

DATE: May 27, 2023

TO: Mayor and Members of Council
cc. SLT-E

FROM: Raphael Costa, Director, Economic Development
cc. Nick Spensieri, City Manager
cc. Michael Genova, Chief, Communications and Economic Development
cc. Office of Communications and Economic Development

RE: **Philippines Mission 2023 – Day 2**

On Council direction, Economic Development is leading an economic and cultural mission to its partner, Baguio City, Philippines. The Council mission to the Philippines focuses on activities to achieve the following goals:

1. Enter a Memorandum of Understanding (MOU) with officials from Baguio to initiate negotiations for a renewed partnership; and
2. Consult with Philippine organizations while on the mission that can support a renewed partnership to position Baguio, Philippines as a gateway to the ASEAN region.

Staff are providing daily updates on activities.

Key Messages

- Vaughan has a thriving and engaged Filipino community with more than 9,000 residents, many actively involved with the Filipino Canadian Association of Vaughan (FCAV).
- The City of Vaughan has had a formal partnership with Baguio City, Philippines since 1997.
- The Philippines is a strong candidate as a gateway to the Association of Southeast Asian Nations (ASEAN) economic territory: Baguio City can be a gateway economy partner with Vaughan.
- On Day 2 Regional Councillor Rosati led meetings with:
 - The Canadian Chamber of Commerce of the Philippines (CanCham)
- Day 2 was a travel day from Manila to Baguio

Day 2 Meetings

On May 26th, the delegation will meet with the Canadian Chamber of Commerce in the Philippines and travel to Baguio City.

The Canadian Chamber of Commerce of the Philippines (CanCham) was established in 1989.

Membership is open to Canadian, Philippine, and other third-country corporations and individuals that have Canada-Philippines business interests. The membership includes large multinational corporations, small and medium business enterprises, and persons involved in a whole range of business activities including international trade, investment, and labour mobility.

Lessons learned:

- CanCham has 150 members. 60% of which are Philippine companies.
- CanCham has three lines of business:
 - Networking events
 - Virtual business briefings on doing business in Canada and the Philippines
 - Advocacy
- CanCham is committed to bilateral economic activities
- The Philippines are rapidly opening to foreign business with a significant number of legislative changes in the past year to liberalize trade and allow for more foreign ownership.

Next Steps:

- Vaughan has offered to participate in a virtual briefing.
- CanCham is open to co-organizing a future business focused mission with Vaughan.

Look Ahead

On May 28th, the delegation will tour Baguio City and review its cultural and tourism assets.

Corporate and Strategic Communications will provide social media content as appropriate.

For more information, please contact Raphael Costa at Raphael.Costa@vaughan.ca.