



LEYTE

NEGOSYO CHRONICLE

THE OFFICIAL NEWSLETTER OF THE DEPARTMENT OF TRADE AND INDUSTRY- LEYTE

Leyte exhibitors gross Php38M sales at Bahandi Eastern Visayas Regional Trade Fair 2018 in SM Megamall, Mandaluyong City



Left Photo: Ms Maricel Daga (woman in red), Proprietor of Maricel's Tablea entertaining customers. Right Photo: Influx of buyers at the Nutribee Food Products' booth patronizing Squash Noodles.

“Leyte brands of processed food and wearables generated Million pesos in cash sales and booked orders”

Over Php38 million worth of Leyte products' sales were generated from the recent Bahandi Eastern Visayas Regional Trade Fair 2018 in SM Megamall, Mandaluyong City on October 4-8, 2018.

Among the top performers in cash and booked sales during the five -day event were Leyte Exhibitors namely: Clair's Enterprises (Tikog Ladies' Bags) - Top Seller in Nonfood Category with P8.9M; and Mary's Abuyog Espesyal Tsokoleyt Moron - awarded as the Top Seller in Food Category with P2.2M. In addition, Nutribee Food Products and Therealone Plastic Bag Tier Tools Maker won the Rookie Exhibitors for Food and Nonfood Category with P1.8M and P111,920.00 cash and booked sales, respectively.

Twenty -seven (27) out of forty-six (46) Leyte Exhibitors were Kapatid Mentor ME graduates who were capacitated to define and develop their unique selling proposition to reach their identified market segment.. While the rest of

the exhibitors were DTI-Leyte clients assisted on Entrepreneurial Development Trainings and Product Development under the OTOP Next Gen; Negosyo Center; CARP and SSF Project.

Of the 134 exhibitors for the event, 46 or 34% were from the Province of Leyte which contributed 77% or P38M sales to the total regional sales amounting to P49.2M. The following were the top 5 Leyte Exhibitors with highest cash and booked sales: Clairs' Enterprises (P8.2M), Mary's Abuyog Espesyal Tsokoleyt Moron (P2.2M), Nutribee Food Products (P1.8M), Naty's Furniture (P1.7M) and Taps Handmade Pasalubong Enterprises with P1.1 Million.

The Bahandi Eastern Visayas Regional Trade Fair is an annual event that provides a venue for Region 8 producers to meet with institutional buyers, including merchandisers for mall operators, exporters, subcontractors, as well as walk-in buyers. ###DPB/dmq

Bahandi Eastern Visayas Regional Trade Fair 2018 Highlights



Opening of BRTF 2018 by Switching On of the Special Setting (Left to Right)
PD Desiderio P. Belas, Jr., CESO III, ASec. Demphna Du-Naga, His Excellency John Holmes-Ambassador of the Embassy of Canada to the Philippines, Presidential Partner Cielito "Honeylet" Avanceña, RD Cynthia R. Nierras, CESO III, ASec Ameenah Fajardo, OIC-ARD Celerina T. Bato, CESO V and PD Meilou Macabare



Regional Director Cynthia R. Nierras shared during her opening message how the Bahandi Regional Trade Fair came to be. She also emphasized how the activity helped MSMEs in Region VIII connect to institutional buyers.



Secretary of Trade and Industry Ramon Lopez on his message of support for the Exhibitors who participated in the Bahandi Regional Trade Fair 2018



Presidential Partner Cielito "Honeylet" Avanceña shared insights on how it takes to be a successful entrepreneur.



His Excellency John Holmes-Ambassador of the Embassy of Canada to the Philippines showed his admiration to DTI and commended the agency for the tireless support to the MSMEs.



MSME Development Advocate USec. Zenaida Maglaya highlighted that real MSMEs do not give up despite the challenges that they encounter. This was during her speech as a keynote speaker.



Viewing of the Exhibit headed by the Trade and Industry Secretary Ramon Lopez and Presidential Partner Cielito "Honeylet" Avanceña.



DTI Region VIII OIC-ARD Celerina Bato and DTI Leyte PD Desiderio P. Belas, Jr. assisted the guests prior to the start of the Opening Program.

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DEPARTMENT OF TRADE & INDUSTRY PHILIPPINES

THE OFFICIAL NEWSLETTER OF THE DEPARTMENT OF TRADE AND INDUSTRY-LEYTE

LATEST SOUVENIRS AND GIFTS FROM LEYTE

"Come to Leyte and you shall return"

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