Opportunities from the American perspective
Hello!/Kamusta!

I am Ferdinand B. Soriano

I am here because I love to promote Philippine’s’ finest next generation brand of products.

Founder of Planet63
Product Procurement & Logistics Management Specialist
Planet63
Product Procurement & Logistics Management
Company
Brief Story:
Pacific Link....a prelude to PLANET63
Fernando R. Soriano

Pacific Link International
Importer/Exporter
Commodities & Vehicles/Equipment
<table>
<thead>
<tr>
<th><strong>1980’s</strong></th>
<th><strong>NOW</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>Fax</td>
<td>Internet-Research/Vetting</td>
</tr>
<tr>
<td>Teletype</td>
<td>Internet-Communication</td>
</tr>
<tr>
<td>Landline/prepaid</td>
<td>Internet of Things-Apps</td>
</tr>
<tr>
<td>calling cards</td>
<td>Disruptors-Flexport</td>
</tr>
<tr>
<td>Library/Yellow Pages</td>
<td>Cell Phones</td>
</tr>
</tbody>
</table>
Opportunities!
Opportunities!
Opportunities!
Opportunities!
Whoa! That’s a huge Filipino market in the U.S.!

Closing in on that number

Median Annual Household Income $ 75,000
United States 29th largest supplier of goods imports in 2018

Philippine products...amazing

**Philippine imports into U.S.**

$12.6 billion in 2018

Up 8.4% from 2017 ( $972 million)

**Agricultural products $ 1.1 billion 2018**

Total success!
How do we use these tools to move trade forward?

Opportunities In The U.S. Market For Philippine Products
Leverage technology & collaboration to create opportunities

Key Relationships
- Philippine Consulate & Trade Offices in L.A.
- SBA, Trade Professionals
- Philippine DTI/Sourcing Agents
- Philippine manufacturers

Social Media/Ecommerce
- Facebook/LinkedIn
- Instagram/Youtube
- Amazon, Ebay & Specialty Websites

Logistics Management
- Utilizing & Managing relationships with Supply Chain
- U.S. Customs Brokers, Freight Forwarders, Warehouse, Fulfillment etc.
Shopsarisari.com

Premier e-commerce platform for showcasing Philippines Finest Next Generation brand of products.
Planet63.com

- Educate
- Facilitate
- Administrate
G.S.P.

- Generalized System Of Preferences
- Will be in effect until December 31, 2020
- Total of about 5,057 products
- This provides duty-free treatment to goods of designated beneficiary countries
Closing Thoughts
Thank You For Having Me Here!

Any questions?

You can find me at

- @planet63
- info@planet63.com