

Entering the Philippine Market



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Agenda

1. Introducing NordCham Philippines
2. Overview of the Philippines
3. Business Opportunities
4. Success of Swedish Companies
5. Ease of Doing Business
6. Q&A



Nordic Chamber of Commerce of the Philippines

- Membership/network
 - 129 members
- Events
 - Social and business
- Services
 - Business set up, market research
- Advocacy





The Philippines – High Potential

Island nation known for its tropical climate, stunning nature, and cultural history.

Young and growing population

119 million with median age of 25.7, the lowest in the region

Expanding faster than regional peers

6.3% GDP growth from 2021-2023 and 5.6 % growth in 2024

Rise of the middle class

Middle class increase of 13% and poverty reduction of 39% since 2012

Anti-corruption drive to spark major reforms

Potential to finally break free from the grip of corruption

Promising Sectors



Strong service sector

Business Process Outsourcing (BPO) industry leader

Ongoing infrastructure improvements

Ambitious infrastructure projects are underway, driving investment and energizing construction activity.

Prioritization of renewable energy

A strong commitment to sustainability and renewable energy targets are set

Digitalization in the forefront

With increasing connectivity across the country, there's a significant opportunity to digitize manual processes.



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Business Insights



Strong presence of family-owned conglomerates

They play a pivotal role in the country's overall economic growth.

Relationship driven business environment

Personal connections, trust, and networks play a central role in how business is conducted.

Consumption-driven economy

Consumer spending outpaces saving.

Cost efficient operations

Low cost, high talent prospects.

Social media capital of the world

Digital marketing, e-commerce, and influencers drive significant impact.



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More than half of Swedish companies in the Philippines plan to increase their investments slightly or significantly in the coming 12 months, and the overall market outlook remains optimistic, with 58 per cent expecting their industry turnover to increase in coming years.

– BUSINESS CLIMATE SURVEY OF SWEDISH COMPANIES IN THE PHILIPPINES 2025

Ease of doing business is improving, though challenges remain

Inefficient processes

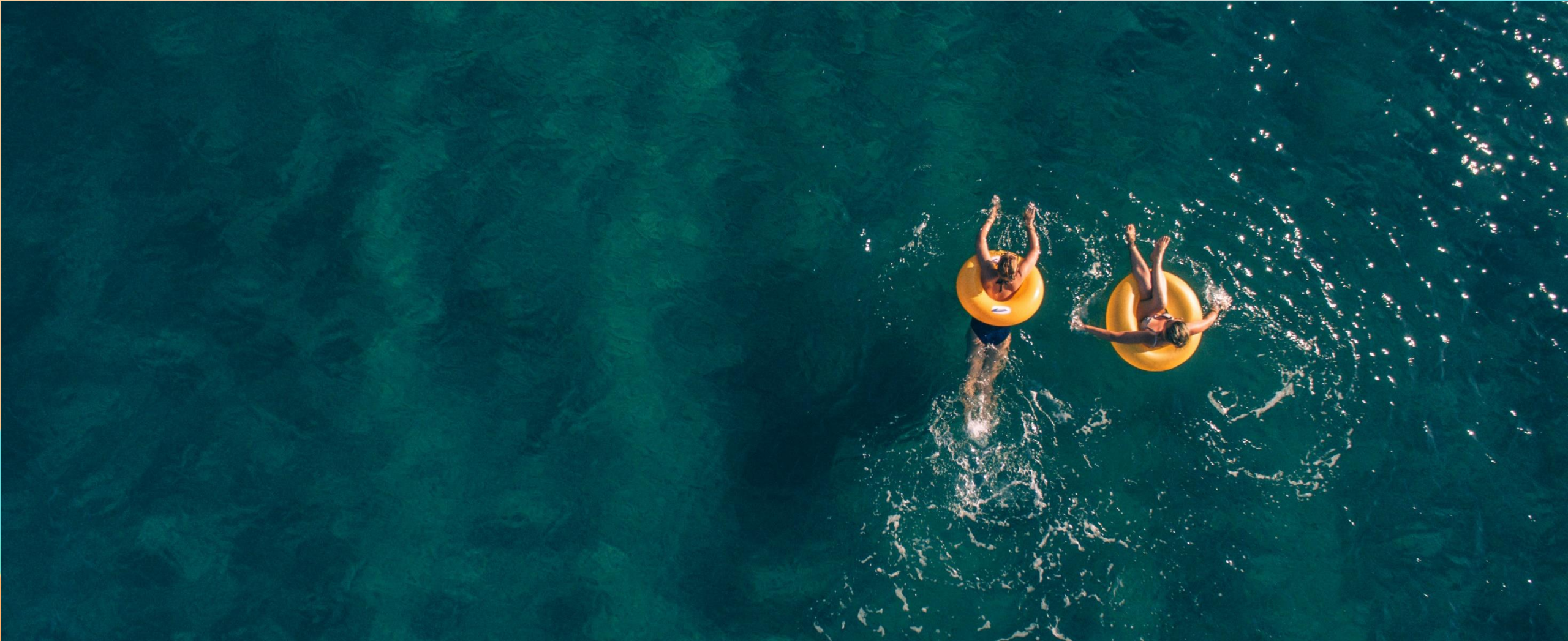
Bureaucratic red-tape, lengthy permit processes, and excessive documentation requirements exist.

Unpredictable and non-transparent practices

Tax and customs agencies drive most inefficiencies and unfair practices.

Momentum for improvements is growing

The Anti-Red Tape Authority and reforms like the Ease of Doing Business Act are helping to accelerate progress.



Q & A

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