



REPUBLIC OF THE PHILIPPINES

PHILIPPINE CONSULATE GENERAL

LOS ANGELES, CALIFORNIA



Press Release  
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## PhilConGen LA Supports Expansion of Filipino SMEs in the US



Consul General Edgar B. Badajos (7<sup>th</sup> from L) together with EmPHorium Founders and SME owners.

11 March 2022, Los Angeles – The Philippine Consulate General and Philippine Trade & Investment Center -in Los Angeles (PTIC-LA) gave their full backing to the expansion of Filipino SMEs in the US during a Filipino food exhibition held today at Great Wolf Lodge in Garden Grove, California. The exhibition was organized by EmPHorium, a first-of-its kind collaboration between the private sector and PTIC-LA to directly promote Filipino-made products, services and investments in the U.S. The exhibition showcased Filipino food ingredients, condiments, and agro-based beauty products.

At the sidelines of the exhibition, Consul General Edgar B. Badajos spoke to some of the participating Filipino business owners and encouraged them to further expand their operations in the U.S. He noted the huge demand for natural and organic food products in the US market and expressed optimism that Philippine manufacturers can get a share of the pie.



Also at the sidelines of the exhibition, EmPHorium co-founder, Mr. Ferdinand Soriano, conducted a livestream interview of CG Badajos. In his interview, the Consul General underscored that supporting EmPHorium goes beyond the promotion of PHL products in the US, but also provides livelihood to Filipino farmers back home.

The interview could be viewed at: <https://www.facebook.com/emPHorium.US/videos/407846884478483/>

To know more about EmPHorium and the services it offers, visit <https://emphorium.com/>

Joining the Consul General were Trade Commissioner Eric C. Elnar and Information Officer Mary Grace “Joss” D. Leaño. END.