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Go German

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Victories and triumphs are much sweeter when shared.

This is the idea behind the coming Mabuhay Germany festivities spearheaded by the German-Philippine Chamber of Commerce and Industry, Inc. (GPCCI). Already in its fourth installment, the event commemorates more than 140 years of trade partnership between the Philippines and Germany.

Under the theme of 'Winning Moments', the celebration aims to highlight the relationship between the two countries by sharing achievements that underline each other's success and development. "We are focusing on remarkable victories that have established Philippine and German relationships. These winning moments clearly define and build up the dynamic and mutual relationship between two great nations," explains Reiner Allgeier, president of GPCCI.

Scheduled to run from October 7-9, the event offers a weekend showcasing a collection of German products, services, culture and lifestyle. This year's exposition expects to draw more than 15,000 visitors at

the Bonifacio High Street in Taguig City which will feature over 35 exhibitors, all willing to share their activities and success stories to the general public. "The whole German community, including all the German institutions, will put together a weekend that will focus on German and host country relationship," Allgeier shares.

Poddes are sure to have a wonderful experience as an offering of



Mabuhay Germany will be on exhibit at the Bonifacio High Street in Taguig

authentic German culinary experience will be served by Dusit Thani Hotel Manila, Sofitel Philippine Plaza Manila, as well as the German Club which is the oldest foreign club in the country. Street entertainment will also be present as stilt walkers and jugglers parade through the entire exhibit while the Hänsel und Gretel

Haus conducts fun games and learning modules for the entire family.

Car enthusiasts will also find their fancy as a Car Expo will be held to showcase the latest in German automobile technology, while activities for sports buffs will also be in store throughout the weekend.

The event also offers insights as a symposium hosted by the Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) entitled 'Greening the Philippine Economy -

Getting Ready for the Future' will be held on the opening day as well as a job fair which will be conducted in cooperation with Magnus Eventus Inc.

A Frühschoppen will also be held after a Sunday morning mass. The custom is a tradition observed during the olden times in Germany during Sunday when men take brunch at a pub to share beer while women prepare lunch. The practice has now evolved into a family affair where women are equally as welcome to

spend Frühschoppen along with the men.

The event promises a glimpse into everything German while offering a merging of two cultures. "Mabuhay Germany is not a company presentation but it is a showcase of German-Philippine relationship, German culture, German celebrations and German way of living. We hope people come and experience three days of Germany here in the Philippines," Allgeier enthuses.



(L-R) GPCCI President Mr. Reiner Allgeier, GPCCI Business Development Manager Ms. Nadine Fund and German Embassy Deputy Head of Mission Mr. Ralph Timmerman



German companies are showcased at the Mabuhay Germany celebrations including prominent German car makers.



The event promises fun and learning for visitors of all ages.