

## IFEX TIES UP WITH PAGASA FOR 2017 SHOW

Wednesday, 15 March 2017

The International Food Exposition (IFEX) is organized by the Center for International Trade Expositions and Missions (CITEM) under the Dept. of Trade & Industry to highlight Filipino products to foreign buyers as well as (its new thrust) to invite foreign suppliers to bring in their products to our shores. For this new thrust, (L-R) CITEM's Kate Piñeda/Head of Buyer Marketing Services Div., Chol de la Paz/Marketing Head for Local Buyer Campaign and Romleah Juliet P. Ocampo/CITEM Project Manager visited the PAGASA office in the afternoon of 15 March 2017 to discuss its arrangement with PAGASA for this year's Offering. PAGASA is tasked to organize a supermarket tour for foreign suppliers who are eyeing the local market.