



PHILIPPINES: A MARKET FULL OF OPPORTUNITIES FOR THE "MADE IN ITALY"

Videoconference between Manila and the Italian Ministry of Foreign Affairs

Date: Thursday, November 8th, 2012 from 16.30 to 19.00 o'clock.
Location: Philamlife Tower
18TH Floor
8767 Paseo de Roxas
Manila
1226

Topics: *The opportunities of the retail and franchising market in the Philippines, in the sectors of food, fashion, design. Successful business models and new challenges: consumers, products, entry strategy, pricing, distribution, marketing.*

An exchange of experience and expertise aimed at increasing cooperation and networking between the two Countries.

PROGRAM

Opening and introduction

Rome Desk: Inigo Lambertini, Director of "Sistema Paese", Ministry of Foreign Affairs
Manila Desk: Luca Fornari, Ambassador of Italy in Manila

The retail and franchising markets in the Philippines

- ♣ Interventions and company presentations by:
 - Mr. Samie Lim, *President, Philippine Franchise Association*
 - Mr. Paul Santos *VP, Philippine Retailers Association*
 - Mr. Alessandro Abbate, *Chairman, Italian Chamber of Commerce in the Philippines*
 - *SM Malls, Director of Commercial Operations*

- ♣ Opportunities within the retail and franchising market in the Philippines. Questions and Answers

- ♣ Food – Fashion - Design: The competitive advantages of the Italian Companies in these sectors. Market segmentation in the Philippines. Questions and answers

- ♣ Entry Strategy: Import/Distribution/Franchising. Questions and Answers

Manila Desk: Participants

- ⤴ The Italian Embassy in Manila;
- ⤴ Representatives from the DTI and the DFA
- ⤴ Alessandro Abbate
Chairman, Forma Lighting
Chairman, Italian Chamber of Commerce in the Philippines
- ⤴ Samie Lim
President Philippine Franchise Association;
- ⤴ Paul Santos,
VP, Philippine Retailers Association;
- ⤴ Sinan Batur
BRERA by S&L Food Inc. (Food Import/Distribution: Granoro, D'Amico..)
- ⤴ Enrie Mendoza III
N&S International.Inc. (Food Production/Processing: tobacco, tomatoes etc..)
- ⤴ Carlo Cordaro
Cebu Fil Veneer Corporation (furnitures/design manufacturing)
- ⤴ Giovanni Boschi
Giardini del Sole Manufacturing & Trading Corp (furnitures/design manufacturing)
- ⤴ *Poliform (Furnitures Import)*
- ⤴ Lal Gopwani
Branded Lifestlye Inc. (Fashion/Eyewear Distribution: Ray-ban, Miu-Miu, Ralph Lauren...)

Rome Desk: Participants

- ⤴ The Italian Ministry of Foreign Affairs;
- ⤴ Confindustria (Main Italian Industrial Association)
- ⤴ Assofranchising (with associated companies)
- ⤴ Federlegno Arredo (furnitures/design producers' federation)
- ⤴ Federalimentare (food producers' federation)
- ⤴ Sistema Moda Italia (textiles/fashion producers' federation)
- ⤴ Representatives from various individual companies (yet to be defined).

Moderator

Massimo Di Nola

Il Sole 24 Ore Radiocor