



PRESS RELEASE
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SHOWCASE OF PHILIPPINE MADE PRODUCTS



Left photo shows (from left to right) Mr. Reimond B. Silvestre, General Manager, Subic Bay International Terminal Corporation; Atty. Ferdinand L. Hernandez, Senior Deputy Administrator for Operations, Subic Bay Metropolitan Authority; Consul General Mary Jo Bernardo Aragon; and, Archimedes Gomez, Philippine Trade Representative, during the press briefing.



Right photo: Consul General Mary Jo Bernardo Aragon (first row, 3rd from left) poses with the members of the Philippine Trade Mission to Los Angeles, California.

Los Angeles, 19 October 2009 – Consul General Mary Jo Bernardo Aragon held a press briefing on 19 October 2009 at the Conference Room of the Consulate General to drum up support for the export programs being undertaken by the Philippine Consulate General and the Philippine Trade and Investment Center in Los Angeles in cooperation with the Subic-Clark Alliance for Development Council (SCADC); Subic Bay Metropolitan Authority (SBMA); Subic Bay International Terminal Corporation (SBITC); DTI North Philippines; Philippine Exporters Confederation (PHILEXPORT); Atlas Shippers International Corp.; and, Seafood City.

A two-day Philippine product promotional event was held on 17-18 October 2009 at the Eagle Rock Plaza to promote Philippine-made products in Southern California. A Business-to-Business (B2B) event was also held with the purchasing officer of Seafood City.

Another B2B event will be held with executives and purchasing officers of other US-based importers with Philippine exporters on 20-21 October 2009 at the Redondo Beach Function Room of the Radisson LA Westside Hotel in Culver City.

The main objective of the North Philippine Trade Mission is to create awareness among participants on the policies, regulations, business challenges and existing business

opportunities in the US market, both for ethnic and mainstream markets, and to generate sales for participating companies whose products are ready to enter the US market.

The exporters which have participated in the events and their respective products include: ADDS Enterprise (dry roasted cashew nuts and greaseless peanut); Amanda's Marine Products (sautéed shrimp paste, smoked fish and dried fish); Anjo Farms (milkfish in various preparations); Arjan's Vegetarian Foods (vegan products); Bonsure Evergreen Intl., Corp. (tuna floss); Carlo's Bamboo Craft & Furnishing (bamboo-based products); Cormel Foods (sugarcane vinegar, sugarcane wine and fruit wine); Pervil Corporation (cosmetics); and, the San Fernando LGU (lantern). ###end