



**Brief Origin story:  
Pacific Link...a  
prelude to PLANET63  
( “Side Hustle” & “Giving Back” to  
Lingayen, Pangasinan ) l**

**HE DOES NOT KNOW I USE HIM AS AN EXAMPLE. LOL!**

# **Fernando R. Soriano**



## **Pacific Link International**

Importer/Exporter

Commodities &  
Vehicles/Equipment

# Tools of the trade in .....



## 1980's

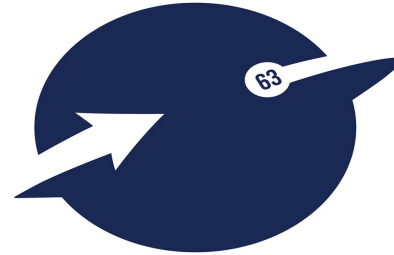
- Fax
- Teletype
- Landline/prepaid calling cards
- Library/Yellow Pages

## 2021

### Internet-Research/Vetting

- Internet-Communication
- Internet of Things-Apps
- Disruptors-Flexport
- Cell Phones (Viber, Zoom etc.)

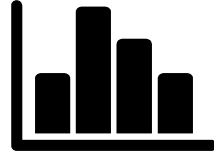
# Planet63



- **“63” IS THE COUNTRY CODE OF PHILIPPINES**
- **An amazing place full of potential**
- **EXPORT MARKETING & LOGISTICS  
MANAGEMENT CO.**



- ***Imagine yourself as an aspiring importer of Philippine products***
- ***Opportunities, Opportunities & Opportunities***



U.S. Census 2019

# 4 million

**Whoa! That's a huge Filipino market in the U.S.!**

**Maybe more.....2019 Closing in on that number**

**Median Annual Household Income \$ 75,000**

**Amazing Consumer & Influencer Population**



## **Philippines was the 28th largest supplier of goods imports in the US for 2019**

Philippine products....amazing but can improve

### **Philippine imports into U.S.**

### **\$12.8 billion in 2019**

Up 1.5% from 2018 ( \$187 million)

### **Agricultural products \$924**

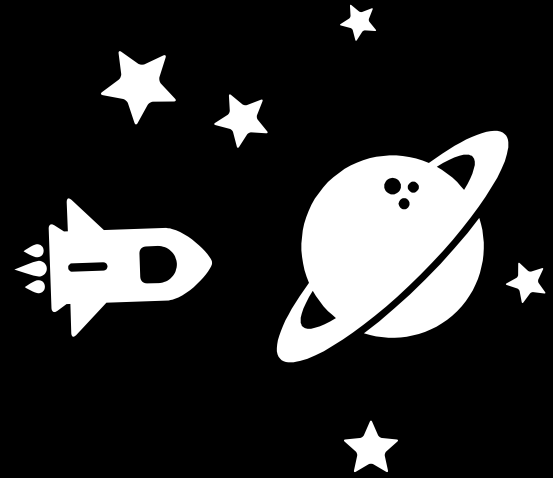
### **million 2019** tropical oils , processed fruit & vegetables, fruit &

vegetable juices, tree nuts and raw beet & cane sugar).

Plenty Of Room For Growth.



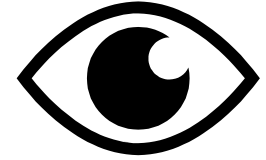
**How do we use these  
tools to move trade  
forward? Basic thoughts.**



Opportunities In The U.S. Market For Philippine  
Products-Become A Global Entrepreneur



# Leverage technology & collaboration to create & capitalize on 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.

# **SOURCING**

## **(Exploratory Phase)**

- What product do I sell? Google trends & Amazon
- Where can I find it? Start with TradelinePhilippines
- How do I find it? DTI & Govt Agencies, US Commercial Svcs., Philippine Chambers of Commerce and internet

# **SHIPPING**

## **(Exploratory Phase)**

- What is the cost of shipping products from the Philippines to the US?
- How do I make sure that the products are US compliant?
- Get Rate Quote For LCL and FCL (Sample Shipping)

# **SELLING**

## **(Exploratory Phase)**

- **Do you sell it online? wholesalers? distributor? Retailers?**
- **Create and online store? Shopify, Amazon your own website (ShopSariSari.Com)**



**Philippine Embassy in Washington D.C. said Philippine exports that are eligible for duty-free or preferential tariff under the US-GSP scheme will now pay the most-favored nation (MFN) rates. (Save Money) MOST FAVORED NATION**

**Filipino culture, personalities and food are becoming very popular in the US.**

# **CALL TO ACTION**

## **Discovery Phase**

- 1. ASK Ferdinand for a FREE PHONE CONSULTATION.**
- 2. Watch Planet63: From Local To Global To Learn**
- 3. Strongly joining the Chamber (FACC-GP) Focused On Trade**

# **Thank You F.A.C.C. of GP!**



**Any questions?**

**You can contact me at**

- **Facebook @planet63, LinkedIn**
- **info@planet63.com**