
ECCP Luncheon Meeting with DOT Secretary Christina Garcia Frasco
20 September 2023, 12:00 - 2:00 PM (GMT+8), at Dusit Thani Manila and Zoom

Overview

Following an economic slump caused by pandemic lockdowns and restrictions, more and more countries, including the Philippines, have reopened their borders, resulting in the tourism industry's recovery path to become more optimistic. As early as May 2023, the country surpassed 2 million tourist visitor arrivals, which is already higher than the 2022 target of 1.7 million foreign visitors.¹ As the Philippines positions itself as a competitive tourist destination, the rising demand for travel highlights the importance of crafting mechanisms to create a favorable environment for various stakeholders in the industry.

With the government's goal of transforming the Philippine tourism industry into a regional powerhouse, the Department of Tourism (DOT) crafted the National Tourism Development Plan (NTDP) covering 2023 to 2028, which will serve as the administration's industry blueprint and development framework. Notwithstanding the significant developments in the sector, intensified efforts are imperative to improve the country's standing in terms of travel and tourism competitiveness vis-à-vis its Southeast Asian peers. In 2021, the Philippines ranked 75th out of 117 economies in the Travel and Tourism Development Index (TTDI) of the World Economic Forum (WEF), dropping two places from its 2019 ranking.²

In this context, the European Chamber of Commerce of the Philippines (ECCP) invites its members and partners to a luncheon meeting with our keynote speaker, DOT Secretary Christina Garcia Frasco, as she unveils the priorities of the Agency for its continued promotion of the Philippines as a tourist destination. Likewise, this luncheon also intends to present the initiatives of the DOT in improving international and domestic connectivity and achieving sustainable travel and tourism. This event will also provide a hybrid platform for the European-Philippine business community to discuss potential areas for cooperation with the government.

Event Details

- **Date and Time:** 20 September 2023, 12:00 - 2:00 PM (GMT+8)
- **Venue:** Chantara Function Room - Dusit Thani Manila
- **Virtual Platform:** Zoom
- **Tariff:**
 - **Onsite Ticket - ECCP members:** PHP 2,000
 - **Onsite Ticket - Non-ECCP members:** PHP 2,800
 - **Virtual Ticket - Non-ECCP members:** PHP 1,000
 - **Virtual Ticket for ECCP members:** Free
 - **ECCP Corporate Partners:** 2 complimentary seats *[limited to primary and/or alternate representative(s)]*
 - **ECCP Premium members:** 1 complimentary seat *[limited to primary and/or alternate representative(s)]*

¹ [DOT](#)

² [WEF](#)

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- **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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Indicative Program

11:00 AM - 12:00 NN	Registration
12:00 - 12:05 PM	Welcome Remarks Mr. Paulo Duarte ECCP President
12:05 - 12:10 PM	Introduction of Keynote Speaker Mr. Bernd Schneider ECCP Director
12:10 - 12:40 PM	Keynote Speech Hon. Christina Garcia Frasco (<i>recorded message</i>) Secretary, Department of Tourism
12:40 - 12:55 PM	Opening Statement/Panel Reaction: <ul style="list-style-type: none"> • Public-private collaboration on Food Tourism and Gastro Diplomacy • Industry Best Practices in Achieving Sustainable Tourism Industry Representatives • Policy Recommendations for the Philippine Tourism Industry Atty. Cenelyn Manguilimotan (<i>virtual</i>) General Manager, Cebu Parklane International Hotel Co-Chairperson, ECCP Tourism Committee
12:55 - 1:50 PM	Open Forum Hon. Shereen Gail Yu-Pamintuan Undersecretary for Finance and Administration Department of Tourism Atty. Cenelyn Manguilimotan (<i>virtual</i>) General Manager, Cebu Parklane International Hotel

	Co-Chairperson, ECCP Tourism Committee Industry Representatives
1:50 - 2:00 PM	End of Program / Networking

Host and Moderator:
Mr. Benito C. Bengzon, Jr.
Executive Director
Philippine Hotel Owners Association Inc. (PHOA)

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

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SPONSORSHIP CONFIRMATION FORM

Company Name	
Company Address	
Contact Person	
Designation	
Contact Number	

Please check the sponsorship package:

- Event Partner PHP 80,000
 Event Supporter 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.