

The City Government-initiated Grand Christmas Bazaar at the Paseo del Mar from Dec. 6-12 ended on a high note as it showcased local farm produce as well as introduced emerging products from the barangays.

A total of 29 entrepreneurs participated under the Small Medium Enterprise (SME) cluster, 13 establishments under the Food Cluster, 4 plant growers under the Plant Cluster and 4 agricultural districts with special participation from Shop-o-Rama, Southway Square and Shop-o-Rama Hypermart filled the Paseo del Mar plaza for the weeklong bazaar.

Local farm produce were promoted through booths set up by the different Agricultural districts as the SME cluster gave way for start-up and future entrepreneurs to expose their merchandise such as apparels, footwear, cosmetics, pasalubong and other gift items and a travel agency to cater to vacation inquiries getting the best value of hard-earned cash. The food sector satisfied gastronomic needs of shoppers and visitors while the plant growers awed Paseo-goers with ornamental and fruit-bearing plants sold at reasonable prices.

Nightly entertainment was provided by District Exhibitors showcasing talents from participating barangays and film viewing featuring cartoon and family-oriented movies for people who came merely to enjoy the night away from home.

The establishment of district booths was a competition with Tumaga District getting the most cooperative district award, Culianan District as most light district, Manicahan District as most creative district and Ayala District was awarded as Best Performing District.

Christmas Bazaar formally kicked off Dec. 6 with Vice Mayor Cesar Iturralde spearheading the ribbon-cutting and short program. It culminated Dec. 13 with a closing program recognizing the efforts of participating agencies and groups. The retailers got orders from the buying public, their stores promoted with good sale from the 8-day baratillo exposure, and the best part was meeting new friends and clients.

The Zamboanga City Grand Christmas Bazaar 2015 was a project of the City Mayor's Office thru the Investment Promotion Services in partnership with City Agriculturist Office, City General

Christmas Bazaar at Paseo showcases farmers' products

Thursday, 17 December 2015 13:58 -

Services Office, City Administrator's Office, CDRRMO and PIO. Sponsors included Globe Telecom, KCC Mall de Zamboanga, Smart Communications Inc. and Cignal TV Inc. (PR Investment Promotions)