



**THE PHILIPPINES**

# Agenda

## 01 About the Philippines

- History
- Geographical Location
- How Trade Started
- Top 5 Export and Import Products,
- Top 5 Industries
- Tourism

## 02 World Trade Center Metro Manila Role in Trade

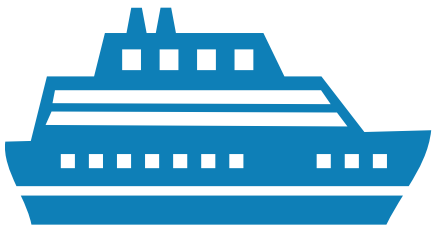
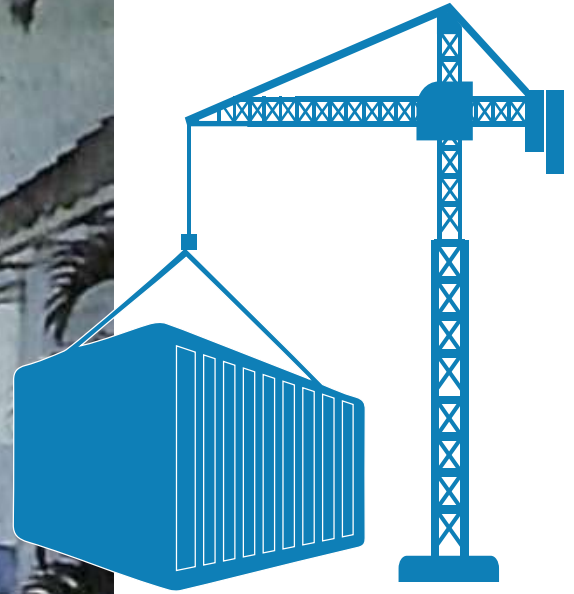
## 03 Philippine and Netherlands Relationship



# FERDINAND MAGELLAN

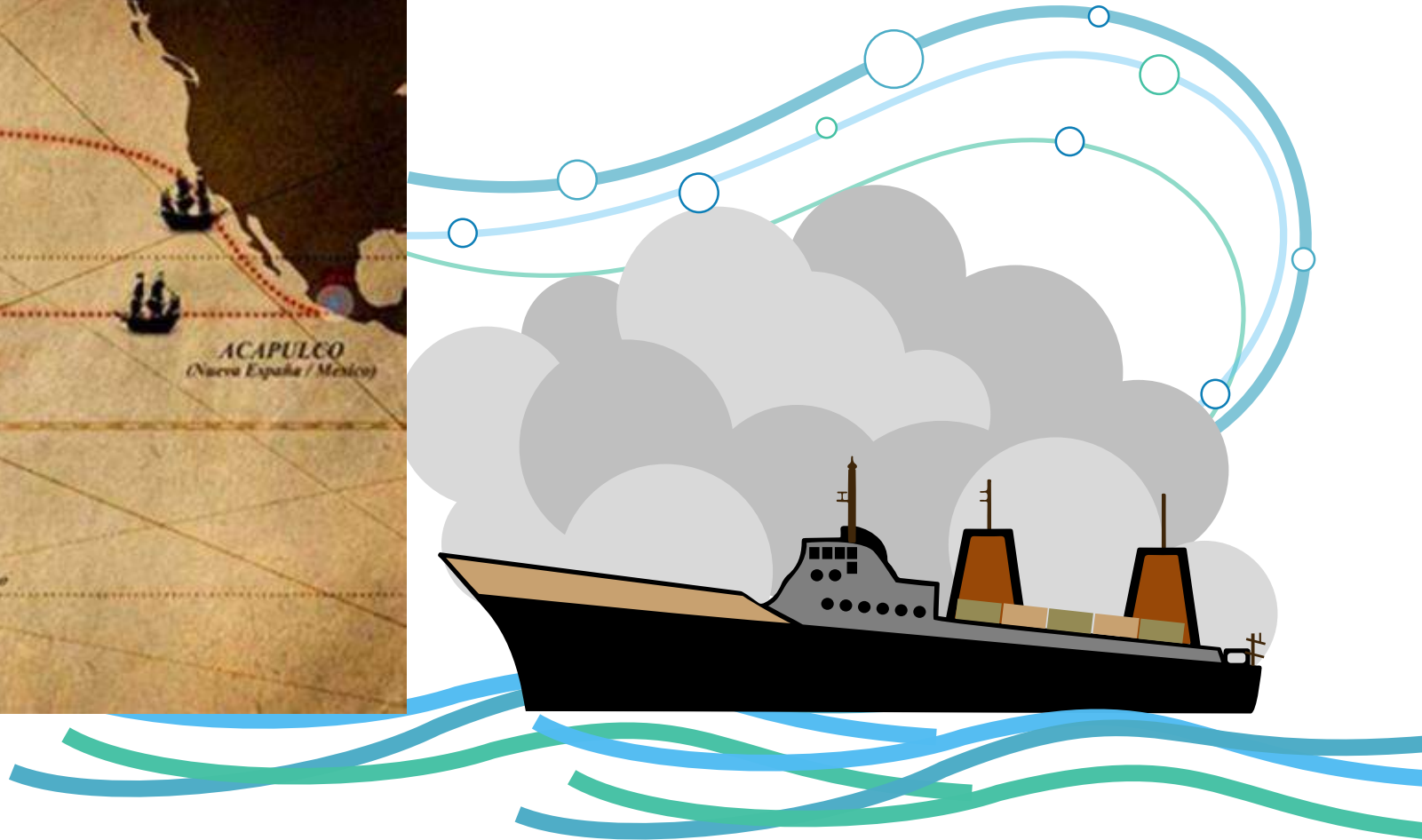
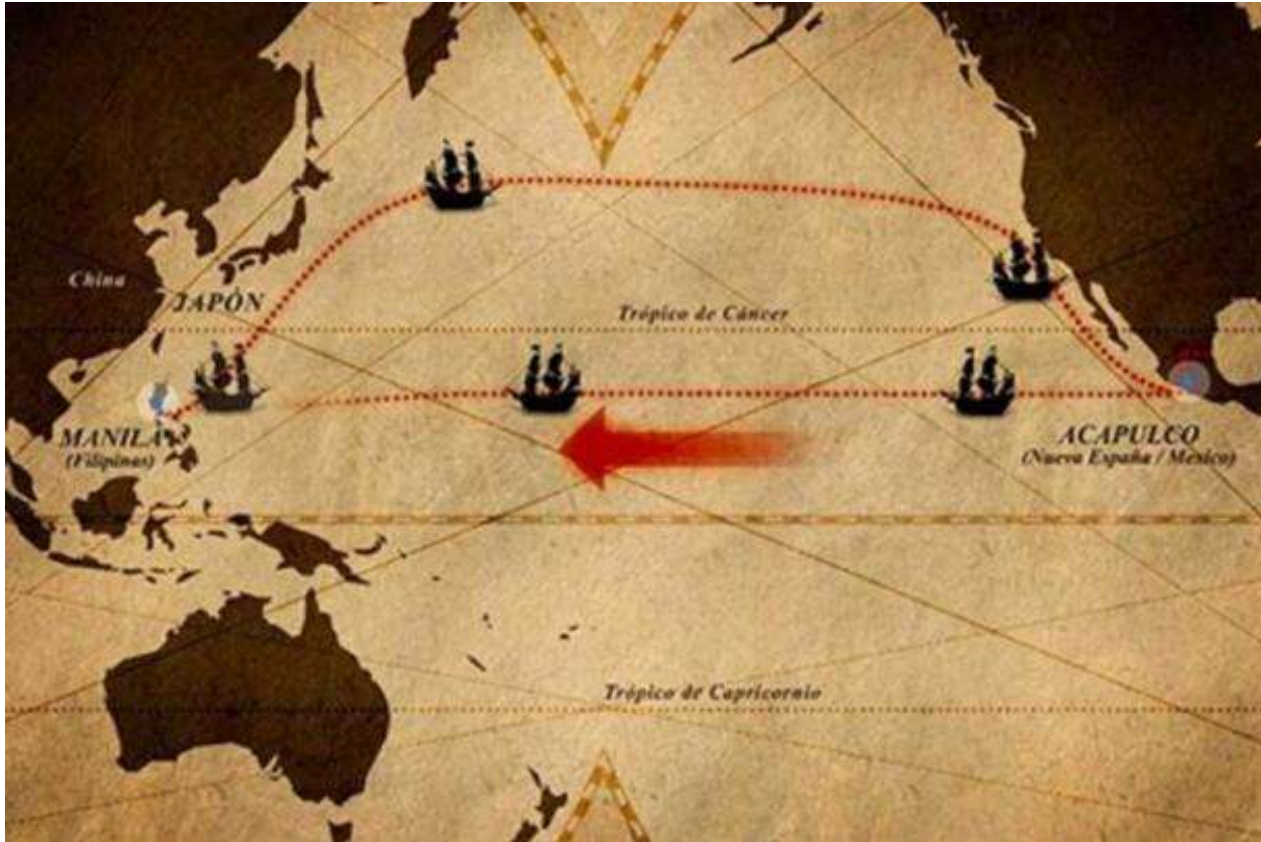






# How Trade Started

# The Manila Galleons



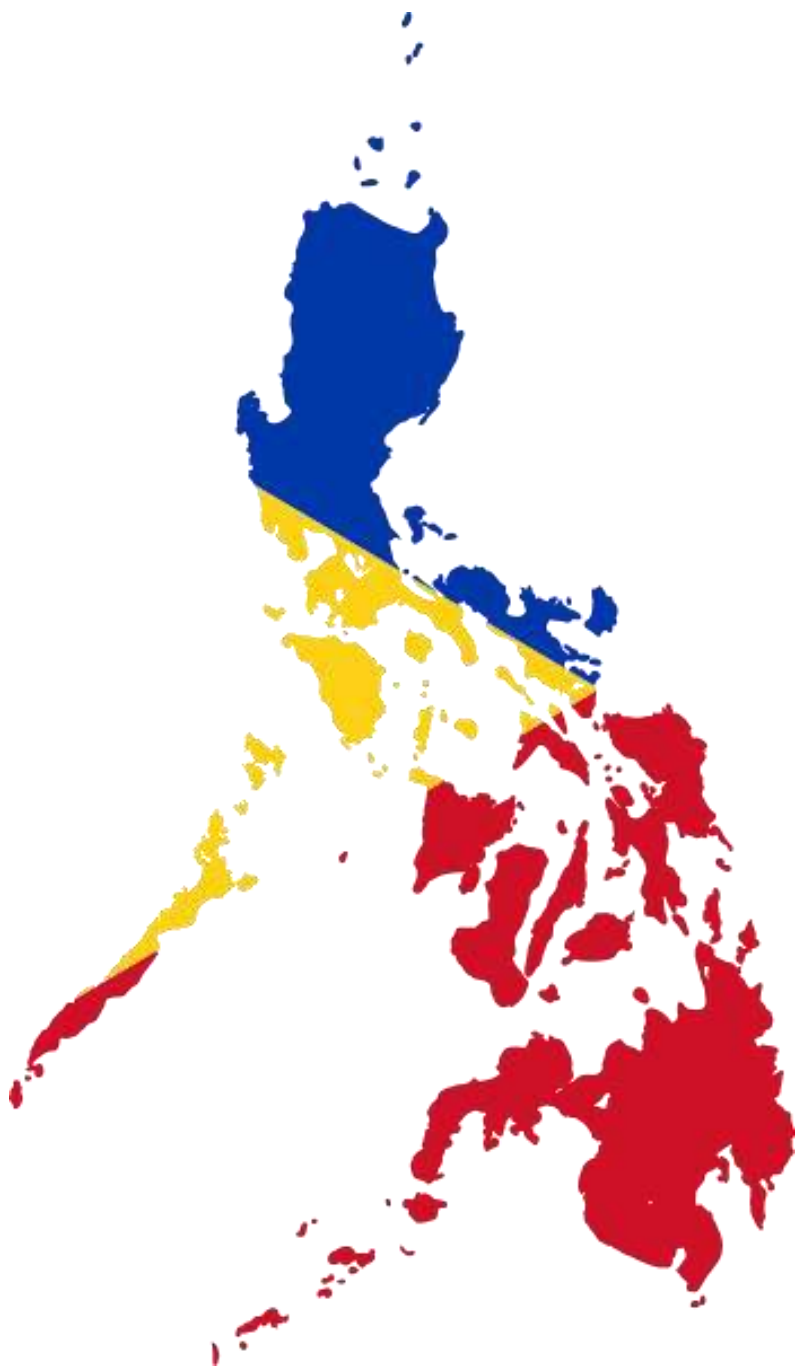


# Geographical Location



- A country in the Southeast Asia
- Situated in the Western Pacific Ocean
- Consist of about 7,641 islands
- Area of around 300,000 km<sup>2</sup> (120,000 sq mi)
- A population of over 110M and a labor force of 42.8M

# THE PHILIPPINES



## LUZON

Economic, Financial, Administrative and Industrial base

## VISAYAS

Popular destination for tourists

## MINDANAO

Agriculture-based economy

# The Philippines at a Glance



**56<sup>TH</sup> out of 140 economies**

in the World Economic Forum's Global Competitiveness Index (2018)

**14<sup>th</sup> among 42 countries**



in the Asia-Pacific region, and its overall score is well above the regional and world averages



**8<sup>th</sup> among favorite countries**

in the world for travel and vacation

**5th English speaking country**



in a vibrant labor market

**Ranked #1**

in the world for Business English proficiency by the Global English Corporation





# Philippines Economic Dynamism

**STRONG CONSUMER DEMAND**



**YOUNG  
POPULATION**



**ROBUST OFW  
REMITANCES**



**BUILD BUILD BUILD**



**INVESTMENT-FRIENDLY  
LEGISLATION**

**GROWING MIDDLE CLASS**

# Top 5 Export Products



**Electrical machinery,  
and other similar equipment**

**\$34.7 billion  
(49.3%)**



**Machinery, i.e.,  
computers**

**\$10.6 billion  
(15.1%)**

**Fruits & nuts**

**\$2.6 billion  
(3.7%)**

**Optical, technical, and  
medical apparatus**

**\$2.2 billion  
(3.1%)**

**Gems and other  
precious metals**

**\$1.6 billion  
(2.3%)**



# Top 5 Import Products



**Electrical machinery,  
equipment**  
\$27 billion (23.9%)

**Mineral fuels  
including oil**  
\$13.6 billion (12%)

**Machinery, i.e.,  
computers**  
\$12.5 billion (11.1%)

**Vehicles**  
\$8.5 billion (7.5%)

**Iron & Steel**  
\$3.9 billion (3.5%)



# Top 5 Industries



Agribusiness

Healthcare

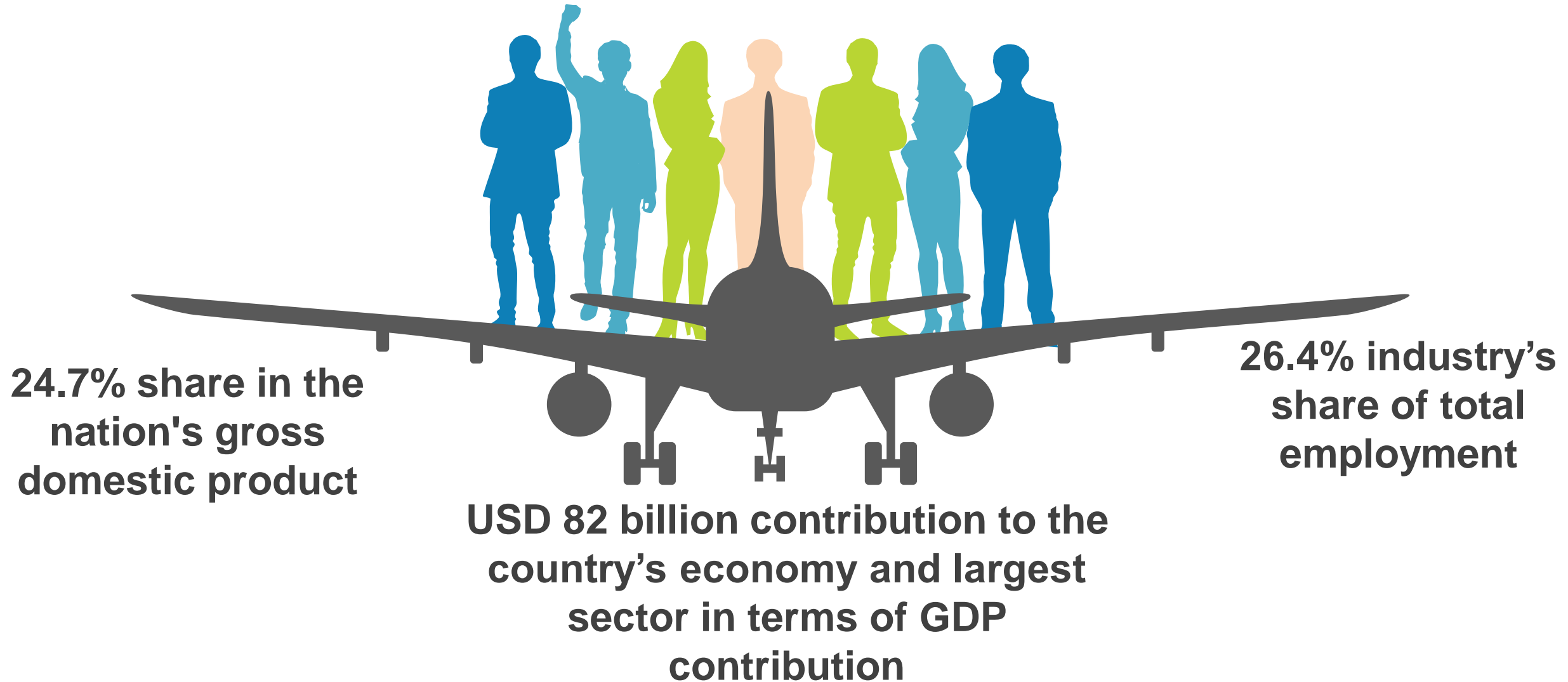
Technology

Infrastructure

Logistics

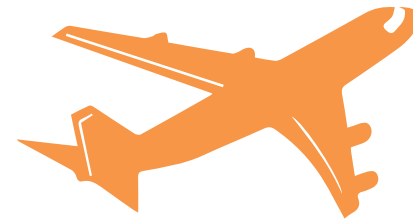
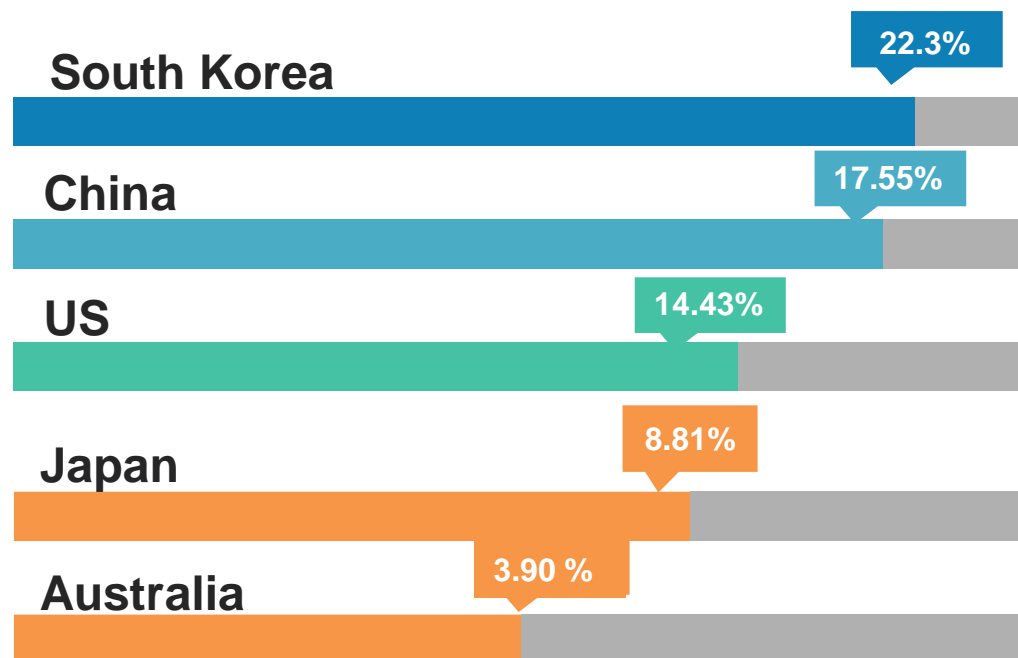


# Tourism



International tourist arrivals to the Philippines rose by **7.7% to 7.1 million visitors in 2018.**

## ✓ Top Inbound Markets



**11 airports classified as International Airports and hundreds of principal domestic and community airports throughout the country**



**Almost 300,000 hotel rooms available from international and local hotel brands**





P A L A W A N









INTRAMUROS

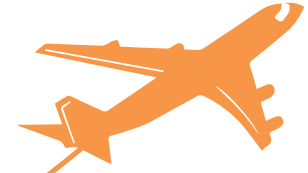


M A K A T I



# **World Trade Center Metro Manila**

## **Role in Trade**



**24 years of  
operation**

**60% market share over its  
direct competitor**

**Pioneer in the exhibition  
industry in the Philippines**

**World-class exhibition  
venue recognized by UFI**

**Home of the most prestigious  
local and international  
exhibitions**



# Host to Major Exhibitions





# World Trade Center Metro Manila Business Club



# Philippines and Netherlands Relationship



**Philippines exports to  
Netherlands was US\$2.27  
Billion**

Source: United Nations COMTRADE Database  
on International Trade

**Philippines imports from  
Netherlands was US\$686.26  
Million**

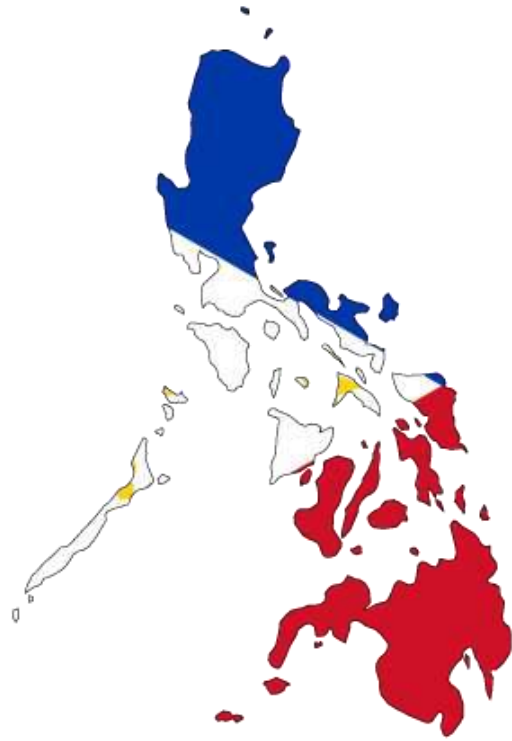
Source: United Nations COMTRADE Database  
on International Trade



**The relations between the Philippines and the Netherlands are ever developing and growing, for over the last 5 years there has been a steady growth of import and export of 10% annually.**

## IMPORT

- Meats
- Pharmaceutical products
- Machineries
- Dairy products
- Electrical equipment



- Electrical equipment
- Animal and vegetable fats
- Machineries
- Furniture
- Organic chemicals



## EXPORT