



CENTER FOR INTERNATIONAL TRADE EXPOSITIONS AND MISSIONS

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**PHILIPPINE FOOD: GIVING THE WORLD APPETIZING
TEXTURES AND FLAVORS**

To say that Filipino food is delicious is an understatement. With the Philippines as a melting pot of various cultures, the different flavor influences infused into Filipino fare will always have something delectable to offer even to those with discriminating taste.

“Through Philippine exports and the Overseas Filipino Workers who have brought a taste of home to different parts of the globe, the world has been savoring Filipino food for years. Even the Philippines’ tropical food offerings such as Bananas, Mangoes, and Pineapples have made their way to the international market and are now considered the country’s top dollar earners,” says Rosvi Gaetos, Executive Director of Center for International Trade Expositions and Missions (CITEM).

In addition to Philippine food exports that are now available internationally, some of the imported food people consume may actually have a bit of Filipino touch in it. Other than the usual dried mangoes and nata de coco that are seen on a number of grocery shelves abroad, the Philippines has been exporting other food items as ingredients or raw materials that give flavor or texture to food products like baby food or decadent masterpieces like pastries. But even with this contribution to the world food market, Philippine food exports barely make a mark. It inputs less than one percent to the total world food exports. Thus, the quest to offer delicious Philippine treasures to different markets continues.

The influx of Filipino food in the international market has become a journey for different food Philippine manufacturers as well. Through the assistance of CITEM, food companies get to join international food exhibitions and selling missions where they learn more about the ins and outs of international food markets. At international food fairs, they meet international buyers and learn about global standards that can make their products more competitive worldwide.

“Aside from our efforts to take part in international food fairs, Philippine food gets the much needed boost from our commercial attaches in our trade posts abroad who help organize projects that aid in sustaining the international markets’ interest in Philippine food products,” adds Gaetos.

CITEM, an attached agency of the Philippine Department of Trade and Industry, is mandated to market and promote the Philippines as a reliable source of quality export products and services in the global market through trade fairs and missions and other export promotional programs.

One of the international food shows in which the Philippines actively participates is the Gulf Food Hotel and Equipment Exhibition and Salon Culinaire (Gulfood), which is the biggest food industry event in the Middle East and the South African region.

Taking center stage as the Philippines’ best sellers during the event are fresh tropical fruits like Mangoes, Pineapples (Queen variety), and Cavendish Bananas; dried and dehydrated fruits like Mangoes, Pineapples, Papayas, Coconuts, and Pineapple, mixed nuts, Banana chips, and desiccated Coconut; fresh frozen and value-added seafood products; Philippine ethnic sauces; and frozen and sweetened fruit juices and purees.

Seeing how productive the participation was in Gulfood 2011 after generating sales of US\$ 37.22M, the Philippine contingent of 20 exhibitor-companies and five

institutional exhibitors are now getting ready for the 16th edition of Gulfood in February, with a goal of further promoting Philippine food exports in the Gulf Cooperation Council (GCC) states and neighboring African region.

Philippine exhibitors that will participate in the international food show include Agrinurture, Inc., Amley Food Corporation, Atma International Corp., Brandexports Philippines, Inc., FCG Trading Philippines, Inc., Fruits Of Life, Inc., Gemfoods International, Inc., Kwality Philfood, Inc., Marigold Manufacturing Corpotation, Market Reach International Resources Corp., Marikina Food Corporation, Martson's Food Corporation, Mega Fishing Corporation, Oceanic Exports (Manila) Inc., Philippine Grocers Food Exports, Inc., Pixcel Transglobal Foods (Florence Foods), Q-Phil Products International, TBN Food Products (Global 88), Trans-Ocean Food Products, Inc., and Universal Canning, Inc.

Philippine food will also be seen at different international food fairs such as Foodex Japan and SIAL Paris, and in selling missions to various countries. Manufacturer-exhibitors participate in these food shows through the assistance of CITEM, an attached agency of the Philippine Department of Trade and Industry, and the Department of Agriculture-Agribusiness Marketing Assistance Service (DA-AMAS).

Companies interested to join the Philippine contingent to GULFOOD 2012 or any of the upcoming international food events may visit www.ifexphilippines.com/gulfood2012, or email agrimarine@citem.com.ph, agrimarine@gmail.com.

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PHOTOS AND CAPTIONS



PRODUCT BEAUTY SHOT OF MANGO, BANANA, AND PINEAPPLE

Philippine food boasts of the finest tropical fruits in the world: Sweet Mangoes, Cavendish Bananas, and Queen variety Pineapples.