



EUROPEAN UNION
Delegation of the European Union to
the Philippines

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The Delegation of the European Union Launches its Mobile App
PHor EU
on Europe Day Reception



The Delegation of the European Union has launched tonight a mobile app to celebrate its 25th year anniversary. Dubbed as " Phor EU", the mobile app is a play on the words "for you", a fine example of how the Delegation is here to serve YOU.

The app was designed to cater to the growing informational needs of the partners and stakeholders of the EU Delegation to the Philippines: government, businesses, NGOs and civil society organizations, media and academe.

The app is available on both android and apple devices and is a comprehensive information hub for Filipinos who would like to know more about the EU as well as for those who want to expand

their ties with the European Union either by doing business with the EU, studying or travelling to the EU.

The app also caters to those who would like to have a feel and taste of the EU as the EU Delegation to the Philippines and the EU member states' embassies and cultural institutes are just around Makati and nearby cities and municipalities.

The EU and the embassies in the Philippines provide a wide range of information services and assistance to all stakeholders to make the EU closer to the Philippines.

The mobile application is designed to be as user friendly and as creative as possible using the colors of the EU Flag, with a promise of interactive games and fresh updates for the information needs of the Filipino audiences.

A survival language category is also present for a quick reference when users find themselves in one of the member states and in need of the right words to ask for directions.

Users are also kept regularly updated with the events, news and publications of the Delegation and the member states all throughout the year with gentle reminders through push notifications, the gallery button is also created to guide users in finding relevant photos and videos of the Delegation's projects, missions and other activities that involve their engagement with the Filipino people.

General information on the European Union and the Delegation itself can be found on the mobile app.

Lastly, the EU Delegation generated a separate button to show special thanks to its partners for the last 25 years for their steadfast and continuous support, in which it also expressed its hopes to maintain these relationships and to establish new, exciting and trustworthy connections.

The 25th year anniversary of the Delegation is also highlighted with the conduct of the #IcEUropaInU – photo and music video contests, where some of the most outstanding photo entries were used as a backdrop during the reception. The IcEUropaInU photo and video contests are being held by the EU Delegation to the Philippines in partnership with Philstar.Com, Philippine Center for Photojournalism, Inc., LPU-Project for Asian and International Relations of the Lyceum of the Philippines University, European Studies Association and Team Communication of the De La Salle University, UP- Euro-Filipino Understanding and Relations Organization of the University of the Philippines, and the Association of European Studies Students of Ateneo De Manila join in the celebrations by mounting the photo and video contests.

(By Sarah Arceo)

