

## Trade Trends

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## RP trade mission to Canada in '81

The Ministry of Trade has asked the Philippine Export Development Association to participate in a trade mission to Canada next year.

PEDA's participation was announced by Norberto Romualdez III, officer in charge of the Bureau of Export Promotion of the Ministry of Trade. Romualdez explained that it is now the policy of the ministry to have only members of accredited trade organizations, chambers and industry associations as participants in trade missions to properly screen, and coordinate the demands for their products, should they get favorable responses from the contacts they make.

Trade mission by Pedro Bautista, export manager of Adriano Merchandising; Ceterino Rosendo, president of Nena's Handicraft; Angela Abris, secretary of Rammil Handicraft; Rosa Alamo, president of Almar's Foundation Garments; and Elsie Bauron, assistant manager of Elita's Handicraft Industries.

Romualdez said this accreditation and recruitment scheme will ensure that the participants in trade missions are properly screened, and coordinate the demands for their products, should they get favorable responses from the contacts they make.



**ALLIED PASAY BRANCH** - Allied Banking Corporation's Pasay branch along Taft Avenue, Pasay City, was inaugurated recently. Shown cutting the ceremonial ribbon is Mrs. Jacinto Javier, wife of the president of the Pasay Filipino Chinese Chamber of Commerce, the principal sponsor. Assisting her are Willy Cho, Allied Bank vice-chairman (extreme left) and the branch manager, Mrs. Jessa Reyes.

## Firm now exports rubber belts

A local pioneer enterprise appears to be making inroads into the export markets for rubber belts which used to be dominated by highly developed countries.

Philippine Belt Manufacturing Corp., a pioneer firm registered with the Board of Investments has shipped \$76,538 worth of V-belts and flat transmission belts to different countries including Canada and Australia.

The company said the Permaco Specialties Ltd. of Montreal, Canada, has placed an order for \$22,100 worth of V-belts, while an Australian firm has ordered around 2,000 pieces through the National Steel Trading Corp.

Earlier, Philbelt shipped \$48,305 worth of transmission belts to T.B. Asia Jaya, a firm in Bara, Indonesia.

M.S. Baig Bro. and M.S. Chaudhry & Co., both located in Lahore, Pakistan, also placed substantial orders for V-belts, the sources said.

Under the conditions imposed by the BCI, Philbelt is entitled to export the excess of domestic demand.

This excess is expected to increase substantially as a result of a joint venture the company entered into two years ago with Bando Chemicals, one of the largest manufacturers of industrial belts in the world.

## Marketing men told: be flexible and innovative

Marketing practitioners in a crisis environment have to be flexible and innovative in order to respond properly to the exigencies of the times, PMA's 11th national marketing conference chairman Gregorio Araneta II, said.

The occasion was a luncheon hosted by Araneta for a briefing on the forthcoming 11th national marketing conference scheduled for July 22, 23 and 24, 1980, at the Philippine Plaza, under the auspices of the Philippine Marketing Association (PMA).

PMA's annual conference is expected to draw some 300 delegates from the country's marketing practitioners, from both the private and the government sectors.

Elaborating on his statement, Araneta, who is also deputy minister of tourism, cited the unprecedented success of the country's tourism industry.

This success, Araneta said, can be traced back to how extensively MOT's marketing program was planned and implemented, promoting the Philippines as, among other things, Asia's premiere convention center.

Araneta also underscored the significance of government concern and support of the program, specially that of President Marcos and the First Lady, and the dedication of Minister Asaneta, in seeing to it that the plans are implemented.

He pointed out the need for marketing planners to be flexible and decisive. In a crisis environment caused by worldwide developments, we can no longer just rely on what textbooks say, rather, we have to be innovative and be ready to adjust, or act upon exigencies as they arise, Araneta added.

Too many corporations, the 11th NMC chairman said, have gone down the drain because they failed to keep tuned to the times.

The 11th national marketing conference, he said, has been meticulously planned in support of this argument, as gleaned from the various subjects included in the three-day program.

The 11th NMC chairman invites all the country's marketing men to join this conference, by getting in touch with the 11th NMC secretary, tel. 86-17-71.

## People in the News



The management of Tanduay Distillery, Inc., recently announced the appointment of Celso L. Lobregat as general manager of the company. Before his appointment, Lobregat was sales manager of Elizalde International Philippines, Inc., exclusive distributor of Tanduay Rhum. He has been with the Elizalde group since 1972 after finishing a masters degree in business administration at the Asian Institute of Management (AIM). Lobregat was directly involved in the introduction into the market of Tanduay ESQ and ESQ Premium.

Norman Teui, Burroughs, Limited general manager, recently announced the appointment of Florencio S. de la Cruz as field engineering manager, Philippine subsidiary, in line with the company's objective of extending excellent customer services. De la Cruz, a product of the Mapua Institute of Technology and an 8th placer at a mechanical engineering board exam, has been with the company for 30 years starting as an F.E. trainee. He has been designated zone F.E. manager, F.E. sales manager, to F.E. manager, the last position he held prior to his new post.

Nigel M.S. Rich, president of Lincoln Philippine Life Insurance Co., Inc. (LPL) has announced the appointment of Ramon A. Zamora to the new position of group life manager of the company. Rich said the creation of the position is in line with the company's expansion thrust in the area of group life insurance. At present, LPL is the country's third ranking life insurance firm in terms of ordinary in-force business. Zamora is a BSC Management degree holder of Trinity College and has trained with Travellers Insurance Company in Hartford, Connecticut.

### Election

Lawyer Jose Agaton "Tony" R. Sibal was recently elected district governor of Rotary International, District 380, at the 75th anniversary Rotary International Convention held in Chicago, Illinois, USA last June 1-5, 1980. Sibal is the vice-chairman of Alemas (Sibal and Sons) Inc., and president of Phoenix Press, Alemas's Makati, Inc., Central Book Supply and Central Lawbook Publishing Co., Inc. His term of office is from July 1, 1980 to June 30, 1981.

### Business talks

Glenn M. Cooper, export sales manager of Dennison International Company, Carter's division, was in town to finalize negotiations with Roland R. Thompson, president of The Rennolds Enterprises, Inc. for its marketing expansion. They discussed the launching next month of Carter's Supermidnight Film Carbon which is made with miracle Mylar polyester film.

## Business Briefs

### Warning to outdoor advertising firms

It has come to the attention of the OAAP President, Andres T. Salonga, that there are outdoor advertising companies who have not applied for membership in the Outdoor Advertising Association of the Philippines, the implementing arm of the PCPM in the enforcement of the code of ethics and standard practice by-laws and regulations promulgated by the Philippine Council for Print Media, Metro Manila Commission, and PD 1096, the National Building Code. All outdoor advertising practitioners who have not date applied for membership with the OAAP must immediately file an application within 15 days of this notice. Furthermore, all OAAP registered firms who have outstanding accounts payable with the association must settle their obligations within 15 days of this notice, otherwise, their PCPM registration shall be immediately cancelled, and their continued operation shall be deemed illegal and appropriate steps taken to effect their closure.

### Manila Machinery wins award

Gerardo R. Lipardo, Jr., executive vice-president and general manager of Manila Machinery & Supply Co., Inc. (MMSC) recently announced that the Toledo "Number One in Sales" award for 1979 went to Manila Machinery. The award was given in recognition of Manila Machinery's sales and after-sales service performance making it the highest rated out of 30 competing worldwide Toledo distributors. Toledo Scale Company, manufacturers of the world-renowned Toledo scales, is exclusively distributed in the Philippines by Manila Machinery.

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**MOSLER CONSULTATIONS** - Executives of Fuji-Seiko, a joint venture of Mosler Safes, USA, were in Manila recently for consultations with officials of Elizalde International, Philippine distributors of Mosler safes and vault doors. They visited the new head offices of the Bank of P.I. where Mosler physical equipment is extensively used. Heading the Fuji-Seiko delegation is Kinichi Sawai, chairman of the board (fifth from right). With him are Kiyohiko Yokoi, overseas department manager, and Toshiro Inada, managing director. Others from left are Vicente Aquino, senior vice-president, BPI; Ramon Llanos, assistant general manager, Elinart; Ariston Estrada, Xavier Lozano, executive vice-presidents, BPI; and Jesus Bilbo, general manager, Elinart.