



Deutsch-Philippinische
Industrie- und Handelskammer
German-Philippine Chamber
of Commerce and Industry

Executive Director's Message and Outlook for 2024

It is with great pleasure that I welcome you to the outlook for 2024 within the pages of our Annual Report. As we embark on this prospective journey together, I extend my warmest greetings to each one of you.

Reflecting on the past year, we are filled with optimism as we witness numerous positive developments that pave the way for a promising future. Notably, the visit of H.E. Annalena Baerbock, the Foreign Minister of Germany, to the Philippines, and the subsequent visit of President Ferdinand Marcos Jr. to Berlin, marks a significant milestone. This exchange not only strengthens diplomatic ties but also signifies immense potential for collaboration between our nations, positioning the Philippines as a promising investment destination for German companies.

Furthermore, amendments to Philippine laws aimed at enhancing ease of doing business underscore our commitment to fostering a conducive environment for investment. Through our Policy and Advocacy committee, we will continue engaging in constructive dialogues with the government, exemplified by the recent Memorandum of Understanding (MOU) signed with ARTA on this matter.

The recent developments in the renewable energy sector, allowing foreign investors to hold 100 percent equity, present lucrative opportunities for sustainable growth. We eagerly anticipate the resumption of negotiations for the EU-Philippine Free Trade Agreement as well, reaffirming Germany's pivotal role as the Philippines' top trading partner and investor.

In addition, I am pleased to highlight the strides we have made in fostering collaboration with TESDA. Our MOU with TESDA represents a significant step forward in enhancing opportunities for skilled labor migration and development. We remain committed to furthering initiatives that promote the exchange of knowledge and expertise in this vital area.

As we anticipate welcoming delegations from Germany this year, we will continue to strive for excellence as we promote the Philippines and the myriad of opportunities that can be found in this beautiful country through our immense knowledge and expertise amassed in the last 16 years.

During our own travels, we are steadfast in our mission to elevate the visibility of the Philippines. We will continue to showcase the diverse opportunities and potential this nation offers. By actively engaging with audiences across various platforms, such as with the German Chambers ASEAN Business Council, we aim to strengthen bilateral ties and foster greater collaboration between our countries and through the support of our peers.



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In closing, I want to reiterate our dedication to advocating for our members, who are the cornerstone of our Chamber. I extend my heartfelt gratitude for your perpetual support and commitment. Your trust drives us to strive for excellence each day. Your success is our priority, and we encourage you to reach out to any needs or concerns.

With optimism and determination, let us embark on another year of success as the German-Philippine Chamber of Commerce and Industry!

mit freundlichen Grüßen / With Best Regards,

Christopher Zimmer
Executive Director
25 March 2024