



REPUBLIC OF THE PHILIPPINES

**PHILIPPINE CONSULATE GENERAL**

LOS ANGELES, CALIFORNIA



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## **PHILCONGEN MEETS WITH THE PHILIPPINE BUSINESS DELEGATION TO THE 2024 CONSUMER ELECTRONICS SHOW (CES)**

08 January 2024, Los Angeles –Philippine Consulate General Edgar Badajos met with the high-powered Philippine Business Delegation to the 2024 Consumer Electronics Show (CES) headed by Hon. Rafaelita Aldaba, Undersecretary for the Competitiveness & Innovation Group, Department of Trade and Industry. Members of the delegation included Assistant Secretary Napoleon Juanillo Jr, Department of Science and Technology, Director General Tereso Panga, Philippine Economic Zone Authority, Director Emmy Lou Delfin, Department of Information and Communications Technology, Danilo Lachica, President, the Semiconductor & Electronics Industries in the Philippines, Assistant Director Jhino Ilana, DTI, Atty. Ross Vincent Sy, Group Manager, PEZA, Atty Marion Ivy Decena, Director, DOST and Mr. Earl Lawrence Qua, Vice President, Business Development, Ionics, EMS Inc.



Photo: From L-R: Consul Francis Maynard S. Maleon, PTIC-LA Trade Commissioner Eric Elnar, SEIPI President Danilo Lachica, Earl Lawrence Qua, Vice President-Business development, Ionics, EMS, Inc, DTI Undersecretary for Competitiveness & Innovation Group Dr Rafaelita M. Aldaba, Consul General Edgar B. Badajos, PEZA Director General Tereso O. Panga, DOST Assistant Secretary for Technology Transfer, Communications & Commercialization Napoleon K. Juanillo, Jr., DICT Director Emmy Lou Versoza-Delfin, Atty Marion Ivy Decena, Director, Techonology Application & Promotion Institute, DOST, Director Franz A De Leon, Advanced Science & Technology Institute, DOST, Eileen S. Fernando, Supervising Science Research Specialist, DOST

During the meeting, Consul General Edgar B. Badajos exchanged views with the business delegation on recent developments in the Philippine electronics industry.



The DTI, in partnership with the SEIPI, leads the promotion of the country's top export sector in the global stage for innovation, the **Consumer Electronics Show (CES) 2024** in the U.S. which will be held on 9-12 January 2024 in Las Vegas.

In line with the focus of CES 2024 to harness human-to-human interaction to keep the innovation engine moving forward, the Philippine mission aims to establish and strengthen trade and investments' linkages with global industry players, advance research and development, promote Philippine start-ups, and gain information on the latest consumer products, technologies, and innovations.

This is the PH electronics industry's fourth mission, after 2019, 2020, and 2023, which resulted in exports, potential sales, and investments, and enhancing the Philippines' presence and capabilities.



CG Badajos delivering the keynote speech at the Forum

Following the courtesy call, the delegation opened the Trade, Technology, Innovation & Investment Forum where around 50 startups and technology companies, chambers of commerce and locator companies based in Southern California were in attendance. The forum aims to promote Philippine capabilities in the electronics sector, foster collaboration, and tap into opportunities in the US market. END.