



Republic of the Philippines  
**OFFICE OF THE SECRETARY**  
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**SPECIAL ORDER**

No. 700

Series of 2024

**SUBJECT: AUTHORITY TO PARTICIPATE IN THE MANILA FOOD AND BEVERAGES EXPO (MAFBEX) AND CONDUCT OF INVESTMENT FORUM**

The MAFBEX is the country’s biggest gathering of iconic pillars and outstanding newcomers of the food trade. Through this platform, the food and beverages exhibitors not only showcase their latest offerings but also promote their brands and foster meaningful business collaborations.

In the interest of service and as part of the continuing support to agri based MSMEs and Young Farmers Challenge (YFC) Awardees in the promotion of their products to both local and international markets, the DA-Agribusiness and Marketing Assistance Service (DA-AMAS), in coordination with DA-Regional Field Offices-Agribusiness Marketing Assistance Division (AMAD) is hereby authorized to participate in the **MANILA FOOD AND BEVERAGE EXPO (MAFBEX)** on June 12-16, 2024 at the World Trade Center, Pasay City.

Further, taking the opportunity of the presence of the exhibitors, institutional buyers, potential investors and other visitors in the MAFBEX, the AMAS- Agribusiness Investment Promotion Division (AMAS-AIPD) is hereby authorized to conduct an Investment Forum to generate and promote private investments by providing information on business opportunities and facilitate innovative business ventures.

The authorized participants in the above activities are as follows:

<b>EVENT/ACTIVITY</b>	<b>PARTICIPANTS</b>	<b>NUMBER OF PARTICIPANTS</b>
MAFBEX	AMAS	10
	AMAD	16
Investment Forum	AMAS-AIPD	10
	Resource Persons	6
	<ul style="list-style-type: none"> <li>• YFC Awardees</li> <li>• Agri-based MSMEs</li> </ul>	32 25

Expenses in the participation in MAFBEX in the amount of PhP 700,000.00 to cover booth space rental, construction of booth, marketing, promotion and other amenities while expenses in the amount of PhP100,000.00 for the conduct of Investment Forum such as venue, meals of the participants, and token for the resource persons; and travelling expenses and per diems of DA AMAD participants and other participants shall be chargeable against FY 2024 Young Farmers Challenge Fund, respective office's funds, subject to existing accounting and auditing rules and regulations.

This order shall take effect immediately and shall be considered revoked upon completion of the event. All order, memoranda, and issuances inconsistent herewith are deemed revoked.

Done this 10<sup>th</sup> day of May 2024.



**FRANCISCO P. TIU LAUREL JR.**

Secretary

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