



PRESS RELEASE  
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## PTIC HOSTS TRADE INVESTMENT OPPORTUNITY AND PRESSCON FOR MASSKARA FESTIVAL IN LOS ANGELES



*Consul General Adelio Angelito S. Cruz addressing the audience.*

Los Angeles, 01 August 2018 - The Philippine Consulate General and the Philippine Trade and Investment Center (PTIC) in Los Angeles hosted a Trabaho Negosyo, Kabuhayan (TNK) workshop for Overseas Filipino Investors (OFIs) and a Press conference for the Masskara Festival in Long Beach on 26 July 2018 at the Consulate General in Los Angeles.

The event was organized in cooperation with the PTIC and attended by 50 Filipino-Americans based in and around Los Angeles.

The first part of the event, PTIC Representative May Nina Celynn P. Layug made a short presentation on the Philippines overall economic performance/fundamentals which was followed by a panel discussion on Investing in the Philippines participated in by APR Consulting, Inc. Founder and CEO Ms. Linda Stone, Sual Global International, Inc. Owner Dr. Ed Arcinue, GMB Management Services Global, Inc. President Mr. Armando Bartoloma and Asset Laboratories Finance/Administrator Mr. Ed Romualdo. The panelists provided participants helpful tips and insights on how to properly invest in and take advantage of investment opportunities in the Philippines.

The PHL government's TNK initiative was formulated to realize *Ambisyon Natin 2040* and the 2030 Agenda for Sustainable Development through the creation of more decent jobs and the promotion of entrepreneurship.

The assembly was an offshoot of the employment summit held in December 2016 when the Blueprint for Decent Employment and Entrepreneurship 2017-2022 was crafted and signed by Secretary Bello and Secretary Lopez, together with representatives from the industry, academe, and other national government agencies.

The event in Los Angeles was organized in cooperation with the PTIC and attended by about 50 Fil-Ams based in and around Los Angeles. In his welcome remarks, Consul General Cruz affirmed the Consulate General's full support to both programs and to invest in viable businesses back home.

Following, the PTIC event a delegation from Bacolod City led by Vice Mayor El Cid Familiaran held a Press conference, promoting the Masskara Festival in Long Beach, California. Organized by the Long Beach Bacolod Association Inc. (LBBAI), the Masskara Festival is the first time this Philippine Festival will be celebrated outside of Bacolod City, highlighting the sister-city relationship between Bacolod and Long Beach. The festival is also the culmination of the series of three events held to celebrate the newly revived Sister City partnership, which was dormant for almost two decades.

City Officials of Bacolod, led by Vice Mayor El Cid Familiaran shared information on Bacolod's booming investment climate, overall progress and other development plans. During a Q&A session, officials expressed the city's desire to reach out to a large number of Bacolodnons now based in California and the U.S.A., and promote exchanges, partnerships and opportunities for trade, tourism, investment and other areas of cooperation. END.



*Panelist GMB Management Services President Armando Bartolome, APR Consulting Inc. President Linda Stone, Sual Global International Inc. Owner Dr. Ed Arcinue, Assets Laboratories Administrator Ed Romualdo discuss investment in Philippines with PTIC Trade Representative May Nina Celynne P. Layug as moderator.*



*Bacolod City Vice Mayor El Cid M. Familiaran speaks on tourism, trade and investment in Bacolod City.*



*(L-R) Bacolod City delegation composed of: City Administrator John Orola, Councilor Renecito Novero, Councilor Caesar Distrito, Councilor Dindo Ramos, PTIC Representative May Nina Celynne Layug, Councilor Cindy Rojas, Consul General Cruz, Vice Mayor El Cid Familiaran, Councilor Bartolome Orola, Councilor Em Ang and City Planning Officer Jean Ramos.*