

## News Clipping

Client: GPCCI Date: September 30, 2011  
 Publication: Philippine Star Section/Page: Billboards – T-4

### Mabuhay Germany 2011: A celebration of Fil-German ties

For years, the German-Philippine Chamber of Commerce and Industry Inc. (GPCCI) has been celebrating the affinity between Germany and the Philippines through the annual “Mabuhay Germany” event. Set to take place at Bonifacio High Street, Bonifacio Global City, Taguig City on October 7-9, 2011, this year marks the fourth time that GPCCI and its member organizations will be celebrating their flagship event. The theme for the 2011 edition is “Winning Moments”.

According to Reiner Allgeier, GPCCI president, “Mabuhay Germany 2011 is focusing on remarkable victories that have established Philippine-German relations. These winning moments clearly define and build up the dynamic and mutual relationship between two great nations.”

Mabuhay Germany was organized to commemorate the more than 140 years of trade partnership between the two countries. Through the event, GPCCI and the exhibitors are able to showcase the most comprehensive collection of German products, services, culture and lifestyle.

Last year, a total of 35 companies joined the exhibition whose commercial value is rated high by former exhibitors due to the scale and quality of the international visitors at the venue. Following this year’s theme, exhibitors are invited to highlight their winning moment from sports to business and from politics to technology.

“Mabuhay Germany has always been an excellent platform to promote German-Philippine businesses. Through the solid dedication of our partners together with that of our hardworking event committee, we are able to highlight the best of what our two countries have to offer year on year,” Allgeier added.

This year’s activity has something in store for all types of visitors. The program includes: a bazaar for shoppers and trendsetters on the lookout for quality products that are made



(L-R) GPCCI president Reiner Allgeier, GPCCI business development manager Nadine Fund and German Embassy deputy head of mission Ralph Timmerman

in Germany; food stalls offering authentic German treats and beverages for certified foodies by Dusit Thani Hotel Manila, German Club, Sofitel Philippine Plaza Manila; Hänsel und Gretel Haus conducting fun games and learning modules for the entire family; and a car expo showcasing the latest in German automobile technology.

Other corollary activities include sports competitions for the athletic types, a job fair for jobseekers to get in touch with German employers, and entertaining performances featuring talented musical artists every night.

Exhibitors involved in the 2011 Mabuhay Germany are Ayala Land Sales Inc., BAG Electronics Inc., Bayer Philippines Inc., Banco de Oro Unibank Inc., Robert Bosch Inc., Continental Temic Electronics Phils. Inc.,

Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH (German Development Corp.), Doehle Shipmanagement Phils. Corp., Euro Pacific Resorts Inc. (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 Corp., Santa Fe Relocation Services, Schenker Philippines Inc. and SSI Schaefer Systems Phils. Inc.

The event was also made possible through the efforts of Aboitiz Project TS Corp., Banco de Oro Unibank, Inc., Deutsche Gesellschaft für Internationale, Zusammenarbeit (GIZ) GmbH (German Development Corp.), and Hapag-Lloyd Phils Inc.