



**Tourism Infrastructure and Enterprise Zone Authority**  
**Office of the Chief Operating Officer**

<b>DOCUMENT TRACKING/ACTION PAGE</b>		<b>Date Received:</b> April 19, 2021	<b>Acct.:</b> Symonds
		<b>Serial No.</b> 21041903	<b>Pages:</b> 3 pages
<b>FROM/SUBJECT: BUDD Manager - Philippine International Dive Expo (PHIDEX) 2021 on 19 - 21 March 2021</b>			
<b>FROM</b>	<b>TO</b>	<b>REMARKS/ACTIONS</b>	



Republic of the Philippines  
**Tourism Infrastructure & Enterprise Zone Authority**

**MEMORANDUM for the CHIEF OPERATING OFFICER**

**THRU : THE ASSISTANT CHIEF OPERATING OFFICER  
ASSETS MANAGEMENT SECTOR**

**FROM : THE MANAGER  
BUSINESS DEVELOPMENT DEPARTMENT**

**SUBJECT : PHILIPPINE INTERNATIONAL DIVE EXPO (PHIDEX) 2021**

**DATE : 12 March 2021**

---

Sir, this refers to the letter of MS. VERNA C. BUENSUCESO, Assistant Secretary, Product and Market Development, Department of Tourism (DOT), inviting TIEZA, with Balicasag Island Dive Resort as the featured property, to participate as Exhibitor and Seller in the Philippine International Dive Expo (PHIDEX) on 19-21 March 2021 via a virtual platform hosted on the official PHIDEX website: [www.phidex.asia](http://www.phidex.asia).

PHIDEX is a DOT – led dive exhibition participated in by dive travel and trade stakeholders, dive certifying schools, underwater photography gear and dive equipment manufacturers, and National Tourism Organizations (NTOs). The DOT aims to grow PHIDEX as the regional dive show to fast-track industry recovery through product and market development assistance, allowing each participant to accomplish the following:

1. Generate sales and business leads from both business-to-business (B2B) and business-to-consumer (B2C) opportunities;
2. Increase product knowledge and skills through workshops, seminars and destination updates;
3. Address needs for cooperation and intervention through consultative meetings with relevant agencies;
4. Ensure maximum exposure of all industry partners as PHIDEX will be rolling out comprehensive PR and digital media strategy.

PHIDEX program is composed of the following:

1. Market Place - for the virtual exhibition booth that will showcase company details, logo, promotional video on destination, services and products . It offers a page for special deals and discounts, and integrated real time text and video chat tool;
2. Dive Travel Exchange (TRAVEX) - Business-to-Business (B2B) Meetings with DOT-identified trade buyers (dive operators/agents/club leaders) from key international and opportunity source markets through scheduled one-on-one video conferencing; and
3. Post PHIDEX Activity - A familiarization tour and inspection itinerary for trade buyers tentatively scheduled in 2021 (Dates to be announced)



Republic of the Philippines  
**Tourism Infrastructure & Enterprise Zone Authority**

In view of the above, may we respectfully recommend the participation of TIEZA with Balicasag Island Dive Resort and Moalboal Property as Exhibitor / Seller in the Dive TRAVEX B2B meetings for the following reasons:

1. To support the DOT and PCSSD in their goal to fast-track industry recovery through the above product and market development assistance.
2. The gathering of both local and international dive operators, suppliers, stakeholders, dive enthusiasts and major players in the diving industry and related businesses make it an excellent platform to showcase and promote the TIEZA Properties, particularly the Balicasag Island Dive Resort (BIDR) and Moalboal Property.
3. The event is a perfect avenue for networking and prospecting with DOT hosted buyers and opportunity markets who are on the look-out for unique dive destinations, new tourist attractions and possible dive business in the country.

In addition, the DOT is respectfully inviting you, Sir, and TIEZA representatives in the online opening ceremonies to be led by the DOT Secretary Bernadette Romulo-Puyat on 19 March 2021 (final program to be sent as soon as finalized).

For the Chief Operating Officer's consideration and approval, please.

Thank you.

  
MA EVELYNE A. FRANCISCO  


**RECOMMENDING APPROVAL:**

  
JETRON NICOLAS F. LOZADA

**APPROVED:**

  
MARK T. LAPID



February 26, 2021

**MR. MARK T. LAPID**  
Chief Operating Officer  
**Tourism Infrastructure and Enterprise Zone Authority (TIEZA)**  
6th & 7th Floors, Tower 1  
Double Dragon Plaza, Double Dragon Meridian Park  
Macapagal Avenue corner EDSA Extension, 1302, Bay Area,  
Pasay City

Dear **COO Lapid**:

We are pleased to inform you that the Philippine Department of Tourism (PDOT), through the Office of Product and Market Development (OPMD), will be conducting the second (2<sup>nd</sup>) edition of the Philippine International Dive Expo (PHIDEX) on March 19 to 21, 2021 via a virtual platform hosted on the official PHIDEX website: [www.phidex.asia](http://www.phidex.asia).

The Department aims to grow PHIDEX as the regional dive show with a platform to fast-track industry recovery through product and market development assistance, allowing dive industry stakeholders to accomplish the following: generate sales and business leads from both business-to-consumer (B2C) and business-to-business (B2B) opportunities; increase product knowledge and skills through relevant technical workshops, seminars, and destination updates; and address needs for cooperation and intervention through consultative meetings with relevant agencies.

To ensure maximum exposure for all industry partners, we will be rolling out a comprehensive PR and digital media strategy that will (1) generate awareness online through social media and content channels, (2) hype, amplify, and sustain conversations on the authentic stories and passionate advocacies shared through PHIDEX conference and panel discussions; and (3) reach desired audiences with data-driven advertising across a wide range of media covering geographic regions such as Asia and Oceania, North America, and Europe.

As part of the PHIDEX program, we will be conducting a Dive Travel Exchange (TRAVEX) to offer a fully integrated solution for an impactful Business-to-Business (B2B) networking program that will allow sellers and buyers to connect with the right people through algorithm-based matchmaking and network for business leads generation through online video conferencing. To date, we have received registrations from 40 operators and agents from the following markets: Australia, China, France, Israel, Italy, Japan, South Korea, Netherlands, New Zealand, Spain, Sweden, Turkey, the United Kingdom, the United States, and Thailand.

We believe that PHIDEX is a great opportunity for the TIEZA to participate as exhibitor and market Balicasag Island Dive Resort (BIDR) to the international and domestic dive market in time for the reopening of destinations and in preparation for the eventual easing of international border restrictions.

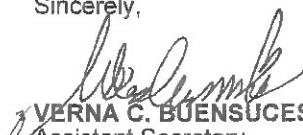
In this regard, we would like to invite TIEZA to participate in the virtual edition of PHIDEX through the following:

1. Attendance of the COO and representatives to the online opening ceremonies to be led by the Secretary on 19 March 2021 (final program to be sent as soon as finalized)
2. Participation of TIEZA/BIDR as exhibitor in the Marketplace and TRAVEX. Registration is ongoing and may be accomplished through filling out this form: <https://bit.ly/PHIDEX20MarketplacePreReg>.

For further details, Ms. Cels Sy and/or Ms. Phoebe Javier of the PHIDEX Secretariat will coordinate with your office on this matter. Should you have any concerns, they may be reached through email addresses at [divephilippines@tourism.gov.ph](mailto:divephilippines@tourism.gov.ph) or [phidex@tourism.gov.ph](mailto:phidex@tourism.gov.ph).

Thank you and we look forward to your support in mutually beneficial programs, projects and activities for the continued development of dive tourism in the Philippines.

Sincerely,

  
**VERNA C. BUENSUCESO**  
Assistant Secretary  
Product and Market Development