



The Philippine Participation in

18th CHINA – ASEAN EXPO

September 10-13, 2021

NICEC, Nanning, Guangxi, China

I. Executive Summary

I.A: BACKGROUND

China has over 1 billion population, whose disposable income is rapidly increasing. It has the world's largest population, the second largest economy, the second largest importer and largest consumer market in the world;

China is the Philippines top trading partner 3rd largest partner in terms of export and in terms of imports and is expected to import products and services valuing more than US\$ 5 trillion in the next 5 year;

China has experienced exponential growth over the past few decades, breaking the barriers of a centrally-planned closed economy to evolve into a manufacturing and exporting hub of the world. It is often referred to as the "world's factory," given its huge manufacturing and export base. However, over the years, the role of services has gradually increased and that of manufacturing as a contributor to GDP has declined relatively.

Since it initiated market reforms in 1978, the Asian giant has seen an economic growth averaging 10% annually. In recent years, the pace of growth has slowed, although it remains high in comparison to its peer nations. By 2023, China's GDP (PPP) would be USD 36.99 trillion. China's huge population brings down its GDP per capita to USD 10,100;

China-ASEAN Expo has a total exhibition space of 124,000 sqm. and 4,600 exhibition booths with around 57,000 participants. It is the only international trade fair in the region dedicated to promoting the building of China-ASEAN Free Trade Area (CAFTA) and celebrating regional economic and trade cooperation.

CAEXPO is significant to the Philippines as it provides access to diverse opportunities for trade and investments with China's continuous economic expansion. It is the only platform to showcase the Philippines as a viable source of quality products and services and to promote goodwill with the Chinese government on different level -trade, tourism, and investment.

I.B: PHILIPPINE PARTICIPATION IN CAEXPO 2021

CAEXPO Secretariat decided to hold once again a hybrid event for the staging of the 18th CHINA-ASEAN EXPO on September 10-13, 2021. Following the 2020 edition's arrangement, the Philippines' National and Commodity Pavilions will be located in the same hall (Hall D14) of the Nanning International Convention & Exhibition Center (NICEC). Part of the promotional campaign is to organize a Key Opinion Leader/s (KOL) event, as well as B2B meetings for both online and physical show participants.

I.C: PHILIPPINE NATIONAL PAVILION – PHYSICAL



The National Pavilion and Commodity Pavilion were located in the same hall. The pavilions were located in Zone D, 2F, D14. The space allocated and its construction was complimentary and subsidized by the CAEXPO organizer.

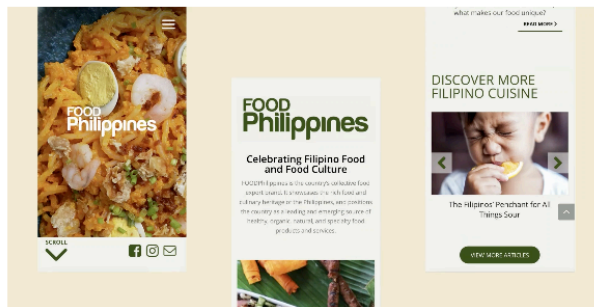
Prior to the pandemic, the Philippines occupied between 80sqm to 270sqm space for the National Pavilion to feature the City of Charm every year. However, we have rationalized our participation in CAEXPO, particularly in the National Pavilion, in view of the budget constraints and health and safety concerns. As a way of continued support to CAEXPO, PH maintained its presence in the National Pavilion, but was not be able to feature a City of Charm in this year's edition. It was focused on promoting the Philippines as a destination for tourism, trade and investments. In support of this, we have looped promotional videos of DOT, BOI and CITEM programs and projects, within a reduced space of 54sqm from the offered complimentary space of 81sqm.

I.D: PHILIPPINE NATIONAL PAVILION – ONLINE

Because of the travel and customs restrictions brought by the current pandemic, travel and customs guidelines were still put in place. the Secretariat only allowed participation of companies with China-based counterparts such as subsidiaries and distributors. The Physical participation is limited to companies with China-based counterparts, distributors or retailers. With the help of the online platform there are a total of (28) companies registered and was able to generate a total sales of US\$ 33,745.09 (as of September 17, 2021).

菲律宾 Philippines

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Bask under the heat of the sun and relish the white sand beaches of Boracay, one of the most prized gems of the Panay Island which includes the province of Aklan. Relax, rejuvenate and be prepared for a dose of adrenaline rush in Cebu. Stretch your enthusiasm for extreme activities as South Cebu offers you whale shark encounter at Oslob and canyoneering in Badian. Explore the wonder of North Cebu as it gives you Camotes and Bantayan Islands, two of its most renowned islands that offer the greatest tranquility and recreation.

See for yourself why Palawan – with over 50 beaches, enchanting lagoons, tranquil turquoise-green waters and caves – is hailed as the Best Island in the World. Travel North and visit Vigan in Ilocos, a UNESCO World Heritage site with its unique colonial houses. Marvel at the 2,000-year-old Banaue Rice Terraces in Ifugao, a man-made engineering feat. Unveil hidden mysteries of the Visayas, or watch islets vanish at the setting of the sun in Davao.



THE FUN NEVER STOPS IN THE PHILIPPINES

The Philippines, an archipelago comprising of more than 7,600 islands, is a tourist's enchantment. Aside from its countless natural wonders, the country's rich historical and cultural heritage and exuberant festivals attract tourists from all over the world.

DISCOVER MORE OF THE PHILIPPINES

Blue is the color of the Philippines skies, hanging over rivers and landscapes. An unforgettable adventure will get you exploring the nation's paradise-like islands. Experience fantastic climbs, awesome dive sites as well as surprising finds on land, in the air or within the seas of the Pearl of the Orient. Regardless of which island group your feet will take you – Luzon, Visayas or Mindanao – it will be impossible to find your vacation lacking.



On the other hand, the PH commodity exhibition featured companies with subsidiaries or offices in China. The participants in the 2021 physical show were as follows:

1. Bebebalm
2. Century Pacific Agriculture Venture Inc.
3. Excellent Quality
4. Island Fun
5. Shunder H.K
6. A Plus Consultant
7. Team Asia
8. Jegen Asia

While the 20 Philippine-based companies participated through online via the CAEXPO platform participated by 2 companies. No shipment of products to China was arranged.

<https://www.caexpo.org/dmexhibition/details/international?id=10017212021082600016299929071712316415388722262&exbid=10015032021050600016202702292188644783321977102>

| ONLINE: FOOD COMPANIES | |
|--|---|
| Agrinurture Inc. | Beverages Fresh and Processed Fruits |
| Bea's Hpmemade Peanut Butter | Peanut Butter ; Peanuts with Garlic |
| BrandExports Philippines | Consolidator of Products |
| Business Innovations Gateway, Inc. | Gusto Powdered Veggies drinks mix; BIG 5-0 OMEGA 3-6-9 Capsules (Dietary supplement); 15BIOTA Probiotics with prebiotics capsules; Berry gluta glutathione tablet |
| CocoPlus | Organic coconut cooking oil; ; skimmed coconut milk beverages |
| Eau de Coco | Coconut Water ; Coconut Meat |
| Eng Seng Food Products | Fresh Young Coconut ; Banana Chips ; Freeze Dried Mango ; Vacuum Freeze Dried Durian ; Fresh and Frozen Durian |
| Fenor Food Products | Dried Fish / Dried pineapple |
| Greenlife Coconut Products Philippines. Inc. | Organic Cocosap Aminos |
| Hi-Las Marketing Corporation | Fresh and Process Fruits ; Dried Fruits Coated in Chocolate ; Frozen Mango Bar ; Calamansi Juice Concentrate ; Pickled Mango |
| Jegen SWE Enterprises | Essential Oils, Herbal Teas |
| M. Lhuillier Food Products Inc. | Dried Mangoes |
| MagicMelt Foods Inc. | Philippine Native Biscuits; Breads; Pastries |
| Potter's Hnad Processed Food | Sauces; Condiments |
| Raspina Tropical Fruits Inc. | Fresh Banana |
| Sagrex Foods Inc. | Banana Chips; |
| Vegetari Vegetarian Products | Mushroom Chips |
| Zigmund Enterprises | Concentrated Calamansi Juices |
| ONLINE: NON-FOOD COMPANIES | |
| Cosmetique Asia Corp | Personal Care Product |
| Jacildo's Handicraft | Handicrafts |

Companies that participated online were provide with the following:

- Free virtual booth
- Key Opinion Leaders (KOL) event through CAEXPO Secretariat
- Arrangement of B2B online through the CAEXPO Secretariat