Prosperous partnership continues to grow

The Japanese Department of Trade and Industry aims to be a global hub for potential investors. In the Philippines, it has helped to strengthen the country's manufacturing and export sectors, and created new jobs. "We are expanding our plant facility for Toyota transmissions," says Hiroshi Ito, president of the Toyota Motor Philippines Corp. "This will add about 4,000 jobs to the workforce and help to create new skills in the country." The company also employs more than 12,000 people throughout the country, including its network of dealers and suppliers. TMP has led the automotive industry and was the first to recover from the 1997 Asian financial crisis. Since 1988, the Toyota Group has brought in more than 20 joint-venture projects in the Philippines, involving Toyota's domination of the passenger-car category, coinciding with the launch of the Vios passenger sedan, aimed at consolidating the Japanese car in the local market. This, along with the company's focus on environmentally friendly vehicles, has contributed to the company's growth. The company also shares the concept of "zero emissions" with every transportation company in the country. "We are always thinking about the greater Philippine society," he says. "The Vios was a key milestone for us, as it allowed us to enter new markets and grow our business in the country."

Toyota still leads in the local auto industry

The Japanese Department of Trade and Industry aims to be a global hub for potential investors. In the Philippines, it has helped to strengthen the country's manufacturing and export sectors, and created new jobs. "We are expanding our plant facility for Toyota transmissions," says Hiroshi Ito, president of the Toyota Motor Philippines Corp. "This will add about 4,000 jobs to the workforce and help to create new skills in the country." The company also employs more than 12,000 people throughout the country, including its network of dealers and suppliers. TMP has led the automotive industry and was the first to recover from the 1997 Asian financial crisis. Since 1988, the Toyota Group has brought in more than 20 joint-venture projects in the Philippines, involving Toyota's domination of the passenger-car category, coinciding with the launch of the Vios passenger sedan, aimed at consolidating the Japanese car in the local market. This, along with the company's focus on environmentally friendly vehicles, has contributed to the company's growth. The company also shares the concept of "zero emissions" with every transportation company in the country. "We are always thinking about the greater Philippine society," he says. "The Vios was a key milestone for us, as it allowed us to enter new markets and grow our business in the country."
Panasonic celebrates 40 years of partnership with the Philippines

Panasonic origins in the Philippines can be traced back to the 1960s, when Filipino entrepreneur Dr. Julius Babcock and his partner operated a store in Manila to assemble Panasonic's vacuum cleaners with Matsushita Electric Industrial Co. to create the country’s first Filipino-Japanese joint venture in the appliance industry.

Today, Panasonic Manufacturing Philippines Corp. has grown to become one of the largest electronics manufacturing companies in the country. According to Tokyo-based JPEPA, the Philippine Export and Investment Promotion Agency, the private sector has been encouraged to set up economic zones in the country to complement the government’s economic growth programs.

Recognizing the value of the Filipino worker

The Philippines serves as the manufacturing center for Panasonic’s global operations. The company focuses on the needs of the local market and its customers, ensuring that we have quick countermeasures for a wide range of products — from car components to utility and industrial boilers, heat-recovery steam generators and industrial process equipment.

In 1993, the company launched an R&D program to focus on the needs of the local market. Our electric fan products, home appliances, cooling & air conditioning and washing machines are all locally developed. We continuously develop products that will suit the tastes of Filipino customers, explain Loco, who believes that flexibility in the line to success in a market like the Philippines.

But Panasonic’s corporate citizenry goes beyond making appliances for Filipino households. It is the Japanese who appreciate the country’s rich heritage, the beauty of its mountains, the friendliness of its people and their ability to recover from natural disasters. Its success is to the advantage of companies like Panasonic and the Filipino farmers.

In 1993, Dr. Julius Babcock and his partner established Myoga, a manufacturing company to fabricate utility and industrial boilers, heat-recovery steam generators and industrial process equipment.

While Panasonic has some of the most crucial players in the Philippine power industry, many competitors are also attempting to enter the market.

Brother International Philippines has made great strides in the market since it opened seven years ago.

“Although they have had many competitors, we still hold the lead in our respective market segments. We believe it is better to go to India, and spend time here, and eventually are given orders for their operations from corporate offices in different parts of the world. Our competitors have given us new orders every time we have executed projects in the Philippines,” he says.

Company president Hachiya has witnessed the country’s potential for growth.

“Since 2001, we have seen an increase of 20 percent every year in the Philippines and I know that the potential is there. Our business has been growing steadily,” he says.

For Hachiya, his stay in the Philippines has been a great experience. As the country continues to recover from the Asian economic crisis, many see this as the time for companies like Panasonic to expand in the country. In this way, we build value against our competitors. As of the moment, we have done this for many competing foreign companies. Today, BHPI stands as one of the most crucial players in the Philippine power industry.

Babcock Hitachi Philippines President Toshitomo Myoga says that his business is continually implementing changes to the environment.

The factory of Babcock Hitachi Philippines in Batangas, south of Manila

“Business has been so good that BHPI expanded from late 2009 to early 2010 in setting up a new manufacturing line for its power systems,” he says.

Many Japanese companies have taken advantage of the Philippines’ offer of tax holidays, and a cost-effective labor force that is highly educated and very fluent in English. In setting up their businesses, these companies have appreciated the prompt and professional support from PEZA and the respective local government.

Babcock Hitachi Philippines Chairman Keiji Hayakawa boasts of the factory’s capabilities, and the support from PEZA and the Philippine government.

“The factory has an uninterrupted power supply and the environment is excellent for business and tourism. This makes the Philippines an uncontested front-line investment destination.”

Manufacturers like Brother International Philippines Inc. and Brother International Corporation, among others, are keen to point out that the tax-free period is only one of many advantages the country has to offer. They are also keen to point out that the tax-free period is only one of many advantages the country has to offer. They are also keen to point out that the tax-free period is only one of many advantages the country has to offer.

When business is a pleasure

Under the supervision of the Philippine Economic Zone Authority, the private sector has been encouraged to set up economic zones in the country to complement the government’s economic growth programs.

Panasonic生机勃勃的菲律宾

In contrast, the Japanese giant’s global operations. The company focuses on the needs of the local market and its customers, ensuring that we have quick countermeasures for a wide range of products — from car components to utility and industrial boilers, heat-recovery steam generators and industrial process equipment.

In 1993, the company launched an R&D program to focus on the needs of the local market. Our electric fan products, home appliances, cooling & air conditioning and washing machines are all locally developed. We continuously develop products that will suit the tastes of Filipino customers, explain Loco, who believes that flexibility in the line to success in a market like the Philippines.

But Panasonic’s corporate citizenry goes beyond making appliances for Filipino households. It is the Japanese who appreciate the country’s rich heritage, the beauty of its mountains, the friendliness of its people and their ability to recover from natural disasters. Its success is to the advantage of companies like Panasonic and the Filipino farmers.

In 1993, Dr. Julius Babcock and his partner established Myoga, a manufacturing company to fabricate utility and industrial boilers, heat-recovery steam generators and industrial process equipment.

While Panasonic has some of the most crucial players in the Philippine power industry, many competitors are also attempting to enter the market.

Brother International Philippines has made great strides in the market since it opened seven years ago.

“Although they have had many competitors, we still hold the lead in our respective market segments. We believe it is better to go to India, and spend time here, and eventually are given orders for their operations from corporate offices in different parts of the world. Our competitors have given us new orders every time we have executed projects in the Philippines,” he says.

Company president Hachiya has witnessed the country’s potential for growth.

“Since 2001, we have seen an increase of 20 percent every year in the Philippines and I know that the potential is there. Our business has been growing steadily,” he says.

For Hachiya, his stay in the Philippines has been a great experience. As the country continues to recover from the Asian economic crisis, many see this as the time for companies like Panasonic to expand in the country. In this way, we build value against our competitors. As of the moment, we have done this for many competing foreign companies. Today, BHPI stands as one of the most crucial players in the Philippine power industry.

Babcock Hitachi Philippines President Toshitomo Myoga says that his business is continually implementing changes to the environment.

The factory of Babcock Hitachi Philippines in Batangas, south of Manila

“Business has been so good that BHPI expanded from late 2009 to early 2010 in setting up a new manufacturing line for its power systems,” he says.

Many Japanese companies have taken advantage of the Philippines’ offer of tax holidays, and a cost-effective labor force that is highly educated and very fluent in English. In setting up their businesses, these companies have appreciated the prompt and professional support from PEZA and the respective local government.

Babcock Hitachi Philippines Chairman Keiji Hayakawa boasts of the factory’s capabilities, and the support from PEZA and the Philippine government.

“The factory has an uninterrupted power supply and the environment is excellent for business and tourism. This makes the Philippines an uncontested front-line investment destination.”

Manufacturers like Brother International Philippines Inc. and Brother International Corporation, among others, are keen to point out that the tax-free period is only one of many advantages the country has to offer. They are also keen to point out that the tax-free period is only one of many advantages the country has to offer. They are also keen to point out that the tax-free period is only one of many advantages the country has to offer.

When business is a pleasure

Under the supervision of the Philippine Economic Zone Authority, the private sector has been encouraged to set up economic zones in the country to complement the government’s economic growth programs.

Panasonic的菲律宾

In 1985, Hakayawa Denen Kogyo Co. Ltd. was choosing between Malaysia and the Philippines for its manufacturing facility. In the end, the company decided on the Philippines because among other factors, the country had an abundance of skilled English-speaking workers.

Today, Panasonic Manufacturing Philippines Corp. has grown to become one of the largest electronics manufacturing companies in the country. According to Tokyo-based JPEPA, the Philippine Export and Investment Promotion Agency, the private sector has been encouraged to set up economic zones in the country to complement the government’s economic growth programs.

Recognizing the value of the Filipino worker

The Philippines serves as the manufacturing center for Panasonic’s global operations. The company focuses on the needs of the local market and its customers, ensuring that we have quick countermeasures for a wide range of products — from car components to utility and industrial boilers, heat-recovery steam generators and industrial process equipment.

In 1993, the company launched an R&D program to focus on the needs of the local market. Our electric fan products, home appliances, cooling & air conditioning and washing machines are all locally developed. We continuously develop products that will suit the tastes of Filipino customers, explain Loco, who believes that flexibility in the line to success in a market like the Philippines.

But Panasonic’s corporate citizenry goes beyond making appliances for Filipino households. It is the Japanese who appreciate the country’s rich heritage, the beauty of its mountains, the friendliness of its people and their ability to recover from natural disasters. Its success is to the advantage of companies like Panasonic and the Filipino farmers.

In 1993, Dr. Julius Babcock and his partner established Myoga, a manufacturing company to fabricate utility and industrial boilers, heat-recovery steam generators and industrial process equipment.

While Panasonic has some of the most crucial players in the Philippine power industry, many competitors are also attempting to enter the market.

Brother International Philippines has made great strides in the market since it opened seven years ago.

“Although they have had many competitors, we still hold the lead in our respective market segments. We believe it is better to go to India, and spend time here, and eventually are given orders for their operations from corporate offices in different parts of the world. Our competitors have given us new orders every time we have executed projects in the Philippines,” he says.

Company president Hachiya has witnessed the country’s potential for growth.

“Since 2001, we have seen an increase of 20 percent every year in the Philippines and I know that the potential is there. Our business has been growing steadily,” he says.

For Hachiya, his stay in the Philippines has been a great experience. As the country continues to recover from the Asian economic crisis, many see this as the time for companies like Panasonic to expand in the country. In this way, we build value against our competitors. As of the moment, we have done this for many competing foreign companies. Today, BHPI stands as one of the most crucial players in the Philippine power industry.

Babcock Hitachi Philippines President Toshitomo Myoga says that his business is continually implementing changes to the environment.

The factory of Babcock Hitachi Philippines in Batangas, south of Manila
**Marubeni marks a century in the country**

Celebrating its 100th year in the Philippines this year, Marubeni Philippines has been active in a number of projects. One of the firm’s most recent is the completion of the Chairman’s Forest Project at Penablanca Sustainable Reforestation in Cagayan.

President Hiroshi Ito, Cagayan Board Member Glenn Prickett and Toyota Motor Philippines Foundation (TMPF) President Fumihiko Ogure mark the completion of the 3,000-hectare project, “Chairman’s Forest,” at Penablanca Sustainable Reforestation.

“Chairman’s Forest” project is a joint initiative of TMPF, Toyota Motor Philippines (TMP) and the Philippine National Police (PNP). It is a large-scale environmental project that aims to protect the environment and provide employment opportunities to the local community.

**Marubeni Philippines President and CEO Hiroshi Ito**

**HMN Media**

**Toyota still leads in the local auto industry**

Toyota Motor Philippines Corporation has built its name on providing quality products and services to its customers and further improving the lives of the Filipino people through the implementation of Making Caring, Caring, Environment, and Community Services. As we enter our 50th year, Toyota continues the tradition of strengthening its foundation to Bad to the Way in delivering only the best to our customers.

**Toyota Foundation Is Not Built On Cars Alone**

Toyota Motor Philippines Corporation has built its name on providing quality products and services to its customers and further improving the lives of the Filipino people through the implementation of Making Caring, Caring, Environment, and Community Services. As we enter our 50th year, Toyota continues the tradition of strengthening its foundation to Bad to the Way in delivering only the best to our customers.

**PSBank stays ahead of the game**

According to veteran banker Pascual M. Garcia III, the Philippines economy is at a tipping point.

"The Filipino now is really an employee of the world — not just in embarking and working abroad but in doing things locally for overseas companies. This is the new manufacturing model of the Philippines. With this strong foundation, consumption is really being built. So banks must become more efficient in delivering their services, which puts the industry as a whole in a better shape," claims Garcia, president of PSBank.

"We also do quite extensive work in the transportation industry. One of the most recent is the adoption of the Light Rail Transit (LRT) 2 system in Metro Manila," he says. "The company has also revisited past investments in search of new opportunities to strengthen the company and help its host country."

"We started with sugar a long time ago here in the Philippines. We are now focusing on roads and traffic safety. This is because the country holds high potential for inland development in the region," says Ito.

"We are not only here to do business. We are always looking for ways to contribute to the development of the countries we serve," he adds.

www.toyota.com.ph

"Looking toward the future, Ty strives to bring clients and his employees closer. He says: "Our partners in government and business, our hardworking employees, our customers, and our community play a very important role in our success."

"We are not only here to do business. We are always looking for ways to contribute to the development of the countries we serve," he adds.

www.toyota.com.ph

"Looking toward the future, Ty strives to bring clients and his employees closer. He says: "Our partners in government and business, our hardworking employees, our customers, and our community play a very important role in our success."

"We are not only here to do business. We are always looking for ways to contribute to the development of the countries we serve," he adds.

www.toyota.com.ph

"Looking toward the future, Ty strives to bring clients and his employees closer. He says: "Our partners in government and business, our hardworking employees, our customers, and our community play a very important role in our success."

"We are not only here to do business. We are always looking for ways to contribute to the development of the countries we serve," he adds.

www.toyota.com.ph

"Looking toward the future, Ty strives to bring clients and his employees closer. He says: "Our partners in government and business, our hardworking employees, our customers, and our community play a very important role in our success."

"We are not only here to do business. We are always looking for ways to contribute to the development of the countries we serve," he adds.

www.toyota.com.ph

"Looking toward the future, Ty strives to bring clients and his employees closer. He says: "Our partners in government and business, our hardworking employees, our customers, and our community play a very important role in our success."

"We are not only here to do business. We are always looking for ways to contribute to the development of the countries we serve," he adds.

www.toyota.com.ph

"Looking toward the future, Ty strives to bring clients and his employees closer. He says: "Our partners in government and business, our hardworking employees, our customers, and our community play a very important role in our success."

"We are not only here to do business. We are always looking for ways to contribute to the development of the countries we serve," he adds.

www.toyota.com.ph
Breathing new life into Philippine industry

Concepcion Industries Inc., founded by the late industrialist Jose N. Concepcion Sr., has long been a pioneer in environmental management and dernnation.

Concepcion Industries Inc. started operations in 1961, having been granted licenses by Commer- cial Karatex and Minikaria Designers. After steadily expanding the fledgling company’s busi- ness, Concepcion Sr. turned over the reins of the company to his son, Raul. Raul, building on what his father had started, authored the blueprint of the company’s surge into the future by building a strong local presence in terms of market dominance and strategic partner- ship.

In line with these objectives, Concepcion Indus- tries has developed and manufactured Condura, the only Filipino appliance brand that has be- come a major player in the local appliance mar- ket. To further bolster its position in the appliance category, it also forged a joint venture with Carrier Corp. for Carri Airconditioning Co., is the acknowledged leader in the appliance market.

In 1998, the company acquired a restructuring plan in a 2004 in a local company. Today, the joint-venture company, Concepcion Industries Inc. is the acknowledged market leader with almost 50 percent of the local air conditioning market in the Philippines. Today, the company is committed to becoming a global company, signifying its entry into the global market.

Meanwhile, CCIC’s Condura refrigerators are close to market leadership in their category, per- forming better than global brands like Panasonic, Samsung, GE and the like.

Despite these successes, Raul continues to look for future collaboration, especially with Japa- nese companies.

“Carrier is not a fly-by-night company. For you to get it with a small company like us in the initial stage, you need to be patient. You need to visit us until you find the right joint-venturer, you have to find someone who is as passionate and as focused as you. We are proud to Carrier that we are exactly that.” says Concepcion.

CCI is looking favorably toward the future with the Condura line as it has registered the brand international, so that when the decision is made to become more regional or even global, it will be ready.

“Although small and local, you are in the game,” says Raul. “If you don’t operate with a global mind-set, you are nowhere.”

Concepcion is proud of his company’s re- putting itself well, especially its re- search and development facilities.

“We discovered that there was a need for energy-saving freezers in our market. We invested in r & d and pig microprocessors, so we designed a blower that could be installed in the freezer and, by doing so, reduce electricity bills,” he says.

Concepcion realizes that his responsibility is not only to his customers and employees but to the Philippines as well.

“By outsourcing non-essential business pro- cesses to his workers (i.e., logistics, general parts manufacturing), CCIC promotes a culture of owner- operated small enterprises. As long as we do not suffer, we will work as a network, training our people to become entre- preneurs. If you lose some of them along the way, that is all good for the country,” he says.

www.carrier.com.ph

Atmosphere Consolidated Mining and the challenging road to recovery

Possessing one of the largest gold, nickel, copper and chrome deposits in the world, the Philippine mining sector is re-emerging as a major engine of economic growth thanks to government efforts to rehabilitate this once-important industry after years of neglect.

Leading the way as it did during the boom of the early 1970s when ATR KimEng Financial Corp. established in 1995, re- forming the 1935 mining company that became the Philippines’ largest mining company. The company’s biggest copper mining company not only started operations in 2004 in the Philippines but in all of Asia. Today, the company is one of the top three or four in the world. It is led by thePhils.

Plagued by declining copper prices, the company executed a restructuring plan in 2004 in a local competitor. Today, the joint-venture company, ATR KimEng Consolidated Mining Corp. is the acknowledged leader in the mineral category.

“The day we got word that the president was visiting us, we all rushed there to welcome her as she demanded from a helicopter ‘like an angel from the sky.’ She told the pro- ject our project was re-launched and asked us what we needed to get things done,” the executive vice president of ATR KimEng Consolidated Mining and the challenging road to recovery

Possessing one of the largest gold, nickel, copper and chrome deposits in the world, the Philippine mining sector is re-emerging as a major engine of economic growth thanks to government efforts to rehabilitate this once-important industry after years of neglect.

Leading the way as it did during the boom of the early 1970s when ATR KimEng Financial Corp. established in 1995, reforming the 1935 mining company that became the Philippines’ largest mining company. The company’s biggest copper mining company not only started operations in 2004 in the Philippines but in all of Asia. Today, the company is one of the top three or four in the world. It is led by the

Local firm takes lead amid RP economic surge

ered there was a need for energy-saving freezers for the Philippines, insurance underwriting is moving up the charts as an attractive business.

Through vital and radical fiscal mea- sures and a healthy currency, the Philippines’ 2007 economic growth rate of 7.3 percent has reached almost 20 years. Meanwhile, a strong local economy has led to an all-time high in June 2007, and the Philippines’ Indonesian fleet is now a key player in the global market as the fourth largest in terms of total trad- ed.

It is owned by publicly listed ATR Ki- mEng Financial Corp. (PSE:ATK), which includes corporate finance (through battlement consortium ATR Ki- mEng Capital Philippines), money brok- ing (Hong Kong listed Taurus Philippines), and insurance underwriting and distribution, real estate and asset management.

In April 2004, ATR KimEng Financial Corp. is the asset management business. ATR KimEng Financial Corp. is the asset management business. ATR KimEng Financial is the asset management business.

The Hatakeyama copper mine, the only nickel but other metals as well. We are now trying to establish a network of people who are ready to invest. By the end of this fiscal year, we are looking at three or four of these potential investors who are looking for good local partners,” Kawai reveals.

The company chief also says much of the copper mining business is in the Philippines but the Philippine government needs to focus on infrastructure and getting the cities in order,” says Ramos.

“St. Cabrini is the first medical zone in the Philippines and the industry’s heyday over a decade ago. Atlas Consolidated Mining and the challenging road to recovery

ASIAN DEVELOPMENT BANK

www.worlddevelopeports.com/PHILIPPINES

Formula for a successful partnership

Over the past 20 years, the Japanese family and the Toyo Tanso Group have produced innovations that have pushed the Philippine mining sector to become one of the most successful Filipino-Japanese joint ventures in the country.

The history between the two families goes back 50 years. So, in 1957, the Japanese family and the Toyo Tanso Group have produced innovations that have pushed the Philippine mining sector to become one of the most successful Filipino-Japanese joint ventures in the country.

The company’s founder, Tetsuro To佐藤, was a pioneer in environmental management and the Philippines. The company acquired a restructuring plan in 2004 in a local competitor. Today, the joint-venture company, ATR KimEng Consolidated Mining Corp. is the acknowledged leader in the mineral category.

The company’s founder, Tetsuro To佐藤, was a pioneer in environmental management and the Philippines. The company acquired a restructuring plan in 2004 in a local competitor. Today, the joint-venture company, ATR KimEng Consolidated Mining Corp. is the acknowledged leader in the mineral category.

The company’s founder, Tetsuro To佐藤, was a pioneer in environmental management and the Philippines. The company acquired a restructuring plan in 2004 in a local competitor. Today, the joint-venture company, ATR KimEng Consolidated Mining Corp. is the acknowledged leader in the mineral category.

The company’s founder, Tetsuro To佐藤, was a pioneer in environmental management and the Philippines. The company acquired a restructuring plan in 2004 in a local competitor. Today, the joint-venture company, ATR KimEng Consolidated Mining Corp. is the acknowledged leader in the mineral category.

The company’s founder, Tetsuro To佐藤, was a pioneer in environmental management and the Philippines. The company acquired a restructuring plan in 2004 in a local competitor. Today, the joint-venture company, ATR KimEng Consolidated Mining Corp. is the acknowledged leader in the mineral category.
A Philippine dragon fires its firm commitment to develop Asia and beyond

It has over 60 years since Alfonso T. Yuchengco, currently presidential adviser on foreign relations with Cabinet rank, established what is now known as the Yuchengco Group of Companies (YGC). It has been over 60 years since Alfonso T. Yuchengco, currently presidential adviser on foreign relations with Cabinet rank, established what is now known as the Yuchengco Group of Companies (YGC).

Through seemingly long and trying years, the secretary has lived and breathed his mother’s words: “Give me a chance and serve the truest interest of Filipino craftsmen.”

YGC is the umbrella organization of the Yuchengco Group of Companies. It is composed of companies that have made significant contributions to the economy of the Philippines. It has been able to survive through the years of困难, as well as the changing landscape of the business world.

YGC is a diversified business group that operates in the construction, real estate, and infrastructure sectors. It is one of the largest family-owned business conglomerates in the Philippines. It is the first Filipino construction company to be listed on the New York Stock Exchange.

YGC has been able to extend its reach to other parts of the world, including the Middle East, Africa, and Asia. It has been able to do this through its subsidiaries and joint ventures.

YGC is committed to the development of the Philippines and its people. It has been able to provide jobs and opportunities for Filipinos, as well as contribute to the country’s growth and development.

YGC is also committed to the values and traditions of the Philippines. It has been able to promote the Philippine culture and heritage both within the country and abroad.

YGC is a pathfinder in the world of business. It is a testament to the resilience and ingenuity of the Filipino people.

The Philippines is a country with a rich history and culture. It is a country that has withstood centuries of colonization and struggle. It is a country that has emerged from the ashes of war and poverty to become a beacon of hope and progress.

The Philippines is a country that is on the move. It is a country that is set to become a major player in the global economy. It is a country that is set to become a leader in the fields of science, technology, and innovation.

YGC is a testament to the potential of the Philippines. It is a testament to the spirit of the Filipino people. It is a testament to the resilience of the Filipino people. It is a testament to the promise of the Philippines.

The Philippines is a country that is worth investing in. It is a country that is worth doing business in. It is a country that is worth living in.

A Philippines dragon fires its firm commitment to develop Asia and beyond

Alfonso T. Yuchengco heads the Yuchengco Group of Companies, one of the largest family-owned business conglomerates in the Philippines. He served as Philippine ambassador to Japan in 1976 and 1980, and as ambassador to the Philippines in 1988. Today, he is the chairman of the Board of Trustees of the University of the Philippines and CEO of the Philippine Business Federation.

Yuchengco began his career as a construction engineer and has since expanded the business to include real estate, infrastructure, and other industries. His companies have made significant contributions to the Philippine economy.

Yuchengco is a man of vision and determination. He has always believed in the potential of the Philippines and its people. He has always been willing to take risks and make bold decisions to achieve his goals.

Yuchengco has been able to create a business empire that is admired and respected not only in the Philippines but also in the international community. His contributions to the country have been recognized with numerous awards and honors.

Yuchengco is a man of integrity and dedication. He has always been committed to the principles of hard work, honesty, and integrity. He has always been willing to put in the extra effort to achieve his goals.

Yuchengco is a man of values and principles. He has always been committed to the values of social responsibility, community involvement, and personal integrity. He has always been willing to give back to the community and to help others.

Yuchengco is a man of courage and perseverance. He has always been willing to face challenges and overcome obstacles. He has always been willing to persevere and never give up.

Yuchengco is a man of appreciates the potential of the Philippines. He is a man of determines to make a difference in the lives of Filipinos. He is a man of who is committed to the future of the Philippines.

A Philippines dragon fires its firm commitment to develop Asia and beyond

Filipino construction firm positions itself for world-class projects

Strong macroeconomic fundamentals and a good investment climate have resulted in a healthy Philippine economy. This has sparked renewed interest in infrastructure and property development in the country.

EEI Corp., a wholly owned Filipino construction firm, is at the forefront of the building boom nationwide, and is now eyeing a major share of the construction business abroad.

EEI specializes in building industrial projects, real estate development and various infrastructure projects. Its other expertise is providing replacement parts and supplies for various industrial and commercial companies as well as market manpower services.

EEI has been able to extend its reach to other parts of the world, including the Middle East, Africa, and Asia. It has been able to do this through its subsidiaries and joint ventures.

EEI is committed to the development of the Philippines and its people. It has been able to provide jobs and opportunities for Filipinos, as well as contribute to the country’s growth and development.

EEI is also committed to the values and traditions of the Philippines. It has been able to promote the Philippine culture and heritage both within the country and abroad.

EEI is a pathfinder in the world of business. It is a testament to the resilience and ingenuity of the Filipino people.

The Philippines is a country with a rich history and culture. It is a country that has withstood centuries of colonization and struggle. It is a country that has emerged from the ashes of war and poverty to become a beacon of hope and progress.

The Philippines is a country that is on the move. It is a country that is set to become a major player in the global economy. It is a country that is set to become a leader in the fields of science, technology, and innovation.

EEI is a testament to the potential of the Philippines. It is a testament to the spirit of the Filipino people. It is a testament to the resilience of the Filipino people. It is a testament to the promise of the Philippines.

The Philippines is a country that is worth investing in. It is a country that is worth doing business in. It is a country that is worth living in.

The Strength of SYNERGY

With investments ranging from banking to insurance, automotive sector, travel and tourism, construction and engineering, to information technology, YGC is among the premiere conglomerates in the Philippines and among the largest and diverse conglomerates in Southeast Asia.
Banner year for Philippine tourism

Philippine Secretary of Tourism Joseph Durano

First, it teamed up with Japanese travel giant JTB to organize an interisland treasure hunt for scuba divers. “All participants were given maps, and though it was all secreted and organized, they had the feeling that they were on an authentic treasure hunt,” explains Durano. That one program attracted 16,000 participants. DOT also teamed up with Japanese travel agent HIS for a “Win-on-land” campaign, in which Japanese travelers to the Philippines were given referee tickets to win the right to name one of the country’s 7,107 islands for a year. Today, we have Talakada island in the Philippines,” says Durano. Such focused activities have paid off. After three years at the helm, Durano is confident to say that 2007 was a banner year for tourism in the country. Today, with the performance of the industry: More tourists arrived and moved in. I can say we did the right thing,” says Durano.

According to DOT figures, visitor expenditures rose to approximately $2.9 billion in 2007 and grew an average of 20.1 percent over the last three years, making tourism one of the top dollar-earners for the country. By creating this “better environment,” the DOT clearly increased investor confidence in the tourism sector.

In the last two years, more than $2 billion has been invested in the tourism sector, mostly in hotel and resort developments in established destinations like Boracay to brand as well as in emerging destinations like Marinduque and Eastern Samar. “If you look at the beach destination projects, you will see that the number of rooms since then has increased. Beaches have always been our No. 1 draw, and we will continue to do so as the number of rooms on each beach swells,” Durano says.

Durano projects that the tourism sector will grow in the Philippines well into 2009 thanks to no small part the contribution of Japanese travelers.

“Japan continues to be one of our most important markets. The Japanese have long been a part of Philippine life in a big way. They are the ones who are opening a lot of opportunities to the Philippines,” says Durano. Tourism is just one facet in strengthening this relationship. As we move forward to the next chapter of the Philippines-Japan relationship, I am confident that tourism will play a major role. I invite Japanese travelers to discover, and rediscover, the Philippines,” he says.

For more information on how to organize a trip to the Philippines, visit www.awesephilippines.com.ph

Going beyond gaming to sustain economic growth

While income from overseas workers buoy the economy, the downside of their exodus is a brain drain of skilled Filipino professionals in search of high wages abroad. According to Efrain C. Gamboa, chairman and CEO of the Philippine Amusement and Gaming Corp., or PAGCOR, workers must be given opportunities to practice their trade at competitive salaries if the growth of the Philippine economy is to be sustainable.

The Philippines is the second largest country in Asia. If our infrastructure and brain drain challenges can be addressed, I think this country can go far. We are so rich in resources, but the problem is we have not learned to use them well. We have natural resources and the labor to sustain it. There is potential in our products, the challenge will be to do it. That is why we need to create an environment to attract new investments,” says Durano.

Banner year for Philippine tourism

Philippine Secretary of Tourism Joseph Durano

First, it teamed up with Japanese travel giant JTB to organize an interisland treasure hunt for scuba divers. “All participants were given maps, and though it was all secreted and organized, they had the feeling that they were on an authentic treasure hunt,” explains Durano. That one program attracted 16,000 participants. DOT also teamed up with Japanese travel agent HIS for a “Win-on-land” campaign, in which Japanese travelers to the Philippines were given referee tickets to win the right to name one of the country’s 7,107 islands for a year. Today, we have Talakada island in the Philippines,” says Durano. Such focused activities have paid off. After three years at the helm, Durano is confident to say that 2007 was a banner year for tourism in the country. Today, with the performance of the industry: More tourists arrived and moved in. I can say we did the right thing,” says Durano.

According to DOT figures, visitor expenditures rose to approximately $2.9 billion in 2007 and grew an average of 20.1 percent over the last three years, making tourism one of the top dollar-earners for the country. By creating this “better environment,” the DOT clearly increased investor confidence in the tourism sector.

In the last two years, more than $2 billion has been invested in the tourism sector, mostly in hotel and resort developments in established destinations like Boracay to brand as well as in emerging destinations like Marinduque and Eastern Samar. “If you look at the beach destination projects, you will see that the number of rooms since then has increased. Beaches have always been our No. 1 draw, and we will continue to do so as the number of rooms on each beach swells,” Durano says.

Durano projects that the tourism sector will grow in the Philippines well into 2009 thanks to no small part the contribution of Japanese travelers.

“Japan continues to be one of our most important markets. The Japanese have long been a part of Philippine life in a big way. They are the ones who are opening a lot of opportunities to the Philippines,” says Durano. Tourism is just one facet in strengthening this relationship. As we move forward to the next chapter of the Philippines-Japan relationship, I am confident that tourism will play a major role. I invite Japanese travelers to discover, and rediscover, the Philippines,” he says.

For more information on how to organize a trip to the Philippines, visit www.awesephilippines.com.ph

Going beyond gaming to sustain economic growth

While income from overseas workers buoy the economy, the downside of their exodus is a brain drain of skilled Filipino professionals in search of high wages abroad. According to Efrain C. Gamboa, chairman and CEO of the Philippine Amusement and Gaming Corp., or PAGCOR, workers must be given opportunities to practice their trade at competitive salaries if the growth of the Philippine economy is to be sustainable.

The Philippines is the second largest country in Asia. If our infrastructure and brain drain challenges can be addressed, I think this country can go far. We are so rich in resources, but the problem is we have not learned to use them well. We have natural resources and the labor to sustain it. There is potential in our products, the challenge will be to do it. That is why we need to create an environment to attract new investments,” says Durano.

Banner year for Philippine tourism

Philippine Secretary of Tourism Joseph Durano

First, it teamed up with Japanese travel giant JTB to organize an interisland treasure hunt for scuba divers. “All participants were given maps, and though it was all secreted and organized, they had the feeling that they were on an authentic treasure hunt,” explains Durano. That one program attracted 16,000 participants. DOT also teamed up with Japanese travel agent HIS for a “Win-on-land” campaign, in which Japanese travelers to the Philippines were given referee tickets to win the right to name one of the country’s 7,107 islands for a year. Today, we have Talakada island in the Philippines,” says Durano. Such focused activities have paid off. After three years at the helm, Durano is confident to say that 2007 was a banner year for tourism in the country. Today, with the performance of the industry: More tourists arrived and moved in. I can say we did the right thing,” says Durano.

According to DOT figures, visitor expenditures rose to approximately $2.9 billion in 2007 and grew an average of 20.1 percent over the last three years, making tourism one of the top dollar-earners for the country. By creating this “better environment,” the DOT clearly increased investor confidence in the tourism sector.

In the last two years, more than $2 billion has been invested in the tourism sector, mostly in hotel and resort developments in established destinations like Boracay to brand as well as in emerging destinations like Marinduque and Eastern Samar. “If you look at the beach destination projects, you will see that the number of rooms since then has increased. Beaches have always been our No. 1 draw, and we will continue to do so as the number of rooms on each beach swells,” Durano says.

Durano projects that the tourism sector will grow in the Philippines well into 2009 thanks to no small part the contribution of Japanese travelers.

“Japan continues to be one of our most important markets. The Japanese have long been a part of Philippine life in a big way. They are the ones who are opening a lot of opportunities to the Philippines,” says Durano. Tourism is just one facet in strengthening this relationship. As we move forward to the next chapter of the Philippines-Japan relationship, I am confident that tourism will play a major role. I invite Japanese travelers to discover, and rediscover, the Philippines,” he says.

For more information on how to organize a trip to the Philippines, visit www.awesephilippines.com.ph

Going beyond gaming to sustain economic growth

While income from overseas workers buoy the economy, the downside of their exodus is a brain drain of skilled Filipino professionals in search of high wages abroad. According to Efrain C. Gamboa, chairman and CEO of the Philippine Amusement and Gaming Corp., or PAGCOR, workers must be given opportunities to practice their trade at competitive salaries if the growth of the Philippine economy is to be sustainable.

The Philippines is the second largest country in Asia. If our infrastructure and brain drain challenges can be addressed, I think this country can go far. We are so rich in resources, but the problem is we have not learned to use them well. We have natural resources and the labor to sustain it. There is potential in our products, the challenge will be to do it. That is why we need to create an environment to attract new investments,” says Durano.