

NAME OF EVENT

DATE/VENUE

BRIEF DESCRIPTION

PROJECT OFFICER

AUSTRALIA

Philippine Business Mission to Australia

09-13 September 2019
Sydney, Melbourne, Brisbane, Perth, Australia

The road show will provide an avenue for showcasing the latest developments in Philippine tourism, including new destinations, products, services and travel packages in leisure. Important components of the road show include one-on-one meetings, product presentations, business transactions and networking activities with clients.

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CHINA

Philippine Business Mission to Southern China

16-22 September 2019
Chengdu, Chongqing and Shanghai, China

The sales mission aims to promote the Philippine tourism resources by conducting product presentation, B2B table top meetings between Philippine local private sectors and Chinese travel agents and media, networking luncheon/dinner with raffle draw to provide Chinese travel trade sector to experience the Philippines.

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Philippine Business Mission to Northern China

20-26 October 2019
Tianjin, Hebei and Zhengzhou, China

The Philippine Business Mission to North China aims to promote the latest developments in the Philippine tourism industry as well as position the country as an attractive and competitive destination for the Chinese market. Northern China has a fast-growing outbound tourism market and high disposable income which is a potential market for the Philippines.

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GERMANY

Philippine Business Mission to Germany

23-27 September 2019
Cologne and Bonn, Germany

It aims to sustain and strengthen the Philippine brand campaign in the region and highlight the Philippine's top tourist destinations and activities. It will provide the Philippine sellers (tour operators, hotels, resorts, airlines, LGUs) the opportunity to conduct one-on-one business sessions, presentations, and networking opportunities with their counterparts in Europe.

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HONG KONG

NAME OF EVENT	DATE/VENUE	BRIEF DESCRIPTION	PROJECT OFFICER
Philippine Business Mission to Hong Kong	16-18 July 2019Hong Kong	In cooperation with the private sector, the tourism business mission is a promotional undertaking aimed to present the latest developments in the Philippine tourism industry and feature new destinations, products and services, as well as positioning the Philippines as an attractive and competitive tourist destination for the Hong Kong and Macau markets. The business mission includes seminars, travel mart and cocktail reception that provide the opportunity for the Philippine delegates to transact business with their Hong Kong and Macau counterpart.	Joram Ng Email: joram_ng@tpb.gov.ph Tel: +632 5259318 loc. 203
JAPAN			
Philippine Business Mission to Japan	27-31 May 2019Hokkaido, Nagoya and Tokyo, Japan	PBM Japan is considered the Philippines' premier travel trade event and a vital source of travel information and tourism leads. The Philippine Business Mission continues to be the most vital annual project with private sector participation given that this event serves as a venue for suppliers of Philippine tourism products to conduct business with their Japanese counterparts.	Francine Roca Email: francine_roca@tpb.gov.ph Tel: +632 525-9318 loc 269
MALAYSIA			
Philippine Leisure and MICE Business Mission to Malaysia and Singapore	13-16 August 2019Kuala Lumpur, Penang Malaysia and Singapore	In cooperation with the private sector, the Malaysia and Singapore sales mission is a promotional undertaking aimed to present the latest developments in the Philippine tourism industry and feature new destinations, products and services, as well as position the Philippines as an attractive and competitive tourist destination for the Malaysia and Singapore market. The business mission includes B2B and hosted lunch reception that provide the opportunity for the Philippine delegates to transact business with their Malaysian and Singaporean counterparts.	Monica Sta. Ana Email: monica_staana@tpb.gov.ph Tel: +632 5259318 loc 203 Reimark Mendoza Email: reimark_mendoza@tpb.gov.ph Tel: +632 5259318 loc 203
UNITED KINGDOM			
Philippine Business Mission to the United Kingdom	11-15 November 2019England, Wales, Scotland	It aims to sustain and strengthen the Philippine brand campaign in the region and highlight the Philippine's top tourist destinations and activities. It will provide the Philippine sellers (tour operators, hotels, resorts, airlines, LGUs) the opportunity to conduct one-on-one business sessions, presentations, and networking opportunities with their counterparts in the UK.	Nerissa Cruz Email: neri_cruz@tpb.gov.ph Tel: +632 5259318 loc 243
UNITED STATES			

NAME OF EVENT	DATE/VENUE	BRIEF DESCRIPTION	PROJECT OFFICER
Philippine Business Mission to USA and Canada	1-13 June 2019Houston, San Diego, Los Angeles, San Francisco, Seattle, USA; and Vancouver, Canada	It aims to sustain and strengthen the PH brand campaign in the region and highlight PH's top tourist destinations. It will provide the Philippine Sellers (tour operators, hotels/resorts, airlines, LGUs) the opportunity to conduct one-on-one business sessions, presentations and networking opportunities. Target locations are West Coast States	Nelia Ramos Email: nelia_ramos@tpb.gov.ph Tel: +632 525-9318 loc. 265