

Webinar: Market Exploration Philippines

With nearly 114 million inhabitants and a young population, food security is a major issue because the country's own agriculture cannot provide for itself. The goal of the new government is to achieve self-sufficiency by increasing productivity. To achieve this, the agricultural sector is to be equipped with know-how and technology to make production processes more efficient. In 2021, agricultural machinery worth \$111 million was imported, mainly from China (\$30 million), Belgium (\$16.7 million), Malaysia (\$16.2 million), the United States (\$9.32 million) and Switzerland (\$7.88 million). German agricultural machinery accounted for 3.8 million USD, about 3.45% of imports in the same year. Therefore, we would like to use this webinar to give you an insight into the market and invite you on a market fact-finding trip to the Philippines on behalf of the German Federal Ministry of Food and Agriculture (BMEL) from 12-17 October 2023.

Date: Tuesday, July 18, 2023

Time: 9:00 - 10:30 am (Germany) / 3:00 - 4:30 pm (Philippines)

Platform: MS Teams (link will be sent to you after registration).

Registration: Please send a short email to Ms. Ana Lafuente: ana.lafuente@gpcci.org

DE Time	PH Time	Topic
		Welcome and Introduction
9:00 am	3:00 pm	Katharina Staske, Managing Director <i>DLG Asia Pacific Co., Ltd.</i>
		Agricultural technology in the Philippines - An Overview
9:05 am	3:05 pm	Charlotte Bandelow, Deputy Executive Director & Head of Trade Promotion <i>GPCCI / AHK Philippinen</i>
		Company example for market development
9:25 am	3:25 pm	Rudy Tamayo, President of AMMDA and the Chairperson of DA-Mechanization Committee <i>AGRICOMPONENT</i>
		International Rice Conference 2023
9:45 am	3:45 pm	Kristina Cassandra Santos, Content and Brand Manager <i>International Research Rice Institute (IRRI)</i>
		Q&A
9:55 am	3:55 pm	Rafael Majam, Vice President <i>ABOMAR</i>
		Closing remarks
10:15 am	4:15 pm	Alexander Haus, Head of International Projects <i>VDMA Landtechnik</i>