

ACCOMPLISHMENT REPORT
3RD QUARTER 2018

PROGRAM / ACTIVITY / PROJECT <i>Title of Program/Activity/Project; Inclusive Dates; Venue; Nature of Activity (if not indicated in the title); Short Description</i>	OBJECTIVES <i>Objectives of the Program/Activity/Project</i>	STATUS <i>Present Status of Program/Follow-ups: Completed/Ongoing/Cancelled/Rescheduled (please provide reason for non-implementation)</i>
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I. TPB/DOT KOREA 2018 ASEAN-KOREA YOUTH NETWORK WORKSHOP

<p>Inclusive Dates: 07 July 2018 to 11 July 2018 Venue: Manila and Environs Nature of Activity: Others</p> <p>Short Description: The ASEAN-Korea Centre (AKC) in partnership with the University of the Philippines Asian Center has requested the support of the Tourism Promotions Board through Philippine Department of Tourism Korea in collaboration with their event entitled 2018 ASEAN-Korea Youth Network Workshop, one of the AKC's flagship programs, with the theme "ASEAN and Korean Youth as Drivers of Global Digitalization".</p> <p>It was held in Seoul on 02-07 July 2018 and in Manila 07-12 July 2018. The program was participated by 70 students from ASEAN, Korea, China and Japan, and 10 students from the University of the Philippines. The group was accompanied by the AKC's official and working group headed by Secretary General Mr. Lee Hyuk. The organizer has also invited reporters from the biggest Korean news agencies to cover the whole trip. Through this program, the participants were engaged in theme-related lectures, site visits as well as cultural and team building activities.</p>		<p>Complete</p>
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<p>Program Activities:</p> <ul style="list-style-type: none"> ● Lectures and discussion on ASEAN and ASEAN-Korea relations as well as youth and digitalization ● Educational trips ● Team-building activities ● Cultural explorations 		
II. 12TH AMBASSADORS' TOUR		
<p>Inclusive Dates: 09 July 2018 to 15 July 2018 Venue: Manila, Cebu, Bohol Nature of Activity: Others: Dinner hosting plus giveaways</p> <p>Short Description: The Ambassadors' Tour, a flagship program of the Department of Foreign Affairs and the Department of Tourism aims to showcase the best of the country and envisions each participant to become "Filipino ambassadors" who will generate further interest in the Philippines when they go back to the U.S. The tour is expected to gather 200-350 participants from the US to visit key destinations in the Philippines. This year, the group will be visiting Cebu and Bohol.</p>	<p>287 participants 320 (with guests)</p>	<p>Complete</p>

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III. NIPPON SURFING ASSOCIATION (NSA) INSPECTION AND COVERAGE		
<p>Inclusive Dates: 10 July 2018 to 18 July 2018 Venue: Cebu and Siargao Nature of Activity: Invitational / Familiarization Trip</p> <p>Short Description: The surfing industry is a billion dollar industry whose popularity as a recreational sport has gained momentum in many coastal areas around the world over the past decades. With the publicizing of new surf destinations through television, movies, magazines, and the internet, and other media , as well as greater access to traveling accommodations, surf tourism has created large impacts on local communities and environments in developing countries as well as in established areas around the world.</p> <p>Given the rising popularity of surfing in Japan following the International Olympic Committee’s (IOC) approval as an Olympic sport, DOT Osaka approached the Nippon Surfing Association (NSA) and Surf Trip Journal publication for a joint promotional campaign of the Philippines especially Siargao. Per the NSA, Siargao is in Japan’s top 5 destination for the sport except its location in Mindanao makes many an enthusiast reluctant to travel. With the DOT Osaka invitation and assurance, NSA has agreed to an</p>	<ul style="list-style-type: none"> ● Increase awareness of the Philippines as surfing and travel destination for Japanese enthusiast and tourists; ● Make Siargao a preferential option for Japanese surfing enthusiasts; ● Create and gather new contents (photos and videos) for use as social media assets; ● Provide a positive image of Mindanao and the Philippines as a viable and affordable destination for surf training and travel. 	<p>Complete</p>

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<p>influencers and an editorial duo from their Surf Trip Journal to produce a feature worth JPY6M.</p> <p>The TPB supported the event by providing international and domestic air tickets, accommodation with full-board meals, transportation and tours.</p>		

IV. OUR AGE/MY AGE MAGAZINE MEDIA FAMILIARIZATION TRIP		
<p>Inclusive Dates: 25 July 2018 to 28 July 2018 Venue: Manila and Batangas Nature of Activity: Invitational / Familiarization Trip</p> <p>Short Description: My Age Magazine, a publication that highlights high-end lifestyle features, and its online version, Our Age, will make a special feature article on the “Hilot” experience. A special feature on “Hilot” will be published both in print & online versions, touting the health/wellness benefits of this traditional Filipino massage technique that is unique to the Philippines.</p> <p>The writer of the magazine was able to experience the Live Blood Analysis, Nutritional Assessment and the <i>Tres Baños Lunas</i> while the photographer experience the <i>Philippine Hilot</i>.</p>	<p style="text-align: center;">3 participants</p> <ul style="list-style-type: none"> • To enable the Our Age/My Age media participants to be updated with the health and wellness facilities and activities offered by tourism establishments in Manila and Batangas; • To encourage the Our Age/My Age media participants to execute intensive promotion campaigns to visit Manila and Batangas as top of the mind Philippine travel destinations 	<p>Complete</p>

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<p>This media familiarization trip covers the following activities:</p> <ul style="list-style-type: none"> ● Ocular and pictorial at The Farm ● Photoshoot of <i>Tres Baños Lunas</i> and <i>Philippine Hilot</i> ● Photoshoot at Chi Spa, Edsa Shangri-La ● Photoshoot at spa facilities of The Peninsula Manila ● Ocular at Grand Hyatt Manila ● Ocular and photoshoot at Nurture Wellness Village, Tagaytay (Nilaib treatment, Farmacy Tour, and healthy juice preparation demo) 	<p>for health and wellness among Japanese travelers through the story features;</p> <ul style="list-style-type: none"> ● To make Manila and Batangas become part of the travel bucket list of Japanese travelers seeking for health and wellness tours/activities; and ● To showcase the Filipino hospitality to the Japanese participants through various activities included in the familiarization trip 	
V. BALIK BOHOL - TIGUM BOL-ANON TIBUOK KALIBUTAN (TBTk)		
<p>Inclusive Dates: 27 July 2018 Venue: Tagbilaran City, Bohol Nature of Activity: Others: Financial Assistance (Dinner Hosting)</p> <p>Short Description: Thousands of people from the Philippines and tourists get together and witness the Sandugo Festival in Bohol. It is a month long celebration every</p>	<p style="text-align: center;">450 participants</p> <ul style="list-style-type: none"> ● To give due recognition and honor to a certain sector of the Boholano society for their contribution to the economic growth of the province; 	Complete

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<p>month of July in the City of Bohol commemorating the signing of treaty of friendship between Datu Sikatuna and Miguel Lopez de Legazpi.</p> <p>Coinciding with one of its highlights - the <i>Tigum Bol-anon Tibuok Kalibutan (TBTK)</i>, a gathering of Boholanos all over the world which is held every 3 years. The organizers of TBTK arranged other activities for its participants that ran from 25 to 28 July. These include a Welcome Night, Coastal Clean Up, Traditional Bohol Games, "Ten Outstanding Boholanos Around the World" (TOBAW) Awarding and the Gala Night and Induction of Officers.</p> <p>Counting on the continued support for the promotion of Bohol, the Office of the Governor was granted assistance by way of hosting the Gala Night dinner, to assist the province attract, welcome and bring back tourists' confidence and to further promote Bohol as one of the top destinations of the Philippines.</p>	<ul style="list-style-type: none"> ● To entice our fellow countrymen to deepen their appreciation of the beauty of our country, its rich history, heritage and culture; ● To promote the spirit of camaraderie, teamwork and love for country despite the hindrances brought about by the 2017 Bohol clashes with Moro Islamic militants 	
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VI. DIVING, RESORT AND TRAVEL (DRT) SHOW BEIJING AND 'DIVE PHILIPPINES' PRESENTATION AND NETWORKING

<p>Inclusive Dates: 02 August 2018 to 05 August 2018 Venue: Beijing, China Nature of Activity: International Trade and Consumer Fairs Short Description:</p>	<p>23,305 visitors 8 sellers</p>	<p>Complete</p>
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<p>DRT Show Beijing was an outstanding three-day expo came to a festive conclusion on Sunday, 5 August 2018 at the Beijing Exhibition Center where over 70 premium exhibitors met nearly 24,000 diving enthusiasts journeying from every corner of the world to unite for three days of diving appreciation. 95% of visitors said they would return to DRT Show Beijing in 2019 and spread the words with friends in the diving industry. This year, world’s finest diving equipment manufacturers presented their cutting-edge premium products and technologies. DRT Show Beijing continues to serve as first-class platform for Asia’s diving partners. DRT Show Beijing 2018 attracted a total of 23,305 visitors who all wanted to use this opportunity to shop for high-quality products and to have a close-up look at the top manufacturers astounding capabilities.</p> <p>The TPB/PDOT promoted the Philippines by providing information to visitors about Philippine dive destinations, conducting daily booth events/activities to attract more visitors to the Philippine booth, giving travel retailers updated information on Philippine dive tourism products, and assisting the delegates of the Philippines.</p> <p>Before the event, the TPB hosted a luncheon meeting at Ziguangyuan Restaurant for the Philippine delegates to brief about the Presentation and Networking and DRT Show Beijing. The TPB also hosted a dinner for the Philippine delegates after the event.</p>		

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<p>Aside from commending the Philippine booth for its unique design and was one of the most photographed and visited booth during the event, the Philippines itself was awarded as the “Best Holiday Destination for Diving” received by Mr. Remigio Pagaduan, a TPB representative, together with DOT Beijing Attache, Mr. Tomasito Umali.</p>		
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VII. CEBU PACIFIC MELBOURNE INAUGURAL FLIGHTS MEDIA FAMILIARIZATION TOUR

<p>Inclusive Dates: 14 August 2018 to 18 August 2018 Venue: Manila and Cebu Nature of Activity: Invitational/Familiarization Trip</p> <p>Short Description: Last 14-18 August 2018, the Tourism Promotions Board (TPB), in partnership with the Philippine Department of Tourism (PDOT) in Sydney and Cebu Pacific Air, organized the familiarization tour in Manila and Cebu. A total of thirteen (13) participants composed of ten (10) Australian media agents, two (2) British public relations agents, and one (1) TPB representative.</p> <p>Familiarization Tour Activities:</p> <ul style="list-style-type: none"> ● Island hopping in Pescador Island ● Turtle Spot ● Sardine Run 	<ul style="list-style-type: none"> ● To showcase the country as an ideal holiday destination for the Australian market by forging ties with established and respected media publications; ● To promote the Philippines and direct flights to Manila with Cebu Pacific, one of the Philippines’ biggest LCC; ● To highlight the Cebu as a destination with attractions and niche activities to suit different market readership profiles; 	<p>Complete</p>
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<ul style="list-style-type: none"> ● Magellan’s Cross ● Basilica del Sto. Nino <p>The fam tour considered successful despite the delays and cancellation of scheduled activities due to emergency closure of the NAIA runway on 17 Aug 2018 caused by monsoon. Most of the participants had a great time exploring and learning about Cebu and the Philippines in general.</p> <p>The TPB supported the event by providing international and domestic roundtrip air tickets, accommodation, full-board meals, transportation, tours with tour guide and activities</p>	<ul style="list-style-type: none"> ● To position the country as a safe destination through an article with positive and first-hand experience to negate the recent adverse publicities 	
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VIII. MEDIA FAMILIARIZATION TOUR FOR THE LAUNCHING OF AIR ASIA FLIGHT FROM SHANGHAI TO CEBU
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<p>Inclusive Dates: 08 September 2018 to 14 September 2018 Venue: Cebu and Bohol Nature of Activity: Invitational/Familiarization Trip</p> <p>Short Description: Last 07 July 2018, Air Asia launched its latest daily flight from Shanghai to Cebu. This flight was created to compensate the 6,840 seats lost because of the Boracay closure last April 2018. An additional 5,400 seats will be gained in the launching of this daily flight from Shanghai to Cebu.</p>	<ul style="list-style-type: none"> ● To reduce the effect of Boracay closure in the China market; ● To maintain and create favorable image for Cebu and Bohol in the market; ● To create awareness on the Chinese consumers about the new flights to Cebu. 	<p>Complete</p>
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<p>In order to create more information and interest in the market, Air Asia in partnership with DOT Shanghai Office and Tourism Promotions Board (TPB), embarked on a media familiarization trip in order to create positive image of Cebu and Bohol. Eleven (11) members of the media from Shanghai and Hangzhou, China, together with and Air Asia-China representative, flew to Cebu and Bohol to experience the food, the lifestyle, the people and the destinations. Their objective is to feature Cebu and Bohol in their respective media platforms to engage the Chinese market especially the FIT segment to visit the Philippines.</p> <p>Activities per destination:</p> <p><u>Cebu</u></p> <ul style="list-style-type: none"> ● Lunch at Isla Sugbo Seafood City ● Visit Jesuit House, Yap-Sandiego Ancestral House, Magellan’s Cross and Basilica de Sto. Niño. ● Island hopping in Moalboal ● Kawasan Falls <p><u>Bohol</u></p> <ul style="list-style-type: none"> ● Loboc River Cruise ● Visit to Man-made Forest, Tarsier Conservation area and Chocolate Hills ● Dolphin watching 		

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<ul style="list-style-type: none"> ● Virgin Island ● Balicasag Island <p><u>Sumilon Island</u></p> <ul style="list-style-type: none"> ● Island Tour ● Bluewater Sumilon ● Ocular inspection at Radisson Hotel Cebu <p>The TPB supported the event by providing accommodation with full-board meals, transportation and tours with mandarin-speaking tour guides.</p>		
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IX. PHILIPPINE BUSINESS MISSION TO CHINA AND HONG KONG		
<p>Inclusive Dates: 10 September 2018 to 14 September 2018 Venue: Nanjing, Wuhan, Guangzhou and Hong Kong Nature of Activity: Sales / Business Mission</p> <p>Short Description: The Philippine Business Mission (PBM) to China and Hong Kong was held last 10-14 September 2018 covering three cities in China namely, Nanjing, Wuhan and Guangzhou. These cities were chosen based on their economic status, good number of outbound tourist and most importantly, the existence of an international airport that has the capacity to produce direct flights to the</p>	<ul style="list-style-type: none"> ● To increase the awareness level among the local travel industries in the second tier cities and in Hong Kong through a product presentation and B2B meeting; ● Establish new and existing networks and create more sales opportunities for the Philippines; 	<p>Complete</p>

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<p>Philippines. Likewise, Hong Kong, one of the top twelve markets of the Philippines with arrivals totaling to 79,488 in July 2018, was included as the last leg of the mission.</p> <p>In Nanjing, there were 10 hotels and resorts and 8 tour operators from the Philippine delegation and 172 Chinese travel agents who attended the event. 200 Chinese travel agents and 18 Philippine private sectors attended in Wuhan while 22 Philippine private sectors in Guangzhou. For Hong Kong, 130 Hong Kong travel agents and 16 Philippine private sectors welcomed by Hon. Consul General Antonio Morales.</p> <p>Philippine Airlines was the official sponsor airline giving out two business class and two economy class tickets during the raffle in Guangzhou and Hong Kong but nevertheless, Cebu Pacific also participated in the event and gave 4 economy tickets for the raffle.</p> <p>After the B2B, Mr. Rene Reyes, tourism attache for Shanghai gave an update on the products we can offer to the Chinese tourist. They sang both Filipino songs and the most popular Chinese love song Yue Liang Dai Biao Wo De Xin translated to “The Moon Represents My Heart”.</p>	<ul style="list-style-type: none"> ● To showcase new and improved Philippine product offerings to China and Hong Kong’s travel sector; ● Create business opportunities for Hong Kong and second tier cities being visited; ● Increase tourist traffic to the Philippines from Hong Kong and the four Chinese cities; ● Increase the number of MICE events and groups from China and Hong Kong to the Philippines; and ● Sustain the market presence of the Philippines in the China and Hong Kong outbound market. 	
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X. 15TH CHINA-ASEAN EXPO (CAEXPO) 2018

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<p>Inclusive Dates: 12 September 2018 to 15 September 2018 Venue: Nanning International Convention and Exhibition Center Nature of Activity: International Trade and Consumer Fair</p> <p>Short Description: The Tourism Promotions Board (TPB) supported the Center for International Trade, Expositions and Mission's (CITEM) annual participation in the China-ASEAN Expo (CAEXPO). TPB 2018 CAEXPO involvement included the fielding of 2 officers for the tourism section of the Philippines' National Pavilion and Commodity Pavilion. Likewise, a tourism booth within the Philippines' Commodity Pavilion in Hall D was added, and Uni-Orient, Goldmine Travel and Tours, and the Tourism Infrastructure and Enterprise Zone Authority (TIEZA) signified their intent to participate and explore the potential of the Guangxi capital as source of tourism traffic.</p> <p>As CITEM's "City of Charm" for 2018, the Philippine booth was adorned with images and products representative of the city and provinces' economic and tourism potential with promotional materials of the same. DOT Shanghai augmented the TPB representatives' Philippine brochures and giveaways with sets of their collateral materials that included the Philippine map, Cebu & Bohol, Palawan, Boracay and their "Dream" brochures.</p> <p>Philippine cultural entertainers performed periodically throughout the 4-day show - 3x daily at the Commodity Pavilion Hall D to attract potential</p>	<ul style="list-style-type: none"> ● Position the Philippines as an attractive tourist destination in Asia; ● Showcase the potential of the archipelago as a destination of choice for trade, investment and tourism; ● Promote the Philippines in China and ASEAN as a viable source of quality products and services; ● Sustain active involvement in Philippine-China trade initiatives and partnerships for strengthened trade relations between the 2 countries; ● Follow-up and improve on gains achieved during past years. 	<p>Complete</p>

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<p>customers of Philippine products, and 2x daily at the National Pavilion Hall B for the media mileage. The performances were featured several times in Guangxi and Nanning TV and news programs.</p> <p>The TPB particularly supported the event by providing financial assistance for the construction of City of Charms and Commodity Pavilion, interpreters, country brochures share-cost and entertainers.</p>		
<p align="center">XI. ASSOCIATION OF ELECTRICITY SUPPLY INDUSTRY IN EAST ASIA AND THE WESTERN PACIFIC (AESIEAP)</p>		
<p>Inclusive Dates: 17 September 2018 to 22 September 2018 Venue: Kuala Lumpur, Malaysia Nature of Activity: Others - Attendance Promotions Campaign</p> <p>Short Description: Manila Electric Company (MERALCO) is leading the Philippines' hosting of the Association of Electricity Supply Industry in East Asia and the Western Pacific (AESIEAP) Conferences in 2019 and 2020 on 17-22 September 2018 in Kuala Lumpur, Malaysia.</p> <p>TPB provided the following assistance: - Promotional Materials</p>		<p align="center">Complete</p>

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XII. CHINESE TRAVEL AGENTS FAMILIARIZATION TRIP TO PUERTO PRINCESA

<p>Inclusive Dates: 19 September 2018 to 24 September 2018</p> <p>Venue: Puerto Princesa, Palawan</p> <p>Nature of Activity: Invitational / Familiarization Trip</p> <p>Short Description: Philippine Airlines is contemplating to have a charter flight of two (2) flights per week, hence the 11 best travel sales offices from Guangzhou , China were invited to join the familiarization trip with the end goal of eventually coming up with new tour products for the said destination.</p> <p>Activities occurred during the trip:</p> <ul style="list-style-type: none"> ● Honda Bay (Starfish, Luli and Cowrie Islands) ● Pandan Island (swimming, kayak, paddle board and snorkeling) ● Puerto Princesa Baywalk ● Plaza Cuartel ● Immaculate Conception Cathedral ● Ocular at Best Western Plus the Ivy Hotel, Canvas Boutique Hotel, The Legend Palawan Hue Hotels and Resort, Astoria Palawan and Daluyon Beach and Mountain Resort ● Iwahig River (firefly watching) 	<p>To come up with a new direct flight from Guangzhou to Puerto Princesa to enable to offset the loss of tourist traffic and flights to Boracay. For this purpose, the group is contemplating to have a charter flight of two (2) flights per week and being targeted to open by July 2018 in time for the summer school break.</p> <p>With this, an additional 1,440 seats per month or a total of 8,640 seats from July-December 2018, will be provided by PAL. This will also enable us to work with travel agents and airlines to come up with a new tour product for the destination.</p>	<p align="center">Complete</p>
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<ul style="list-style-type: none"> ● Puerto Princesa Subterranean River National Park ● Palaweño Brewery ● Crocodile Farm ● Palawan Butterfly Eco-Garden ● Tribal Village ● Baker’s Hill ● Mitra’s Ranch ● Binuatan Creations <p>The TPB supported the event by providing accommodation with full-board meals, transportation and tour with mandarin-speaking guides</p>		
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XIII. PHILIPPINE BUSINESS MISSION AND MICE PRESENTATION IN TAIWAN		
<p>Inclusive Dates: 25 September 2018 to 28 September 2018 Venue: Le Meridien, Taipei Nature of Activity: Sales / Business Mission</p> <p>Short Description: The Philippine Business Mission and MICE Presentation in Taiwan is an intensive and focused networking event between Taiwanese agents and the Philippine private sector companies which include airline representatives and association executives. It provides a platform for them to meet face-to-face</p>	<p>20 Philippine stakeholders</p> <ul style="list-style-type: none"> ● To create business opportunities between Philippine sellers and Taiwan buyers; ● To establish network linkages between/among Philippine sellers and Taiwan buyers; 	<p>Complete</p>

ACCOMPLISHMENT REPORT
3RD QUARTER 2018

<p style="text-align: center;">PROGRAM / ACTIVITY / PROJECT</p> <p style="text-align: center;"><i>Title of Program/Activity/Project; Inclusive Dates; Venue; Nature of Activity (if not indicated in the title); Short Description</i></p>	<p style="text-align: center;">OBJECTIVES</p> <p style="text-align: center;"><i>Objectives of the Program/Activity/Project</i></p>	<p style="text-align: center;">STATUS</p> <p style="text-align: center;"><i>Present Status of Program/Follow-ups: Completed/Ongoing/Cancelled/Rescheduled (please provide reason for non-implementation)</i></p>
<p>and discuss business prospects and for the private sectors to give updates on the latest trends and products in the Philippines.</p> <p>The Business-to-Business Networking was supplemented with a general presentation from the Department of Tourism Taiwan Attache about Central Luzon as one of the booming destinations for the Taiwan market nowadays while Tourism Promotions Board representatives presented the Philippine MICE industry and services offered.</p> <p>The event is considered as the ultimate platform where we can exclusively position and promote premium product offerings of the Philippines.</p> <p>The TPB supported the event by providing venue arrangements such as performance cost, program and venue set-up which includes hosting and f&b requirements. Provision of giveaways and interpreters in the event.</p>	<ul style="list-style-type: none"> ● To educate the Taiwan agents about the Philippine products to be offered to the Taiwan market; ● To introduce new Philippine products and offerings to the Taiwan market; ● To increase tourist traffic from Taiwan to the Philippines; ● To showcase new and improved Philippine product offerings to Taiwan’s travel sector 	