



REPUBLIC OF THE PHILIPPINES

PHILIPPINE CONSULATE GENERAL

LOS ANGELES, CALIFORNIA



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## FIL-AM ENTREPRENEURS IN LAS VEGAS SHARE BEST PRACTICES IN THE TIME OF COVID-19



Los Angeles, CA, 22 September 2021 – General Edgar B. Badajos visited three (3) Filipino-American owned businesses in Las Vegas as part of the Philippine Consulate General's economic diplomacy efforts and consular outreach mission to the city on 18 to 19 September 2021.



Businesses that were visited include Saladmaster Precious Cooking (Las Vegas Branch), Sunrise Travel & Tours, and Calderon Medical Group.



From the visits, Consul General Badajos learned that Filipino-American owned businesses in Nevada generally managed to stay afloat in the midst of the pandemic by leveraging virtual platforms, creating innovative programs, and partnering with targeted groups in the community.

The owner of Saladmaster-Vegas branch said that to survive the impacts of the CoViD-19 pandemic, she intensified her online marketing campaign. On the other hand, Sunrise Travel Tours, the oldest and biggest Filipino-owned business of its kind in Nevada, came up with creative tour promotional packages to continue enticing clients. Calderon Medical Group partnered with a local senior's group to help seniors maximize use of their Medicare insurance, especially when they are out of the United States.

Joining the Consul General in the visits were Information Officer Ms. Mary Grace "Joss" D. Leaño, Protocol Officer Mr. Elvis M. Tamayo and Mr. Bernie Benito, a FilCom leader in Las Vegas, NV. END.