



CENTER FOR INTERNATIONAL TRADE EXPOSITIONS AND MISSIONS

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Philippines eyes bigger sales in FOODEX Japan 2012 last year's US\$18M catch

Targeting to exceed the US\$18M export sales the Philippines generated in last year's FOODEX Japan - the country's highest since 2003 - the Philippines gears up to join the 37th International Food and Beverage Exhibition or FOODEX Japan 2012 slated on 6 to 9 March at Makuhari Messe, Chiba, Japan.

"Japan is the Philippines' largest destination for fresh food with estimated exports at US\$243.2M. It is also our second largest destination for processed food at US\$50.6M. FOODEX Japan is an important venue for us to maintain our foothold in this market and continue to enhance the competitiveness of our products," said Rosvi C. Gaetos, Executive Director of the Center for International Trade Expositions and Missions (CITEM), an attached agency of the Department of Trade and Industry (DTI).

FOODEX Japan is Japan's top food and beverage trade show, expecting approximately 2,400 exhibitors from over 60 countries and drawing around 85,000 visitors over a four-day period each year.

The participation is a joint project of CITEM and the Department of Agriculture-Agribusiness Marketing Assistance Service (DA-AMAS). A Philippine food selling mission to be held on 1 to 3 March, is also being organized by the Bureau of Export Trade Promotion (BETP) prior to the exhibition.

"We are glad to support CITEM in these endeavors that highlight the global capabilities of our local food players. These are opportunities to increase the utilization levels of our products under the Japan-Philippines Economic Partnership Agreement, that include fresh tropical fruits and juices, shrimps and prawns, tuna, frozen mollusks, chicken yakitori, cane molasses, *okra*, *nata de coco*, desiccated coconuts, and banana chips," said Engr. Leandro H. Gazmin, Director of DA-AMAS.

Ratified in 2008, the Japan-Philippines Economic Partnership Agreement (JPEPA) seeks to promote trade and investment between the two countries. The Philippines currently supplies 79 percent of Japan's bananas, 98 percent of its pineapples, 61 percent of its mangoes, and 48 percent of its papayas.

The Philippine participation in FOODEX Japan 2012 is also meant to promote the CITEM-led IFEX Philippines: Asia's Ethnic Food and Ingredients Show, the premier promotional platform for ethnic Asian food and raw materials, happening on 17 to 20 May 2013 at the SMX Convention Center in Pasay City.

Companies interested to join the Philippine delegation in FOODEX Japan 2012 may visit www.ifexphilippines.com/foodex2012 or email agrimarine@citem.com.ph for details.

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