

## News Clipping

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### Celebrating partnerships thru 'Mabuhay Germany'

For years, the German-Philippine Chamber of Commerce and Industry, Inc. (GPCCI) has been celebrating the partnerships between Germany and the Philippines through "Mabuhay Germany." This year marks the fourth year that GPCCI and its member-organizations will celebrate the occasion. The event is set to take place on Bonifacio High Street in Bonifacio Global City, Taguig City, on October 7 - 9, 2011.

This GPCCI's event will carry the "Winning Moments" theme for its 2011 edition. Reiner Allgeier, GPCCI president, said "Mabuhay Germany 2011 focuses on remarkable victories that have established the Philippines and Germany relationship. These winning moments clearly define and build up the dynamic and mutual relationship between two great nations."

"Mabuhay Germany" was set up to commemorate the more than 140 years of trade partnership between the two countries. Through the event, GPCCI and exhibitors showcase the collection of German products, services, culture, and lifestyle. Last year, a total of 35 companies joined the exhibition. Following this year's theme, exhibitors are invited to highlight their winning moments from sports to business and from politics to technology.

"Mabuhay Germany" has always been an excellent platform to promote German-Philippine businesses. We



From left, GPCCI President Reiner Allgeier, GPCCI Business Development Manager Nadine Fund and German Embassy Deputy Head of Mission Ralph.

are able to highlight the best of what our two countries have to offer year on year," Allgeier added. The program includes bazaar for shoppers and trendsetters on the lookout for "Made in Germany"; food stalls offering authentic German treats and beverages by Dusit Thani Hotel Manila, German Club, Sofitel Philippine Plaza Manila; Hänsel und Gretel Haus; and car expo showcasing the latest in German automobile technology.

Exhibitors include Ayala Land Sales, BAG Electronics, Bayer Philippines, Banco de Oro Unibank, Robert Bosch, Continental Temic Elec-

tronics Phil., Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH (German Development Corp.), Doehle Shipmanagement Philippines, Euro Pacific Resorts (Club Paradise / El Rio y Mar), German Embassy Manila, German European School Manila, Goethe Institut/DAAD (German Academic Exchange Service), Lufthansa German Airlines, Lufthansa Technik Philippines, MAN Automotive Concessionaires Corporation, Santa Fe Relocation Services, Schenker Philippines, and SSI Schaefer Systems Phils.