



INTRODUCTION TO

# Doing Business in The Philippines

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The Philippines is Southeast Asia's second most populous country and sits in a prime maritime location aside some of the world's busiest shipping lanes.

The Australian government has identified The Philippines as a key market for two-way trade and investment in its Southeast Asia Economic Strategy to 2040.

Sectoral reforms are creating bountiful opportunities for Australian businesses to enter the market, Australian businesses looking to unlock or expand their operations must develop key capabilities to navigate the local landscape.

This program provides an opportunity to expand your knowledge of how to conduct business, build capability to engage meaningfully, and maximise business outcomes with stakeholders in The Philippines.

## Who should attend?

- Exporters
- ASX Listed organisations
- SMEs
- Professional services organisations
- Federal, state or local governments

## Program Details

### DURATION



2 hours

### FORMAT



This program is designed for the busy professional and is available as a facilitator-led online program.

### PRICE



Programs are designed for groups.  
Please contact us for program price.

## Key takeaways



**Raise awareness of the key cultural drivers** that impact the way business is conducted in The Philippines.



**Build understanding of Filipino business styles** and how to respond.



**Introduce the skills needed** to effectively influence business outcomes and strengthen relationships when working in and with The Philippines.

## Topics covered

1.

Understanding Filipino business culture through exploring Filipino society, context, and culture.

2.

Filipino key business cultural drivers - “the why behind the behaviour.”

3.

Practical cultural concepts that influence business interactions with Filipino stakeholders.

The Asialink Business Academy offers a comprehensive series of programs that build practical skills and connections to grow your business in Asia.

To view our more in-depth programs please visit:



[academy.asialinkbusiness.com.au](https://academy.asialinkbusiness.com.au)

## Learning methods

- **Expert speakers** with deep market experience and expertise.
- **Business case studies** sharing examples of successful strategies for The Philippines.
- **Practical application** of engaging content and frameworks relevant to your context.
- **Interactive & peer-learning activities** encouraging networking, insight sharing, and mentoring to build a community with a collective and ongoing interest.

## About the Asialink Business Academy

The Asialink Business Academy offers programs that transform skillsets and mindsets, building practical skills and connections to grow your business in Asia.

The Academy is part of Asialink Business, Australia's National Centre for Asia Capability.

### Contact us



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