

Event: Mabuhay Germany 2023

Date: 16-18 November 2023

Venue: World Trade Center, Pasay City

This year's Mabuhay Germany™ highlights the importance of sustainability in trade and the progress of the collaboration between the Philippines and Germany in driving innovation and future technologies that support sustainable development. The event will showcase the latest advancements in sustainable technologies and practices, as well as provide a platform for networking and collaboration between businesses, government officials, and industry experts from both countries.

It emphasizes the critical role that trade plays in shaping the future of both countries, and the need for advancing collaboration in creating sustainable solutions to the challenges facing our world today. It encourages attendees to explore the exciting possibilities for innovation and technology that can be achieved through Philippine-Germany trade, and how these advancements can be leveraged to build a better future for all.

Below is a draft of programs and plenary sessions that participants can expect from attending Mabuhay Germany™.

Program Flow:

16 November 2023 – Opening Ceremony

Time	Program item	By
0730hrs	Registration	Of VIP guests
0830hrs – 0840hrs	Welcome Remarks	Stefan Schmitz , President, GPCCI
0840hrs – 0850hrs	Opening Remarks	Ambassador Dr. Andreas Pfaffernoschke , German Ambassador to Manila
0850hrs – 0910hrs	Keynote Address	Confirmed: Usec. Maria Blanca Kim Bernardo-Lokin Undersecretary for Communications, Office of the Secretary, Department of Trade and Industry
0910hrs – 0920hrs	Ribbon Cutting	VIPs
0920hrs – 1000hrs	Tour of the Exhibition/Opening of DMW Photo Exhibit	VIPs
1000hrs – 1050hrs	Reception brunch	VIPs

16 November 2023 – Program Proper (Marketplace)

Time	Program item	By
Start-Up Pitch Arena Powered by Start2 in cooperation with TechShake, GPCCI and German Embassy		
1100hrs – 1110hrs	Introduction	by Start2 Group (formerly German Entrepreneurship) and GPCCI
1110hrs – 1140hrs	Start Up Pitch Arena	Start Up 1: Farmvocacy (Agriculture/ESG)

		Start Up 2: SolX (innovative digital energy solutions platform) Start Up 3: Startup 3: Kamilas4am (short-form marketing content creators)
1140hrs – 1240hrs	Fireside Chat Beyond Automation: The Role of Generative AI in the BPO Revolution	Moderator: Dr. David Klebs , Economic Counsellor, German Embassy Manila Panelists: Byeongjo Kong (Digital Technology Specialist, Digital Technology for Development Division, ADB) Cely Rose Apple Pangan (Strategy and Corporate Projects Division Manager for Lufthansa Technik Philippines) Aurelien Chu (Co-founder/COO, Eskwelabs; Forbes 30 under 30) Linda Nguyen Schindler (Director of AI Competence Center and Head of Ecosystem & Partnerships, Start2 Group)
BREAK		
1430hrs – 1500hrs	Marketplace Pitching	Exhibitors/Sponsors
1500hrs – 1600hrs	Skills Migration Topic on Right Procedures for Fair Recruitment	Confirmed Speakers: Atty. Mario Zinampan , Assistant Secretary, Public Policy and International Cooperation, Department of Migrant Workers Dr. David Klebs , Economic Counsellor, German Embassy Manila Mr. Jens Rösler, Deputy Director and Head of Language Department, Goethe Institut

16 November 2023 – 15th Anniversary Cocktails and Partners’ Night

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Supported by:



on the basis of a decision by the German Bundestag

Time	Program item	Remarks
1730hrs -1800hrs	Registration	
1805hrs - 1815hrs	Welcome Remarks	Maan Mariano , Senior Vice President, GPCCI
1820hrs - 2200hrs	Networking Cocktails (Heavy Cocktails)	
19:00	Award Ceremony for 15 th and 10 th year GPCCI Members	GPCCI
22:00	Same-day-edit	

17 November 2023 – Program Proper (Marketplace)

Time	Program item	By
1000hrs – 1100hrs	Sustainability Efforts of German and Philippine Companies (Roundtable) Sponsored by: AllianzPNB Life Insurance Inc.	Moderator: Gino Riola Chief Marketing Officer and Head of Sustainability, AllianzPNB Life Insurance Inc. Invited Panelists: Ma. Victoria Tan Head, Group Risk Management and Sustainability Unit, Ayala Corporation. Anthony Frangos General Manager, Adidas Philippines Inc. (confirmed) Namisha Jain , Country Manager, Beiersdorf Philippines Inc. Ms. Marla Garin-Alvarez, Vice President & Head, Sustainability Office, BDO Unibank Inc. (confirmed)
	UN Sustainable Development Goals: How does the Philippine Government support this? Sponsored by: BASF Philippines Inc.	Confirmed Speaker: Cherryl Posadas , Representative for the Committee on Sustainable Development Goals, Philippines
Climate-Smart Cities and Low-Carbon Transition Powered by German Embassy in Cooperation with GIZ and GPCCI		
11:40hrs – 11:55hrs	Welcome Remarks by Ambassador Dr. Andreas Pfaffernoschke German Embassy, Manila Brief Introduction by Immanuel Gebhardt (GIZ Country Director Philippines and the Pacific Island Countries)	
11:55hrs – 12:35hrs	Panel Discussion	

Building Climate-Smart Cities in the Philippines and Germany		
	Topic: Leading the Way in City Climate Action Sharing Muntinlupa’s journey to winning the SDG Award for City Climate Action, focusing on their energy efficiency and conservation program.	Mayor Rozanno Rufino Biazon (TBC) (Muntinlupa City)
	Topic: Integrated Urban Climate Actions for Resilient Cities Discussion on urban sustainability practices, the role of local governments, and community involvement in creating resilient and climate-smart cities	Anne Patricia Mariano (Urban Act, GIZ)
	Topic: Transformative Actions for Climate and Ecological Protection and Development Discussion on leveraging ecosystem-based adaptation strategies to improve urban climate resiliency.	Laidis Mias-Cea (UN-Habitat) TBC Alexandra Galperin (ADB) Unit Head, Disaster Risk Management working with the Climate Change Resilience and Environment Cluster at the Asian Development Bank
12:35hrs – 12:50hrs	Q&A	
12:50hrs – 13:00hrs	Closing Remarks by Deputy Head of Mission, Matthias Kruse German Embassy, Manila	
BREAK		
1430hrs – 1500hrs	Marketplace Pitching	Exhibitors/Sponsors
1500hrs – 1600hrs	Doing Business in The Philippines and Germany With the support of: SGV & Co.	Confirmed Speakers: DG. Tereso Panga , Director-General, PEZA Atty. Jules Riego , Leader, PH & ASEAN Business Tax Services, Principal Tax SGV & Co.

18 November 2023 – Program Proper (Marketplace)

Time	Program item	By
1000hrs – 1100hrs	The Era of Influence and Social Media Marketing for Corporate and Businesses	Confirmed Speaker: Patrick Mueller , Founder and CEO ASAPHub

<p>1100hrs – 1200hrs</p>	<p>Women Who Make the Difference - Women in STEM, Women on Equality, Women in Business</p> <p>Sponsored by: BASF Philippines Inc. (Women in BASF - Philippine Chapter)</p>	<p>Moderated by:</p> <p>Michelle Santos, Communications Affair, BASF Philippines Inc.</p> <p>Charlotte Bandelow, Deputy Executive Director, German-Philippine Chamber of Commerce and Industry Inc.</p> <p>Invited Speakers:</p> <p>Anne Chua-Norbert, Managing Director, DDB Philippines Inc.</p> <p>Angela Chen, Co-Founder and CEO, Eskwelabs</p>
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