



Consulate General of the Republic of the Philippines

NEW YORK

PRESS RELEASE

PR- MTD - 175- 2017

30 November 2017

CALABARZON Conducts Trade Mission in New York



Consul General Theresa Dizon-De Vega (5th from left) joins DTI Region IV Director Marilou Quinco-Toledo (4th from left), Alabat Mayor Fernando Mesa (6th from left), Trade Representative Nicanor Bautista (1st from right), and Trade Delegation Members at the Philippine Center in New York (photos by NYPCG)

30 November 2017, New York – A CALABARZON (Region IV) Outbound Trade Mission held meetings in New York from 27 to 30 November 2017.

Department of Trade and Industry (DTI) Regional Director for Region IV Marilou Quinco-Toledo led a delegation of micro, small, and medium enterprises (MSMEs) in meeting potential clients in the US Northeast particularly in the states of New York and New Jersey.

The MSMEs included the Kaanib Coco Hub Project Team headed by Mayor Fernando L. Mesa of Alabat, Quezon who is leading the way in establishing an alliance between the Philippine Coconut Authority (PCA), farmers groups, cooperative organizations, and Local

Government Units (LGUs) in securing economic opportunities for coconut farmers in Alabat.

Other MSMEs represented in the delegation include Terra Vida Natural Ventures, BlueMacay Food Manufacturing, Inc., and the Philippine Coconut Research and Development Foundation, Inc.

All the MSMEs have and continue to receive technical and product development support from Philippine Government agencies such as the PCA, Department of Science and Technology (DOST), and the Department of Trade and Industry (DTI).

While in New York, the group met with various US Food Importers and Distributors for the Asian-American market and mainstream market such as Whole Food Inc. The delegation likewise observed niche product branding, packaging, and marketing at ongoing trade fairs and markets in New York.

In a meeting with Consul General Theresa Dizon-De Vega and Trade Representative Nicanor Bautista, the Delegation discussed the innovations and trends as well as the potential market for coconut-derived food, health, and beauty products in the US Northeast. END



Delegation members share the latest developments in their respective enterprises