



## COMPANY PROFILE

**Asia Banff International Trading Corporation** was established in March 2014 with SEC No. CS2014003821. It is a local company engaged in importation and distribution of frozen products. The Company's vision and mission is to be the number one importer and distributor of imported food products for the local food industry in the Philippines and to provide our customers with high quality imported frozen food products delivered on time and in best quality condition by our dedicated, courteous and reliable employees.

Asia Banff started with importing one frozen potato brand from Belgium, Lutosa, it is one of the biggest manufacturers of frozen potato products in Europe. The Company first distributed Lutosa in food service and retail markets - Puregold and S&R. The Company has a pioneering spirit, Asia Banff was one of the first to develop the wet market as a major distribution channel for fries. From then, the company has grown to be one of the biggest importer and distributor of frozen potato products in the country with the assistance of the Company's distributors in Luzon, Visaya and Mindanao.

In 2016, the company launched its own brand BFF (Best Fries Forever). Although no longer existent, the brand used to be the market leader in provincial Luzon. In July 2018, Mr. Danilo Ngo, the President and Chairman, acquired sole ownership of the company. Soon after the company has become more aggressive in pursuing new business opportunities and has become actively joining food fairs and exhibits such as the World Food Expo (WOFEX).

In 2020, the company started importing other frozen meat products from different countries - USA, Brazil, Belgium, Spain, France, Canada, UK, Australia, Sweden, Ireland and Netherland. In 2022, the company ended the contract with Lutosa. In this year also, the company proceeded to launch a new brand of fries, Super Fries, manufactured by Asandas & Sons - it is a frozen fries manufacturer in India.

The company's main business now is frozen chicken and pork, which is about 80% of the business. Asia Banff highly regard its quality of service. We have reefer vans of various sizes to cater to the needs of our customers.



## **PRINCIPAL OFFICERS AND BOARD OF DIRECTORS**

<b>CHIEF EXECUTIVE OFFICER</b>	- Danilo D. Ngo
<b>CORPORATE SECRETARY</b>	- Aerianne Q. Valencia
<b>TREASURER</b>	- Louise Kyle V. Ngo

## **BOARD OF DIRECTORS**

Danilo D. Ngo

Nancy M. Lacap

Chiyen V. Ngo

Louise Kyle V. Ngo

Aerianne Q. Valencia

## **LEAD MANAGEMENT**

<b>MANAGING DIRECTOR</b>	- Adolfo Alvarez
<b>COMMERCIAL DIRECTOR</b>	- Joseph Mari Mangubat
<b>FINANCE MANAGER</b>	- Jaidee Bonior
<b>SALES &amp; MARKETING MANAGER</b>	- Aerianne Valencia

