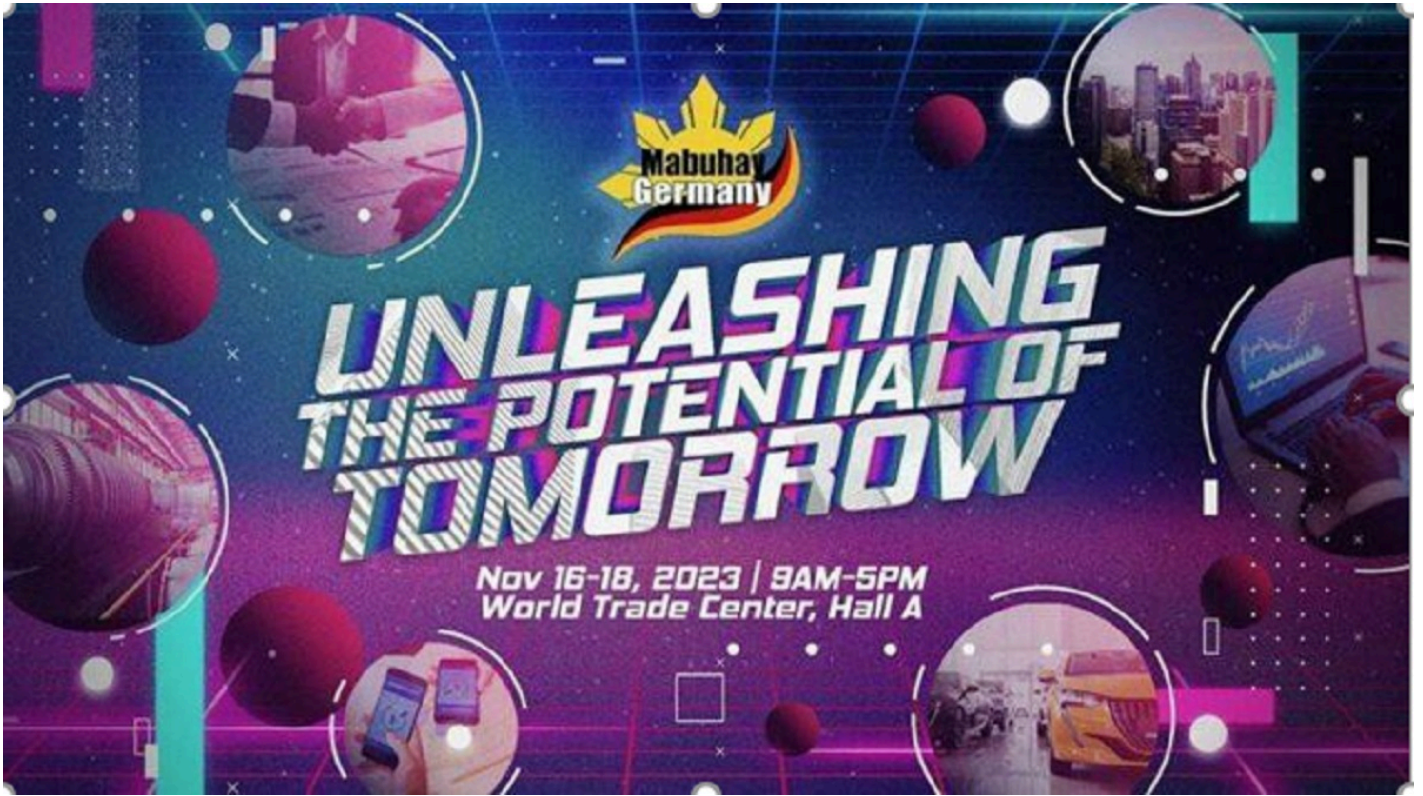


Mabuhay Germany is back! The countdown starts now

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MANILA, Philippines – The German-Philippine Chamber of Commerce, Inc. (GPCCI) is thrilled to announce the return of its flagship trademarked event: Mabuhay Germany. It is set on November 16-18, 2023 at Hall A of the World Trade Center, Pasay City.

Mabuhay Germany features a three-day fair where business leaders, industry experts, and key government officials from the Philippines and Germany, converge to strengthen bilateral trade and cultural relations. The event aims to strengthen the relationship between the private and public sector; to demonstrate resilience and a forward-focused vision.

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This year, Mabuhay Germany™ highlights the importance of sustainability in trade. It also provides updates on the combined effort of the Philippines and Germany in driving innovation and future technologies that support sustainable development.

To date, Germany remains as the top trading partner of the Philippines in the European Union (EU), with a total trade value of USD 4.7 billion in 2022.

The following industries are represented in Mabuhay Germany 2023:

- Renewable Energy
- Building, Construction, and Infrastructure
- Government and Public Administration
- Education and Training
- Information Technology
- Business Consulting and Professional Services
- Finance, Insurance, and Investment Management
- Media, Advertising, and Marketing
- Hospitality, Tourism, Food and Beverage

“Mabuhay Germany 2023 offers a unique platform where business leaders, entrepreneurs, and industry professionals converge to explore innovative ideas, foster collaboration, and seize new opportunities.” Says GPCCI Executive Director Christopher Zimmer.

Furthermore, this year marks a significant milestone for GPCCI, as Mabuhay Germany 2023 represents the first run of the Chamber’s hallmark event since the global pandemic. GPCCI also celebrates its 15th Anniversary in conjunction with the return of Mabuhay Germany.

“The event is about one week from today, we are excited to see you all in this year's Mabuhay Germany,” says GPCCI President Stefan Schmitz. “I encourage our attendees to join us as we unleash tomorrow’s potential and harness the power of connection, to propel their businesses and professional growth.”

The countdown for Mabuhay Germany starts now.

An Indoor Forum for Innovation and Collaboration

Mabuhay Germany 2023’s transition to an indoor setting provides a comfortable and climate-controlled atmosphere that enhances the overall experience of guests and participants. The event intends to gather visionaries, industry experts, and innovators for three (3) days of networking, learning, and celebration.

An Opportunity to Strengthen Bilateral Trade Relations

At its core, Mabuhay Germany 2023 aims to facilitate business and trade exchanges between the Philippines and Germany. Participants can dive into practical ways to strengthen bilateral relations and expand business ventures. The event features leadership sessions and forums designed to cultivate growth, foster innovation, and provide new insights on various industries.

A Platform for Meaningful Connections

The event is also set to enhance the businesses and brands of GPCCI members. It aims to provide tangible professional benefits and actionable opportunities for all attendees.

Join the Journey to Unleash Tomorrow's Potential

GPCCI invites everyone to Mabuhay Germany, where individuals can expand their network, explore new business opportunities, and experience the synergy between Filipino and German businesses.

Tags: Mabuhay Germany