

PAMPANGA

Pampanga is strategically located right at the heart of Central Luzon and the Asia Pacific Region. It is only 60 kilometers away from Metro Manila, the country's capital and about 3-4 hours away by air to major Asian cities like Singapore , Hongkong , Taiwan , and Bangkok .

Pampanga's current development is being propelled by its thriving base of micro, small and medium enterprises (MSMEs) which demonstrate the innate ingenuity and craftsmanship of the Kapampangans with products that have already carved a niche in the global market. These SMEs are mostly involved in the manufacture and export of furniture and furnishings, ceramics, garments, gifts and holiday decors. Pampanga has also made its mark in the food sector specifically the processed meat products - tocino, longganisa, hotdog and ham; and sweets and delicacies – pastillas, marzipan, turrone de casoy, pulvoron and tabang talangka. Likewise, a growing amount of investments continue to pour in the province's economic zones and industrial estates led by the Clark Freeport Zone.

Aside from having a strong and robust MSME sector, Pampanga is also being promoted as one of the key investment destinations in the country. Capitalizing on its strategic location and excellent infrastructure facilities which include the Diosdado Macapagal International Airport and the Subic-Clark Tarlac Expressway, it is being positioned as a logistics and ICT hub, with the Clark Freeport Zone as anchor.

VIDA PAMPANGA

Significant interventions to hasten the growth of MSMEs in Pampanga had been put in place over the past years. One of these is the Provincial Branding Program known as "Vida Pampanga, Sharing the Best". A provincial seal of quality and excellence aimed at making a provincial/ product distinction in both local and export market has been developed through this branding program. The MSMEs passing the accreditation standard set by the province's Brand Development Technical Working Group adopt the quality seal. This branding program started with the food sector and is now being expanded to cover the non-food sector as well.

ONE TOWN ONE PRODUCT PROGRAM

Another flagship project of DTI is the One Town One Product Program (OTOP) where the traditional lantern or parol of the City of San Fernando serves as the model OTOP of the province. Other products identified under OTOP include wood based products of Guagua, ceramics of Sto. Tomas, crab paste of Masantol, religious icons of Macabebe, Kapampangan Cuisine of Angeles City , eco-tourism of Candaba, metalcraft of Apalit, cassava of Porac, gabi/taro leaves of Bacolor, processed meat of Mabalacat, sweets and delicacies of Sta Rita, nursery furniture of Lubao, sweet tamarind of Magalang, basil of Floridablanca, eggs of Minalin, marine products of Sasmuan, seagrass of San Simon and San Luis and corn of Arayat, Mexico and Sta Ana . OTOP is a convergence of the development efforts and assistance of the local government units, national government agencies and the MSME sector.

Booth No.

118

AIZA'S SWEETS

Lucia Miranda, Owner

#71 Sto. Tomas, Sasmuan, Pampanga

Phone | (045) 900.0042 / 0918.957.8758

Email | aizassweets@yahoo.com

Year Established | 2000

Nature of Business | Manufacturer

Legal Status | Single Proprietorship

Products offered | Cashew Marzipan, Pastillas (assorted flavors)

13

BETIS BEST MEAT PRODUCTS, INC.

Riza S. David, Admin. Officer

Villa Carmela, San Agustin, Betis, Guagua, Pampanga

Phone | (045) 463.1800 / 900.0111

Year Established |

Nature of Business | Manufacturer

Legal Status | Corporation

Products offered | Tocino, Longganisa, Hotdog, Ham, Hamburger Patties, Embutido, Corned Beef

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BETIS HOUSE OF DÉCOR

Ma. Violeta S. Tubil, Marketing Manager

#122 San Nicolas, Betis, Guagua, Pampanga

Phone | (045) 900.3445

Email | vst_530@yahoo.com

Year Established | 1991

Nature of Business | Manufacturer / Exporter / Retailer

Legal Status | Corporation

Products offered | Furniture

19

CABEL'S ENTERPRISES

Eladio R. Cabel, Jr. , Owner

#10016 Bongavilla St., San Isidro, Dau, Mabalacat, Pampanga

Phone | (045) 624.0894

Email | jun_cabel@yahoo.com.ph

Website | www.cabelenterprises.com

Year Established | 2006

Nature of Business | Manufacturer / Retailer

Legal Status | Single Proprietorship

Products offered | Soya Products – Soya Milk Drinks, Chilled Taho, Pinoy Taho

Booth No.

119

CARREON'S SWEETS & PASTRIES

Francis Joseph R. Carreon, Manager

#472 San Nicolas I, Magalang, Pampanga

Phone | (045) 866.0609 / 343.4492

Email | carreons_sweets@gmail.com

Year Established | 1946

Nature of Business | Manufacturer

Legal Status | Single Proprietorship

Products offered | Pastillas, Caramel candy, Masapan de Pili, Empanad
Pili Roll

F7

CHRISLAI FURNICRAFT

Crispin E. Tungol, Manager

Zone I San Nicolas, Arayat, Pampanga

Phone | (045) 885.1716 / 0922.806.6539

Email | chrislai.furnicraft@yahoo.com

Year Established | 1989

Nature of Business | Manufacturer

Legal Status | Single Proprietorship

Products offered | Furniture, Tray Sets, Dish Rack, Book Stand, Magazir
Rack, Chairs

81

DISENYONG PINATUBO HANDICRAFT

Marissa G. Rivera, Marketing Head

7 Del Rosario Rd., Lourdes Heights Subd., Del Rosario,

City of San Fernando, Pampanga

Phone | (045) 861.2984

Email | maris_disenyo@yahoo.com

Year Established | 1991

Nature of Business | Manufacturer

Legal Status | Single Proprietorship

Products offered | Home Décor, Native/Filipiniana Products, Religious
Products

16

EDELYN'S HOMEMADE NUTS

Edelyn S. Canero, Owner

Purok 6 Sta. Rita, Minalin, Pampanga

Phone | (045) 878.0250 / 0920.818.3020

Email | edelyns_homemade_nut@yahoo.com

Year Established | 2003

Nature of Business | Manufacturer

Legal Status | Single Proprietorship

Products offered | Dry Roasted Casoy Nuts, Special Garlic Chips, Grease
Peanuts

Booth No.

F9

ELLEN'S HOUSE OF FRAMES & CRAFTS

Elenita T. Ramirez, Owner

#413A Doña Asuncion Subd., San Juan, Apalit, Pampanga

Phone | (045) 302.8522 / 302.9268

Email | ellenita_ramirez@yahoo.com

Website | www.ehfc.multiply.com

Year Established | 1999

Nature of Business | Manufacturer / Subcontractor

Legal Status | Single Proprietorship

Products offered | Mirrors, Frames, Jewelry Box, Sconce, Lamps, Table, Table, Console Table, Silver Plated Mirrors and Picture Frames

120

EMY'S SWEETS AND PASTRIES

Emily Garcia, Owner

12th Avenue, Unisite Subd., Del Pilar, City of San Fernando, Pampanga

Phone | (045) 963.1073

Email | emyssweetsandpastries@yahoo.com

Year Established | 1984

Nature of Business | Manufacturer

Legal Status | Single Proprietorship

Products offered | Polvoron, Tarts, Yemas, Barquiron, Lengua De Gat other Pastries

76

FERNANDO WATERLILY HANDICRAFTS ASSOCIATION

Gloria P. Millare

Blk. 28, Lot 28, Everlasting St., Sta. Monica Village, San Nicolas

City of San Fernando, Pampanga

Phone | 0928.567.1600

Year Established | 2010

Nature of Business | Manufacturer

Legal Status | Association

Products offered | Waterlily Bags, Waterlily Leatherized Sheets

18

GABEE'S ENTERPRISES

Gretchen Suing, Owner

San Pedro 1, Magalang, Pampanga

Phone | (045) 863.0063

Email | tedtey_gabees@yahoo.com

Year Established | 2008

Nature of Business | Manufacturer / Retailer

Legal Status | Single Proprietorship

Products offered | Delicacies – Pastries & Brownies

Booth No.

20

GONZALES SWEETS DELICACIES

Prencesita Gonzales, Owner

#391 Pulung Santol, Porac, Pampanga

Phone | (045) 329.2204 / 0939.610.5574 / 0922.307.4259

Email | loreli.gonzales@yahoo.com

Year Established | 1997

Nature of Business | Manufacturer / Retailer / Processor

Legal Status | Single Proprietorship

Products offered | Uraro Cookies and Other Delicacies

17

GRANDA'S SWEETS & DELICACIES

Lisa S. Granda, Owner

Cabambangan, Bacolor, Pampanga

Phone | (045) 436.0737 / 0908.888.0821

Email | granda_lisa@yahoo.com

Year Established | 2007

Nature of Business | Manufacturer

Legal Status | Single Proprietorship

Products offered | Sansrival

21

HAGGAI FOOD PRODUCTS

Gideon Catacutan, Owner

Blk. 10 Lot 48 model Community Pio, Porac, Pampanga

Phone | 0909.429.7746

Email | gid0624@yahoo.com / iyf_gideon@yahoo.com

Year Established | 2009

Nature of Business | Manufacturer / Processor / Retailer

Legal Status | Single Proprietorship

Products offered | Banana Chips

21

JEGEN S.W.E. ENTERPRISES

Jerry Sagum Taruc, Owner

#353 San Juan, Sa Luis, Pampanga

Phone | 0905.806.2011 / 0906.946.995

Email | jeryem777@yahoo.com

Year Established | 2008

Nature of Business | Manufacturer

Legal Status | Single Proprietorship

Products offered | Essential Herbal Oils, Herbal Tea

Booth No.

F8

L.A. CLASSIC DESIGNS

Leonardo L. Sunga, General Manager

#193 Colgante, Apalit, Pampanga

Phone | (045) 302-6125 / 302-6234 / 899.1683 /
0927.873.5435

Email | leonardo@classicdesigns.com

Year Established | 1993

Nature of Business | Manufacturer / Exporter

Legal Status | Single Proprietorship

Products offered | Home Décor

121

LAILEN'S PASTRIES

Eliza M. Manalang, Owner

Aurea Compound, Sta. Lucia, City of San Fernando, Pampanga

Phone | (045) 961.4090 / 463.3850

Email | lailenspastries@yahoo.com

Year Established | 1996

Nature of Business | Manufacturer

Legal Status | Single Proprietorship

Products offered | Tarts, Silvannas, Sansrival, Brownies, Butterscotch, F
& Pinipig Nougat, Uraro

85

LGU CITY OF SAN FERNANDO

Ferdinand Z. Caylao, City Administrator

Ma. Lourdes Carmela Jade Pangilinan, Tourism Officer

City Hall A. Consunji St., Sto. Rosario, City of San Fernando, Pampanga

Phone | (045) 961.2872/961.5684

Products offered | Holiday Décor (Lanterns)

79

LITTLE INDIANS' CAMP MUSICAL INSTRUMENT

Joselito Mervin S. Baul, Owner

10 San Antonio, Guagua, Pampanga

Phone | (045) 434.0075 / 305.4168 / (0920) 969.8088

Year Established | 2007

Nature of Business | Manufacturer / Retailer / Wholesaler

Legal Status | Single Proprietorship

Products offered | Guitar - Acoustic, Classical, Electrical, Bass
Banduria, Octvina, Mandolin, Ukulele,
Wooden Beatbox

Booth No.

F10

MALLARI'S NURSERY FURNITURE

Catherine N. Mallari, Manager

Olongapo-Gapan Road, Concepcion, Lubao, Pampanga

Phone | (045) 433.0062/ 0917.953.2328

Email | Khayemallari25@yahoo.com

Year Established | 1989

Nature of Business | Manufacturer

Legal Status | Single Proprietorship

Products offered | Baby Cribs, Entertainment Cabinet, Dining Set
Sala Sets, Beds, Nursery Cabinet

82

MARY ANN'S ART GALLERY

Purificacion Lingad, Owner

#525 B. Don Juico Ave., Clarkview, Angeles City

Phone | (045) 892-6310

Email | robert_lingad@yahoo.com

Year Established | 1995

Nature of Business | Manufacturer

Legal Status | Single Proprietorship

Products offered | Paintings

9-10

MEKENI FOOD CORPORATION

Mavie Marquez-Eribal, Advertising & Promotions Manager

Balubad, Porac, Pampanga

Phone | (045) 458-0000 loc 242 /458-0000 loc 5899(fax)

Email | mavie_eribal@mekeni.com/marketing@mekeni.com

Website | www.mekeni.com

Year Established | 1986

Nature of Business | Manufacturer / Processor/ Wholesaler /
Retailer

Legal Status | Corporation

Products offered | Picnic Hotdog, Picnic Cheezy Hotdog,
Tocino, Longganisa, Ham, Bacon

F14

MERCADO CLAY

Suzette B. Mercado, Marketing Manager

#213 Quirino St., Sto. Nino, Sto. Tomas, Pampanga

Phone | (045) 877.1336 / 877.7277/ 877.1479

Email | sbmercado_clay@yahoo.com

Website | www.philpots.com

Year Established | 1990

Nature of Business | Manufacturer / Wholesaler / Retailer / Exporter

Legal Status | Single Proprietorship

Products offered | Terracotta Pots & Jars

Booth No.

116

NAVARRO FOODS INTERNATIONAL, INC.

Gil M. Navarro, President

#278 Panducena St., Masantol, Pampanga

Phone | (045) 981-2138 / 981-1933

Email | navarrofood@yahoo.com

Website | www.navarrofoods.orgtres.com

Year Established | 1973

Nature of Business | Manufacturer / Exporter

Legal Status | Single Proprietorship

Products offered | Crab Paste, Fermented Fish/Shrimp, Pickled Papaya, Shrimp Paste

115

NERIMAR'S HI-SWEETS

Nerimar Vitug, Owner

Blk 125 Lot 31 Bulaon Resettlement, City of San Fernando, Pampanga

Phone | (045) 963-4244 / 860-4861

Email | neri_mars_hi_sweets@yahoo.com

Year Established | 1997

Nature of Business | Manufacturer

Legal Status | Single Proprietorship

Products offered | Turrone de Casoy, Sansrival, Tarts, Espesyal Uraro, Greaseless Peanuts, Cashew Nuts

F12-F13

OBRANG GUAGUA

Anthony Torres, Chairman - Committee on Trade & Industry

Loida Samonte, PESO Officer

Guagua Municipal Hall, Guagua, Pampanga

Phone | (045) 900-2572 / 900-0865 / 900-4496

B & J CUE MAKER

Rodolfo "Boy" Santos, Owner

San Juan 1st, Guagua, Pampanga

Phone | 0921.463.291

Year Established |

Nature of Business | Manufacturer

Legal Status | Single Proprietorship

Products offered | Billiard Pool Sticks

J & S BILLIARD CUE MAKER

Jeremy Guevarra, Owner

San Juan 1st, Guagua, Pampanga

Phone | 0919.263.7831 / 0927.283.8046

Email | guevarrajeremy@yahoo.com

Year Established | 2006

Nature of Business | Manufacturer

Legal Status | Single Proprietorship

Products offered | Billiard Pool Sticks

Booth No.

7-8

PAMPANGA'S BEST, INC.

Angie Hizon, Marketing Manager

Dela Paz Norte, City of San Fernando, Pampanga

Phone		(045) 636-4280 to 4283 loc. 227
Email		info@pampangasbest.com.ph
Website		www.pampangasbest.com.ph
Year Established		1967
Nature of Business		Manufacturer
Legal Status		Corporation
Products offered		Tocino, Hotdog, Longganisa, Ham, Bacon, Pork Bbq, Bacon, Sweet Ham, Embotido, Chorizo, Chicken Nuggets

122

PINES' BROWNIES & DELICACIES

Bernardita Serrano, Owner

Siran, Guagua, Pampanga

Phone		(045) 963-7650/(0918)-9236113
Year Established		1999
Nature of Business		Manufacturer
Legal Status		Single Proprietorship
Products offered		Brownies, Marble, Food for the Gods, Butterscotch, Carrot Cake and other cakes, Tarts, Revs and Cookies

117

R.P. OCAMPO'S FINE FOODS

Riclina P. Ocampo, Owner

St. Peter St., St. Francis Village, City of San Fernando, Pampanga

Phone		(045) 961-6130 / 0920.969.6264
Email		rpofinefoods@yahoo.com.ph
Year Established		1999
Nature of Business		Manufacturer
Legal Status		Single Proprietorship
Products offered		Peanuts with Garlic Chips, Cashew Nuts with Garlic Chips, Garlic Chips, Garlic Bits, Crushed Fresh Garlic, Assorted Coated Peanuts

15

REMZON'S ORGANIC PRODUCTS AND DELI SHOP

Remigio M. Baul, Owner

#60 Don Jose St., Paguiruan, Floridablanca, Pampanga

Phone		0916.852.7468
Email		remzonsorganic22@yahoo.com
Year Established		2007
Nature of Business		Processor
Legal Status		Single Proprietorship
Products offered		Basil Leaves, Basil Tea, Organic Herbs, Pesto Sauce, Sundried Tomatoes, Ice cream

Booth No.

11-12

ROEL'S FOOD CORPORATION

Lovely Elaine M. Pecson, Sales & Marketing Officer

Farmersville, Duquit, Sapang Maisac, Mabalacat, Pampanga

Phone | (045) 322-3133 / 322-3129 / (0917) 801-1698

Year Established | 1985

Nature of Business | Manufacturer

Legal Status | Corporation

Products offered | Processed Meat (Hotdogs, Tocino, Ham, Bacon, Longganisa & Corned Beef)

78

ROLREN'S LANTERNS & GEN. MDSE.

Renita A. Quiambao, Owner

#1142 11th Ave., Unisite Subd., Del Pilar, City of San Fernando, Pampanga

Phone | (045) 963.1710 / 0922.821.6959

Email | rolrens@yahoo.com.ph

Year Established | 1986

Nature of Business | Manufacturer

Legal Status | Single Proprietorship

Products offered | Lanterns

14

SASMUAN DELICACIES

Rhoda Cortez, Secretary

Madrid St., Richtown 2, City of San Fernando, Pampanga

Phone | (045) 961-2268 / 961-6768

Email | sasmuandelicacies@yahoo.com

Website | www.sasmuandelicacies.com

Year Established | 1990

Nature of Business | Manufacturer

Legal Status | Single Proprietorship

Products offered | Assorted Pulvoron, Pastillas, Tarts

77 & 84

TAS DECORS

Anastacio E. Nabong, Owner

Purok #5 Tabuyoc, Apalit, Pampanga

Phone | (045) 302-5385 / (0922) 694-9194

Email | tas_nabong@yahoo.com

Year Established | 2000

Nature of Business | Manufacturer

Legal Status | Single Proprietorship

Products offered | Interior Decors

Booth No.

83

TFT ENTERPRISES

Theresa F. Tayag, Owner

#19-24 Esther Road, Essel Park, City of San Fernando, Pampanga

Phone | (045) 887.0522/0927.604.9670

Email | tere_f_tayag@yahoo.com

Year Established | 1983

Nature of Business | Manufacturer / Retailer

Legal Status | Single Proprietorship

Products offered | Coasters, Table Linens, Bathing Suits,
Blouses, Cushion Covers, Sundress, Hampers, Trays

80

TIMELESS TREASURES OF QUILTS

Esmeralda Vite, Manager

#1511 Angara St. Riverside Subd., Angeles City

Phone | (045) 625-6877

Email | emmysbasket@aol.com

Year Established | 2004

Nature of Business | Manufacturer

Legal Status | Single Proprietorship

Products offered | Handmade Quilted Products, Baskets