PRODUCT LAUNCH

Monday, 20 October 2025

It has been some time since PAGASA was invited to a Product Launch. In the morning of 19 October 2025, inside the magnificent Coral Ballroom of Okada Casino, Philip Morris Fortune Tobacco Corporation (PMFTC) launched its smoke-free product called Zyn.

PAGASA Directors Pres. Fred Gravador, Raymond Obcena and Steven Cua (STC) were invited to grace the occasion as they were able to have shots taken with PMFTC Pres. Gijs de Best (beside STC), his protege (center) and VP for Corp. Communication Atty. Ferdi Echiverri beside Mond O. In the meantime, Fred Gravador (with STC) has a photo taken with PMFTC Director Michael Tan and his colleague.