

NAME OF EVENT

DATE/VENUE

BRIEF DESCRIPTION

PROJECT OFFICER

CANADA

Philippine Roadshow and Business Mission to Canada and the USA

Date: TBA
Venue: TBA

The Roadshow/Mission is in line with our continuous efforts to sustain the growth of tourism arrivals and to strengthen the country's brand campaign in North America. It will provide Philippine sellers the opportunity to conduct face-to-face business sessions with their North American counterparts; network, negotiate, conduct business and stay abreast with the latest developments in travel and tourism in North America.

Hernan Navadez

Email: hernan_narvadez@tpb.gov.ph
Tel: 525-9318 to 27 loc. 265

Nelia Ramos

Email: nelia_ramos@tpb.gov.ph
Tel: 525-9318 to 27 loc. 265

HONG KONG

Philippine Business Mission to Hongkong

Date: TBA
Venue: TBA

In cooperation with the private sector, the tourism business/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 positions the Philippines as an attractive and competitive tourist destination for Hong Kong 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 counterparts.

James A. Sy

Email: james_sy@tpb.gov.ph
Tel: 632 5257320

Micaela B. Ochoa

Email: micaela_ochoa@tpb.gov.ph
Tel: 632 5257320

Participation Fee: TBC

JAPAN

Philippine Business Mission (PBM) to Japan

PBM is an annual travel trade event organized by TPB and DOT that provides platform for suppliers of Philippine tourism products to conduct business with their Japanese counterparts. PBM consists of a Tourism Seminar to update the captive audience on Philippine tourism developments, a Travel Mart for the one-on-one business discussions with the Japanese travel trade, and a Cocktail Reception for additional networking.

Schedule dates:
26 June - Osaka
27 June - Nagoya
29 June - Tokyo

Participation Fees:
USD 250/company for 1 city
USD 600/company for 3 cities

Click to download:
[Participation Form](#)

Jojo de Veyra

Email: jojo_deveyra@tpb.gov.ph
Tel: 632 5257320

Francine Roca

Email: francine_roca@tpb.gov.ph
Tel: 632 5257320

MALAYSIA

NAME OF EVENT	DATE/VENUE	BRIEF DESCRIPTION	PROJECT OFFICER
Philippine Business Mission in Malaysia	May 2016Malaysia	In cooperation with the private sector, the tourism business mission or roadshow 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 positions the Philippines as an attractive and competitive tourist destination for the Malaysia market. The business mission includes seminars, travel mart and cocktail reception that provide the opportunity for the Philippine delegates to transact business with their Malaysian counterparts.	James A. Sy Email: james_sy@tpb.gov.ph Tel: 632 5257320
SINGAPORE			
Philippine Business Mission in Singapore	May 2016Singapore	In cooperation with the private sector, the tourism business mission or roadshow 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 positions the Philippines as an attractive and competitive tourist destination for the Singapore market. The business mission includes seminars, travel mart and cocktail reception that provide the opportunity for the Philippine delegates to transact business with their Singaporean counterparts	James A. Sy Email: james_sy@tpb.gov.ph Tel: 632 5257320
SOUTH KOREA			
Philippine Sales Mission - Korea	14 November 2017Seoul, Korea	The annual major event of the Philippine Department of Tourism - Korea that provides a venue for delegates from the private and government sectors of the Philippine travel trade and domestic travel agencies in Korea for business meetings and networking covered by the Korean media. Participation Fee: USD 300.00	Jojo De Veyra Email: jojo_deveyra@tpb.gov.ph Tel: 63 2 525 7320 Doris Aparejado Email: doris_aparejado@tpb.gov.ph Tel: 632 5257320
Philippine Investment and Sales Presentation	Date: TBAVenue: TBA	TPB in cooperation with the Philippine Trade and Investment Center (PTIC) in Korea and the Philippine Retirement Authority (PTA) will conduct the Philippine Investment and Sales Presentation on June 7, 2017. It aims to promote the Philippines to the Korean travel trade and investors to increase arrivals, receipts and investments to the country. Highlights of this mission will include the Philippine Product and Investment Presentation, Philippine Travel Mart (B2B). A reception with Philippine entertainment will follow to network with other buyers.	Jojo De Veyra Email: jojo_deveyra@tpb.gov.ph Tel: 63 2 525 7320 Doris Aparejado Email: doris_aparejado@tpb.gov.ph Tel: 63 2 525 7320

TAIWAN

NAME OF EVENT	DATE/VENUE	BRIEF DESCRIPTION	PROJECT OFFICER
Taiwan Sales Mission	July 2017Taiwan	Philippine Sellers are invited to participate in this Tourism Business Mission. Activities included are table top discussions between Taiwanese travel agents and Philippine Sellers, Sales Presentations of DOT and private sector representatives, dinner hosting, etc. Participation Fee: TBC	James A. Sy Email: james_sy@tpb.gov.ph Tel: 632 5257320 Micaela B. Ochoa Email: micaela_ochoa@tpb.gov.ph Tel: 632 5257320

UNITED STATES

U.S./Canada Roadshow	May or June 2016San Francisco, Los Angeles, New York, New Jersey, and Toronto	The roadshow highlights the best that Philippine Tourism has to offer through product presentation and Business to Business (B2B) networking sessions between the Philippines and the US/Canada markets. This is where we present exciting updates on the Philippines, new tourism developments, and destinations through direct contacts and target market. Participation Fee: USD 300.00	Hernan Narvadez Email: hernan_narvadez@tpb.gov.ph Tel: 632 5257320
Philippine Roadshow/Business Mission to the USA and Canada	Date: TBAVenue: TBA	The Tourism Promotions Board, in coordination with the Philippine Department of Tourism New York Overseas Office, will conduct a Philippine Roadshow/Business Mission to Canada and the United States of America on 25 May to 09 June 2017 which will cover the Midwest and East Coast specifically Vancouver, Toronto, Chicago, Atlanta, Philadelphia and New York. The Roadshow/Mission is in line with our efforts to sustain the growth of tourism arrivals and to strengthen the country's brand campaign in North America. It will provide Philippine sellers the opportunity to conduct face-to-face business sessions with their North American counterparts; network, negotiate, conduct business and stay abreast with the latest developments in travel and tourism in North America. Based on 2016 statistics report, the US ranked second in visitor spending by contributing Php 2.69 billion to tourism coffer while Canada rose to third spot with Php 1.96 billion spent. Among the top twelve markets of the country, Canada registered the highest per capita expenditure for December 2016. In average, a visitor from Canada has spent Php 82,337.28 while in the country. North America provided the second biggest influx of tourist with 121,696 arrivals, forming 21.10% of the total tourist traffic. This volume showed 10.05% growth vis-à-vis its arrivals of 110,587 for the same period last year.	Hernan Narvadez Email: hernan_narvadez@tpb.gov.ph Tel: 525-9318 to 27 loc. 265 Nelia Ramos Email: nelia_ramos@tpb.gov.ph Tel: 525-9318 to 27 loc. 265