

EXECUTIVE DIRECTOR'S OUTLOOK FOR 2023

As I reflect on the past year since starting my role, I am filled with a deep sense of gratitude for the incredible support and dedication that you have shown to GPCCI. Together, we have achieved so much and made significant strides towards our shared goals.

I am thrilled to share that 2023 is shaping up to be an incredibly strong year for us. With the global economic shift towards ASEAN, we are more optimistic than ever about the future of our organization and the opportunities that lie ahead.

In the coming months, we have many exciting plans in store. We will be hosting more face-to-face events and activities here in the Philippines, as well as increasing our trade promotion events in Germany. After our meeting last year between Secretary Alfredo Pascual and Economic Minister Robert Habeck in Singapore, we are looking forward to Secretary Pascual's visit to Germany as the next step in furthering our cooperation.

We are also eagerly anticipating the benefits that RCEP will bring to our economy and our members. By joining RCEP, the Philippines will be able to strengthen its economic ties with its neighbors and play a more significant role in the region's economic integration.

As a Chamber, we remain committed to exploring important topics such as sustainable supply chains, securing skilled personnel, and providing valuable training opportunities.

Throughout it all, our relationship with the government will continue to be a key focus. We will work tirelessly to ensure that your voices are heard and that your needs are met.

Moreover, our commitment to fostering economic growth and strengthening trade ties between Germany and the Philippines remain steadfast. Our team is continuously exploring new and innovative ways to promote the country as an emerging economic hotspot and a bullish market, as well as to assist in the market entry for new businesses.

I want to take a moment to express my appreciation to you! Your membership provides us with a diverse and talented group of professionals, whose expertise and knowledge are essential to achieving our mission. Your active participation in our business community is critical and the reason for our continued success. Thank you for your constant engagement in our committees, events, and initiatives as this is essential to

advancing our shared goals and ensuring that our organization is responsive to your needs.

Before closing my message, I am excited to share with you that our flagship event, Mabuhay Germany, will be making its comeback this year! Mabuhay Germany has long been one of the most anticipated events on our calendar, providing a platform for our members to showcase their products and services, connect with potential partners and customers, and build new relationships. It is also an opportunity to celebrate the deep cultural and economic ties between the Philippines and Germany. This year, we are planning an even bigger and better event, with new features and opportunities for our members to engage and connect. We are confident that this event will be a huge success, and we are looking forward to seeing all of you there - so please mark your calendars for the 16th to 18th of November for this much-awaited event.

Looking ahead, I am excited about the opportunities that the coming year holds. We have a robust calendar of events and initiatives planned, which will provide us with numerous opportunities to connect, collaborate, and learn from one another.

Again, thank you, *maraming salamat, danke schön!*

Mit freundlichen Grüßen / With Best Regards,



Christopher Zimmer
Executive Director
30 March 2023