



The Philippines was Guest Country at the **MUBA 2009**, a ten-day consumer trade fair taking place every year in Basel, Switzerland. As Guest Country the Philippines were featured in a prominent pavilion showcasing its culture and arts, resources, tourist destinations, people, products, and services. It was a great success.

In 2010 and 2011, various exporters again participated and were able to conclude business deals or conducted initial discussions with possible business partners and/or buyers. Most notable were exhibitors with handicrafts and artwork, food items and a restaurant that featured Filipino cuisine. As consumer fair also direct sales is possible and the 300 000 annual visitors make **MUBA** a very unique and high potential market place.

MUBA 2012 will be organized from April 13 - 22, 2012 and we are planning again to continue the success story of three years and offer the opportunity to Philippine Manufacturers.

Our aim is to invite Philippine exporters to benefit from the competitive advantage of the Swiss market, position their brand and the products and services, image building and generate new contacts. Small companies will be offered to feature their products at nominal costs but also medium sized enterprises will find a favorable clientele at this prime event in Switzerland

The **Philippine-Swiss Business Council (PSBC)** in its effort to promote Bilateral Trade Promotion has entrusted its member, **STAMM INTERNATIONAL, INC.** with the coordination and organization of **MUBA 2012**.

For further information , please visit www.muba.ch or contact;

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