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PHL launches new investments promotion campaign to generate more FDIs



(Screengrab from Make It Happen in the Philippines Campaign Soft Launch: Australia and New Zealand) as streamed live over DTI Philippines FB page on 28 October 2020). Department of Trade and Industry (DTI) Secretary Ramon M. Lopez, who is also the Board of Investments (BOI) Chairman, leads the virtual soft launch of the Make It Happen in the Philippines Campaign, together with Philippine Ambassador to Australia, H.E. Ma. Hellen B. De La Vega and Philippine Ambassador to New Zealand, H.E. Jesus S. Domingo, to promote the country as an attractive and reliable destination for trade and investments. Sec. Lopez is joined by speakers from key Australian companies who have already discovered how to “Make it Happen in the Philippines.”

The Department of Trade and Industry (DTI), through the Board of Investments (BOI), has launched a new international investment promotion campaign targeting investors in 18 countries in Asia-Pacific, Europe, and America to generate more foreign direct investments (FDIs) as part of government efforts to rebuild the economy during and post the COVID-19 pandemic.

Branded as “Make It Happen in the Philippines”, the campaign will initially focus on key industries that have the most potential for foreign investments such as automotive, aerospace, electronics, information technology-business process management (IT-BPM), and copper/nickel.

The campaign brand highlights the genuine Filipino trait of resilience and “make it work mindset”—exuding strength and adaptability even in times of adversities.

“This will be the first time that the Philippines have a sustained multisector, multimarket campaign primarily designed to generate investments,” DTI Secretary and BOI Chairman Ramon M. Lopez said.

As the government’s lead industry and investments promotion agency (IPA), the BOI developed the new international investment promotion campaign in partnership with the United Kingdom Government Communications Service International (UK GCSI) under the Investments Promotion Program (IPP) of the UK Government.

In developing the new investment promotion campaign brand, the BOI-UK GCSI Project Team pooled the various insights and inputs of relevant stakeholders as it conducted consultation meetings in 2019 with the 18 other Philippine IPAs, the Philippine Commercial Attaches, the Presidential Communications and Operations Office (PCOO), and various Philippine industry players.

“Generally, all the relevant stakeholders expressed full support to the brand proposition and even provided valuable insights on the brand’s application beyond investments promotion,” **DTI-Industry Development and Trade Policy Group (IDTPG) Undersecretary and BOI Managing Head Ceferino S. Rodolfo** said.



Proposition & Brand

We developed a more compelling brand and proposition.

We tested it with foreign investors.

We unified and simplified our international brand.

We made the Philippine stand out and memorable to potential foreign investors.

The brand will be used for all international investment promotion activities by all public bodies to:

- Increase brand recognition for the country
- Make it easy for investors to recognise official communications
- Make it easier to manage and avoid poor execution

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THE PHILIPPINES

Following the consultation with stakeholders, the BOI-UK GCSI Project Team conducted the testing of the brand to global investors in January 2020, the results of which were encouraging and positive.

“Results of the testing showed that the “Make it Happen in the Philippines” as the proposed investment promotion brand, serves as a powerful visual image and brand proposition with clear standout. The results of the testing furthered showed that the creative concept of the proposed brand is seen to strengthen the Philippines’ appeal as an investment opportunity, incorporating a strong blend of the emotional and rational levels needed to attract investors,” Usec. Rodolfo said.

“By rebranding Philippine international investments promotion and proactively targeting investors, we raise awareness on our country’s unique investment landscape, highlight business opportunities, and bring in the much-needed investments for the country and generate employment and jobs for our countrymen,” Sec. Lopez said.

The international investments promotion campaign is part of the BOI’s international communications strategy under the agency’s 2020-2021 BOI Strategic Communications Plan on Industry and Investments Promotion.