

**TPB Circular No. 2021 - 022A**

**TO : TPB MEMBERS  
DOT - ACCREDITED ESTABLISHMENTS**

**DATE : 11 August 2021**

**SUBJECT : INVITATION TO PARTICIPATE:  
*VIRTUAL PHILIPPINE BUSINESS MISSION AND TRADESHOW IN  
U.S.A, CANADA AND LATIN AMERICA / 4<sup>th</sup> Quarter 2021***

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The Tourism Promotions Board (TPB), in collaboration with the Department of Tourism (DOT) - North America Overseas Offices, invites you to the virtual Philippine Business Mission covering North America, Canada and Latin America this 4<sup>th</sup> Quarter 2021. The exact dates of the Business Mission will be advised once confirmed.

This is in keeping with the Tourism Promotions Board's efforts in positioning the Philippines as a tourism destination in its key markets during this pandemic. The first-ever two-day virtual Philippine Business Mission to the Americas fosters a network and creates a platform for Philippine-based tour operators and suppliers to generate business leads with the travel trade stakeholders in the North and Latin America and Canada markets.

Organizing virtual trade events has proven to be substantially effective at this time as it drives more attendees from countries, far and wide, for the Philippine tourism stakeholders to reconnect and reestablish relationships with foreign counterparts in preparation for the safe re-opening of the Philippine borders to foreign tourists and travelers.

The proposed program of activities includes:

- Business-to-Business (B2B) activities with the US and Canadian Trade (Day 1) and Latin America (Day 2);
- Customizable pre-recorded messages and country/product presentations at the virtual auditorium/theater;
- A reception booth, uploaded with videos and downloadable brochures for TPB/DOT representatives;

- Fifteen (15) individual booths for each participating Philippine company supplier (to be confirmed). This can be manned by one or more representative/s per company;
- Pre-arranged business appointments for 10-15 minutes will be set; and
- Creation of individual avatars for each participant/attendee who can go around the trading floor to chat, exchange digital business cards and visit other booths.

Interested participants are requested to accomplish and submit the attached Pre-Event Questionnaire and Participation Agreement Form, along with a valid TPB Membership Certificate and/or DOT Accreditation Certificate. **Participation fee is WAIVED as our way of supporting our industry partners towards recovery amidst the pandemic.**

Interested participants specializing in the aforementioned markets and with tour packages on culture and heritage, culinary and adventure packages like diving and surfing will be given priority to maximize their participation.

The deadline for registration and submission of requirements will be ***on or before 15 September 2021***. For further queries, please contact ***Ms. Nelia B. Ramos*** through email address: ***nelia\_ramos@tpb.gov.ph***.

Thank you, and we look forward to your active participation in the Virtual Philippine Business Mission to the U.S.A, Canada and Latin America 2021.



**MARIA ANTHONETTE C. VELASCO-ALLONES**  
Chief Operating Officer