

Philippine Investments Promotion Plan (PIPP) -
Steering Committee (SC) and Technical Working Group (TWG)

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Outline version

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Prepared for PIPP-SC/TWG and JICA by
Nomura Research Institute (NRI)
Manila Branch



Japan International Cooperation Agency

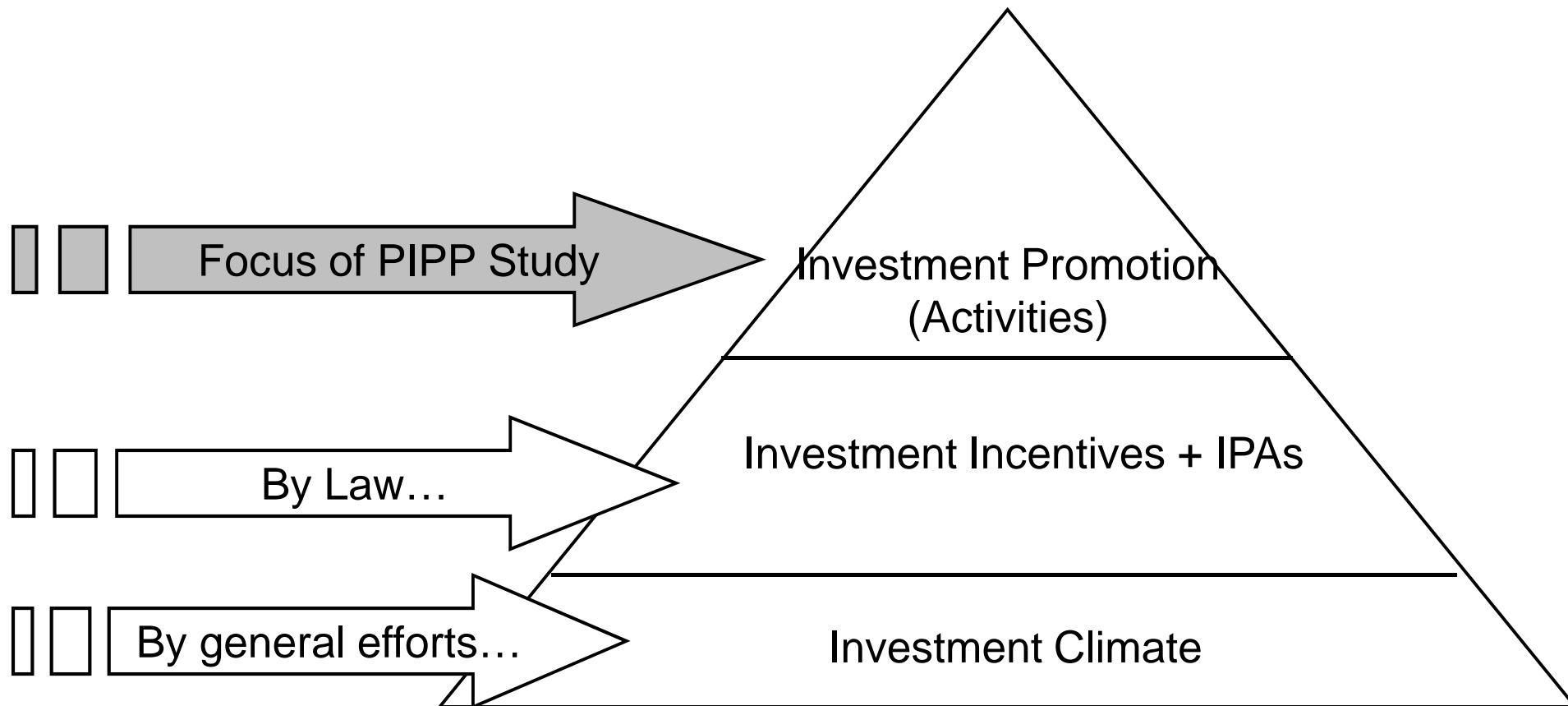
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What is the PIPP?

A medium-term marketing development plan covering 2010-2014 to synchronize strategies in investment promotion

PIPP's Focus

- n Investment Promotion, rather than investment incentive and investment climate.
 - l The investment promotion is built on the investment incentives and IPAs, which are mostly fungible by law in the Philippines and are built on the investment climate in general.



Target Sectors

Generally:

- n Agro-industry
- n BPO/IT services
- n Electronics / semiconductors
- n Energy / electricity
- n Logistics hub
- n Mining
- n Shipbuilding
- n Tourism

For Japan Investments:

- n Transportation parts
- n Transportation equipment
- n Iron and steel
- n Mining

PIPP Action Agenda

Targeted marketing to identified countries

- Top companies
- Relevant industry associations
- Companies that can complete industrial value chains

IPAs to promote investments in a coordinated and complementary manner

- Destination planning
- Roadshows, seminars, exhibitions, and visits to target companies
- Collateral production

Support to promotion activities

- Periodic review of relevant industries
- Advocacy on improvement of investment climate
- Common fund generation and management
- Seeking and implementing technical assistance

THANK YOU!

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