



## WOFEX Manila 2024 Highlights

The WOFEX Manila 2024 event last July 31 - August 3, 2024 went above and beyond ; exhibitors, partners, clients, industry acquaintances, and the multitude of visitors and guests whose collective support propelled the event to success. The positive feedback from the exhibitors, who used words like "phenomenal," "worth it," "amazing experience," "good leads," "very happy," and "we are joining again" to describe their experience.

## The Preview: MITA GMM

Last August 14, 2024 The Meat Importers and Traders Association (MITA) Philippines recently held a general meeting to address several crucial issues impacting the meat import industry. The agenda included discussions on trade policies, regulatory concerns, and collaborative efforts with government agencies. Here are the key highlights from the meeting:

1. Extension of the lowered duty rate
2. Pork quota has not been released 100%
3. Consultative meeting regarding the shelf life or best before dates
4. UK Poultry approval for export to the Philippines
5. Partnership with DTI to lower prices
6. Delayed Issuance of SPS at around 10 to 12 days

All consecutive meetings were focused on maintaining supply stability, improving regulatory processes, and ensuring competitive pricing. The association continues to engage with government agencies to address these challenges and support the growth and food innovation of the industry.



Through WOFEX Manila, six UK exporters teamed up with AHDB to participate in the British Meat Pavilion. Their main goal was to explore and capitalize on the growing prospects for UK pork in the Philippines, which happens to be the third largest market for pork exports from the UK.

## DTI to lower retail price of Pork

On August 16, 2024, a consultative meeting occurred where the Department of Trade and Industry (DTI) called for a decrease in the retail price of pork. The gathering saw the active participation of key industry players, including the Meat Importers and Traders Association (MITA) represented by Jess Cham, Sherwin Choi, and a representative from Atkins, along with representatives from major supermarket chains such as SM, Robinson's, Puregold, and Metro.



## Consultation meeting on the Philippine National Standard on Edible Offals of Swine

On August 8, 2024, a consultation meeting was held to discuss the Philippine National Standard on Edible Offals of Swine. This meeting brought together stakeholders from various sectors, including government regulatory bodies, industry representatives, and consumer advocates, to review and potentially revise the standards governing the production, processing, and sale of swine offals in the Philippines.



**EXCLUSIVE INVITE**

## SPEAKING ENGAGEMENTS



### Philippine-British Meat Trade Briefing

Held July 30, 2024 at Mall of Asia, the recent event organized by the British Chamber of Commerce Philippines and the UK Agriculture and Horticulture Development Board, aiming to improve trade between the UK and the Philippines. The event focused on simplifying trade processes and ensuring food security. Fermin highlighted the BOC's achievements, including the implementation of the ASEAN Single Window System, which has made cross-border procedures easier.

### Canada Pork International

During the trade briefing on July 31, 2024, Jess Cham discussed the inefficiencies associated with redundant inspections such as etracc, X-ray, first and second border inspections. These multiple inspections were found to cause delays in the turnover of trucks and reefers, leading to increased operational costs.



### USA Poultry & Egg Expert Council (USAPEEC)

On August 1, 2024, a speaking engagement with USAPEEC was held and attended by Fritz Martinez, Marianne Dy, Jess Cham, Vicky Choi, and David Kawpeng. During the event, MITA team had the opportunity to meet Garrett Borkhuis, who then replaced Margaret Say following her retirement.



### UPCOMING EVENTS



**CONSULTATIVE MEETING**  
Customs Advisory Council  
August 30, 2024



**SPEAKING ENGAGEMENT**  
September 4, 2024,  
Wednesday, 8:30AM  
NMIS & BAFS  
Manila, Philippines



**ANNUAL ATTENDANCE**  
SIAL PARIS 2024  
October 19- 23,  
2024