

Philippines

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Q: Could you tell us about your delegation, and what types of mining products/services they are they looking to buy?

A: The Philippines will have at least 40 delegates to MINExpo 2008, consisting of distributors, mine owners and service companies. They are looking for a wide range of products such as drilling and pollution control equipment, blasting agents, safety equipment, hoists and hoisting equipment, and valves and fittings.

Q: Why should American companies consider doing business in the Philippines?

A: The Philippine mining industry is back in business following a Supreme Court decision in 2004 that upheld the constitutionality of the 1995 Philippine Mining Act that relaxes foreign ownership restrictions on large-scale exploration, development and utilization of mineral resources. Several foreign investors have been establishing themselves in the Philippine mining scene, taking advantage of the country's largely untapped mining prospects, strong demand for metals and other minerals, a favorable policy environment (with the government's shift from tolerance to active promotion of minerals development), and a pool of skilled and competent local mining workforce.

Q: What are some challenges in selling to this market?

A: The industry is extremely competitive. Major suppliers from such countries as U.S., Canada, China, Korea, Japan, Germany, UK, Chile and Australia are represented in the Philippine market. Price, quality, product support and reliability are factors driving competition.

Q: How are American products/services viewed in the Philippines?

A: The Philippines is a well-established market for U.S. business, and American brands are well-known and trusted.

Q: What are some tips for U.S. businesses?

A: Local representation is highly encouraged, either through the establishment of a subsidiary or by appointing a local agent, reseller or sales representative (whether on exclusive basis or not). Building personal rapport with clients is one of the more crucial aspects in clinching a sale. On-site visits, product demonstrations and engagement with reputable associations such as the Philippine Society of Mining Engineers, Chamber of Mines of the Philippines, and Philippine Mines Safety and Environment Association are some ways of firming up the relationship with local players. For more information, visit www.buyusa.gov/Philippines.