PAGASA AS PANELIST FOR THE LARGEST CANADIAN TRADE MISSION TO THE PHILS.

Friday, 06 December 2024

In the early morning of 5 December 2024, PAGASA's Executive Director Steven T. Cua attended a breakfast briefing with (L-R) Diedrah Kelly, Exec. Dir.> Canada's Indo-Pacific Agriculture & Agri Food Ofc (IPAAO) which is headquartered in Manila with the aim of penetrating Asian markets with Canadian goods; STC; Christopher Matthew Ilagan> Corp. Affairs Lead of PEPSICO (for Phils./Malaysia/Singapore/North Asia) as Chair for Advocacy Committee of the Phil. Chamber of Food Manufacturers, Inc. (PCFMI); UPLB Prof. Geny LapiÃ±a> Dept. Chair of the College of Economics & Management; and Martin Sullivan> Trade Counsellor for IPAAO. Another panelist who was late for this Briefing was Chef Roby Goco> Executive Chef of Degustation Corp. which operates the Cyma Group of Greek Restaurants+ who was representing the Restaurant Division of HRAP (Hotel and Restaurant Association of the Phils.). Some 300 Canadian CEOs joined this Trade Mission. The room PAGASA briefed contained over 100 delegates in the Agri and Agri Food business. All the delegates together with some 400 Filipino counterparts jampacked the main ballroom of the Grand Hyatt Hotel, BGC for the plenary session attended by DTI Sec. Maria Cristina Aldeguer-Roque and Special Presidential Assistant for Investments and Economic Affairs Sec. Frederick Go. Team Canada was headed by their Minister for Export Promotion, International Trade and Economic Development, the Hon. Mary Ng MP. She was assisted by Canadian Ambassador to the Phils. Hon. David Hartman. The Group first visited Indonesia before checking on the Philippines.

Mr. Cua also got to meet Mr. Goldy Hyder, Pres./CEO of The Business Council of Canada.