



13 March 2019

H.E. AKMAD A. SAKKAM

Ambassador
Embassy of the Republic of the Philippines
Hashemite Kingdom of Jordan

His Excellency:

PTIC Dubai is pleased to inform His Excellency that the Department of Trade and Industry, through the Center for International Trade Expositions and Missions (CITEM), is organizing **IFEX Philippines on 24-26 May 2019** at the **World Trade Center** in **Pasay City, Metro Manila, Philippines**.

IFEX Philippines is the country's biggest international trade exhibition on Philippine and Asian ethnic and specialty food, tropical fruits, vegetables, seafood, beverages, bakery and confectionery products, meat and poultry, Halal-certified products, as well as natural, organic, and healthy food products.

The event has become known as the premier business-to-business platform for local and international food companies to discover new markets, launch new products, and transact with the world's biggest buyers.

In view of the above, we respectfully request the Embassy's kind assistance in disseminating the invitation to potential buyers in your network, specifically those from the food sector.

Enclosed are IFEX Philippines' official invitation letter and brochures, including the 2018 show report, fast facts, and teaser. You may also visit the fair website at: www.ifexphilippines.com, for more details.

For queries and clarifications, interested parties may be directed to:


Philippine Trade and Investment Center

E: ptic.me@gmail.com

T: +971 4 450 4252

For the Ambassador's consideration. Thank you.

Very truly yours,


Charmaine Mignon S. Yalong
Commercial Attaché

PHILIPPINE TRADE AND INVESTMENT CENTER – MIDDLE EAST AND AFRICA



05 March 2019

Dear Sir/Madam:

We are pleased to invite you to **IFEX Philippines** scheduled on **24 - 26 May 2019 at the World Trade Center in Pasay City, Metro Manila, Philippines.**

IFEX Philippines is the country's biggest international trade exhibition on Philippine and Asian ethnic and specialty food, tropical fruits, vegetables, seafood, beverages, bakery and confectionery products, meat and poultry, Halal-certified products, as well as natural, organic, and healthy food products.

The event has become known as the premier business-to-business platform for local and international food companies to discover new markets, launch new products, and transact with the world's biggest buyers through its major components:

Food Philippines

Food Philippines is the venue for top Philippine food brands with strong market presence in the world market, and for Philippine food export companies of the country's Premium 7 Export products (Banana, Cacao, Coconut, Coffee, Mango, Pineapple, Seafood/Tuna) and the next rising stars in Philippine food (Calamansi, Pili, Ube, and various fruit- and vegetable-based beverages).

Asian Food Champions

International food exhibitors will be located at Food Champions hall to showcase their diverse, unique, and flavorful food offerings originating from various parts of Asia.

IFEX Connect-GMart

IFEX Connect-GMart is the event's primary business matching platform. Exhibitors and buyers can take advantage of the G-Mart Private Label Matching Program for top global and local grocers.

IFEX Islands on a Plate

The IFEX Islands on a Plate will delight buyers and visitors with a unique food tasting experience in a festive setting featuring home-grown food brands and best-known delicacies originating from various regions in the Philippines with culinary heritage.

The Cold Room

The Cold Room will display on exhibit various Philippine seafood like tuna, seaweeds, prawns, octopus, and other high-value marine food products in an actual cold storage facility.

Enclosed are IFEX Philippines' brochures including the 2018 show report, fast facts, and teaser, for your reference. You may also visit the fair website at: www.ifexphilippines.com, for more information.

Should you be interested to visit the fair, kindly let us know through email address ptic.mea@gmail.com and tel. no. +971 4 450 4252

We look forward to your attendance. Thank you.

Very truly yours,


Charmaine Mignon S. Yalong
Commercial Attaché

PHILIPPINE TRADE AND INVESTMENT CENTER – MIDDLE EAST AND AFRICA