



Foreign Agricultural Service

**GAIN Report**

Global Agriculture Information Network

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GAIN Report #RP0005

## **Philippines**

### **Promotion Opportunities**

### **Promotion Opportunities Report**

## **2000**

Approved by:

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**U.S. Embassy**

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#### **Report Highlights:**

**Promotional opportunities in the Philippines include: Cebu International Furniture Show; Manila International Furniture Show; Hotelex and Chefs on Parade; Great American Food Show at the Food and Hotel Philippines; Agri-Link; Rustan's In-store Promotion; and Foodservice Seminars.**

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Includes PSD changes: No

Includes Trade Matrix: No

Quarterly Report

Manila [RP1], RP

## Executive Summary

The promotional activities listed are provided for information purposes only.

No endorsement should be implied unless specifically stated. Terms and conditions of participation are the responsibility of the activity organizer. Please contact the organizer directly for further information.

### **Trade Shows**

*Title of Activity/Event:* Cebu International Furniture Show

*Dates:* February 25 - 28, 2000

*Venue:* Cebu International Convention Center, Cebu City, Philippines

*Organizer:* Eric Ng Mendoza

Cebu Furniture Industries Foundation, Inc.

#/F LDM Bldg., Legaspi st. cor. MJ Cuenco Ave.,

Cebu City, Philippines

Tel. (63-32) 253-3091 or 253-0274

Fax (63-32) 804-0458

Email: [pifscebu@nexmil.com](mailto:pifscebu@nexmil.com)

*Brief narrative:* Excellent venue for suppliers of U.S. hardwood, softwood and wood products. The Cebu International Furniture Show precedes the furniture show in Manila and attracts both foreign and local furniture buyers. The U.S. is the largest market of Philippine furniture which has been identified as the sector which provides the most positive prospects of increased U.S. wood sale to the country. The industry is export oriented having been identified as an "export winner" by the local Department of Trade and Industry. Local wood supply, however, is limited and continues to dwindle due to diminishing forest cover forcing. Because of this, the industry has turned to solid wood imports. Cebu, the most urbanized city next to Manila, has excellent trade facilities and infrastructure.

*Title of Activity/Event:* Manila International Furniture Show

*Dates:* February 28 - March 2, 2000

*Venue:* World Trade Center, Manila

*Organizer:* Joseph Pangilinan

Chamber of Furniture Industries Philippines

9F, Strata 100 Building

Emerald Ave., Pasig City, Philippines

Tel. (632) 631-2834, 632-9007, 631-3428

Fax (632) 631-2977

Email: [cfip@mnl.sequel.net](mailto:cfip@mnl.sequel.net)

*Brief narrative:* Same as Cebu International Furniture Show albeit it mainly caters to companies in the main island of Luzon. It also attracts foreign furniture buyers.

*Title of Activity/Event:* Hotelex and Chefs on Parade

*Dates:* March 9 - 11, 2000

*Venue:* World Trade Center, Manila

*Organizer:* World Exhibitions and Conventions, Inc. (Worldexco)

D-433 Delegation Bldg., Philippine International Convention Center

CCP Complex, Roxas Blvd., Manila, Philippines

Tel: (632) 834-2404; 551-7920 loc. 7161/7151/7549

Fax: (632) 834-0602

Email: [wdx@amanet.net](mailto:wdx@amanet.net)

Contact: Ms. Lynn Z. Romero, President/Ms. Ma'an Azurin

*Brief narrative:* Hotelex is on its 9<sup>th</sup> year of staging and the country's longest running annual trade exhibit featuring mainly hotel and restaurant equipment, supplies, services, food and beverage. The show's special attraction is Chefs on Parade, a culinary competition organized by the Hotel and Restaurant Association of the Philippines. The show attracts mainly the hotel and restaurant trade, but have gained increasing attendance from retailers and other food sectors. The show is normally open to students because of the Chefs on Parade competition which includes student categories.

*Title of Activity/Event:* **Great American Food Show** at Food & Hotel Philippines

*Dates:* May 31 - June 3, 2000

*Venue:* World Trade Center, Manila

*Organizer:* Philippine International Exhibitions and Conventions, Inc. (PIEC, Inc.)

9/F, Unit 8 & 9, PS Bank Tower

Sen. Gil Puyat Ave., Makati City, Philippines

Tel: (632) 759-3263 to 66, 759-2188 to 89

Fax: (632) 759-3228; 759-3233

Email: [piecinc@portalinc.com](mailto:piecinc@portalinc.com)

Contact: Ms. Emily de Leon/Ms. Mylah Sindiong

**OR** Commerce Tours International Inc.

870 Market Street, Suite 918

San Francisco, CA 94102

Tel: (415) 433-3072

Fax: (415) 433-2820

Email: [comtours@aol.com](mailto:comtours@aol.com)

Contact: Ms. Ellen Wong/Mr. Bob Chang

*Brief narrative:* The 3<sup>rd</sup> Food and Hotel Philippines Show is the leading and international food trade show in the Philippines. FAS is endorsing this show and will be featuring the Great American Food Show. The show is a food drink, hotel, restaurant, foodservice and supermarket exhibition which will be incorporating the following specialized exhibits: Wines & Spirit; Supermarket; and Bakery Philippines 2000. In addition, the Les Toques Blanches Philippines (the country's chefs association) will conduct their Culinary Classic Competition during the show. Another highlight of the show will be the "Wine Challenge Contest". The Food & Hotel Philippines Show is exclusively for trade-only visitors.

*Title of Activity/Event:* Agrilink

*Dates:* October 21 - 23, 2000

*Venue:* World Trade Center, Manila

*Organizer:* Aida S. Gregorio

Foundation for Resource Linkage and Development, Inc.

3/F Administration Bldg., FTI complex,

Taguig, Metro Manila, Philippines

Tel. (632) 838-4605, 838-4510, 838-4549, 838-4852

Fax (632) 838-4573

Email: [fird@mozcom.com](mailto:fird@mozcom.com)

*Brief narrative:* Good venue for livestock, genetics and production input suppliers. The Agrilink show/exhibit is the biggest agricultural event in the country. It is jointly organized and implemented by the private and government sector with a very wide range of agricultural interests. It has both an indoor as well as outdoor exhibit area and is participated by both foreign and local companies. FAS/Manila has just recently participated in Agrilink and has found this to be very useful in promotional activities and in getting initial market contacts.

### **Retail In-store Promotions**

*Title of Activity/Event:* Rustan Supermarket In-store promotion

*Dates:* July 2000 (exact dates to be determined)

*Venue:* all Rustan stores (Manila and provincial branches)

*Organizer:* Office of Agricultural Affairs

American Embassy

Seafront Compound, Roxas Blvd., Pasay City, Philippines

Tel: (632) 804-0347 to 48

Fax: (632) 804-0458

Email: [Agmanila@fas.usda.gov](mailto:Agmanila@fas.usda.gov)

Contact: Mr. Charles T. Alexander/Joy F. Canono

*Brief narrative:* Plans are for a major American products storewide promotion that will be staged for the full month of July 2000 and will be jointly organized and sponsored by Rustan's, the Manila office of U.S. & Foreign Commercial Service, and FAS/Manila. In addition to the food products promotion at the supermarkets, there will also be a promotion of non-food American products at the department store. Rustan's is one of the country's leading retailer and caters mostly to the upper income level consumers. Rustan's is a major retailer of imported products and is the only retailer that imports directly. Rustan's is also an importer and distributor of various products while at the same time sourcing some products from local traders. Please note that only food products that have been registered with the Philippine Bureau of Food and Drugs may be featured at the promotion.

### **Hotel, Restaurant, Institutional Promotions**

none

**Other Promotional Activities (e.g., product seminars, catalog shows, sales missions)**

*Title of Activity/Event:* Foodservice Seminars

*Dates:* March 14-15, 2000

*Venue (including city):* Iloilo City; and maybe Davao City, Philippines (dates to be determined)

*Organizer:* Office of Agricultural Affairs/Manila in cooperation with the U.S. Meat Export Federation/Singapore and the Iloilo Hotel, Resort and Restaurant Association of the Philippines

*Brief narrative:* The regional representative of the U.S. Meat Export Federation, based in Singapore, will be the speaker at the seminar whose main topics include food service management, food sanitation and food handling. The seminar is intended for managers and staff of the foodservice sector in the Visayas region. USMEF will also give a short presentation about U.S. meat. Product displays and sampling are recommended thus distributors of American foodservice products are strongly encouraged to participate.

For further information or details, please contact:

Office of Agricultural Affairs

American Embassy

Manila, Philippines

Seafront Compound

Roxas Blvd., Manila, Philippines

Tel: (632) 804-0347 to 48

Fax: (632) 804-0458

Email: [AgManila@fas.usda.gov](mailto:AgManila@fas.usda.gov)

Contact: Charles T. Alexander, Agricultural Counselor

Joy F. Canono, Marketing Specialist