

Networking New Year's Toast with the Swiss Embassy in Manila

The Embassy of Switzerland in the Philippines hosted a New Year's toast for the Philippine Swiss Business Council last 5 January, Tuesday, at the residence of H.E. Ambassador Andrea Reichlin. The event was well attended by members of PSBC, heads of the different business councils, foreign chambers and the PCCI. Also present were representatives of the Department of Trade and Industry and the business community. The event was also honored to have in its presence, Sec. Lilia de Lima of PEZA, Mr. Johnny Santos, SSS chairman and Professor Perfecto, president of the Makati Business Club.



The event was a perfect stage for the new Swiss Ambassador to meet the heads of the different distributors of Swiss products in the Philippines as well as representatives of different government agencies. At exactly 5:00 pm, Ms. Pat Cortez, President of DKSH and PSBC Board member made a formal introduction of H.E. Amb. Reichlin. H.E. then delivered an inspiring speech on the *Essentials of good partnership and the creation of added value in all business transactions* and proposed a toast for the New Year. Shortly after, Luis E. Mendez, PSBC Chair, delivered a short speech dealing on the importance of *partnering with all stakeholders who have the same objective of enhancing trade and investment*. Mr. Mendez took this opportunity to thank the heads of the different business councils, foreign chambers and the businessmen present at the event.



After the formalities, the Swiss Embassy in Manila surprised everyone with two arias sang by Filipino-Swiss tenor, Ms. Jade Riccio. The tenor was impressive in her performance, which set the mood for the rest of the evening with the "Networking Night" which stretched all the way to 9:30 pm. It is also proper to inform all members that commitments to join PSBC were made by Theresa Martinez, CEO of Roche (Phils.), Inc., Michael Colin, CEO of Colin's Coffee and Atty. Ferdinand M. Niger of Benzoin, Niger, Ungallant IP Law Offices.