

Activity Report
on
ASEAN Showcase The Philippines
at
ASEAN-Japan Hall

ASEAN SHOWCASE

**PHILIPPINE
EXHIBITION**

INNOVATION, CREATIVITY, NATURALLY PHILIPPINES

ASEANショーケース フィリピン展
2015.2.17 (Tue) - **19** (Thu) 10:00 ~ 17:00

I. Outline of ASEAN Showcase The Philippines

ASEAN Showcase the Philippines, featuring potential products from 14 Philippine companies, was held at the ASEAN-Japan Hall of ASEAN-Japan Centre (hereinafter referred to as “the Centre”) in Onarimon, Tokyo from February 17 to 19, 2015.

1. Duration: February 17 (Tue) – 19 (Thu), 2015
10:00 a.m. to 5:00 p.m.
2. Venue: ASEAN-Japan Hall
ASEAN-Japan Centre
1F Shin-Onarimon Building, 6-17-19, Shimbashi, Minato-ku
Tokyo 105-0004
3. Exhibitors: Total 14 Companies from the Philippines
4. Selection of Products:
Japanese expert was dispatched to Manila and visited the exhibition “Manila Fame” in October 2014.
Mr. Hironobu Sugihara, CEO, Sky Motion Co., Ltd.
5. Publicity:
 - a) E-mail Magazine
We sent out email magazine 8,624 addresses on February 3 and 8,422 on February 17.
 - b) Press Release
We sent press release to 274 media on February 3.
36 media cover posted the announcement
 - c) Direct Mail
We sent Direct Mail to 3,500 addresses on February 6.
 - d) Media Coverage
Japan Times
 - e) Number of Exhibitor’s Directory distributed: 500 copies

List of Exhibitors of ASEAN Showcase the Philippines

No.	Name of Exhibitor	URL
1	Adante Leyesa Atelier	www.adantecollections.com
2	Ai-She Footwear	
3	Aranaz	www.aranaz.ph
4	CSM Philippines, Inc.	www.csmphilippines.com
5	Delza's Native Products	
6	Floreia	www.floreia.com
7	Julie Anne's Handicrafts	
8	Lolo Bobby Handicraft	
9	Marsse Tropical Timber Plantations Inc.	www.MarsseTropicalTimber.com
10	Nature's Legacy Eximport, Inc.	www.natureslegacy.com
11	Nooks Manufacturing Intl. Corp.	www.pinabynooks.com
12	Oricon Corporation	www.oriconstonelight.com
13	Papel Handicrafts	
14	Tadeco, Inc.	www.tadecohome.com

II. Results of Business Meetings (February 17 and 18, 2015)

1. General Information

a) Business Meetings

Date: February 17 (Tue) and 18 (Wed), 2015

Time: 10:00 a.m. – 5:00 p.m.

Venue: ASEAN-Japan Hall of the Centre

b) Number of Participating Companies: 14

c) Number of Mission Members: 27(including 2 TPO officials)

d) Number of Visitors: 716 (2 business days, Average: 385 people per day)

e) Number of Business Meetings: 140

