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## **ECCP Luncheon Meeting with DOLE Secretary Bienvenido Laguesma**

20 July 2023 | 12:00 - 2:00 PM (GMT+8) | Dusit Thani Manila

### **OVERVIEW**

The Philippines has long acknowledged the critical role of human capital in driving economic development, reducing poverty, and closing the market and skills gap. With an overarching goal of having a prosperous and predominantly upper-middle-class society by 2040, the Philippine government has prioritised several reforms and policies geared towards enhancing human capital development. This has been evident in the annual preliminary figures that show a growth in the employment rate from 92.2% in 2021 to 94.6% in 2022.<sup>1</sup>

Guided by the overall goal of the updated Philippine Development Plan (PDP) 2023-2028 to reinvigorate job creation and accelerate poverty reduction,<sup>2</sup> the Department of Labor and Employment (DOLE) is currently drafting its Labor and Employment Roadmap 2023-2028 which will highlight key priorities in promoting full, decent, and productive employment, achieving an improved labor market governance, and institutionalizing an equitable social protection system.<sup>3</sup>

Against this backdrop, the European Chamber of Commerce of the Philippines (ECCP) invites you to a luncheon meeting with our keynote speaker, **Department of Labor and Employment Secretary Bienvenido Laguesma**, as he delves into the priorities and plans of the Department to attain the aforesaid aspirations. This event will provide a platform for the European-Philippine business community to discuss potential areas for cooperation with the government to further improve the labor and employment landscape in the Philippines.

### **EVENT DETAILS**

- **Date and Time:** 20 July 2023, 12:00 - 2:00 PM (GMT+8)
- **Venue:** Dusit Thani Manila
- **Target Audience:** C-level and corporate executives; senior and middle management professionals; local industry associations and business groups; individual entrepreneurs and investors; micro, small, and medium-sized enterprise owners; government representatives and investment promotion agencies; non-government organizations and civil society groups

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<sup>1</sup> [PSA](#)

<sup>2</sup> [NEDA](#)

<sup>3</sup> [DOLE-BLE](#)

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### INDICATIVE PROGRAM

11:00 AM - 12:00 NN <i>60 minutes</i>	<b>Registration</b>
12:00 - 12:05 PM <i>5 minutes</i>	<b>Welcome Remarks</b>  ECCP Representative
12:05 - 12:10 PM <i>5 minutes</i>	<b>Introduction of Keynote Speaker</b>  ECCP Representative
12:10 - 12:50 PM <i>40 minutes</i>	<b>Keynote Speech</b>  <b>Hon. Bienvenido E. Laguesma</b> Secretary Department of Labor and Employment (DOLE)
12:50 - 1:40 PM <i>50 minutes</i>	<b>Open Forum</b>  <b>Hon. Bienvenido E. Laguesma</b> Secretary Department of Labor and Employment (DOLE)  <b>Industry Representatives</b>
1:40 - 1:45 PM <i>5 minutes</i>	<b>Closing Remarks</b>

## PARTNERSHIP OPPORTUNITIES

### Scope of Chamber Services

- **Event Organizer:** The European Chamber of Commerce of the Philippines (ECCP) will handle technical arrangements and other necessary backend support to ensure smooth run of the hybrid event. The ECCP will serve as the secretariat for administrative and sponsorship coordination.
- **Event Conceptualization and Program Flow:** The ECCP will lead in conceptualizing possible topics and organizing the program flow.
- **Event Marketing:** The ECCP will lead the marketing efforts to attract a good number of participants; promotional activities cover EDM marketing (i.e. dedicated e-invitations and newsletters) and online promotions (i.e. ECCP website, social media campaign, and dedicated GlueUp registration website).

Category	Event Partner	Event Supporter
<b>Investment Value</b>	<b>PHP 80,000</b>	<b>PHP 65,000</b>
<b>Sector exclusivity</b>	✓	-
<b>Panelist slot</b> (with 10 minute-opening statement before the formal start of the Q&A session proper)	✓	-
<b>Inclusion of company AVP before and after the event proper</b>	1 minute <i>Intro and outro</i>	30 seconds <i>Intro and outro</i>
<b>Product Ad – one-pager Advertisement that will be displayed during the session</b>	1-pager ad <i>(digital copy to be displayed in the session; can be a PPT slide)</i>	-
<b>Verbal acknowledgment in the event</b>	✓	✓
<b>30 minutes to 1-hour mock webinar or dry run</b> (subject to mutual availabilities of speakers)	✓	-
<b>Complimentary pass to the event (onsite)</b>	3 slots	1 slot
<b>Logo inclusion in electronic marketing collaterals</b> such as social media, webinar/event webpage, program	✓	✓
<b>Company E-Brochures/Files to Be Distributed with Post-Event Materials</b>	5 e-materials / e-brochures	5 e-materials / e-brochure
<b>Hyperlink to company website in event webpage</b>	✓	✓
<b>Hyperlink to upcoming company event (e.g., webinar) to be distributed with Post-Event Materials</b>	5 events	3 events
<b>Attendee database</b> (only those with consent)	✓	✓
<b>Types of brochure/material to be displayed at the registration table</b>	3 types of brochures/materials	1 type of brochure/material
<b>Display of roll-up banner</b> (banner to be provided by the company)	3	2

Please fill out the confirmation form on the next page and send it to [advocacy@eccp.com](mailto:advocacy@eccp.com).

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**SPONSORSHIP CONFIRMATION FORM**

Company Name	
Company Address	
Contact Person	
Designation	
Contact Number	

Please check the sponsorship package:

- Event Supporter      PHP 80,000  
 Patron                      PHP 65,000

Signature over Printed Name

Date

**REMINDERS:**

- A Billing invoice with payment instructions will be sent after receipt of this signed Contract Form.
- 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 your company logo to [advocacy@eccp.com](mailto:advocacy@eccp.com).