

Philippine Cold Chain Project brings Caraga's Best to International Food Show

By: *Babes D. Tuso*

In support of expanding trade of agricultural products, the Philippine Cold Chain Project (PCCP) will be bringing Caraga's Best to the International Food Exhibit (IFEX) on May 21-24, 2015 at the SMX Convention Center, Mall of Asia Complex, Pasay City.

IFEX, otherwise known as Asia's Ethnic Food and Ingredients Show, is a unique showcase of Asia's ethnic and specialty foods, tropical fruits, vegetables, fresh sea foods, Halal-certified products, as well as natural, organic, and exotic food products. It responds to the growing preference for specialty foods in the international market, featuring culture-rich food products that are currently making waves in major supermarkets, gourmet food stores, and natural food retailers.

The event is considered as strategic and significant route for trade ventures considering that Philippines is just a few hours away by air from all Southeast Asian megacities.

Among the Caraga's Best products that will be showcased at the IFEX are processed foods from Create Food, Incorporated, JIDA Aqua Resources and Chen Marine Products, all endorsed food processors by the Department of Trade and Industry (DTI) Caraga region and certified by the Food and Drug Administration (FDA).

Create Food, Incorporated is an organization of food processing companies in the region. JIDA Aqua Resources is a producer of deboned bangus and bottled bangus products. Chen Marine is processing frozen squid, shrimps, and cuttlefish .

Funded by the United States Department of Agriculture (USDA) and implemented by Winrock International (WI), PCCP works to develop new and strengthen existing buyer-seller relationships. This is to encourage food processing businesses, trade association leadership and key farmer producers to participate in national and international events and trade shows to enable them to link with higher value markets.

IFEX is a biennial event sponsored by the Center for International Trade Expositions and Missions (CITEM) of the Department of Trade and Industry (DTI).

In support to Caraga's Best products, PCCP sponsored the exhibit booth where these products will be displayed.

PCCP Marketing and Enterprise Development Specialist Leo F. Mendoza, said that this endeavor is a support to food processors and PCCP-assisted producers in linking with higher value markets, promote Caraga products that conform to national and international food safety requirements, and enable Caraga food processors and producers to be updated on the market and product trends locally and internationally.

IFEX links global trade with the ONE ASEAN 2015, which makes IFEX a promising platform to optimize buyers' one-stop sourcing activity of expansive and diversified product offerings of the rich ASEAN region.

Expected at this event are thousands of visitors from the Asia-Pacific, Oceania, Europe, North America, Southeast Asia, East Asia, and the Middle East. Also coming to IFEX are over 600 food exporters from 35 countries and regions, more than 13,000 global buyers, at least USD600 million booked sales, and 16,230 square meters of exhibits. PCCP invites you to visit our booth located at xxxxxxxx.