

I.B: PHILIPPINE PARTICIPATION IN CAEXPO 2022

Following the 2021 and 2020 edition's arrangement, the Philippines' National and Commodity Pavilions were in the same hall (Hall D13) of the Nanning International Convention & Exhibition Center (NICEC). The delegation was able to generate a total sales of US\$ 12,367.74 for the duration of the fair.

2021 Philippine Participation	2022 Philippine Participation
<p>National Pav: 81-sqm in size <i>Inclusion:</i> -Free-of-Charge Pavilion Construction -Manning Assistance from the Secretariat</p> <p>Note: There was no city of charm featured.</p>	<p>National Pav: 54-sqm in size <i>Inclusion:</i> -Free-of-Charge Pavilion Construction -Manning Assistance from the PTIC-Guangzhou</p> <p>Note: There was no city of charm featured.</p>
<p>Commodity Pav: 54 sqm in size <i>Inclusion:</i> -Free-of-Charge Booth Construction -Standard equipment (3mx3m) -1 fascia board with enterprise name (Chinese and English name) -Booth number allocation -(3) sides panels -(1) Table -(2) Chairs -(2) Downlights -(1) Single-phase socket</p>	<p>Commodity Pav: 90-sqm in size <i>Inclusion:</i> -Free-of-Charge Booth Construction -Standard equipment (3mx3m) -1 fascia board with enterprise name (Chinese and English name) -Booth number allocation -(3) sides panels -(1) Table -(2) Chairs -(2) Downlights -(1) Single-phase socket</p>
<p>Number of Cos. Participated: 8 - Onsite 20 - Online</p>	<p>Number of Cos. Participated: 5 - Onsite 16 - Online</p>

I.C: PHILIPPINE NATIONAL PAVILION – PHYSICAL

Digital design vs. Actual design of Philippine National



The National Pavilion and Commodity Pavilion were located in the same hall: Zone D, 2F, Hall 13, in the middle of Myanmar and Laos Pavilion. The Philippine Pavilion was just across the Pavilion of Malaysia which served as this year's Country of Honor. The space allocated and the booth construction was complimentary and subsidized by the CAEXPO organizer.

Prior to the pandemic, the Philippines occupied between 80-sqm to 270-sqm space for the National Pavilion to feature the City of Charm every year. We have rationalized our participation in CAEXPO, particularly in the National Pavilion, in view of the budget constraints and health and safety concerns during the pandemic. Given the change of Local Government Unit (LGU) administration, the supposed highlight of this year's participation, which is Cagayan Economic Zone Authority (CEZA), an Investment Promotion Agency (IPA), deferred its participation for CAEXPO 2022.

In order to show continued support to CAEXPO, Philippines maintained its Artwork with CEZA's concept and maintained its presence in the National Pavilion. The participation focused on promoting the Philippines as a destination for tourism, trade and investments. In support of this, we have looped promotional videos of TPB, BOI and CITEM programs and projects, within a reduced space of 54-sqm.

I.D: PHILIPPINE NATIONAL PAVILION – ONLINE

It is the third (3rd) year of hybrid participation in using CAEXPO Website. With the help of the online platform, the Philippines showcased a total of Twenty-one (21) MSMEs in the website. Every year, CITEM will update the write ups and banner video/photo in the Philippine National Pavilion-Online depending on the focus project to be advertised or product of the Philippines. The video clip that was posted on the website is the official IFEX Teaser to promote the show in the China market.

<https://www.caexpo.org/dmexhibition/details/international?id=10017212022083000016618711977396502513687154750&exbid=10015032022031800016475837421178142659169338350>

(Link for the Online National Pavilion)



Recommendations for improvement of CAEXPO Online Pavilion:

- To schedule the fora/conferences in an earlier date to give ample time for Exhibitors and other stakeholders to be familiar with the platform.
- To assign Liaison Officers that can give support to the questions of the stakeholders concerning about the CAEXPO platform.
- To have a dedicated page that focuses on the offered services of our Board of Investments (BOI) highlighted industry and Investment Promotion Agencies (IPA) wherein they can upload their materials for the reference of the Chinese Investors.
- To link CITEM's important sites that can gain additional traffic such as www.ifexconnect.com and www.foodphilippines.com
- To separate the landing page of National Pavilion and Commodity Pavilion so that we can give emphasis on the City of Charm and other stakeholders.

I.E: PHILIPPINE COMMODITY PAVILION – PHYSICAL



Philippine Pavilion in Physical event with the Onsite Exhibitors



Traditionally, the Philippines occupies a total space 400-sqm for the Commodity Pavilion. However, because of the pandemic, the Philippine participation was only limited to 90-sqms. In addition, despite earnest efforts in campaigning for participants in the Commodity Pavilion, there was still a slow turn out of participants.

Philippine commodity exhibition featured companies with subsidiaries or offices in China. The participants in the 2022 physical show were as follows:

1. BDO Unibank, Inc.
2. Bebebalm, Inc.
3. Century Pacific Agricultural Ventures, Inc.
4. China-Philippines Chamber of Commerce
5. Nutri-Asia, Inc.

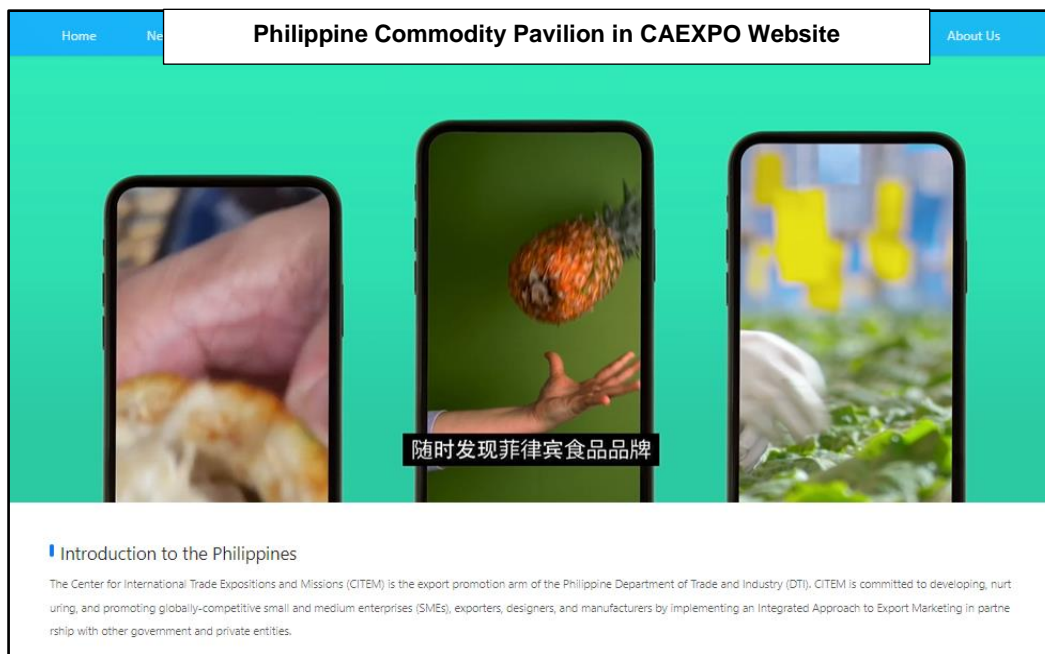
Companies that participated in the Physical show were provided and subsidized by the CAEXPO Secretariat with the following:

- Free booth space of 18sqm.
- Free booth construction with standard materials like fascia board, company names in English and in Chinese.
- B2B matching with Trade Buyers onsite.

Recommendations & suggestions:

- To have an assigned intern or stand assistant per exhibitor to monitor their trade visitors, trade inquiries and trade buyers.
- For onsite exhibitors to display their products in a visually appealing way to attract more buyers onsite.

I. F: PHILIPPINE COMMODITY PAVILION – ONLINE



<p>BIG Business Innovations Gateway Inc.</p> <p>How do we practice Preventive Healthcare? Business Innovations Gateway Inc. (BIG) through...</p> <p>Category: Pavilions of Commodity Trade/ASEAN Pavilions/Food & Beverages/Beverage/Other...</p> <p>Follow</p> <p>Gusto Powdered Vegetable Dr... BIG 3-O Omega 3-6-9 Capsules 15 Biota Probiotics Capsules</p>	<p>NutriAsia 营养亚洲集团</p> <p>Nutri-Asia Inc. Its formerly Southeast Asia Food Inc. is a Philippine food company and the leader...</p> <p>Category: Pavilions of Commodity Trade/ASEAN Pavilions</p> <p>Follow</p> <p>UPC 椰香椰子露 UPC RR CALDERETA MIX UPC SPAGHETTI SAUCE</p>
<p>Century Pacific Agricultural Vent...</p> <p>世纪太平洋农业有限公司是非菲律宾著名的上市公司，公司业务涵盖非常多的方面，其中农业方面...</p> <p>Category: Pavilions of Commodity Trade/ASEAN Pavilions/Food & Beverages/Beverage/Other...</p> <p>Follow</p> <p>AQUA COCO COCONUT WATE... AQUA COCO COCONUT WATE... AQUA COCO COCONUT OIL L...</p>	<p>BIG Business Innovations Gateway Inc.</p> <p>Due to our polluted environment and low nutrients in the food we consume, our overall...</p> <p>Category: Pavilions of Commodity Trade/ASEAN Pavilions/Food & Beverages/Food/Health Care...</p> <p>Follow</p> <p>Gusto Vegetable Drink Mix 20% Gusto Vegetable Drink Mix 5% 25BIOTA Livercare 50%</p>
<p>Lighthouse Cooperative</p> <p>Lighthouse Cooperative is a church-based cooperative whose membership is confined with...</p> <p>Category: Pavilions of Commodity Trade/ASEAN Pavilions</p> <p>Follow</p> <p>CHICHARICA RICE-CASSAVA</p>	<p>BDO Unibank 菲律宾金融银行股份有限公司</p> <p>BDO Unibank (下称金融银行) 是全方位的综合银行。在菲律宾，它提供了多种领先同业的高质量...</p> <p>Category: Pavilions of Commodity Trade/ASEAN Pavilions</p> <p>Follow</p> <p>BDO UNIBANK, INC.</p>

Each exhibitor was required to design their own virtual booth that includes their company logo, company profile, product offers, product description and pricelist and their company contact information.

Companies that participated online were provided with the following:

- Free virtual booth with an **all year-round** exposure to CAEXPO database of buyers.
- Arrangement of B2B online through the CAEXPO Secretariat.

Recommendations and suggestions:

- To include Non-Food companies in B2B matching.
- To conduct trainings on an earlier date for Organizers and Exhibitors.
- Training on how to connect with buyers through the CAEXPO Website.
- Continuous promotion to draw traffic to the website even after the physical show.

<https://www.caexpo.org/dmexhibition/details/international?id=10017212022083000016618711977396502513687154750&exblid=10015032022031800016475837421178142659169338350>

(Link for the Commodity Pavilion-Online)

CAEXPO Online companies:

ONLINE: FOOD COMPANIES	
3 Sher's Food Product	
Business Innovations Gateway, Inc	Gusto Powdered Vegetable Drink Mix; Big 5-0 Omega 3-6-9 Capsules (Dietary Supplement); 15biota Probiotics With Prebiotics Capsules; 2biota Livercare Probiotics With Prebiotics Capsules; Berry Gluta Glutathione Tablet
DATAJ AQUAFARM, INC.	Fresh frozen, Cooked frozen, Peeled and deveined P. VANNAMEI Shrimp
JBM Food Products	Green Fresh Malunggay Calamansi Pandan, Banana Chips with Honey Glazed
KMK Food Products	Gourmet Tuyo in extra virgin olive oil; Gourmet Tinapa in extra virgin olive oil; Bangus sardines in oil; Longganisa bits in oil
Lighthouse Cooperative	Candy bar; chichabana box; chichana pouch; chichamote; chicharabao; chicharica
Magellan Commodities, Inc.	Philippine origin coffees; roasting services; turbinado sugar; drip bag coffee
Mega Fishing Corporation	Megasardines
OneAsia Trader	Banana Chips, Dried Mango, Coco jam
Quirino Young Entrepreneurs Association	Ube powder; banana powder; soya powder
Yearluck Food and Industrial Corporation	Soft serve ice cream, ice cream, Special flavor - edible birds nest, mini cone snacks
Zigmund Enterprises	Calamansi Concentrate with honey (Original) Calamansi-Ginger Concentrate with honey Cala-Ginger-Turmeric Concentrate with honey Pineapple-Calamansi Concentrate with honey Calamansi-Blue Ternate Concentrate with honey, Lemon-Ginger Concentrate with honey
ONLINE: NON-FOOD COMPANIES	
AHEAD Education Technologies	Education/ Institution
Indigenous Enabel Craft	Shawl; handloom
Jegen S.W.E Enterprise	Herbal oil; roll-on liniment; gabson inhaler; century balm
Sta. Praxedes Sarakat Weavers Association	Handwoven bags; house decors

II. Historical Three (3 year Comparative Business Results

INDICATORS	2020	2021	2022
No. of Participating Companies	25	27	21
• <i>Onsite (Physical)</i>	4 (3 food, 1 non-food)	7 (6 food, 1 non-food)	5 (2 food, 3 -food)
• <i>Online</i>	21	20	16
No. of Buyers (Unique Count)	79	51	54

INDICATORS	2020	2021	2022
Total Export Sales- booked and actual (in USD)	US\$ 12,082	US\$ 33,745	US\$12,368
DATA Results (ONLINE)			
<i>National Pavilion – Views</i>			
<i>No. of Visit.</i>	163	537	212
<i>No. of Unique Visit</i>	122	402	112
<i>Commodity Pavilion - Views</i>			
<i>No. of Visit</i>	2,211,088	9,517	2,017
<i>No. of Unique Visit</i>	1,571	3,058	1,847
Total Trade Inquiries	117	51	54

The year 2020 participation was originally scheduled in September 2020 but because of pandemic that started in the same year, the expo was moved to 27-30 November. This is the first hybrid participation of the CAEXPO.

Last year's Philippine participation had a target of eight (8) companies to join the Physical show. However, due to the limitations brought by the pandemic only seven (7) China-based companies participated in the physical show because of the unexpected lock-down of some cities in China.

This year's numbers were based on the hybrid participation in CAEXPO. However, due to strict implementation of quarantine protocols, only five (5) China-based companies participated the physical show. There are a total of eight (8) active stakeholders to support, namely the following: DTI-Region 2, Tourism Promotion Board (TPB), Board of Investment (BOI) and five (5) IPAs; Philippine Economic Zone Authority (PEZA), Cagayan Economic Zone Authority (CEZA), Bases Conversion and Development Authority (BCDA), Subic Bay Metropolitan Authority (SBMA) and Clark Development Corporation (CDC).

III. Assessment of Products/Services in the Show

A. Bestselling Product/Service Categories *(Ranked from best to least selling categories)*

PRODUCT/SERVICE CATEGORIES	TOTAL TRADE INQUIRIES	TOTAL DOMESTIC SALES	In USD		
			BOOKED ORDERS	SALES UNDER NEGOTIATION	TOTAL EXPORT SALES
			1	2	1 + 2
1. Century Pacific Agri-Ventures, Inc. Coconut Water	11			8,431.70	
2. Bebebalm, Inc. Skin care products	6			3,750.21	
3. Nutri-Asia, Inc. Condiments and Biscuits	2			200.00	