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## Philippines

**Post:** Manila

### FAS Manila Trade Lead System Success Story- Apples and Grapes

**Report Categories:**

Export Accomplishments - Trade Leads

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**Report Highlights:**

FAS Manila recently registered its first success with the FAS Trade Lead System by bringing together a local importer of fresh apples and grapes with two suppliers headquartered in the state of Washington. After the initial sale of \$47,000, the local importer has indicated his company will likely increase their next order by 25-50 percent. U.S. fresh fruit exports to the Philippines through August 2011 were up 30 percent over 2010 levels. As the Philippines demand for imported fresh fruit (especially near Christmas) continues to rapidly expand, this sale bodes well for the future and showcases the Trade Lead System's ability to strengthen U.S. agricultural exports.

**General Information:**

FAS Manila facilitated an amount of \$ 47,000 in initial order between a local importer of U.S. consumer-oriented products with two suppliers of apples and grapes headquartered in Washington. The FAS Trade Lead System was instrumental in this sale by allowing the interested buyer to learn about and communicate with potential suppliers in the U.S. online in a clear and efficient manner.

The buyer, who supplies different supermarkets and food service companies in the Philippines, contacted FAS Manila via email in October 2010, requesting information on potential U.S. suppliers of fresh apples and grapes. FAS Manila, in turn, promptly introduced the Trade Lead System to the buyer. After a brief registration and verification process, the buyer was granted access to the online system where they were able to view product details of and communicate with each interested U.S. supplier over a period of multiple months.

Due to the initial sale, the buyer of the apples and grapes has indicated that they expect to increase their next order by 25-50 percent. U.S. fresh fruit exports to the Philippines through August 2011 were up 30 percent over 2010 levels. As the Philippines demand for imported fresh fruit (especially near Christmas) continues to rapidly expand, this sale bodes well for the future and showcases the Trade Lead System's ability to strengthen U.S. agricultural exports.