

Report to the Council

Agenda item 7.1

Post travel report by Councillor Kevin Louey: 14–16 October 2015

15 December 2015

Presenter: Cr Kevin Louey, Chair Economic Development Portfolio

Purpose and background

1. To report to the Future Melbourne Committee on the travel undertaken by Councillor Kevin Louey to Manila, Philippines associated with the 2015 Business Partner Cities (BPC) Roundtable for the period 14–16 October 2015.
2. On 11 August 2015, the Future Melbourne Committee approved the proposal for Cr Kevin Louey to travel to Manila, Philippines for the period 14–16 October 2015 to participate in the BPC Roundtable.
3. Councillor Louey was accompanied by an International and Civic Services officer.

Key issues

4. There was strong representation from BPC members at this year's Roundtable which provided Councillor Louey with the opportunity to further strengthen long standing connections with BPC members. Presenting to the Roundtable theme "*Building Sustainable Regional and Global Economies through Small to Medium Enterprise (SME) Participation*", Cr Louey focused on the importance of a resilient and globally connected municipality by supporting Melbourne's knowledge sector industry through Council led initiatives such as inbound and outbound business missions, advocacy activities and provision of financial support such as the Small Business Grants program.
5. At the conclusion of the conference, it was announced that Ho Chi Minh City will host the 2016 BPC Roundtable in the second half of the year. To gain maximum economic benefit from the opportunity, Melbourne was strongly encouraged by the host city and BPC Secretariat to consider leading a business mission to Vietnam. This opportunity will be explored further in collaboration with BPC Network co-member, the Australian Industry Group.
6. Cr Louey used the occasion to meet with the Department of Trade and Industry, Philippines, The Philippines Economic Zone Authority, The Australian Ambassador to the Philippines and members of the Makati Business Club. These meetings provided an opportunity to learn more about the general Philippine economy and discuss opportunities for Melbourne companies to engage with Manila business, particularly in service industries such as professional services and education.
7. Participation at the Roundtable also provided opportunities for discussions with the BPC Secretariat and City of Osaka representatives in the lead up to the City of Melbourne business mission to Medical Japan (February 2016).
8. A meeting was also held with International Container Terminal Services Inc. to receive an update on the construction of the Victoria International Container Terminal at Webb Dock and explore ways that Council can support significant investment into Victoria's major infrastructure by foreign owned companies.

Recommendation:

9. That Council:
 - 9.1. notes this report and the incorporated summary of benefits and outcomes
 - 9.2. note that management will investigate the opportunity to participate in the 2016 Business Partner Cities Roundtable to Ho Chi Minh City, including leading a targeted business mission to that city, and provide a further briefing to Councillors at a later date.

Attachments:

1. Supporting Attachment
2. Activities, Actions and Benefits of Travel
3. Photographs
4. IBPC Secretary General Letter and Roundtable Report

Supporting Attachment

Finance

1. The cost associated with Councillor Louey's participation in the 2015 BPC Roundtable in Manila was \$5363.97. This included airfare (\$3974.40), accommodation (\$1105.73) and incidentals (\$283.84).

Conflict of interest

2. No member of Council staff, or other person engaged under a contract, involved in advising on or preparing this report has declared a direct or indirect interest in relation to the matter of the report.

Relation to Council policy

3. The Manager Governance and Legal, has confirmed that the travel costs accord with the requirements of the travel guidelines outlined in the Councillor Expenses and Resources Guidelines.
4. The travel aligns with Council Plan 2013–17, Goal 3: a prosperous city and year four outcomes of a sustainable resilient municipal economy that is globally connected.

Environmental sustainability

5. The travel facilitated opportunities for Councillor Louey to profile Melbourne expertise in the green space such as sustainable urban design with the Philippine government and business leaders.
6. The carbon emissions resulting from air travel were offset with the purchase of credits.

ACTIVITIES, ACTIONS AND BENEFITS OF TRAVEL**Activities and actions**

1. Met with Mr Bill Tweddell, Australian Ambassador to the Philippines and Mr Anthony Weymouth, Senior Trade Commissioner to receive in-market updates and discuss the potential for City of Melbourne businesses to engage with that country. Specific sectors for further consideration include professional services, food and beverage and education.
2. Met Director Emma C. Asusano from the National Capital Regional Office of Department of Industry and Trade (DIT) for discussions on strategies to support small business. As Small to Medium Enterprises (SMEs) in Manila represent 99 per cent of total business, DIT initiatives such as their Shared Service Facility Program are crucial. This subsidised program allows small business to share infrastructure such as facilities and manufacturing equipment, thereby reducing costs and increasing collaboration. DIT run a number of successful support programs such as an SME Academy Program as well as operating Business Centres across the Philippines which includes access to Business Counsellors for practical advice like financial information or marketing strategies.
3. Hosted a Melbourne Manila networking dinner with attendees including Atty. Ernesto Maceda Jr, President of the Universidad de Manila, Mr Peter Perfecto and Ms Danielle del Rosario – Makati Business Club, Ms. Maria Roseni Alvero, Assistant Secretary of the Foreign Trade Service Corps, Mr Vichael Angelo D. Roaring, Trade Officer, Foreign Trade Service Corps and Atty Luch Gemphis, Secretary to the City Council, City of Manila. Discussions centred on Manila Melbourne collaboration and proved to be an informal opportunity to discuss ways in which both cities can work together to increase business opportunities for mutual benefit.
4. Met with Christian Gonzales, Head, Asia Pacific and the Subcontinent - International Container Terminal Services Inc. (ICTSI) to receive construction updates on the Victoria International Container Terminal and discuss ways for Council to support ICTSI's \$550 million investment in Victorian major infrastructure. A further meeting in Melbourne with the Lord Mayor was offered to Mr Gonzales.
5. Participation in the BPC Roundtable reaffirmed Melbourne's connections to trade offices and cities in the network and informed new attendees of our role in facilitating business and trade.

Benefits

6. Benefits arising from the activity for the City of Melbourne include:
 - 6.1 Strengthened connections with senior Australian in-country representatives from the Australian Government and the Australian Trade Commission (Austrade).
 - 6.2 Increased knowledge of the Philippines economic climate and complimentary areas for Melbourne businesses to seek opportunities. Created a business channel for Melbourne business to utilise for market entry purposes.
 - 6.3 Reaffirmed City of Melbourne's long standing connections with attending members of the Business Partner Cities Network.
 - 6.4 Gained support from 2016 host city Ho Chi Minh City and Secretariat City of Osaka for Melbourne to consider leading a business mission to Ho Chi Minh City for next year's Roundtable.
 - 6.5 Raised the profile of the City of Melbourne's capabilities in city management, as well as key industry sectors such as sustainable urban design and clean technologies to the Jakarta Provincial Government and identified the potential to receive a government delegation to showcase these areas.



2015 BPC Network Roundtable participants



Cr Kevin Louey, presenting to the 2015 BPC Network roundtable



Cr Kevin Louey with representatives from Osaka, Manila and Kuala Lumpur



BPC Roundtable



Cr Kevin Louey speaking with Philippines Economic Zone Authority Director General Ms Lilia De Lima



With Australia Ambassador to the Philippines Mr Bill Tweddell (second from right)



Cr Kevin Louey meeting Director Emma C. Asusano from the National Capital Regional Office, Department of Trade and Industry (second from right)

November 17, 2015

Cr. Kevin Louey
Chair - Economic Development Portfolio
City of Melbourne
GPO Box 1603, Melbourne
VIC 3001, Australia

Dear Cr. Louey:

First of all, I would like to express my heartiest appreciation on behalf of the Osaka City Government, the Osaka Business Partner City Council, and the Osaka International Business Promotion Center (IBPC Osaka) for your participation in the BPC Roundtable 2015 in Manila.

Also I would like to extend our deepest gratitude for your informative presentation themed "Building Sustainable Regional and Global Economies through SME Participation".

All the participants were able to share their own strategies and measures to solve the challenges with this theme in the meeting and I believe it provided us with many helpful viewpoints.

As an outcome of this year's Roundtable, I hope it will surely contribute to deepen our relationship and thereby we will be able to create new business opportunities among all BPC regions in the near future.

Lastly, I would like to offer our very best wishes for your continued good health, happiness, and success, and look forward to seeing you again sometime soon.

Sincerely yours,



Noriyasu Hara
Secretary General, Osaka Business Partner City Council
Executive Director, Osaka International Business Promotion Center

BPC Roundtable Meeting 2015 Manila

On October 15, 2015, the City of Osaka, the Osaka Business Partner City Council and the Department of Trade & Industry Philippines, Foreign Trade Service Corps (DTI, FTSC) held “BPC Roundtable Meeting 2015” in Manila City, Philippines.

This years’ meeting, in which representatives from Business Partner Cities (BPCs) came together to facilitate promotion of business interaction within the Asia–Pacific region through economic exchange, was the 26th of its kind. Seven cities presented their strategies and measures and there was a lively exchange of views under the theme of “Building Sustainable Regional and Global Economies Through SME Participation” together with discussion of the Trans-Pacific Strategic Economic Partnership Agreement (TPP), which has recently been a subject of major attention.

On behalf of the host city, a business overview and a presentation on the trade and investment environment in the National Capital Region (Metro Manila) were jointly delivered by the Foreign Trade Service Corps of Department of Trade & Industry (FTSC), the Export Marketing Bureau of the Department of Trade & Industry (EMB), the City of Manila, and the Philippine Chamber of Commerce and Industry (PCCI).




At the end of the meeting, the People’s Committee of Ho Chi Minh City announced that it was prepared to host the next roundtable meeting in Ho Chi Minh City and this offer was unanimously accepted by the participants.



On the same day, concurrently with the BPC Roundtable Meeting, a special lecture and luncheon were hosted by the Philippine Economic Zone Authority (PEZA), and a business matching event was held in separate rooms with the cooperation of the Consulate-General of the Republic of the Philippines in Osaka, the Philippine Trade & Investment Center, the Foreign Trade Service Corps of the Department of Trade & Industry (FTSC), the

Philippine Economic Zone Authority (PEZA), the Board of Investments of the Department of Trade & Industry Philippines (BOI), and the Philippine Chamber of Commerce and Industry (PCCI), both of which were very successful events.

In organizing all of this year's events, we enjoyed excellent cooperation from the Philippine Economic Zone Authority (PEZA), which provided the necessary facilities and equipment.

Time and Date	October 15, 2015 9:30a.m. ~ 15:30p.m.
Venue	The Philippine Economic Zone Authority (PEZA) Office 5 th Floor. PNOC Bldg. 5, Energy Center, Rizal Drive, Bonifacio Global City, Taguig Philippines
Organizer	<ul style="list-style-type: none"> • City of Osaka, • Osaka Business Partner City Council • Department of Trade & Industry Philippines, Foreign Trade Service Corps (DTI/FTSC)
Supporter	The Philippine Economic Zone Authority (PEZA)
Theme	Building Sustainable Regional and Global Economies Through SME Participation
Program	<p>【Morning Session】</p> <ul style="list-style-type: none"> • Opening address by Assistant Secretary Maria Roseni Alvero Department of Trade & Industry Philippines, Foreign Trade Service Corps • Welcome address by Mr. Ernesto Maceda, Jr. President of The Universidad de Manila • Welcome address by Ms. Aya Wada Director for International Affairs, Economic Strategy Bureau, City of Osaka • <u>Presentation by representatives from BPC</u> <ol style="list-style-type: none"> 1. Department of Trade & Industry Philippines, Foreign Trade Service Corps 2. Export Marketing Bureau of Department of Trade & Industry (EMB) 3. Hong Kong Trade Development Council 4. Jakarta Chamber of Commerce & Industry 5. The City of Manila 6. The Philippine Chamber of Commerce and Industry <p>【Luncheon/PEZA Special Lecture】 Special lecture by Dr. Lilia B. de Lima Director General, Philippine Economic Zone Authority (PEZA) Undersecretary, Department of Trade & Industry of the Philippines</p>
	

【Afternoon Session】

• Presentation by representatives from BPC

- 7. People's Committee of Ho Chi Minh City
- 8. City of Melbourne
- 9. City of Osaka

• Free Discussion

• Wrap-up by the Moderator

【Manufacturing and IT-related Business Matching in Manila】

“Business Matching in Manila,” involving the business delegation members from Osaka (eight companies) and Philippines-based companies, was held in a separate room.

(Number of business meetings: 80)

Concurrently, the business delegation members from Jakarta, Indonesia (six companies) held a number of business meetings with Philippine companies and the business matching venue was buzzing with the representatives of many companies seeking new business opportunities.

Time and Date : October 15, 2015 14:00a.m. ~ 15:30p.m.

Venue : The Philippine Economic Zone Authority (PEZA) Office 5th Floor.

Organizer : City of Osaka, Osaka Business Partner City Council

Supporter : • The Philippine Economic Zone Authority (PEZA)

- Department of Trade & Industry Philippines, Foreign Trade Service Corps(FTSC)
- Consulate-General of the Republic of the Philippines in Osaka (Philippine Trade & Investment Center)
- Board of Investments of Department of Trade & Industry Philippines (BOI)
- The Philippine Chamber of Commerce and Industry (PCCI)



BPC Roundtable Meeting 2015 Manila Participants List

	City	Organization	Title	Name
1	Hong Kong	Hong Kong Trade Development Council, Bangkok Office	Regional Manager, Southeast Asia and India	Mr. Sunny Chau
2	Kuala Lumpur	Malaysia External Trade Development Corporation (MATRADE) Manila Office	Trade Commissioner	Ms. Nyae Ayup
3	Manila	The Universidad de Manila	President	Mr. Ernesto Maceda, Jr
4		The City of Manila	Officer, the Manila City Planning and Development Office	Mr. Dennis Lacuna
5		The Philippine Chamber of Commerce and Industry	Regional Governor for Central Sector, PCCI-National Capital Region	Mr. Hernando Delizo
6		The Philippine Chamber of Commerce and Industry, Manila CCI	President	Mr. Erwin Malaya
7		The Philippine Chamber of Commerce and Industry	Assistant Secretary General – International and Trade Affairs	Ms. Edith Suelto
8	Moderator/MC	Department of Trade & Industry Philippines,	Assistant Secretary	Ms. Maria Roseni Alvero
9		Foreign Trade Service Corps	Regional coordinator for East Asia	Mr. Vichael Roaring
10		Department of Trade & Industry Philippines, Export Marketing Bureau	Director VI	Mr. Senen M. Perlada
11	Jakarta	Jakarta Chamber of Commerce & Industry		Mr. Irfan Achmad Sofyan
12			Head of Permanent Committee of International Trade	Ms. Fathya Feurazia
13	Ho Chi Minh	People's Committee of Ho Chi Minh City	Deputy Director, Department of Industry and Trade	Dr. Tran Vinh Nhung
14			Deputy Head, Department of Industry and Trade	Mr. Nguyen Thanh Son
15	Melbourne	City of Melbourne	Chair, Economic Development Portfolio	Cr. Kevin Louey
16			Business Development Officer, International Civic Services	Mr. Shane Mcilroy
17	Osaka	City of Osaka	Director for International Affairs, Economic Strategy Bureau	Ms. Aya Wada
18			Manager for International Relation, Economic Strategy Bureau	Mr. Takashi Matsumoto
19			Liaison Officer for International Relations, Economic Strategy Bureau	Ms. Kanayo Nishioka
20		Osaka Business Partner City Council	Secretary General	Mr. Noriyasu Hara
21	Osaka Secretariat	Osaka International Business Promotion Center	General Manager, International Affairs Dept.	Mr. Kenjiro Mori
22			General Manager, Planning Dept. Manager for International Affairs Dept.	Mr. Hideki Tsutsui
23			Chief, International Affairs Dept.	Mr. Masahiro Arita

BPC Roundtable Networking Reception

The City of Osaka hosted “BPC Roundtable Networking Reception” at a hotel in Manila City in the evening of October 15, with 82 invited guests, including not only the meeting participants but also representatives of concerned departments of the Department of Trade & Industry Philippines and the City of Manila, together with the delegation members from Osaka and Jakarta, and representatives of Philippines businesses. The venue saw lively exchanges of information amid and the convivial socializing.

Time and Date	October 15, 2015 18:45p.m. ~ 20:45p.m.
Venue	New World Makati Hotel 2 nd Floor “Glasshouse”
Host	City of Osaka, Osaka Business Partner City Council
Supporter	Department of Trade & Industry Philippines, Foreign Trade Service Corps(FTSC)
Invitee	82 from Department of Trade & Industry Philippines, City of Manila, The delegation members from Osaka and Jakarta Businesses in the Philippines JETRO Manila The Japanese Chamber of Commerce and Industry of the Philippines, Inc. Secretariats of Manila and Osaka