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Philippines posts U\$ 4.9 M sales in 8th China-Asean Expo

The Philippine delegation to the 8th China-ASEAN Expo, held last 21-26 October 2011 in Nanning, China, garnered total sales amounting to US\$ 4.9 million, a 35% increase over 2010. The country also received awards for Best City of Charm and Best Investment Promotion Organizer.

As the Philippines' first carbon neutral city, Puerto Princesa City was featured in the Philippine National Pavilion as the City of Charm in accordance with CAEXPO's Environmental Protection Cooperation theme this year. The pavilion contained a stylized depiction of the Puerto Princesa Subterranean River, a UNESCO World Heritage Site and a final contender in the



The Philippine National Pavilion at the 8th China-ASEAN EXPO featuring Puerto Princesa as the 2011 City of Charm

New Seven Wonders of Nature. It provided a detailed walk-through of what to expect in the famed tourist destination, which houses a 20 million year old sea cow fossil discovered by Italian geologists earlier this year.

Over 100 Chinese and ASEAN delegates attended the Philippine Investment Forum held on the second day of the CAEXPO. The forum generated investment interests in port development, agriculture, mining, solar energy and steel and metal works.



The Philippines won the (L-R) 2011 Best Investment Promotion Organizer and the Best City of Charm Award

Consumer Welfare and Trade Regulation Group (CWTRG) Undersecretary Zenaida Cuison-Maglaya of the Department of Trade and Industry (DTI) headed this year's delegation of 24 companies in the food, organic products, fashion and arts and crafts sectors featured in the Philippine Commodity Trade Pavilion.

Top selling products included Moringa (*Malunggay*) derivatives, Coconut-based products, Banana Chips and Pilinuts. With food as one of the highest earners, buyers were reported to be looking for food consolidators for convenient sourcing.



Foreign buyers try out local food products at the Philippine Commodity Trade Pavilion

"This was my first time to join CAEXPO and it was a success! Though it was tiring, the objective was met and it's worth it," says Henderson Go, General Manager of TMI Food Processing & Development, Inc., one of the Philippine food exhibitors.

In 2013, the Philippines will be highlighted as the Country of Honor in the 10th China-ASEAN Expo. "CAEXPO is an important gateway to the Chinese market and we will continue to recognize its significance by working towards an even bigger delegation next year in preparation for our country's role in 2013," says Maglaya.

The Philippine participation in the China-ASEAN Expo is led by the Center for International Trade Expositions and Missions (CITEM), in partnership with the Department of Agriculture-Agribusiness and Marketing Assistance Service (DA-AMAS), Department of Tourism (DOT), Federation of Filipino-Chinese Chamber of Commerce and Industry, Inc. (FFCCCII), PHILEXPORT, and Philippine Trade and Investment Center (PTIC) - Nanning. For more information, please contact CITEM's Special Projects Division at (632) 831 2336 or email sprojects@citem.com.ph. You may also visit www.citem.gov.ph/caexpo2011

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