



Foreign Agricultural Service

GAIN Report

Global Agriculture Information Network

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Philippines

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: Great American Food Show at the Food and Hotel Philippines; AgrLink; Rustan's In-store Promotion; and Foodservice Seminars.

Includes PSD changes: No

Includes Trade Matrix: No

Unscheduled Report

Manila [RP1], RP

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: **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

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

Contact: Ms. Ellen Wong/Mr. Bob Chang

Brief narrative: The 3rd 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, beverage, 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: frld@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 making initial market contacts.

Retail In-store Promotions

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

Dates: July 10-August 10, 2000

Venue: all Rustan stores including Starbucks outlets (Manila and provincial branches)

Organizer: Office of Agricultural Affairs

American Embassy

25/F, Ayala Life-FGU Building

6811 Ayala Avenue

Makati City 1203

Tel: 887-1137; 887-1153

Fax: 887-1268

Email: 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.

Hotel, Restaurant, Institutional Promotions

none

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

Title of Activity/Event: Foodservice Seminars

Dates: dates to be determined

Venue (including city): Central Luzon

Organizer: Office of Agricultural Affairs/Manila in cooperation with the U.S. Meat Export Federation/Singapore.

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 and retail sectors.

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:

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