

Closing Remarks: A Good Break

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PHILEXPORT 4th General Membership Meeting

Diamond Hotel * Dec. 7, 2009

Fellow PHILEXPORT Trustees, exporters, guests, PHILEXPORT management and employees, ladies and gentlemen:

I close tonight's event with great anticipation for a year that is hopefully better than the past two years. As they say, crisis and opportunity are two sides of the same coin. We came face to face with the ugly side of the coin the past two years, perhaps we can now turn it around. I believe the inspiring words of our guests and the sense of togetherness we are experiencing tonight have geared us all up to do just that.

Year 2009 is tough indeed. We have witnessed the shedding not just of jobs but of tears and blood. Many of us cannot be more relieved to see this year slowly drawing to a close. But while we look forward to a new year with hope and inspiration, there are lessons that should be learned and not be forgotten and a few more challenges in the offing that we need to prepare for.

The global economic crisis has just raised the premium on diversifying markets and products. We should be ready to respond to this call. The PHILEXPORT will continue its development work to facilitate the search for new and expansion of existing markets, even as the advocacy agenda to improve the business environment continues.

The to-do list for the coming year obviously runs long. But I do not intend to belabor you with that. At the moment, I think we all deserve to free ourselves from all the worries and experience some break tonight as we share this Christmas dinner together. While on it, there will also be some raffle draws to add flavor to this night's event.

Merry Christmas and wishes for better 2010!