



## **Annual Report 2016**

# 1. Introduction

Philippines Norway Business Council (PNBC), a non-profit making body, was formally established on 5 January 2011, as a direct result of a common initiative from the Norwegian business community in the Philippines to create a forum for Norwegian companies represented in the Philippines, Philippine companies with links to Norwegian business and individuals linked to Norwegian business.

PNBC's main purpose is to promote business between our two countries and to provide an arena for discussion and exchange of views on business conditions, both domestic and international, affecting Philippine and Norwegian companies. We intend to work closer with other business associations in the Philippines and Asia, and have developed close collaboration with the newly established Nordic Business Council of the Philippines. We are also in close cooperation with the other Norwegian business associations in Asia.

## Objectives

- Promote trade, commerce, industry and investment between Philippine and Norwegian public and private sectors, fostering for this purpose friendly relations, mutual understanding and closer economic co-operation between the two countries, to contribute towards the advancement of the Philippine and Norwegian economies.
- Provide information and assistance to Norwegian companies interested in doing business in the Philippines (and Philippine companies seeking to do business with Norwegian companies in the Philippines or in Norway).
- Initiate discussions on matters of common interests affecting economic, industrial and commercial goals of the members.
- Rise issues to the Royal Norwegian Embassy and act as an "advisory board" to the Norwegian mission.
- Co-operate with appropriate bodies in the Philippines to influence and develop common objectives.
- Represent Norwegian companies in the Philippines during Norway-Asia business summits and other official business events.

On its sixth year, PNBC has continued its path. The business council has maintained its regular networking luncheons, with interesting resource speakers from Norway and the Philippines, and has maintained a good number of attendees. It kicked off the year with Norway Maritime Conference in Cebu, which attracted about 200 participants from the Philippines, Norway and other maritime countries. The Annual General Membership Meeting was held on 4 May 2016 and it was conducted with our Doing It Right Integrity Seminar.

At the end of 2016, we had 54 members in the business council.  
The financial situation of PNBC is solid, and is derived solely from its membership dues.

As of 31 December 2016, PNBC had a fund balance of Php 1,122,797.

## 1.1. PNBC Board of Directors

The Board of Directors consisted of 9 members and 1 observer in 2016.

Following the Annual General Membership Meeting in May 2016, the following were named as officers and directors of PNBC.

<b>Name</b>	<b>Designation</b>	<b>Company</b>
Mr. Ivar Thomasli	President	Thome Ship Management
Ms. Jannicke Steen	Vice President, Internal Affairs	Grieg Star Philippines
Mr. Tor Stokke	Vice President, External Affairs	SN Power Philippines
Atty. Charles Jay Dela Cruz	Corporate Secretary	Del Rosario
Mr. Jan Andre' Heggem	Public Relations Officer	SMSGlobal Communications
Ms. Merete Lie Holen	Treasurer	Odfjell Drilling Philippines
Mr. Helge Oliversen	Director	Wilhelmsen Smith Bell Manning
Mr. Carl M. Faannessen	Director	Aboitiz Jebsen Bulk Transport
Mr. Rodolfo Azanza	Director	Norconsult Management Services Philippines
Amb. Erik Førner Mr. Kristian Netland	Observer	Royal Norwegian Embassy

In 2016, the Board of Directors met 6 times.

## 1.2 PNBC Events 2016

### 1.2.1 Networking Luncheons

In 2016, we held 4 Networking Luncheons.

Date	Topic/Speaker	Participants
11 March 2016	<i>"Current Challenges in Terms of Politics, Economics and Business"</i> Mr. Peter Wallace Wallace Business Forum	54
23 August 2016	<i>"CyberSecurity"</i> Ms. Maria Rosell S. Gomez Partner PWC	46
3 November 2016	<i>"Global Health Challenges Towards 2030. Breaking the Negative Spiral"</i> Mr. Adrain Stray President Marine Benefits Assistance Services	36
13 December 2016	<i>"CSR Networking Luncheon"</i> Mrs. Lucy Castillo Head Matron of the Bahay Biyaya House with No Stairs	39

### 1.2.2 Norway Maritime Conference

Norway Maritime Conference concluded on 29 January 2016 in Cebu, Philippines, leaving more than 200 delegates, amongst them several leaders in the maritime industry, with valuable insights on the future of the industry as a whole.

Norway Maritime Conference was a unique opportunity to gather high-level industry practitioners to dig deeper into the increasingly complex maritime challenges while sharing knowledge and developing strategies to address them. Discussions revolved around issues on the training and competence of Filipino seafarers and position of the Philippines as the manning capital of the world. One of the highlights of the Conference were the hard talk sessions with the moderator and previous BBC news anchor Ms. Nisha Pillai. She invited several high-level speakers to discussions on stage. Norway Maritime Conference also had three panel discussions with topics such as "How Stormy is the Future", "Is Technology the Savior" and "Competent People makes the Difference".

### 1.2.3 Other Events

We also held two other business events in 2016.

<b>Date</b>	<b>Topic/Speaker</b>	<b>Participants</b>
4 May 2016	<i>“Doing It Right – An Integrity Seminar”</i> Atty. Tormod Ludvik Nilsen, Partner, Wikborg Rein Atty. Camillo S. Correa, General Counsel, SEC Ms. Happy Feraren, CEO, Bantay.PH Mr. Norman Agatep, Managing Director, Group Agatep	71
14 September 2016	<i>“Political &amp; Economic Risk Briefing”</i> Dr. Alvin Ang, Prof. of Economics, Ateneo de Manila University Dr. Antonio La Viña, Former Dean, Ateneo School of Government	41

### 1.2.4 Constitution Day Dinner

The Constitution Day Dinner was held at Blackbird Restaurant on 14 May 2016. Due to the smaller size of venue, 80 persons attended the event, and it was a successful celebration of Norway’s Constitution Day.

### 1.2.5 Working Groups

The Working Groups established in 2011, have the following contact persons:

<b>Working Group</b>	<b>Chair</b>	<b>Company</b>
Energy	None	None
Tourism	None	None
Maritime	Mr. Erlend Grimstad	Norwegian Maritime Foundation of the Philippines (Norwegian Training Center – Manila)
CSR	Mr. Rodolfo “Ozone” T. Azanza Jr.	Norconsult Management Services

The CSR Working Group continued with its education-focused program, and supported Klasrum Ng Pagasa, building schools in rural areas. A total of Php 100,000 has been directly infused by PNBC in supporting the aforesaid organization.

### **1.2.6 Website**

PNBC regularly updates its website ([www.pnbc.ph](http://www.pnbc.ph)) with news on its activities, as well as other activities and projects that may interest our members.

Members are welcome to post stories on their business activities on the website, and several companies have done so.

## **2. Membership Status 2016**

Corporate membership is open to all Norwegian controlled companies. The entrance fee for this membership category is PHP 15,000.00, while the annual membership fee is PHP 25,000.00. Regular membership applies to Filipino companies doing business with or has plans to do business with Norwegian companies. The entrance fee is set at PHP 10,000.00, while annual membership fee is PHP 20,000.00.

Individual membership is open to Norwegian or Filipino citizens, with links to or interest in Norwegian business. An entrance fee of PHP 5,000.00 and an annual membership fee of PHP 15,000.00 are charged for this membership category.

All membership applications are brought up for discussion and approval in the Board. The Board of Directors reserves the right to make exceptions, should the definitions above not cover all cases.

At the end of 2016, PNBC had the following membership status:

<b>Membership Category</b>	<b>Number</b>
Corporate Members	29
Regular Members	19
Individual Members	6
<b>Total</b>	<b>54</b>

**IVAR THOMASLI**  
**President**  
**17 August 2017**