

**PRESIDENT FERDINAND ROMUALDEZ MARCOS JR.'s
SPEECH AT THE DTI-BAGONG PILIPINAS NATIONAL FOOD FAIR 2025**
SM Megamall, Mandaluyong City
April 9, 2025

(00:00:00)

Thank you, DTI Secretary, Secretary Cris Roque.

Please be seated.

The Excellencies of the Diplomatic Corps; Tourism Secretary, Secretary Christina Frasco; Special Assistant to the President on Investment and Economic Affairs Secretary Deck Go; Vice Chairperson of SM Investments Corporation Ms. Tessie Sy-Coson – our invaluable and strong partner in developing these opportunities for [applause] our MSMEs. Thank you, thank you so much for all of your help.

And, of course, with us today is – one of those rare occasions where we are together, First Lady Louise Araneta-Marcos; [applause] Nanay Baby is also here to push the Kapampangan products; the MSME Enterprise exhibitors; other distinguished guests; ladies and gentlemen. Good afternoon!

It is a delight to see and to smell the delectable array of food products that we have here today.

Litaw na litaw ang mga kulay, at sasalubong sa iyo ang katakam-takam na amoy ng mga pagkaing Pinoy—na talaga naman ay malinamnam!

This April, we are celebrating the Filipino Food Month—an important occasion where we honor valued traditions passed down through generations, reflecting our identity as Filipinos through the food that we prepare and enjoy.

Marami na rin ang mga dayuhan na humahanga sa kakaibang sarap ng ating mga pagkain. Kaya sana tayo namang mga Pilipino mismo ay manguna sa pagkilala sa iba't ibang putahe na gawa ng lutong Pinoy.

This National Food Fair is more than a gastronomic celebration of our rich and diverse culinary heritage. It is a testament to the incredible talent, ingenuity, industry of our local farmers and artisans—who bring pride and honor to our country.

From homemade jam, hand-crafted cheese, delicious bites, sips [to] well-packaged cocoa bars—each of them represents the very heart and soul of Filipinos.

(00:02:29)

From the northern highlands of Luzon, the central islands of the Visayas, to the southern seas of Mindanao—we have found the very best of what our people can offer.

So, congratulations to all the participants, mga exhibitor, mga organizer na pinagtiyagaan ito at ginawa lahat upang maging matagumpay itong National Food Fair natin.

At masasabi ko sa nakikita ko naman, congratulations dahil matagumpay talaga itong inyong ginawa. [applause] Marami po kayong matutulungan na mga maliliit na negosyo.

I would, of course, acknowledge the efforts of the DTI for introducing the DTI Bagong Pilipinas Marketplace platform. [applause]

This is very important because this is using the digital technology to expand markets, to expand supply chains, to make more efficient the delivery of goods and services. And it is something that will immediately take... Kung iisipin ninyo, iyong maliliit na mga tindahan, iyong maliliit na restaurant, iyong maliit na mga negosyo, pagka nagamit na nila itong bagong app natin ay hindi lamang iyong mga nakatabi nila, hindi lamang ang mga kapitbahay nila ang kanilang kausap at kanilang binebentahan o sine-service-an at gumagawa ng hanapbuhay, kung hindi lahat na nang ma-contact sa itong bagong app na ito. Kaya't napakahalaga itong ginawa natin ngayong araw na ito.

It is an initiative set to become a robust business-to-business e-commerce platform that will highlight the products and services that are Proudly Filipino.

It marks a significant milestone in the digital transformation of our local industries.

The platform will empower MSMEs by providing them a space where their products can be seen, recognized, and valued by a wider market.

At alam naman po natin na ngayon dahil nga sa Internet, dahil sa digital space, hindi na importante kahit na kung nasaan sa mundo, kaya nilang makita ang magiging produkto ninyo. Kaya nilang mag-contact sa inyo. Kaya nilang gumawa ng paraan para magkaroon nga sila – eh sila’y maging buyer ninyo, sila ay magiging supplier ninyo. Iyan ang mahalaga dito sa app na ito.

But beyond that, it will also focus on sustainability, on product innovation, and the adoption of new technologies in food processing and manufacturing.

The DTI will lead the implementation of a sustainable framework that aims to ensure the long-term functionality and support for MSMEs in today’s digital economy.

We must therefore work hand in hand to provide our local businesses with the knowledge and the resources that they need to navigate this new digital landscape.

But we are also committed to ensuring that our entrepreneurs and consumers are protected through secure cashless payment systems.

Indeed, the DTI Bagong Pilipinas Marketplace is designed to create greater opportunities for our MSMEs, for them to thrive and to expand their reach.

With every online order that is placed, we are not only supporting the local products and services of our MSMEs, we are helping our Filipino entrepreneurs realize their dreams.

We are validating our local producers’ capability to create high-quality products worth every peso, every centavo, and can be marketed internationally.

Such initiatives and support stand as essential pillars in ensuring that our MSMEs remain competitive in an ever-changing market.

With these efforts to strengthen our local industries, we are indeed positioning the Philippines as a prime investment destination.

Let this event also serve as an open invitation to more potential investors—both Filipinos and foreigners alike—to take part in the opportunities that the Philippine markets offer.

I would also like to extend my heartfelt appreciation to our private sector partners for your continued support to the projects and programs of government.

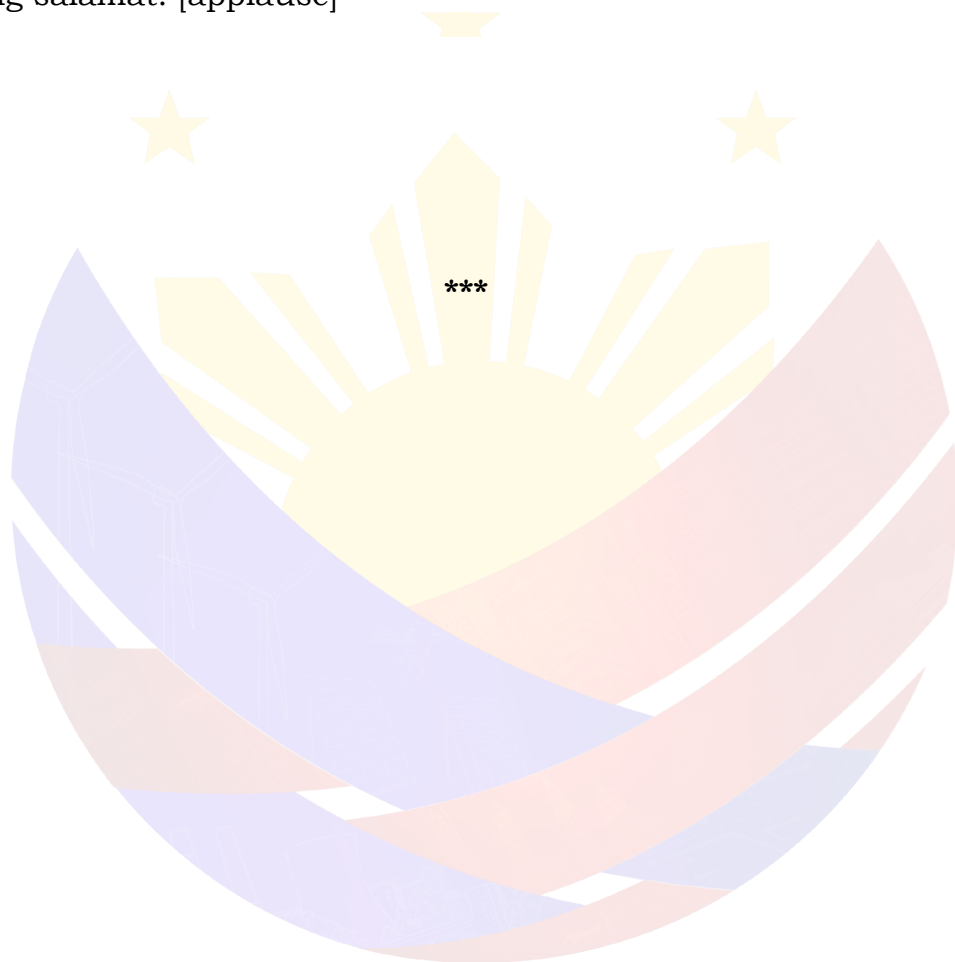
Let us continue to champion our homegrown products, elevate them to new heights, and embrace the brilliance of Filipino craftsmanship and

ingenuity. Patuloy nating tangkilikin ang sariling atin. Palakasin pa natin ang industriyang Pilipino.

And may the continued success of our MSMEs inspire generations of entrepreneurs and innovators— all working towards a more prosperous and productive Philippines.

Mabuhay ang mga negosyanteng Pilipino! Mabuhay ang Bagong Pilipinas!
Maraming salamat. [applause]

(00:07:37)



BAGONG PILIPINAS