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PHILIPPINE CONSULATE GENERAL

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## PHL UNVEILS NEWEST INT'L INVESTMENT CAMPAIGN: “*Make It Happen in the Philippines*”



PHL Government Officials deliver messages during the launch of “Make It Happen.” (clockwise) Pres. Rodrigo Roa Duterte, Sec of Foreign Affairs Teodoro L. Locsin, Jr., Sec of Trade and Industry Ramon Lopez and DTI Undersecretary Ceferino Rodolfo.

03 December 2020, Los Angeles – The Philippines’ newest international investment campaign dubbed, “*Make It Happen in the Philippines*” was officially launched by the country’s top executives on 23 November 2020 via the Zoom online platform.

The campaign will direct the Philippine Government’s strategy towards a strong post-pandemic economic recovery in 2021 and beyond and aims to initially highlight the country’s strength aerospace, automotive, electronics, IT-BPM, and copper.

No less than President Rodrigo Roa Duterte expressed confidence in the country’s key business sectors’ “*ideal and strategic advantage*” that investors will enjoy in doing business in the Philippines.”

The President further remarked, *“We encourage foreign investors to choose the Philippines as their next investment destination as we revive our economy amidst the CoViD-19 pandemic.”*

According to Undersecretary for Industry Development and Trade Policy Group (IDTPG) and Vice-Chairman of the Board of Investments, Ceferino Rodolfo, the campaign is the government’s integrated approach on development as it strengthens competitiveness of the country’s local industry.

Department of Trade and Industry Secretary Ramon Lopez explained that the newest campaign is more than just a brand or a tagline. *“It speaks of who we are as Filipinos and as government. It highlights our genuine Filipino trait of resilience and ‘make it work’ mindset that exudes strength and adaptability even in times of adversity,”* he added.

With the whole-of-country approach, the country’s foreign policy arm, the Department of Foreign Affairs led by Secretary of Foreign Affairs Teodoro L. Locsin, Jr. together with Philippine Embassies and Consulates General across the globe were in full support of the initiative.

Secretary Locsin commended the creativity and resourcefulness of PHL offices abroad as they sustain trade and investment promotion programs amidst CoViD-19. In these challenging times, PHL Embassies and Consulates General effectively wield digital technologies and various social media platforms as invaluable tools of economic diplomacy.

International companies based in the Philippines, namely, Lufthansa Technik, MedTecs International Corporation Limited, and Texas Instruments also shared their experiences in doing business in the country. Their testimonials point to strong government support, professional workforce and the country’s strategic location that attracted them to locate and expand in the Philippines.

The Philippines’ Board of Investments collaborated with the Government of the United Kingdom of Great Britain and Northern Ireland in developing the unified branding campaign under said agency’s Investments Promotion Program.

Representing the Consulate General as observers were its economic team led by Consul Rea G. Oreta, Trade Commissioner Eric C. Elnar and Information Officer Mary Grace “Joss” D. Leano.

For more information, please visit [www.philippines.business](http://www.philippines.business) as well as the Consulate General’s economic diplomacy portal at <https://www.philippineconsulatela.org/invest-philippines-2020> and our official Facebook page on <https://www.facebook.com/PHLinLA> for updates. END.