



بِسْمِ اللَّهِ الرَّحْمَنِ الرَّحِيمِ

"By the name of God (Allah), the all-Merciful, the especially-Merciful"

January 16, 2023

Ref. PHTTE-00021-2023-JAPAN

**HONORABLE YOSHIHISA ISHIKAWA
CONSUL GENERAL
CONSULATE GENERAL OF JAPAN**

4th Floor, B.I. Zone Building, J.P. Laurel Avenue, Bajada, Davao City

Dear Consul General Ishikawa:

Assalamu Alaykum Wa Rahmatululahi Wa Barakatuh!
(May the peace, mercy and blessings of Allah be with you!)

Universal Islamic Center (UIC), the institutional partner of **Davao City Halal Industry Development Council (DCHIDC)** will be organizing the 8th Philippine Halal Trade and Tourism Expo (PHTTE), with a theme: **"Harnessing the Halal Ecosystem"**, which will be held on **May 25-27, 2023**, at the **SMX Convention Center Davao, SM Premier Lanang in Davao City, Philippines**.

This year's theme has great potential in:

- Advocating and promoting the development, training, and marketing of the Halal ecosystem.
- Facilitation of business meetings and plenary sessions,
- Integration of Halal e-commerce in mainstream business solutions to equip today's entrepreneur towards global excellence.

Different types of products, foods, tourism, and all related services from multiple agronomists, traders, producers, and Halal-related companies will be showcased. In addition to our Institutional Partners, The Brunei Darussalam-Indonesia-Malaysia-Philippines East ASEAN Growth Area (BIMP-EAGA) and embassies in Mindanao (Indonesia, Malaysia, and China) to exhibit and participate in their Halal and Halal potential food products, tourism and all related services.

Being one of our valued partners, we would like the Consulate General of Japan in Davao City on board with the 8th Philippine Halal Trade Expo 2023 as our institutional partner. This event is an excellent team-up with Japan and the Philippines, mandated to promote Halal under RA 10817 to make an impact on the Halal and halal potential agribusiness/agri-entrepreneurial, other agricultural subsectors and demonstrate its commitment to promoting the growth of the halal ecosystem. We believe this event will have a positive impact and provide valuable benefits to the local economy and be globally competitive.

Our **Executive Assistant, Eldy Mallari**, will be closely communicating with you as we move forward to our esteemed event. She can be contacted at **mobile 0932 869 5432** and emailed at uicphtte@gmail.com.

We look forward to a fruitful alliance with this PHTTE 2023!

May Allah grant you goodness! (Jazakallahu Khayr!)
Daghang Salamat!

Respectfully yours,

MARILOU W. AMPUAN, AL HAJJ
President and CEO, PHTTE

www.philhalaltourism.com
 09328695432 / 082 3211463
 D2 Galaxy Arcade Bldg., Ilustre St Davao City, Philippines



HALAL BOARD: R.A. 10817 PHILIPPINE HALAL EXPORT DEVELOPMENT AND PROMOTION ACT OF 2016





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Institutional Partner Package at PHP 500,000.00

Google Form Link : <https://forms.gle/32pjEh4ZBLc2tkWK8>

Media Exposure

1. Onsite interview.
2. Recognition of partnership and logo inclusions on all email blasts.




Company Name & Logo on All Event Promotional Materials

1. Event banners and tarpaulins for posting in government designated areas in Davao City and in nearby cities.
2. Event promotion on the government designated billboards in Davao City.
3. Event posters for posting in participating schools, companies and organizations.
4. Half page promotion in the Event Deck.
5. Company/Organization name in the Directory of Sponsors.
6. Promotional items insertion in loot bags to be given to all participants

Onsite Exposure

1. One (1) 2m x 2m booth with 1 table, 2 chair, & power socket.
2. Company/Organization name on fascia board.
3. Plaque of Recognition.
4. Logo inclusion in the event LED.
5. Live acknowledgement.
6. One (1) AVP playback during the event.
7. Three (3) slot for the B2B Session.
8. Provision for a 10-minute live product presentation or company promotion.
9. Provision for one (1) 2ft x 5ft standee.
10. Option to distribute Halal-friendly product samples, Leaflets, brochures, flyers, and other marketing collaterals.

Media Value : PHP 1,000,000.00

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PROVISIONAL PROGRAM




PHILIPPINE HALAL TRADE AND TOURISM EXPO 2023

SMX Convention Center

25-27 May 2023

DATE & TIME	ACTIVITY	
DAY 1 - May 25, 2023		
9AM – 11PM	Ecumenical Prayer / National Anthem Halal Culinary Food Parade by the 11 Tribes of Davao	Institutional Partners Department of Tourism
	MOA Signing (DCIPC, RHC, NEDA Director as Witnesses)	SME association (SME Business Centre & Networking), Malaysia Halal Research Council, Pakistan
1PM – 5PM	Real Estate and Tourism Welcome Remarks	Ricardo Iagdameo - DAMOSA Marilou W. Ampuan, Al Hajj President/CEO, PHTE - UIC
	Opening Message	Hon. Sebastian Z. Duterte City Mayor of Davao
	Keynote Message	His Excellency President R. Ferdinand Marcos Jr. Secretary of Department of Agriculture
	Message of Support	His Excellency Hisham Sultan Abdullah Alqahtani Royal Ambassador of Saudi Arabia to the Philippines Hon. Alfredo E. Pascual Secretary of Trade and Industry of Philippines - DTI Maria Belen Sunga Acosta Secretary - Mindanao Development Authority Nicholas Wong Owner - Regal Advantage Sdn Bhd, Kuching
	Ceremonial Gong with VIPs	Senator Cynthia Villar Ambassador of India to the Philippines Rep. Princess Rihan M. Sakaluran Chairperson, EAGA Affairs Committee Rep. Yasser A. Balindong Chairperson, Mindanao Affairs Committee Consul Generals Malaysia, Japan, China, Indonesia Honorary Consuls PCCI – VP Mindanao, Mr. Art Milan Minister Abu Ami Taddik Ministry of Trade Industry and Tourism Bangsamoro Autonomous Region in Muslim Mindanao Governor Reynaldo S. Tamayo South Cotabato President, League of Provinces of the Philippines Chairman, Union of Local Authorities of the Philippines
	Organic Agriculture	Institutional Partners Anthony Sales Regional Director - DOST Maria Belenda Q. Ambi Regional Director – DTI-XI Tanya Rabat- Tan Regional Director – DOT-XI Abel James I. Monteagudo Regional Executive Director – DA-XI
6:00PM	Question and Answer Dinner and Intermission	Senator Cynthia Villar Chairperson, Committee on Agriculture Facilitator – DA

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PROVISIONAL PROGRAM

PHILIPPINE HALAL TRADE AND TOURISM EXPO 2023 SMX Convention Center 25-27 May 2023

DATE & TIME	ACTIVITY	
DAY 2 - May 26, 2023		
	Plenary Sessions - HYBRID	
	Ecumenical Prayer to be followed by the National Anthem.	
9:30AM – 10:00AM	Coconut Trends and Opportunities: Potential for Halal Exports	Department of Trade and Industry
10:00AM – 10:30AM	Advancing Halal through Digital Economy	FUSIONEX
10:30AM – 11:30AM	Role of Certification in Halal Industry and Development: Market Access and International Recognition	JAKIM
11:30AM – 12:00PM	Question and Answer	Facilitators-DCIPC & DOT
12:00PM – 1:00PM	Intermission – Lunch	
1:00PM – 4:00PM	Strengthening the Role of MSMEs in the Halal Value Chain (20 mins each agency)	Department of Agriculture Department of Science and Technology Department of Tourism Department of Trade and Industry-Region XI BARMM
4:30PM – 6:00PM	Question and Answer Awarding of Plaques and Certificates B2B Sessions	Facilitator - DTI-National Facilitators - MINDA & DCIPC
DAY 3 - May 27, 2023		
	Ecumenical Prayer to be followed by the National Anthem.	
9:00AM – 11:30AM	Promotion of International Halal Programs (20 minutes presentation for each Diplomats)	Ambassador of the Kingdom of Saudi Arabia HE Shambhu S. Kumaran, Ambassador of India Consulate Office of Indonesia in Davao Consulate Office of Japan in Davao Consulate Office of Malaysia in Davao Consulate Office of China in Davao Philippine Airlines Cebu Pacific Air Asia
12:00NN – 1:00PM	Airlines Promotion	
1:30PM – 5:00PM	Intermission - Lunch	
	Updates on Halal Tourism Halal Cooperative Program	DOT Speaker from Cooperative Development Authority
	Access to Islamic Financing	Al Amanah ASA Philippines
	Access to Halal Certification	DTI-National and NCMF
5:00PM	Awarding of Certificates Intermission – Dinner	

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