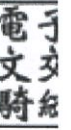


## 經濟部國際貿易局 函

地址：臺北市湖口街1號  
承辦人：王存安  
聯絡電話：(02)23977392  
傳真：(02)23224383  
電子郵件：zacklolz@trade.gov.tw



受文者：台北市進出口商業同業公會

發文日期：中華民國108年5月22日

發文字號：貿展字第1087014670號

速別：普通件

密等及解密條件或保密期限：

附件：如文(請至本局附件下載區下載<https://att.trade.gov.tw/>，識別碼：XkDfA)  
(1087014670.DOC)

主旨：有關菲律賓Bulacan商會訂於108年9月8日至15日舉辦

「Bulacan食品展」，邀請我國廠商參展事，請查照並惠  
轉相關廠商參考。

說明：

- 一、依據駐菲律賓代表處經濟組108年5月17日台菲經字第1081301183號函辦理。
- 二、據該組函告，旨揭展會將假Bulacan The Pavilion (Hiyas ng Bulacan，距馬尼拉北邊約2小時車程)舉行，本展已連續舉辦6年，並首度邀請越南、泰國及我國等國際廠商參與，盼促進各國傳統美食文化及食品包裝標準等交流，展覽會現場可販售食品，並可安排我國參展廠商舉行產品發表會。
- 三、本案請惠周知相關廠商，若有參展意願請於108年7月31日前逕與菲律賓代表處經濟組聯繫(聯絡人：傅羽璿秘書；聯絡電話：(632)8876688，分機117；電郵：teco.economicdivision@gmail.com)，檢附駐菲律賓代表處經



濟組來函、Buffex展覽簡介及107年該展成果1份（如附件），請併參。

正本：台灣區蜜餞工業同業公會等39家公會、財團法人中華民國對外貿易發展協會  
副本：駐菲律賓代表處經濟組

電 2019/06/28  
交 09:18:34 文章

局長 楊珍妮

依照分層負責規定授權單位主管決行



裝



訂

線

橫		保存年限
號	/ /	

## 駐菲律賓代表處經濟組 函

機關地址：6819 41F, Tower 1, RCBC  
Plaza, Ayala Avenue, Makati,  
承辦人：傅羽璿  
電話：(632)887-6688#117  
傳真：(632)887-2603  
Email：yhf@moea.gov.tw

受文者：經濟部國際貿易局

發文日期：中華民國108年5月17日  
發文字號：台菲經字第1081301183號  
速別：普通件  
密等及解密條件或保密期限：  
附件：如文 (1081301183\_Attach1.pdf, 1081301183\_Attach2.pdf)

主旨：有關菲律賓Bulacan商會將於本(108)年9月8日至15日舉辦  
Bulacan食品展(Bulacan Food Fair And Exhibition,  
Buffex)事，請查照轉知相關廠商。

說明：

- 一、菲律賓Bulacan商會會長Cristina Tuzon、執行主任Mara Bautista偕同仁於本年5月16日拜會本組王組長耀輝，傅秘書羽璿在座。
- 二、Bulacan商會B執行主任表示，該商會訂於本年9月8日至15日在Bulacan The Pavilion (Hiyas ng Bulacan，距馬尼拉北邊約2小時車程)舉辦旨揭展覽，預估將有100至120家參展廠商，吸引超過7,000參觀人次。本展覽已連續舉辦6年，首度邀請自越南、泰國及我國等國際廠商參與，盼促進各國傳統美食文化及食品包裝標準等交流，展覽會現場可銷售食品，並可安排我國參展廠商舉行介紹產品發表會。
- 三、請惠轉知相關業者及會員廠商，運用此機會推廣我國食品及具傳統特色產品，有意參加者，請於本年7月31日前賜

國際貿易局 108/05/17



1087014670

告本組，俾轉知Bulacan商會妥予安排，本組聯絡人為傅羽璿秘書，電話：(632)8876688，分機117，電郵teco.economicdivision@gmail.com。檢送Buffex展覽簡介及107年展覽成果資料如附件，請參考。

正本：經濟部國際貿易局、菲律賓台商總會、菲律賓台灣工商總會、菲律賓台灣同鄉會

副本：電子公文交換章  
2019/05/17 14:00:46



**BULACAN CHAMBER OF COMMERCE AND INDUSTRY, INC.**  
Hiyas Convention Center, City of Malolos, Bulacan

**SPECIAL PROJECT PROPOSAL for 2019**

Proposed Project	:	<b>BULACAN FOOD FAIR AND EXHIBITION YEAR 7 BUFFEX Level-Up: Going ASEAN</b>
Proposed Date	:	<b>September 8 to 15, 2019</b>
Proposed Venues	:	<b>The Pavilion (Hiyas ng Bulacan) Bulacan Capitol Gymnasium</b>
Estimated Participants and Visitors	:	7,000 persons

**Description of the Project:**

Taking advantage of the strong investor interest that the province of Bulacan is currently enjoying, it is most timely to reach out to our neighbours in the ASEAN region to strengthen trade and cultural relations, promote mutual interests and explore more opportunities for possible areas of cooperation. Bulacan should take aggressive measures to bring its best foot forward and strengthen its position as a strong contender for investments location, in comparison with its neighbours in Central Luzon.

The Bulacan Business Week 2019 which features the popularly supported Bulacan Food Fair and Exposition (BUFFEX) will pave the way for letting the world know that there is good business in this province. It will focus on INVESTMENTS, INDUSTRY and INFRASTRUCTURE for doing good business.

BUFFEX LEVEL UP-Going ASEAN features the food and other products of the ASEAN regions, particularly Vietnam, Thailand and Taiwan. The objective of this exercise is to provide a venue for learning

**Project Rationale:**

- (1) To strengthen trade and cultural relations among the participating countries;
- (2) To create a positive investment image for Bulacan, promote an economic and political environment conducive for business growth;
- (3) To strengthen relations between business and government;
- (4) To promote awareness among food producers and consumers on the variety of products and the present trends in the food industry in the region
- (5) To promote market for the products of participating exhibitors.

## **THE BULACAN FOOD FAIR AND EXHIBITION (BUFFEX)**

The BUFFEX is the biggest annual food event in the province of Bulacan. Widely participated by food entrepreneurs in the region, the event boasts of an average of 120 merchants participating in the fair every year and an average visitors' roll of 2,000 persons per day.

The food fair features Bulacan food – from raw agricultural produce to high-end processed specialty foods, from fresh fishes and seafoods to the most exotic and tasty delicacies and culinary masterpieces of home-grown food connoisseurs. Also featured are guest food merchants from other regions in the country such as from Pampanga, Bataan, and Baguio City.

The five-day event also features inter-active events such as on-the-spot cooking contests, a live cooking show with a named chef, seminars and trainings, cultural presentations, and an award for the Bulacan Food Champions.

BUFFEX is running on its 7<sup>th</sup> year and this time, an additional feature will be to feature the food products of the countries of our ASEAN neighbours Vietnam, Thailand and Taiwan. We share a lot of common cultural and culinary characteristics with these 3 countries and have inter-influenced each other's gastronomic tastes. We hope to promote a better understanding of each others' culture, open more opportunities for commerce and trade, and achieve a deeper camaraderie with our ASEAN brothers through this project.



The **BULACAN CHAMBER OF COMMERCE AND INDUSTRY, INC.**  
 and the **PROVINCIAL GOVERNMENT OF BULACAN**  
 In Cooperation with **DANGAL NG BULACAN FOUNDATION, INC.**  
**DEPARTMENT OF TRADE AND INDUSTRY** and **NEGOSYO CENTER-BULACAN**

*Proudly present*

# **BULACAN BUSINESS CONFERENCE 2018**

"BBC 2018: EMPOWERING PEOPLE, GROWING BUSINESS, STIMULATING INVESTMENTS"

**SEPTEMBER 10, 11, 12, 13 & 14, 2018**

**THE PAVILION, Hiyas ng Bulacan Convention Center,  
 Provincial Capitol Compound, City of Malolos, Bulacan**

*Featuring*

2018

# **BUFFEX**

**Bulacan  
 FOOD FAIR & EXPOSITION**



## **POST PROJECT REPORT PHOTO HIGHLIGHTS**

*Submitted by*

**BULACAN CHAMBER OF COMMERCE AND INDUSTRY, INC.**

**General Objective:**

To further enhance Bulacan's position as investment destination and haven for business growth.

**Specific Objectives:**

- (1) To support the growth of trade and industry in the province of Bulacan;
- (2) To create a positive investment image for Bulacan, promote an economic and political environment conducive for business growth;
- (3) To strengthen relations between private business sector and government;
- (4) To provide an advocacy base for discussing current and prospective issues and concerns on policies affecting business.
- (5) To highlight the advantages of doing business in Bulacan;
- (6) To attract investments (both local and foreign) into the province;
- (7) To celebrate the successes of established entrepreneurs;
- (8) To inspire and motivate budding entrepreneurs to engage in business;
- (9) To provide a venue for exchanges of ideas, practices, expertise, setbacks and proposed business solutions;

**Total Exhibitors** : 81 Exhibitors  
**Total Sales** : Php 4,470,869.00  
**Total Visitorship** : over 5,000 visitors

**OUR PARTNERS:**



**DANGAL NG BULACAN  
FOUNDATION, INC.**



**NEGOSYO  
CENTER  
BULACAN**





**SEPTEMBER 10, 11, 12, 13 & 14, 2018**  
 THE PAVILION, Hiyas ng Bulacan Convention Center,  
 Provincial Capitol Compound, City of Malolos, Bulacan

**DAY 1 | SEPTEMBER 10 | MONDAY**  
**GRAND OPENING**  
**INAUGURAL CEREMONIES**  
 Sponsors' Time

**DAY 2 | SEPTEMBER 11 | TUESDAY**  
**FRANCHISING DAY**  
 "Kalutong Bulakenya" Cooking Demo  
 Induction Ceremonies

**DAY 3 | SEPTEMBER 12 | WEDNESDAY**  
**LINAMNAM BULACAN**  
 "Kanta-Luto" with Mr. Gino Padilla  
 and Chef Rico Abad  
**ARROZ VALENCIANA**  
 Cooking Contest Grand Finals

**DAY 4 | SEPTEMBER 13 | THURSDAY**  
**TRIBUTE TO**  
**BULACAN FOOD CHAMPIONS**  
 "Sayawan sa BUFFEX"  
 Dance Competition Grand Finals

**DAY 5 | SEPTEMBER 14 | FRIDAY**  
**CLOSING PROGRAM**  
 Sponsors' Time  
 Exhibitors' Videoke Challenge  
 Lugaw Eating Contest by Lugaw Republic  
 "Awitan sa BUFFEX" Singing Contest Grand Finals  
 Awarding Ceremonies - Best Booths  
 Group Photo Opps

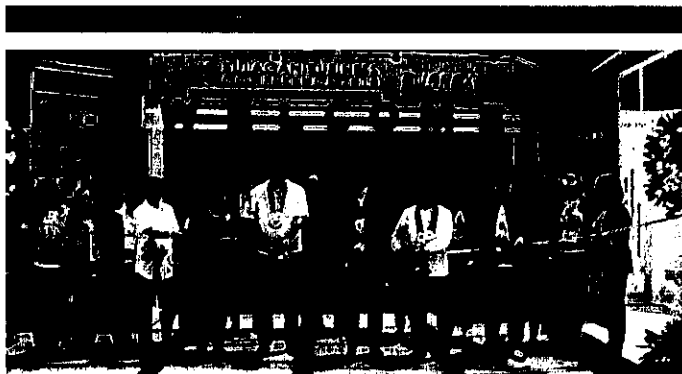
**BUFFEX 2018 TRADE EXHIBIT**  
**Sept. 10-14 | 8AM-6PM | Open to Public**

*Featuring the best of Bulacan food products:  
 fresh and processed food • agri and marine products  
 gourmet and pastries • heirloom recipes • pasalubong  
 food court • other allied industries*

*Experience the Best of Bulacan!*

For more details, contact the BCCI Secretariat  
 at Tel. Nos. 044-7912574 044-6621180 0932-8498120 0932-8498122  
 bcc@bulacanchamber.ph bulacanchamber@gmail.com

**COMPONENT ACTIVITIES CONDUCTED**





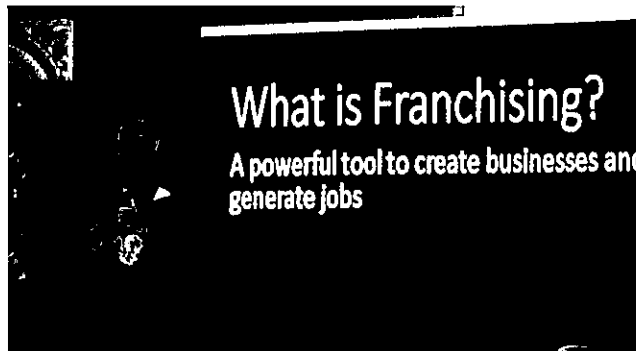
**INDUCTION CEREMONIES**



*Induction of New Members*  
**HON. MA. LOURDES H. POSADAS**  
*Board Member, Second District of Bulacan*



*Induction of Board of Trustees and Officers*  
**MR. JOSE P. LEVISTE, Jr.**  
*Director for Environment, Philippine Chamber of Commerce and Industry*



*Guest Speaker*  
**MR. FEDERICO MORENO**  
*President, Philippine Franchise Asia*



COOKING DEMOS



*KalutongBulakenya with BokalViceo*  
**HON. EMELITA I. VICEO**  
*Board Member, Third District of Bulacan*



*KalutongBulakenya: PancitAlanganin*  
**MS. GEMMA CRUZ**  
*Nory's Restaurant, Bocaue, Bulacan*

"Kanta-Luto" with Gino Padilla and Chef Rico Abad





On-the-Spot ARROZ VALENCIANA COOKING CONTEST GRAND FINALS



1<sup>st</sup> Place - Carla Marcaida (CSJDM)  
2<sup>nd</sup> Place - Brandford Bergania (Meycawayan)  
3<sup>rd</sup> Place - Isabel Sarmiento (Guiguinto)

Judges:  
Chef Rico Abad      Mark Angelo Santos  
Bernz Bustamante      Arlo Aniag

TRIBUTE TO BULACAN FOOD CHAMPIONS



**Bulacan Food Champions:**  
*Tito Renz Catering Services*  
*Café +*  
*Guilbert's Place*

**Special Citation for Culinary Heritage**  
*Valdez Butchi*  
*Bruselee's Crispy Pata*  
*Nory's Restaurant*

"SAYAWAN SA BUFFEX" DANCE COMPETITION GRAND FINALS



*1<sup>ST</sup> Place – ATEC Technological College*  
*2<sup>nd</sup> Place – Immaculate Conception International Education System*  
*3<sup>rd</sup> Place – STI Colleges of Balagtas*

EXHIBITORS' VIDEOKE CHALLENGE



LUGAW EATING CONTEST



AWITAN SA BUFFEX GRAND FINALS



*Champion – Aneza Mikael S. Darcen (St. Mary's College of Baliuag)  
1<sup>st</sup> Runner Up – Sofia Novielle F. Santos (Escuela de Angela Marici)  
2<sup>nd</sup> Runner Up – Janelle Andrea B. Rodriguez (St. Therese School of Marilao)*

*Judges:  
Mr. Radie Santiago  
Mr. Angelo Catargo  
Ms. Fidelis Balagtas*

BEST BOOTH AWARDS



*Best Dressed LGU Booth – Municipality of Pulilan  
Best Dressed MSME Booth – PatoknaPagkaingPaombong (PPP)*

*Top Seller LGU – Municipality of San Miguel  
Top Seller MSME – Sta. Maria Dairy Products*









*Maraming Salamat po!*