



**PHILIPPINE TRADE AND INVESTMENT CENTER
Silicon Valley, USA**



PRESS RELEASE

Experience unique food ideas from the Philippines at IFEX 2008

The Center for International Trade Expositions and Missions (CITEM) of the Department of Trade and Industry, is now organizing the 5th International Food Exhibition (IFEX) Philippines on 16-18 May 2008 at the SMX Exhibition and Convention Center, Mall of Asia Complex, Pasay City, Philippines.

IFEX Philippines is one of Asia's leading annual trade show. It brings together a wide array of products: beverages; organic and natural products; fine food and regional gastronomic delights; fresh and processed fruits and vegetables; meat and poultry; biscuits, snacks and confectioners; marine products; and, allied products and services.

IFEX is a major industry event geared towards developing and promoting Philippine food products for the global market. It offers a venue where exhibitors discover latest trends, learn market requirements, and meet an extensive network of industry contacts. It also develops linkages with major foreign and local buyers, and provides opportunities for short and long-term business transaction. It features Exporters' Zone, Retailers Zone, Trendiest Showcase, Flavors of the Island (Central Visayas) and the IFEX Global Avenue showing the Philippines' strengths as "Asia's Food Paradise"

This year, IFEX Philippines highlights the theme, "Filipino Food in the Global Avenue" through a series of special settings curated by multi-disciplinary artist Reimon Gutierrez. The Grand Dame of Philippine Cuisine, Ms. Glenda Rosales-Barreto, is the official food director this year.

For more details on IFEX 2008, please visit their website at www.ifexphilippines.com or contact the Philippine Trade and Investment Center at (415) 773-2336 or (408) 980-9637.