



FACT SHEET

AMERICAN BUSINESS ENGAGEMENT IN THE PHILIPPINES

Vibrant American Business In The Philippines

- U.S. business engagement in the Philippines is longstanding, positive and growing, and American firms play a major role in the economy. American products and services are well-known and trusted, owing to the close historical partnership between the U.S. and the Philippines.
- The U.S. is the Philippine's largest trading partner. Bilateral two-way merchandise trade amounts to US\$12.6 billion. The Philippines ranked as the United States' 30th export partner and the 34th import partner. Trade with the U.S. contributes 18.4% of total Philippine export revenue and 15.3% of the Philippines' total import revenues. The U.S. remains the largest investment partner in the Philippines, accounting for about one-fourth of the country's Foreign Direct Investment (FDI) stock.
- U.S. businesses work across a wide spectrum of sectors and industries, including information technology, financial services, electronics, automotives, consumer products, pharmaceuticals, agriculture, express delivery, books/publishing, educational services, retail, franchising, energy, and call centers. Over 600 U.S. companies operate in the country, including industry leaders like Coca-Cola, Citibank, Procter & Gamble, Hewlett-Packard, Microsoft, Texas Instruments, and McDonalds.

The Coca-Cola Company



citibank



Microsoft



Developing The Filipino Workforce

- American firms lead in human resource development for the Filipino workforce. U.S. companies create a positive work environment focusing on the importance of good work ethics and exceptional customer service while respecting workers' rights. Thousands of Filipinos have improved their language skills, gained specialized knowledge on specific products and services and learned professional management skills as a result of training provided by American employers.

If you want to learn more about doing business with American firms please visit: <http://www.buyusa.gov/philippines>.
For more information, call the U.S. Embassy Press Office at (63-2) 301-2000, extension 2363, or visit the U.S. Embassy Manila web site at <http://philippines.usembassy.gov>.



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- American firms also lead in Corporate Social Responsibility. Whether supporting education, building houses for the less fortunate, or seeing to environmental clean-up, U.S. firms share a sense of pride and stewardship with their Filipino workers and the Filipino community around them.

AMERICAN FIRMS ARE GOOD FOR THE PHILIPPINES

- American firms provide improved infrastructure and access to modern technologies that increase the quality of goods and services made in the Philippines. U.S. technology increases efficiency, and increases the business opportunities of their Filipino partners.
- U.S. investment includes a commitment to produce products and services that are safe for the consumer and the environment.
- U.S. businesses employ, either directly or indirectly, thousands of workers across the Philippines. The commitment of American firms to the livelihood and development of Mindanao helps provide hope and opportunity for Filipinos seeking good jobs, better education, and brighter futures. American firms in Mindanao work in agriculture, fisheries, construction equipment, franchising, call centers and a wide range of consumer products and services.
- A veritable Who's Who of Corporate America offer their products and services in the Philippines, where their brands and the "made in the USA" labels are warmly accepted.



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THE U.S. COMMERCIAL SERVICE

- The U.S. Commercial Service is the trade promotion arm of the U.S. Department of Commerce's International Trade Administration
- We promote economic prosperity, enhance job creation, and strengthen national security through a global network of the best international trade professionals in the world.
- We promote and protect U.S. commercial interests abroad and deliver customized solutions to ensure that U.S. businesses compete and win in the global marketplace.
- U.S. Commercial Service trade professionals in over 100 U.S. cities and in nearly 80 countries help U.S. companies get started in exporting or increase sales to new global markets. U.S. Commercial Service services include:
 - **Market Intelligence** to help U.S. exporters target the right market (s) for their products and services
 - **Trade Counseling** to provide them with the information they need to navigate the export process from beginning to end
 - **Business Matchmaking** services to connect them with the right partners and prospects
 - **Trade Advocacy** for U.S. companies to level the international playing field for international procurement
- To learn more about how the U.S. Commercial Service helps U.S. companies export, contact a U.S. Commercial Service office near your or call 1-800-USA-TRADE (872-8723).
- The U.S. Commercial Service uses Export.gov, the U.S. Government's export portal, as its main online resource for exporting U.S. clients. For market research, trade events, trade leads, and information on how to export, please visit Export.gov.
- The U.S. Commercial Service directs international companies (buyers of U.S. goods and services) to buyusa.gov.
- The International Buyer Program is pleased to announce the list of U.S. trade events selected to participate in the 2011 program.



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