

# British Embassy Manila Launches UK-Philippines Buyer Network

31.3.2026 - | Her Majesty's Revenue and Customs

**British Embassy Manila launches the UK-Philippines Buyer Network to connect Filipino buyers with British brands and strengthen bilateral trade ties.**

Manila, Philippines - The British Embassy Manila has launched the UK-Philippines Buyer Network, a new community connecting Filipino buyers with British brands, at an event hosted by British Ambassador Sarah Hulton OBE.

The launch brought together retailers, importers, distributors and industry leaders from across the Philippines, reflecting the breadth of a consumer market that Ambassador Hulton described as one of the UK's most valued commercial partners.

UK businesses consistently tell us how discerning and quality-oriented Filipino consumers are," said Ambassador Hulton. They know that success here depends on strong partnerships with local distributors and retailers. The people who understand how to introduce something new in a way that resonates," she added.

Philippine Retailers Association President Alice Liu opened proceedings with a keynote highlighting the Philippines as a consumer-driven market with a young, aspirational customer base, and underscoring why partnerships with brands known for quality and heritage are increasingly attractive to Filipino retailers.

## Connecting British Brands with Filipino Buyers

The UK-Philippines Buyer Network has been established to deepen commercial ties as Filipino consumer tastes continue to evolve. The Philippines is now the second-largest packaged food market in ASEAN, with rising incomes and rapid urbanisation driving demand for premium imports and high-quality everyday goods.

Iain Frenkiel, Country Director for the UK's Department for Business and Trade (DBT), set the tone at the launch:

Trade isn't abstract. It's lived, consumed, worn, and experienced. Every Waitrose item on a Robinsons shelf, every Sainsbury's product in SM, every British high-street label in our shopping districts. They all tell a story of shared tastes and shared values.

Supported by DBT's Export Support Services in Manila, the network will:

- Connect Filipino buyers with UK exporters based on demand-driven needs, creating a clear path from introductions to commercial partnerships
- Explore vetted suppliers, product innovations, and sourcing opportunities through DBT-led

events in the UK and across Asia Pacific

- Engage members through shared market intelligence, trend spotting, and discussion on emerging consumer needs

In a marketplace where buyers encounter new brands daily, the network is designed to act as a trusted filter, directing Filipino retailers towards British suppliers with verified quality and strong potential for local success.

## **A Long-Term Commitment**

The launch marks the start of an enduring commitment by the British Embassy Manila to make the UK-Philippines commercial relationship more personal and more attuned to Filipino consumer culture.

“This is about discovering great products that genuinely fit your goals and designing a system that supports your growth,” said Ambassador Hulton.

The network launch comes as the UK and the Philippines mark 80 years of diplomatic relations - a milestone that reflects the depth and durability of ties between the two countries.

Note:

Connect with UK-Philippines buyer network by signing up to the Export Support Services here: [International Markets Form](#) | [DBT's Export Support Service](#)

<https://www.gov.uk/government/news/british-embassy-manila-launches-uk-philippines-buyer-network>