

SPEECH BY
PRESIDENT FERDINAND R. MARCOS JR.

AT THE
TANYAG: AN EVENING WITH INTERNATIONAL TRADE PARTNERS

[Delivered at Grand Ballroom of Shangri-la The Fort in Taguig City | 3 March
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Thank you very much, our Trade and Industry Secretary Alfredo Pascual. *[Oh please, take your seats]*

House Speaker, Speaker Martin Romualdez and the members here of the House of Representatives; the excellencies of the diplomatic corps; Center for International Trade Expositions and Missions Executive Director Edward Ferreira; my fellow workers in government; other distinguished guests; ladies and gentlemen, good evening.

I am extremely happy to be able to come and to be with you this evening. Although, I must admit, I'm feeling a little bit underdress. Had I known that this is a black tie event, I could have dusted off my tuxedo as it has been in storage for a long time. It turns out that there are very few opportunities to wear a tuxedo during a political campaign.

But we welcome this event with pride and excitement as we showcase Philippine-made products for Filipinos and for the rest of the world.

The Department of Trade and Industry, through its Center for International Trade Expositions and Missions, has organized this activity where we promote the Filipino brand of excellence.

In this age of economic transformation, we note the important role of our local and foreign trade partners, organizations, and stakeholders to the country's export performance in the past years.

And seeing all of you here—particularly our trade diplomatic partners, legislators, partners from foreign embassies, private, and government sectors—gives me this renewed sense of hope that we will indeed rise above the economic setbacks and emerge stronger than ever.

I stand before you as an ordinary Filipino first, before anything else.

I am a citizen who knows the ingenuity of our people and the trademark of quality that we are all capable of. It always gives me great pride that we always weave aspects of our own heritage into the products that can be recognized for its worth.

After all, this momentous gathering is aptly entitled *Tanyag*, a Filipino word that means notable, famous, celebrated, and outstanding.

I believe that these are the words that appropriately describe the essence of Filipino products and services; that no matter where you are in the world, our offerings come with a uniqueness that cannot be found elsewhere.

And thus, I know in my heart, that the Philippines is a reliable partner and sourcing destination for various trade sectors such as home, fashion, lifestyle, food, creative, and sustainability.

Since taking office, I have ensured the implementation of initiatives that will make the Philippines an ideal player in the export sector.

For instance, we are creating high-value and competitive Philippine products and services capable of serving the needs of consumers and producers worldwide.

Various initiatives and reforms have likewise been made for an enabling environment for businesses.

Moreover, digital transformation initiatives are ongoing to spur economic activities and to allow us to make transactions faster and more securely, than we have ever had before.

Beyond this, the government is also exerting utmost efforts to improve the country's infrastructure and expand domestic capabilities necessary for the development and growth of the export sector.

Our campaign to attract foreign investments are also aimed at facilitating technology and knowledge transfers to local industry and creating a robust export ecosystem within our country.

We are also intensifying our trade promotion activities to help open opportunities for small businesses in the global market.

And on this note, once again, the DTI will expedite the completion of the Philippine Export Development Plan 2023-2028 to implement a holistic plan that will align the priorities of concerned stakeholders, produce quality export products, and to further expand their reach across the globe.

Ladies and gentlemen, as we step out of the shadows of the economic setbacks that we have experienced in the past few years, I invite you to see the break of day here in the Philippines.

In the years ahead, you will see that the Philippines will be a destination of choice when it comes to doing business– where innovation, excellence, and sustainability meet with Filipino creativity and ingenuity to secure the needs of our time.

With your support, I am confident that we will be able to demonstrate the true meaning of *Tanyag* and celebrate our collective success in the years to come.

Thank you all very much. *Maraming salamat po at magandang gabi po sa inyong lahat.*

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