

USDA Foreign Agricultural Service

# GAIN Report

Global Agricultural Information Network

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Voluntary - Public

**Date:** 9/28/2018

**GAIN Report Number:**

## Philippines

**Post:** Manila

### **FAS Strengthens Partnership with Purchasing Managers of HRI Sector**

**Report Categories:**

CSSF Activity Report

Food Service - Hotel Restaurant Institutional

Promotion Opportunities

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**Report Highlights:**

In partnership with Potatoes USA, McCain International, Simplot, and nineteen importers, FAS Manila hosted a combination of seminar series and tabletop trade show featuring U.S. products, providing the country's leading hotel and restaurant buyers with best practices on the use and handling of these products, followed by the opportunity to sample and make purchasing plans with importers. Participants report booking immediate sales in the range of \$40,000 over the next three to six months.

**General Information:**

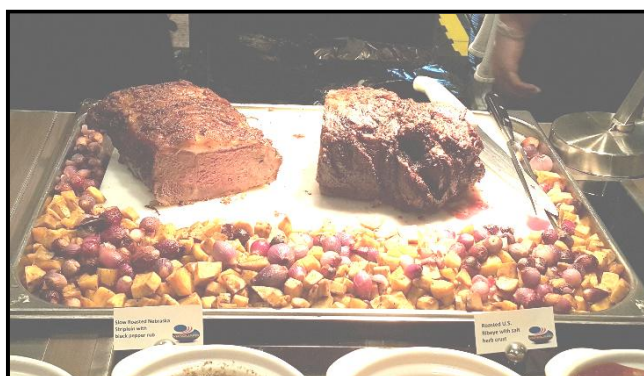
As part of its regular Fellowship with FAS series of promotional events, FAS Manila partnered for the second time with the Association of Purchasing Managers of Hotels and Restaurants of the Philippines (APMHRP) to conduct a seminar series, followed by a combination of tabletop trade show and industry reception. The event was held on September 20, 2018 at Shangri-La at the Fort. It was well-attended, with 60 participants expected and closer to 100 attending. Lectures on U.S. frozen potato products, purchasing and handling, trends, and various other topics were conducted by local representatives of McCain International and Simplot.



It  
other

In addition, nineteen of the largest importers of high value U.S. food products in the Philippines participated in the event. Participants reported immediate sales of \$40,000 over the next three to six months, with additional purchases expected for the upcoming holiday season. Participating importers are listed below:

1. Alternatives Food – red meats and meat products
2. BestWorld Beverage Brands – wines
3. Dane International Commodities – dried fruits and nuts, dehydrated potatoes
4. Emperador Distillers – wines
5. Equilibrium Intertrade Corp. – syrups and beverages
6. ESV International – red meats and meat products
7. Gemco Philippine Marketing – Welch’s Grape juices
8. Goodway International Trading – snack foods, almond milk, dried fruits and nuts
9. Hightower Inc. – frozen potato fries
10. Metro Wine Center – wines
11. Mida Food – seafood
12. Miracle Soybean Food – soya products
13. Multi-M Food Corp. – frozen potato products
14. One Stop Distribution – snack foods and soup
15. My Own Meat Shop – red meats, poultry
16. Philippine Wine Merchants – wines
17. Premier Wine & Spirits – wines
18. Titania Wines – wines
19. Vanguard Logistics – red meats



**Comments and Evaluation:**

APMHRP was also very pleased with the event. Turnout by its members was good, and the training events by U.S. industry groups supported the Association’s objective of raising the technical knowledge of their members, particularly in frozen potato products. Participants reported the subjects were timely and useful in making purchasing decisions.

FAS Manila has come to rely heavily on the tabletop trade show format to promote imports. This format provides a relatively inexpensive venue for importers to exhibit their products and recruit new

buyers. A smaller scale event such as this permits a very focused effort that both buyers and exhibitors prefer. In addition, importers report that Embassy-sponsored events tend to attract larger and higher




quality audiences. This event focused on hotel and restaurant buyers

rs; previous events have focused on franchise operators and on retailers. In all cases, exhibitors report a higher quality of visitor for these events.

The U.S. continues to be a top supplier of agricultural products to the Philippines, and the Philippines is its tenth largest global market. Traders forecast export sales in 2018 will increase 15 percent to \$2.9 billion because of increased consumer confidence in the overall state of the Philippine economy. Consumer-oriented food and beverage products remain the best prospects for future export growth fueled by consumer familiarity with American brands and the steady expansion of the country's retail, foodservice and food processing sectors





*The U.S. Department of Agriculture  
Foreign Agricultural Service  
Embassy of the United States of America*

*in cooperation with*

*Potatoes USA*

*and*

*Association of Purchasing Managers of Hotels and Restaurants  
of the Philippines*

*cordially invite you to attend a*

*Seminar and Trade Fellowship*

*on Thursday, September 20, 2018*

*from 1:00 – 6:00 p.m.*

*at Narra B,C,D Rooms*

*2<sup>nd</sup> Floor, Shangri-La at the Fort*

*30<sup>th</sup> Street corner 5<sup>th</sup> Avenue*

*Bonifacio Global City*

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