



Joint Foreign Chambers of the Philippines Webinar
Regulatory Guillotine: Cutting the Red Tape and Rolling the Red Carpet for Business
 19 March 2021, 2:00 PM to 4:00 PM (GMT+8), via Zoom

WEBINAR BRIEF

Overview

Overly burdensome regulations stifle businesses which adversely affect the competitiveness and growth of an economy. For this reason, cutting red tape has become a policy priority of the incumbent administration as part of its agenda to improve the Philippines' business climate and attract trade and investments.

An early policy achievement of the administration is the signing of a landmark ease of doing business law by the president in 2018 which mandates the government to streamline administrative processes to improve overall regulatory quality. Fast forward and amidst the ongoing pandemic, another key piece of legislation was signed into law allowing the president to expedite the issuance of government permits during national emergencies. More recently, the Anti-Red Tape Authority (ARTA), together with other government agencies, launched the first phase of the central business portal to serve as a one-stop-shop for business registrations as part of its "whole-of-government" approach to reduce overlapping and unnecessary administrative burdens.

Undeniably, the government's campaign of regulatory guillotine remains a work in progress and requires the buy-in of all stakeholders including the private sector to see long-term gains. Putting in place a seamless regulatory environment and efficient delivery of government services is crucial to rallying more investments at a time of subdued economic activity brought about by COVID-19.

Join us for an online session with ARTA on its current initiatives and proposed policy reforms to simplify administrative procedures in the "next normal" of doing business in the Philippines. The webcast will also feature speakers from the Organisation for Economic Co-operation and Development and the United Nations Conference on Trade and Development as they delve deeper into best practices on regulatory reforms in other countries and how such success stories could visibly translate to economic benefits in the form of increased trade and investments, job creation, and overall competitiveness.

Program

2:00 PM to 2:05 PM	<p>Welcome Remarks Dr. Amal Makhoulfi Benchouk, Vice President, European Chamber of Commerce of the Philippines</p>
2:05 PM to 2:25 PM	<p>What Lies Ahead in Eliminating Heavy Administrative Burdens Hon. Jeremiah Belgica, Director General, Anti-Red Tape Authority</p>
2:25 PM to 2:45 PM	<p>Case Studies and Policy Recommendations on Regulatory Reforms Dr. Mike Pfister, Senior Advisor, Investment Division, Organisation for Economic Co-operation and Development</p>
2:45 PM to 3:05 PM	<p>Why Ease of Doing Business Matters to Investment Restrictions Frank Grozel, Coordinator, Business Facilitation Programme, United Nations Conference on Trade and Development</p>
3:05 PM to 3:25 PM	<p>The View from Below: Top Challenges of Doing Business in the Philippines and ASEAN <i>Sponsored speaking slot (reserved for Event Partner)</i></p>
3:25 PM to 3:55 PM	<p>Open Forum Moderator: Guillermo "Bill" Luz, Chief Resilience Officer, Philippine Disaster Resilience Foundation; Former Private Sector Co-chairperson, National Competitiveness Council</p>
3:55 to 4:00 PM	<p>Closing Remarks and Announcements John Forbes, Senior Adviser, Joint Foreign Chambers of the Philippines</p>

Host and Master of Ceremonies
Florian Gottein
 ECCP Executive Director



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SPONSORSHIP OPPORTUNITIES

Scope of Chamber Services

- **Event Organizer:** The European Chamber of Commerce of the Philippines (ECCP), on behalf of the Joint Foreign Chambers of the Philippines (JFC), will host the online platform (Zoom) and handle technical arrangements and other necessary backend support to ensure smooth run of the online event. The ECCP will serve as webinar secretariat for administrative and sponsorship coordination.
- **Event Conceptualization and Program Flow:** The JFC will lead in conceptualizing possible webinar topic and organize the program flow.
- **Event Marketing:** The ECCP will lead in JFC marketing efforts to attract a good number of participants; promotional activities cover EDM marketing (i.e. dedicated e-invitations and newsletters of the JFC and its member chambers) and online promotions (i.e. JFC and member chamber websites, social media campaign and dedicated GlueUp event registration website).

Sponsorship Packages and Mileages

Package Name		PARTNER	SUPPORTER	PATRON
Investment Value		PHP 50,000	PHP 35,000	PHP 20,000
Pre-event	Exclusivity rights	1 and by invitation only (first come, first served basis)	3 (2 slots left)	-
	Branding rights	Event Partner	Event Supporter	Patron
	Logo inclusion in event banner	✓	✓	✓
	Logo inclusion in all EDM marketing (i.e. e-invitations and newsletters) and online promotions (i.e. website, social media campaign, dedicated webinar website)	✓	✓	✓
	Company hyperlink in dedicated webinar website	✓	✓	-
Live	Speaking and panelist slot: 20-minute presentation on common challenges in doing business in the Philippines and ASEAN and best practices on how these businesses navigate complex administrative procedures	✓	-	-
	Complimentary pass to the webinar	20 ticket passes	10 ticket passes	5 ticket passes
	Inclusion of company AVP during the webinar proper	1-minute AVP	30-second AVP	5-second logo slide
	Live acknowledgement	✓	✓	✓
Post-event	Logo inclusion on post-event social media collaterals	✓	✓	✓
	Attendee database (only those with consent) *	✓	✓	-
	Recording of the webinar *	✓	-	-
	Post-event report including session highlights and audience profile *	✓	-	-

* To be released after confirmation of full payment of sponsorship cost

Please fill out the confirmation form on the next page.



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SPONSORSHIP CONFIRMATION FORM

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Please check the sponsorship package (one only):

<input type="checkbox"/>	Partner	PHP 50,000
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Signature over Printed Name

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Reminders:

- A billing invoice with payment instructions will be sent after receipt of this signed confirmation form. A matrix of deliverables will be likewise sent to track progress of sponsorship mileages.
- If notice of cancellation is received one week prior to the date of the event, the sponsor will be liable to pay 50% of the total package cost.
- Payment may be settled but must be within two weeks after the date of the event.

Please send a signed confirmation form along with a high-resolution digital copy of company logo to advocacy@eccp.com and accounting@eccp.com.