



REPUBLIC OF THE PHILIPPINES

PHILIPPINE CONSULATE GENERAL

LOS ANGELES, CALIFORNIA



Press Release

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PHILCONGEN LA PROMOTES PHILIPPINE TRADE, INVESTMENT AND TOURISM OPPORTUNITIES AT THE INTERNATIONAL ASIAN AMERICAN BUSINESS EXPO



Consul General Adelio Angelito S. Cruz (third from left) joins IAABE lead organizer and COFACC President Mr. Gerry Palon (left-most), Indian Consul General Dr. K.J. Srinivasa (2nd from left), Torrance City Council Member David Kartsonis (3rd from left), Torrance City Mayor Pro-tem Asam Sheikh (center), Myanmar Consul General Win Lei Phyu (2nd from right), and COFACC Executive Board Member Ms. Ethel Luzario at the ribbon-cutting ceremony for the opening of IAABE 2026 Business Expo on 07 August 2026.

LOS ANGELES, CA - The Philippine Consulate General in Los Angeles joined six other Consulates and Consulates General (India, Indonesia, Malaysia, Mexico, Sri Lanka and Cambodia) and 80 various businesses at the 3rd International Asian American Business Expo (IAABE 2026), held on 07-08 August 2026 at the Torrance Marriott Redondo Beach in Torrance, California.

Organized by the Coalition of Filipino American Chambers of Commerce (COFACC), the two-day event brought together business leaders, entrepreneurs, government and consular representatives, and exhibitors for discussions on international trade, investment, market access, entrepreneurship and other opportunities for economic cooperation.

At the Consuls General Roundtable plenary session on the sidelines of IAABE, Consul General Adelio Angelito S. Cruz promoted the Philippines as a strategic gateway to ASEAN.

Consul General Cruz encouraged investment in the Philippines' semiconductor, electronics, high-tech manufacturing, logistics and infrastructure, IT-BPM and digital services, and renewable energy sectors. He also encouraged seizing the opportunities presented by the Pax Silica project and the development of the Luzon Economic Corridor.

Consul General Cruz also invited prospective U.S. investors to seek both the Philippine Consulate General and the Philippine Trade and Investment Center - Los Angeles (PTIC-LA), which serves as a direct link to the Department of Trade and Industry and the Board of Investments, for assistance in navigating available investment incentives and opportunities in the Philippines.



Joining Consul General Cruz at the Consuls General roundtable were Consul General K.J. Srinivasa of India, Consul General Achini Perera of Sri Lanka, and Consul General Win Lei Phyu of Myanmar. Ms. Jessica Rodriguez of Bilyonaryo News moderated the discussion.

Photo on the right: Consul General Adelito Angelito S. Cruz (third from left) with fellow Consuls General and organizers following the Consuls General Roundtable at IAABE 2026

Showcasing the Philippines at the IAABE 2026 Expo

Throughout the two-day Expo, the Philippine Consulate General, together with the PTIC-LA and the Philippine Department of Tourism in Los Angeles (PDOT-LA), maintained a Philippine country booth showcasing the country as a destination for trade and investment as well as tourism. In particular, the team promoted the upcoming Very Important Pinoy (VIP) Tour: Winter Escapade scheduled on 7 – 17 February 2027, the flagship Philippine tourism program for the Filipino community in North America organized by the Department of Foreign Affairs, through its U.S. and Canadian foreign service posts, with support from the Department of Tourism.

Honoring Exemplary Civic and Organization/ Corporate Leaders

The IAABE 2026's culminating activity was the presentation of the IAABE International Honors to individuals and organizations / corporations whose leadership and service contributed to the improvement of their respective communities. The awardees represented the communities of the seven participating Consulates General.

The awards representing the Filipino-American community were received by former Philippine Honorary Consul in San Diego, Mr. Audie J. de Castro (individual category), for his dedicated service to the Filipino communities in San Diego County and for his consistency and determination in promoting the Philippines an economic destination. Corporate business NGA 911, represented by its Chief Financial Officer, Ms. Charmaine Francesca "Ishka" Villacisneros-Tusjakova, received the award for the corporate category, in recognition of their

company's efforts to bring to the Philippines a unified emergency response system modeled after the U.S. 911 system.

The Consulate General, together with PTIC-LA and PDOT-LA, participated in the IAABE 2026 as part of its continuing efforts to work with Filipino-American business and community platforms to promote the Philippines and strengthen opportunities for economic engagement between the Philippines and the United States. **END**



The Philippine Country Pavilion at IAABE 2026, organized by the LA PCG, PTIC-LA and PDOT-LA at IAABE 2026.



Former Philippine Honorary Consul in San Diego Mr. Audie J. de Castro (2nd from left) and NGA 911 United States Chief Financial Officer Ishka Villacisneros-Tusjakova (2nd from right) receive the IAABE 2026 Legacy Awards from Consul General Adelio Cruz (center), COFACC President Mr. Gerry Palon (left-most) and COFACC Executive Board Member Ms. Ethel Luzario (right-most).