



REPUBLIC OF THE PHILIPPINES

PHILIPPINE CONSULATE GENERAL

LOS ANGELES, CALIFORNIA



Press Release  
EBB-053-2022

## PhilConGen LA Promotes Filipino-owned Small businesses and Holistic Wellness



28 July 2022, Los Angeles –The Philippine Consulate General in Los Angeles conducted a fair and seminar dubbed, *"B-Well: The Business of Wellness"* on 29 July 2022 at its Community Hall. The event aimed to promote entrepreneurship, as well as support the expansion in the U.S. of Filipino-owned small businesses. that offer food and products that promote holistic health and wellness among Filipino-Americans.

On behalf of Consul General Edgar B. Badajos, Deputy CG Ambrosio Brian F. Enciso III delivered welcome remarks expressing appreciation to the participating organizations and urged the audience to learn from the speakers and visit the booths of Filipino-owned small to medium-size enterprises (SMEs).



Talks were delivered by reps from the Cedars-Sinai Medical Center and the Filipino American Services Group, Inc. regarding helpful tips to begin living a healthy lifestyle and avoid diseases like cancer, as well as mental/emotional distress. Pili Ani U.S.A. shared some tips on maintaining a healthy skin-care routine using its organic products made of pili oil and elemi oil.





emPHorium's business partners briefly introduced their companies and allowed the participants to try their products out by visiting their respective booths, these included SEKAYA Global, B.I.G. "Gusto" Brand, Chemrez MCT Oil, M2 Malungay Drink, Saint C, Calamansi Extract, Heavenly Care and Tropical Shop.



*emPHorium Founders (from left to right) Mr. Ferdinand Soriano simultaneously conducting a livestream regarding the event; Ms. Cristina Espiritu showing the products of emPHorium's business partners; Ms. Christine Consunji presenting Pili Ani's skincare products. (From left to right) Participants imitating FASGI speaker in tapping their body parts to relieve stress.*



*Also present in the event was Dr. Fatima Bustos-Choy, a life coach and author of the book entitled, "More than Money: Five Paths to Abundance and Success for Inner-Centered Entrepreneurs."*

During the reception, the Consulate General offered healthy refreshments such as fresh pasta salad, tofu skewers, gluten free banana bread, different kinds of cheeses, fruits and aguas frescas.

The livestream of the event can be viewed here:  
<https://fb.watch/eAeQrVjmN3/>  
 END.

