

**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

Tools of the trade in



1980's

- Fax
- Teletype
- Landline/prepaid calling cards
- Library/Yellow Pages

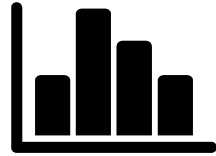
NOW

- Internet-Research/Vetting
- Internet-Communication
- Internet of Things-Apps
- Disruptors-Flexport
- Cell Phones

Opportunities!

Opportunities!

Opportunities!



4 million

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

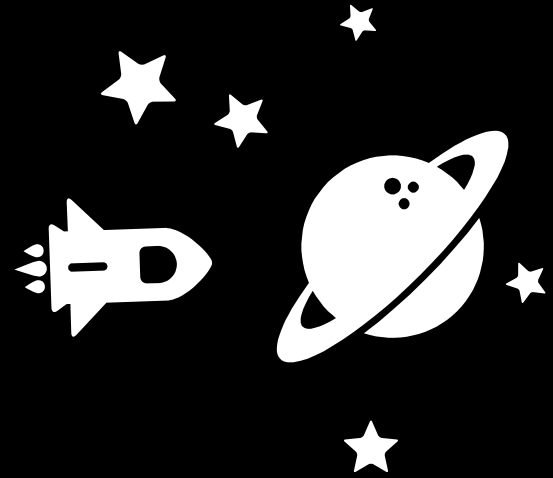
Up 8.4% from 2017 (\$972 million)



Agricultural products \$ 1.1 billion 2018

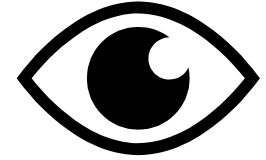
Total success!

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.

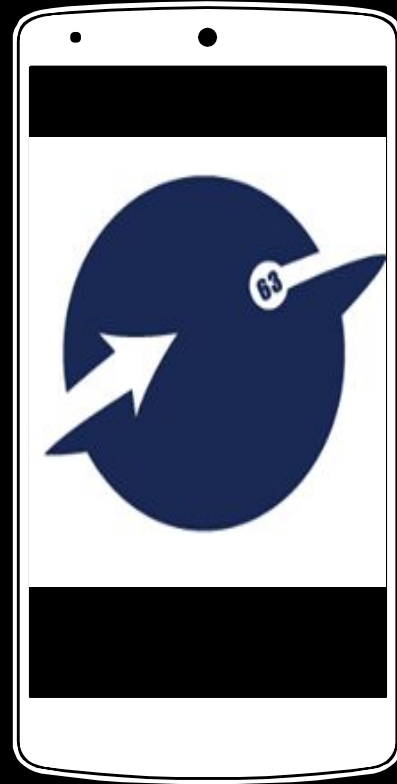
Shopsarisari.com

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

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- info@planet63.com