



A golden age of strategic partnership

Through strong leadership and the establishment of real economic drivers, the Philippines has transformed itself into a leading Southeast Asian investment destination.

Despite impressive economic growth, there are growing pains for the country to address and infrastructure acceleration is high on the government's 10-Point Socioeconomic Agenda. President Rodrigo Duterte is focused on infrastructure and the development of industries to create jobs and uplift the lives of Filipinos.

Foreign direct investment will be crucial. Through the government's "Build, Build, Build" (BBB) program, as much as \$170 billion is expected to be spent before 2022.

"The Philippines is the rising star of Asia," said Philippine Chamber of Commerce and Industry President "Bing" Limjoco. "BBB projects will kick-start a golden age of entrepreneurship which, in turn, will benefit micro, small and me-



Koji Haneda, Ambassador of Japan to the Republic of the Philippines

dium-sized enterprises." The country's ties to Japan continue to represent a real opportunity for both nations to work together in close partnership.

The Japan International Cooperation Agency is providing valuable support for a number of major BBB projects, including the ambitious Metro Manila Subway.

"BBB is an initiative that can push the country in the right direction," said President of the Philippines-Japan Society, Francis Laurel. "I am glad the Japanese government is involved, as we have proven to work well together over the last few decades. I believe this is because we share many similar traits such as honesty, innovation and a strong work ethic."

Both countries' ambassadors are in agreement that close ties between the Philippines and Japan will continue to benefit both nations.

"As Duterte stated in Tokyo in October, our two countries are entering a 'golden age of strategic partnership,'" said Koji Haneda, ambassador of Japan to the Republic of the Philippines.

"Japan-Philippines economic

ties have never been as strong as they are in 2018, a year that marks the 10th anniversary of the Japan-Philippines Economic Partnership.

Jose C. Laurel V, ambassador of the Philippines to Japan said: "Under the firm hand and resolute leadership of both President Rodrigo Duterte and Prime Minister Shinzo Abe, who have themselves developed close personal bonds, we have inaugurated the golden age of the Philippines-Japan strategic partnership. The next few years will see the visible signs of this new era, combining 'Dutertenomics' and its aggressive BBB program with Japan's ¥1 trillion commitment to economic and infrastructure support. Of the many engines propelling the Philippines' inexorable rise to the ranks of full-fledged Asian Tigers, there is little doubt that our cross-the-board engagement with Japan provides perhaps the strongest thrust."

Meeting increasing demand through safety, quality and productivity

"Our objective has always been to produce high-quality components which meet the requirements of our international clients," said Keisuke Yamanishi, president of JX Nippon Mining & Metals Philippines, Inc. (JX-NMPH).

The company, based in Laguna, in the Philippines, has been producing high-end electrodeposited copper foil (EDCF) and treated rolled copper foil (TRCF) for over 20 years. EDCF and TRCF are used in copper-clad laminated printed circuit applications in the electronic industries of Southeast Asia, China, Korea and Japan.

"The majority of our customers manufacture high-end consumer electronics such as smartphones, laptops and tablets, and we deliver our products and solutions from our



Keisuke Yamanishi, President of JX Nippon Mining & Metals Philippines, Inc. (JX-NMPH)

50,000-square-meter facility in the Philippines," explained Yamanishi. With increasing demand for

high-end consumer electronics, quality components play a key role in the global technology industry. JX-NMPH supplies high-end copper foil to the market and is seeing strong demand due to the robust high-end consumer electronics industries.

"While we are supplying copper foil to meet high-end, world-class product requirements, we also place great importance on safety and environmental awareness as a company," said Yamanishi.

"This is reflected in our corporate mission statement that prioritizes safety and environment, quality and productivity."

JX-NMPH adheres to these three priorities to successfully deliver high-quality components from the Philippines to rest of the world.

"The relationship between Japan and the Philippines contin-

ues to improve and I have had a very pleasurable experience working with local employees," said Yamanishi.

"Through education and training initiatives, we have improved our productivity levels, safety and craftsmanship. We expect JX-NMPH to be in a strong position to better serve our customers and make an even greater contribution to Filipino society."

www.nmm.jx-group.co.jp/english
www.nmm.jx-group.co.jp/english/philippines



Focused on keeping Meinan Philippines moving in the right direction

For over 20 years, Meinan Philippines has earned a reputation as a highly respected manufacturer of quality components for a range of industries.

By diversifying its product offerings and focusing on employee development and training, the company is currently growing its business while empowering its workforce.

Approximately half of the company's sales are to Japanese companies based in the Philippines, with the other half to international clients in Asia and North America.

Through continued client development initiatives, Meinan Philippines is growing its business through partnerships with customers in Thailand.

The quality of Meinan Philippines' products has been assured



Tatsuhiko Sasai, President of Meinan Philippines

through extensive employee education and training. Meinan Philippines employees understand how customers use the company's products and are able

to meet clients' technical and service needs.

With 150 employees currently under his leadership, Tatsuhiko Sasai, president of Meinan Philippines is committed to employee development.

"Our Filipino workforce is hard-working and trustworthy, and we are very proud of our competent team," said Sasai. "While the Philippines is seeing labor costs increase, industrial production is being strengthened through investment initiatives and we remain committed to the Philippines, our employees and our customers."

By creating a safe and comfortable working environment for employees, Sasai has developed a family orientated workforce.

"We are focused on keeping Meinan Philippines moving in the right direction," said Sasai.

"We are a family and we encourage our employees to grow with our company as we expand our business operations by strengthening our ties with our partners."

"The relationship between Japan and the Philippines remains very amiable," said Sasai. "Based on mutual trust and understanding, I am confident the friendship between our two countries will go from strength to strength."

www.meinan-ss.co.jp



Kansai Paint Philippines – delivering innovation to the Philippines

For over 20 years, Kansai Paint Philippines has been supplying and developing products for the country's automotive, motorcycle and industrial paint sectors.

"We are proud to supply high-quality and cost-competitive coating products to customers across the Philippines," said Takushi Yamamoto, president of Kansai Paint Philippines. "Ultimately, we aim to be the leading paint company and supplier in the Philippines."

Yamamoto is determined to meet the growing demands of the country's key industries by bringing new innovations to the market.

The company plans to introduce one of its new functionality products — the Ales Anti-MosQ Paint. Utilizing technology created in South Africa, it is the first anti-mosquito paint proven to provide protection against

mosquito-borne diseases through contact repellence. Ales Anti-MosQ Paint was successfully launched in Malaysia, having been adapted to suit tropical climates. "We are confident that

deactivates bacteria and viruses, detoxifies indoor air pollution, controls indoor humidity and purifies air through carbon dioxide adsorption. More innovative products are in the pipeline as



this product will contribute to Filipino society by saving lives," said Yamamoto.

Another cutting-edge product is Kansai Paint Philippines' Ales Shiquy, which has remarkable air purifying properties. It removes odors caused by cigarettes, sweat, toilets and garbage,

the company invests in research and development.

Kansai Paint Philippines has partnered with many Japanese investors involved in the Philippines' "Build, Build, Build" program, and the company is benefiting from the strong economic relationship between the Philip-

pines and Japan. The company's esteemed partners also include key players in the Filipino real estate and property sectors, with the company providing decorative paint.

Kansai Paint Philippines is also poised to take advantage of the expected 10 to 15 percent rise in the country's automotive and motorcycle sales over the next few years. Established in Japan in 1918, Kansai Paint continues to build on a century of international innovation and is proving successful in the Philippines.

"We are very positive about our position here in the Philippines and see many opportunities to grow our business," said Yamamoto. "We have high-quality, cutting-edge products and we look forward to continuing to work closely with our friends and partners across the Philippines."

www.kansaipaint.com.ph

Providing unparalleled legal representation for the betterment of the Philippines

Legal services firms in the Philippines are playing an increasingly important role in facilitating economic growth. Cruz Marcelo & Tenefrancia (CMT) is dedicated to serving Filipino society.

This year, the Legal 500 Asia Pacific 2018 ranked CMT as a top-tier firm. Seven of the firm's 20 partners were recognized as leading individuals and reaffirmed CMT's status as one of the nation's top legal firms.

Chairman and Chief Executive Officer Simeon V. Marcelo is one of the country's top litigators, having previously served as solicitor general and ombudsman.

"Our core values are built on integrity, professionalism and diligence," said Marcelo. "Through our hard work, the ability to innovate and our reputation for providing the best legal advice, we have seen a year-on-year increase in foreign clientele."

This year, the government of the Philippines plans to amend its constitution to ease restrictions on foreign investment. With the country's "Build, Build, Build" initiative driving large-



Simeon V. Marcelo, Chairman and CEO of Cruz Marcelo & Tenefrancia (CMT)

scale infrastructure projects, foreign direct investment is expected to increase.

With an increasing number of deals being done, foreign companies, including a significant number of Japanese firms, require legal services on the ground in the Philippines.

"We established our Japan desk a number of years ago to facili-

tate Japan-Philippines trade," said Marcelo. "We are happy to work with Japanese investors and indeed all of our friends from across the region. As to our present and future Chinese clients, we created our China desk last year. CMT remains committed to meeting the needs of our growing multinational clientele." In this connection, CMT has several partners who speak either Mandarin or Japanese.

CMT intends to continue delivering high-quality legal representation, particularly with the use of tools provided by advances in artificial intelligence, combined with the utmost desire to exceed clients' expectations.

The growth of the Philippines' economy will continue to attract interest from around the world. CMT aims to guide leaders, captains of industry and the common man for the betterment of the Philippines. ♦ www.cruzmarcelo.com



Daikin strengthens its presence in the Philippines

Daikin Philippines is increasing its market share in the country by creating awareness among consumers on the advantages of choosing Daikin solutions.

Electricity prices in the Philippines remain among the highest in Southeast Asia. With household appliances being expensive to run, consumers must balance initial purchase costs with long-term operating expenses.

The Philippines' air-conditioning market is a prime example of this challenge with cheaper, inefficient window type air conditioning units accounting for over 60 percent of units sold.

The more efficient split type air-conditioning units offered by Daikin Philippines provide consumers with value for money and are growing in popularity through the company's efforts to educate the market.

"As the Philippines' air-conditioning market matures, consumers are being made more aware of the options available to them," said Lee Wai Kok, CEO of Daikin Philippines.

"We are committed to delivering high-quality, efficient and environmentally beneficial products that offer better value for



Lee Wai Kok, CEO of Daikin Philippines

money. Our goal is to educate the market regarding the benefits of using our products and ensure our installation, maintenance and after-sales service is the best in the business."

Daikin recently announced the discontinuation of its R22 refrigerant model, a model with ozone-depleting refrigerant. This was completed three years ahead of the 2020 deadline set by the Philippine Department of Environment and Natural Resources. Last year, the company intro-

duced the R410A Cooling King air conditioning range with technology that boasts of having less ozone-depleting refrigerants.

Today, only 15 percent of households have air conditioning in the Philippines. However, with one of the fastest-growing middle class populations in Asia, this is predicted to increase to 20 percent by 2020.

Daikin Philippines plans to increase its branch offices nationwide from nine to 15 in the same year, and increase its dealer network from 350 to 700.

"Our goal is to expand our coverage to provide superior products and after-sales services to customers across the Philippines," said Lee.

"We want the Daikin brand to become a household name associated with quality, efficiency and value for money, and intend to build on our successes in the Philippines by investing in our products, people and our promises to customers." ♦ www.daikin.com.ph



Building great places for life

Ortigas and Co. is one of the Philippines' most respected real estate developers. Having partnered with two key players in Manila's thriving real estate industry, Ayala Land and SM Prime Holdings, the company is laying the foundations for growth in 2018. Responsible for driving Ortigas and Co. into a new era of growth is President and CEO Jaime Ysmael.

"Our goal is to tap into the synergies that can bring our three corporate cultures together to maximize the opportunities we see in the market," explained Ysmael.

Ortigas and Co. has allocated 180 billion pesos to develop five key locations — Greenhills, Cirulo Verde, Capitol Commons, Ortigas East and Ortigas Central Business District. High-end condominiums, state-of-the-art leisure facilities and integrated commercial and office space will enable Ortigas and Co. to meet the needs of the discerning buyer.

"We are looking to capitalize on the trends we see within the property sector to maximize the values of our high-end properties within Metro Manila," said Ysmael. "With the current administration's focus on infrastructure development and new mass transit solutions, the National Capital Region will see congestion



Greenhills Shopping Center

reduced and commuters' lives made easier. We intend to play a role in this urban revitalization."

With Manila's residential market remaining strong, Ortigas and Co. is looking to grow while remaining a niche player in the industry.

"Our relationships with our customers and key stakeholders are at the heart of what we want to accomplish," said Ysmael. "We will engage our customers and appeal to their emotions through our product and service offerings, while adhering to our commitment toward excellence and innovation. We are redefining our corporate culture through clear measurable deliverables aligned with our business objectives and

corporate values, merit-based incentives, competency-based training and development, and increased accountability to enable us to execute well on our plans and deliver on our promise."

With Japanese investment in Metro Manila's mass transit network set to include stations in Ortigas Center and Capitol Commons, Ortigas and Co. is well-positioned to work with Japanese partners and play a role in strengthening the Philippines-Japan relationship. ♦ www.ortigas.com.ph

