



Polish Investment
& Trade Agency
PFR Group

Trade between Poland and the Philippines

Market opportunities and challenges

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Polish Investment & Trade Agency

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Main points

Polish Investment & Trade Agency



Polish Investment
& Trade Agency
PFR Group

- About Polish Investment & Trade Agency
- Trade between Poland and the Philippines
- Polish companies in the Philippines
- Philippine investment in Poland
- Opportunities and challenges



Polish Investment & Trade Agency

Philippine AXA Life Centre Building

1268 Sen. Gil Puyat Avenue

Makati 1200

Metro Manila

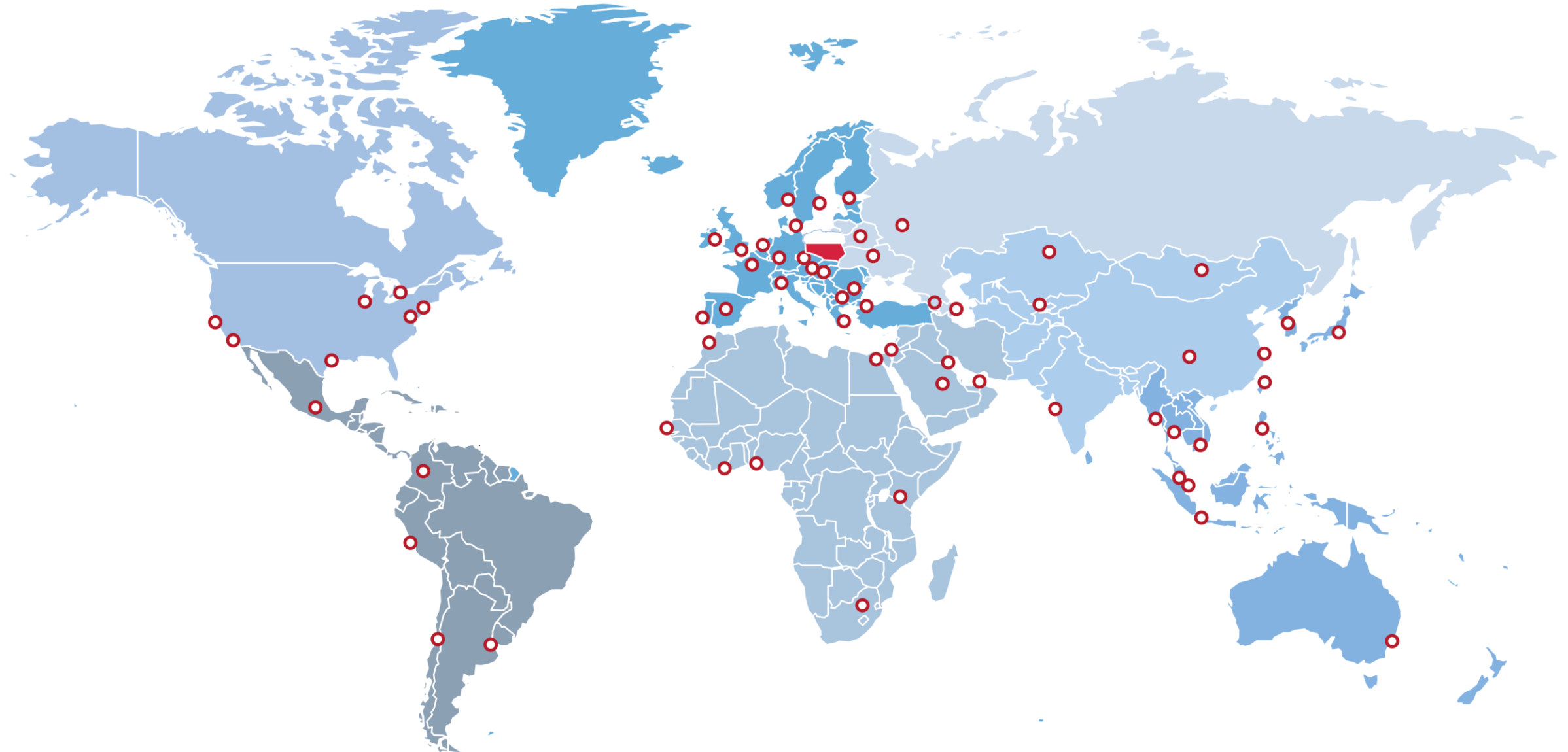


About Polish Investment & Trade Agency

60+ offices worldwide

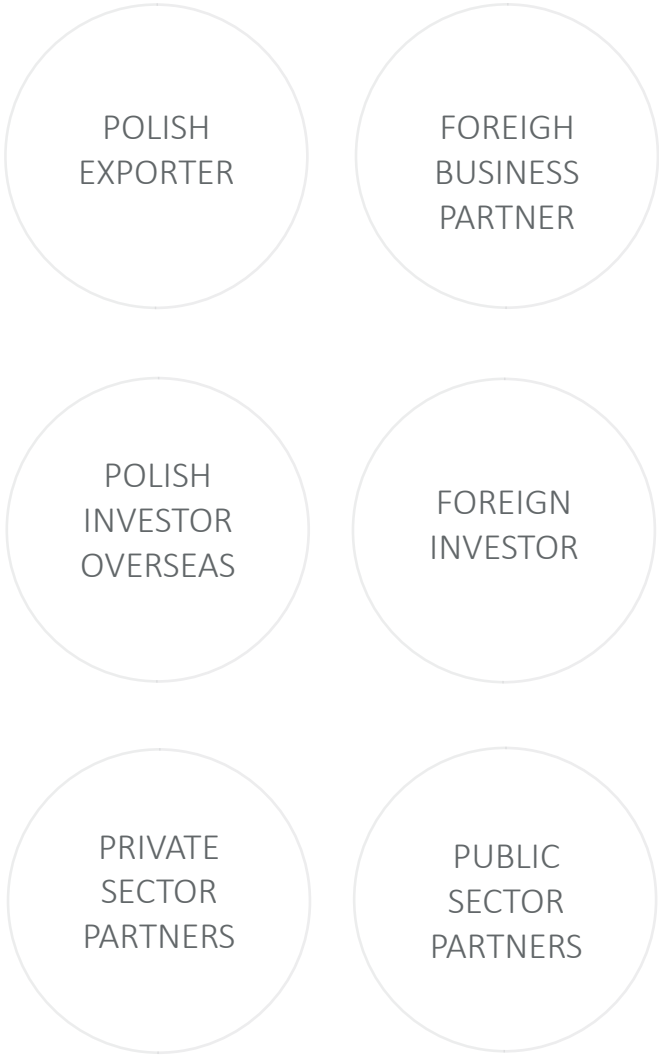


Polish Investment
& Trade Agency
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About Polish Investment & Trade Agency

What we offer



About Polish Investment & Trade Agency

Our export offer



Polish Investment
& Trade Agency
PFR Group



Export strategy



Market reports



Business partners
directory



Verifying business
partners



B2B meetings



Trade missions



Product launch



Intervention with
regulatory bodies

PAIH24

Support during the
COVID-19 pandemic

OTHER SUPPORT TOOLS



Business
webinars and
podcasts



Export training



PAIH Biznes Mikser
Active Export
E-Programme

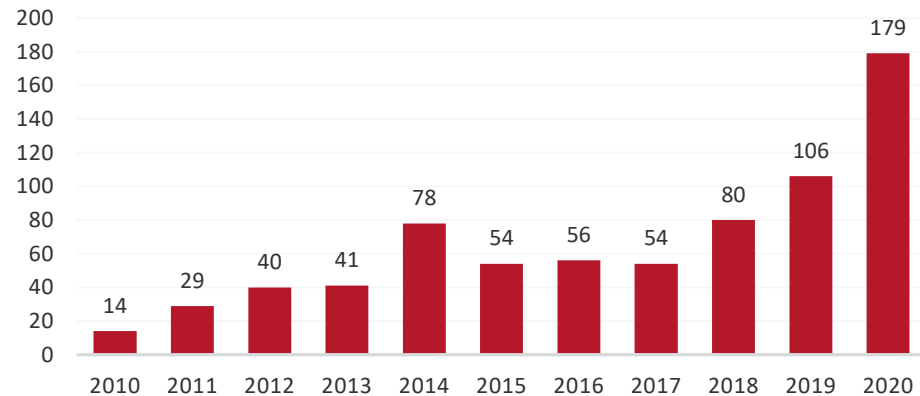


Trade between Poland and the Philippines

Export import and trade balance

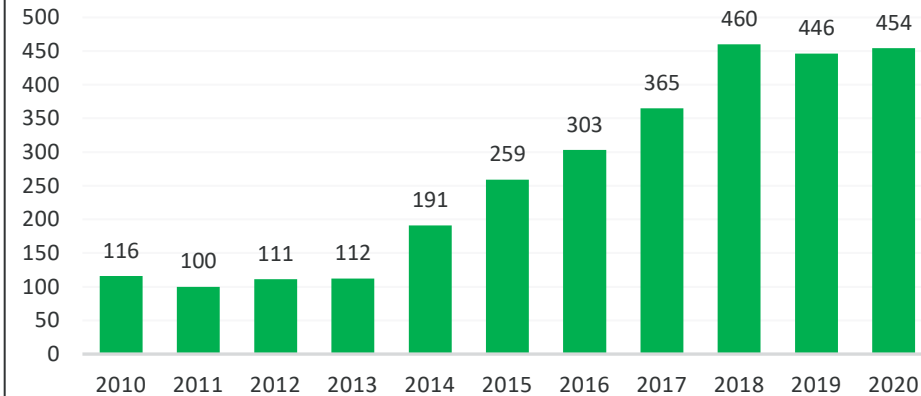
Export PL to PH 2010 - 2020

[mln EUR]



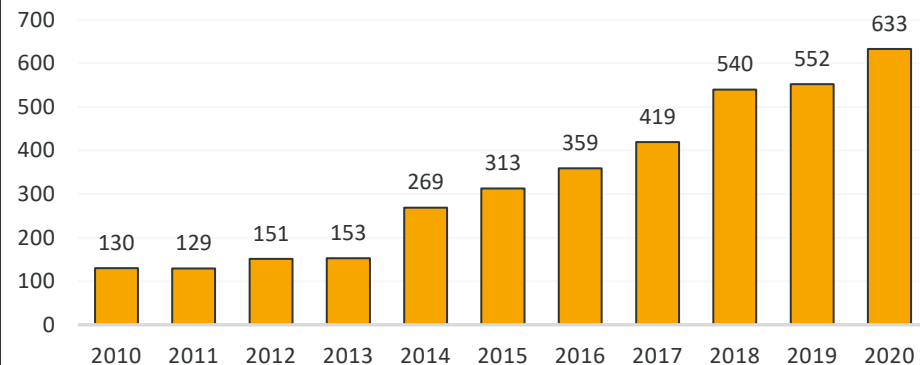
Import PL from PH 2010 - 2020

[mln EUR]



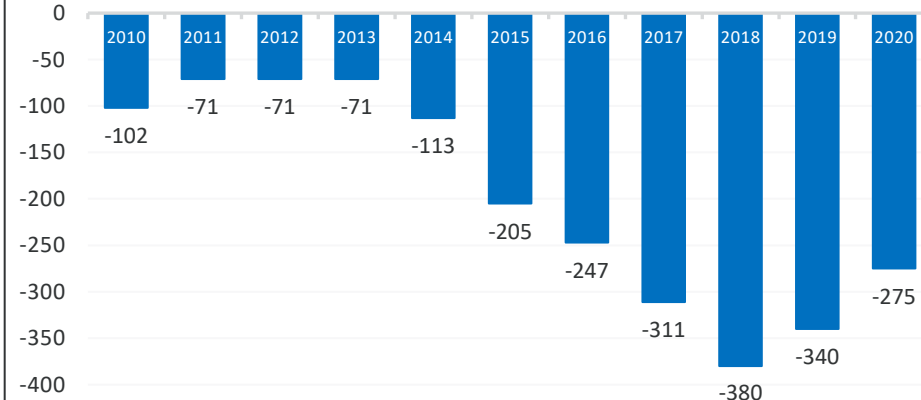
Bilateral Trade PL and PH 2010 - 2020

[mln EUR]



Trade Balance PL and PH 2010 - 2020

[mln EUR]



Trade between Poland and the Philippines

Top groups of products exported to the Philippines

TOP EXPORT CATEGORIES	2020 [mln USD]	2019 [mln USD]
<i>TOTAL EXPORT</i>	204	118.7
AIRPLANES AND HELICOPTERS	85.5	0
MILK AND CREAM, CONCENTRATED OR SWEETENED	27.3	16.8
ORTHOPEDIC EQUIPMENT AND APPLIANCES, DENTURES, HEARING AIDS	14.1	3.6
UNCOATED SULPHATE PAPER AND CARDBOARD IN COILS, SHEETS	7.6	3.9
MILK PRODUCTS, FERMENTED OR ACIDIFIED	6.8	6
SULFUR; ALUNAS; PEROXY SULFATE	3.7	3.4
MACHINERY FOR PULP, PAPER AND CARDBOARD	2.7	0
EQUIPMENT FOR TELEPHONY, WIRED TELEGRAPHY AND TELECOMMUNICATIONS	2.6	0.7
MILK AND CREAM, UNCONCENTRATED, UNSWEETENED	2.5	0.8
ALUMINUM WASTE AND SCRAP	2.3	0.3
PARTS OF GLIDERS AND AIRPLANES	2.2	7.5
WHEY AND OTHER SWEETENED MILK PRODUCTS	1.9	1.8
MALT EXTRACT; PREPARATIONS OF FLOUR, GRASIK, PREPARATIONS FOR INFANTS	1.7	3.9
OTHER UNCOATED PAPERS AND CARDBOARDS IN COILS, SHEETS	1.7	0.4
MACHINES, DEVICES FOR SOLDERING, WELDING AND CUTTING	1.6	2.2
CHEESE AND COTTAGE CHEESE	1.5	3



Trade between Poland and the Philippines

Top groups of products imported from the Philippines

TOP IMPORT CATEGORIES	2020 [mln USD]	2019 [mln USD]
<i>TOTAL IMPORT</i>	517.7	500.6
TAPES AND MAGNETIC DISCS TO RECORD SOUND AND OTHER SIGNALS	155.4	121.5
MACHINES AND DEVICES FOR AUTOMATIC DATA PROCESSING	73.3	82
ELECTRONIC CHIPS AND MICROASSEMBLERS	60.2	73.8
OPTICAL FIBERS, FIBER CABLES, LENSES	36.5	34.6
ELECTRICAL TRANSFORMERS, CONVERTERS AND INDICATORS	22.8	20.3
MICROPHONES, SPEAKERS, HEADPHONES, ELECTRIC FREQUENCY AMPLIFIERS	14.7	13.4
LEDs, LIGHTING, TRANSISTORS AND OTHER SEMICONDUCTOR DEVICES	14.2	12.9
PRINTING MACHINES; MACHINES FOR AUXILIARY WORK IN PRINTING	14	22.7
COCONUT, BRAZILIAN, CASH NUTS, FRESH OR DRIED	13.9	12.9
PARTS AND ACCESSORIES FOR OFFICE MACHINES, ELECTRONIC MACHINES	13.2	14.2
PREPARED AND PRESERVED FISH; CAVIAR	9.8	13.5
PARTS OF TRANSMITTER, RADAR, RADIO AND TELEVISION RECEIVERS	6.5	0.1
RECEIVER FOR TELEVISION; MONITORS, VIDEO PROJECTORS	5.9	6.7
ORTHOPEDIC EQUIPMENT AND APPLIANCES, DENTURES, HEARING AIDS	5.7	4.4
ELECTRICAL APPARATUS FOR SWITCHING AND PROTECTING ELECTRICAL CIRCUITS	4.8	3.7
UNPROCESSED TOBACCO; TOBACCO WASTE	4.8	6.7
WATCHES, POCKET WATCHES	4.2	4.5
SHOES WITH LEATHER UPPER UPPER LEATHER OR OTHER SOLE	3.4	3.1



Polish business in the Philippines

Polish companies and brands present in the market



Philippine business in Poland

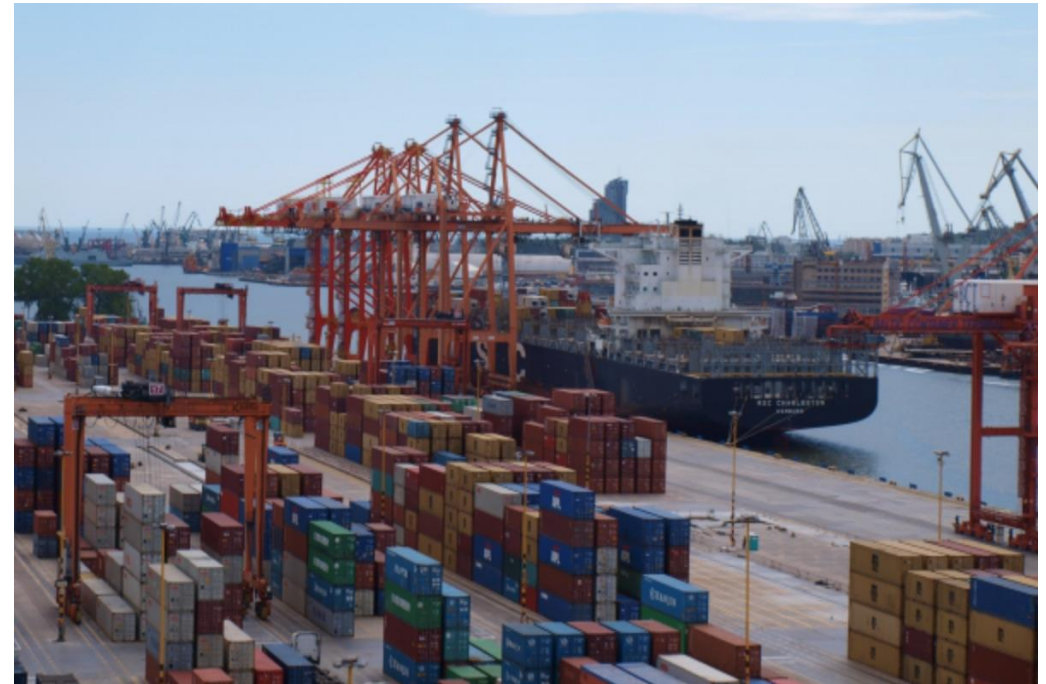
Philippine investment in Poland

ISOC Group



Silesia Business Park
Katowice, Poland
2018/2020

ICTSI



Baltic Container Terminal (BCT)
Gdynia, Poland
2003/2023



Trade between Poland and the Philippines

Advice on relationship building

- ✓ **Friendship:** Invest time in building relationships because business is often done with friends.
- ✓ **History:** Philippines had been a Spanish colony for over 300 years; first half of the 20th century was a long period of American domination.
- ✓ **Assumptions:** Most people have Spanish-sounding names and surnames.
- ✓ **Language:** Most Filipinos speak English. It is the language used in business talks.
- ✓ **Patience:** The decision-making process may require discussion at several corporate levels before we receive an answer.
- ✓ **Presentation:** Best to present ideas graphically. Preparing a presentation, brochure, catalogue or a leaflet may bring much better effect.
- ✓ **Fact:** The dominant religion in the Philippines is Catholicism (over 80% of the population). The figure of Pope John Paul II is highly respected.



Challenges

What to watch out for



Regulatory: 11th Foreign Investment Negative List (foreign equity restrictions)

<https://www.officialgazette.gov.ph/downloads/2018/10oct/20181029-EO-65-RRD.pdf>



Purchasing power: adjust product price to the reality of the market



Logistics: average 40-foot container shipping cost have surged from \$2,000 in Nov 2020 to over \$9,000 in March 2021



Fraud: paid tender documents / pre-paid unrealised orders / intellectual property



Developing digital infrastructure: internet speed not equal across the country



Opportunities

Advantages of the Philippine market



People: large attractive market of 108mln people / 24 years on average



FMCG: food & beverage, cosmetics, dietary supplements, pharmaceuticals



Partnership opportunities: preference for joint venture / knowledge and technology transfer



EU's GSP+: grants the Philippines the benefit of exporting more than 6,000 products to any EU member state at zero tariff; products on the list include textiles, garments, headwear, footwear, furniture and chemicals



Fintech: 73.91mln internet users / 10h+ a day on the internet / 51.2mln people 'unbanked'



E-commerce: annual growth rate of 101.4% between 2016 and 2020



PL priority sectors: fintech, cybersecurity, video games, smart cities, drone technologies, green technologies, food production technologies, MedTech and the water management sector





Export strategy



Market reports



Business partners
directory



Verifying business
partners



B2B meetings



Trade missions



Product launch



Intervention with
regulatory bodies

ONLINE

Webinars

PAIH BIZNES MIKSER



Ogłoszenia Handlowe

**Wyszukaj ofertę lub dodaj
ogłoszenie.**

Możesz bezpłatnie wyszukać
produkt, usługę oraz zamieścić
Twoją ofertę kupna lub
sprzedaży.

Więcej >>



Baza Kontrahentów

**Zapisz się do wewnętrznej
bazy PAIH.**

Może właśnie Twoją firmę
zaprezentujemy potencjalnemu
inwestorowi?

Więcej >>



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Thank you

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