Committee</p>  |

**SPONSORSHIP OPPORTUNITIES**

**Scope of Chamber Services**

- **Event Organizer:** ECCP will host the online platform (Zoom) and handle technical arrangements and other necessary backend support to ensure smooth run of the online event
- **Event Conceptualization and Program Flow:** ECCP will lead in conceptualizing possible webinar topic and organize the program flow
- **Event Marketing:** ECCP will lead in marketing efforts to attract a good number of participants; promotional activities cover EDM marketing (i.e. dedicated e-invitations and Chamber newsletters) and online promotions (i.e. ECCP website, social media campaign and dedicated Glue Up event registration website)

**Sponsorship Packages and Mileages\***

| Package Name     |  | Event Partner                | Gold         | Silver         | Bronze         |
|------------------|--|------------------------------|--------------|----------------|----------------|
| Investment Value |  | PHP 50,000                   | PHP 35,000   | PHP 20,000     | PHP 15,000     |
| Pre-event        | Exclusivity  | 1 (first-come, first-served) | -            | -              | -              |
|                  | Naming rights  | Event Partner                | Gold Sponsor | Silver Sponsor | Bronze Sponsor |
|                  | Logo inclusion in event banner   | ✓                            | ✓            | ✓              | ✓              |
|                  | Logo inclusion in all EDM marketing (i.e. e-invitations and newsletters) and online promotions (i.e. ECCP website, social media campaign, dedicated webinar website) | ✓                            | ✓            | ✓              | ✓              |
|                  | Company hyperlink in dedicated webinar website   | ✓                            | ✓            | -              | -              |
| Live             | Panelist presentation: 10-minute panel presentation in conference of choice (1 only)   | ✓                            | -            | -              | -              |
|                  | Complimentary pass   | 10 slots                     | 8            | 5              | 3              |
|                  | Inclusion of company AVP before and after the webinar proper   | 30-second AVP                | 15 seconds   | 10 seconds     | Logo slide     |
|                  | Live acknowledgement   | ✓                            | ✓            | ✓              | -              |
| Post-event       | Logo inclusion on post-event social media collaterals  | ✓                            | ✓            | ✓              | ✓              |
|                  | Attendee database (only those with consent)  | ✓                            | ✓            | -              | -              |
|                  | Recording of the webinar   | ✓                            | -            | -              | -              |

\* Applicable to only one conference of choice

**Please send a signed confirmation form (see next page) along with a high-resolution digital copy of your company logo to LJ Lombos at [lj.lombos@eccp.com](mailto:lj.lombos@eccp.com) and [accounting@eccp.com](mailto:accounting@eccp.com).**

## Agriculture Investment Policy E-Conference Series

### SPONSORSHIP CONFIRMATION FORM

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| Designation     |  |
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Please check the sponsorship package:

- |                          |               |            |
|--------------------------|---------------|------------|
| <input type="checkbox"/> | Event Partner | PHP 50,000 |
| <input type="checkbox"/> | Gold          | PHP 35,000 |
| <input type="checkbox"/> | Silver        | PHP 20,000 |
| <input type="checkbox"/> | Bronze        | PHP 15,000 |

Please check the Conference of choice (one only):

- Conference I: Reimagining Agricultural Value Chain – 22 January 2021, 2:00 PM to 4:00 PM (GMT+8)
- Conference II: Better Regulations for Better Agriculture – 29 January 2021, 2:00 PM to 4:00 PM (GMT+8)
- Conference III: Making Inroads through Market Access – 5 February 2021, 2:00 PM to 4:00 PM (GMT+8)

|                             |
|-----------------------------|
|                             |
| Signature over Printed Name |

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|      |
| Date |

**Reminders:**

- A billing invoice with payment instructions will be sent upon receipt of this signed Confirmation Form.
- If notice of cancellation is received one week prior to the commencement of the event, the Sponsor will be liable to pay 50% of the total package cost.
- One sponsorship package is applicable to only one conference of choice. Please send another accomplished form if you are interested to sponsor another conference.

**Please send a signed confirmation form along with a high-resolution digital copy of your company logo to LJ Lombos at [lj.lombos@eccp.com](mailto:lj.lombos@eccp.com) and [accounting@eccp.com](mailto:accounting@eccp.com).**