



The Philippines, a great strategic opportunity for the food industry

The Philippines is one of the fastest growing markets in the world. Its stable growing economy has contributed to the region's major GDP growth (a growth that has surpassed Europe and the United States in recent years).

In 2015 this growth will be further strengthened with the inauguration of the AEC – the Asian Economic Community - an enormous tariff-free trading zone of over 600 million people. In addition to this the local food consumption rate is set to grow 31% by 2015, largely due to the rise of an affluent middle-class society. It is therefore, no surprise that the Philippines' economy is set to reach 14th place* in the world and become a leading** emerging market in Southeast Asia by 2050.

Major local importing trends include dairy, meat and cereal ingredients. Growing food safety concerns and awareness of health benefits within the local consumer market have driven expansion of the Philippines food industry in these sectors. The Philippines export industry, worth an estimated \$2.57 billion USD, consists mainly of fruit and vegetables, processed food and beverages and marine products.

<http://www.linkedin.com/groups?mostPopular=&gid=1758747>Fi Philippines, the only food industry exhibition in the region, will take place on the **26th-28th June** in Manila and act as a gateway for organisations wishing to capitalize on this unique market. The exhibition returns following a phenomenal market entry show in 2011. This year the exhibition promises to bring 3,500+ local and regional visitors and 150+ exhibitors together. It will be held alongside the 52nd annual edition of The Philippine Association of Food Technologists (PAFT) Convention. PAFT is a powerful local association aiming at lobbying the interests of many local food industries. The convention draws over 650 high level conference delegates annually.

Join Fi Philippines and enter a market that will provide your organisation with a bright future.

With interest in this region at an all time high, the organizers are encouraging food manufacturers to register their interest for the show as soon as possible. Registration can be done online, quickly and easily at www.fi-philippines.com/register.

*Goldman Sachs

**HSBC