

WORLDBEX SERVICES INTERNATIONAL

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MANILA FOODS AND BEVERAGES EXPO

POST EVENT REPORT



JUNE 12 - 16, 2019

10:00 AM TO 8:00 PM

WORLD TRADE CENTER METRO MANILA



mafbex.com



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MANILA FOODS AND BEVERAGES EXPO

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MANILA FOODS AND BEVERAGES EXPO

INTRODUCTION

Founded in 2006, the Manila Food and Beverage Expo (MAFBEX) is the country's biggest gathering of the iconic pillars and outstanding newcomers of the food trade. Held every month of June, a topnotch trade affair that turns a spotlight on the latest F&B innovation.

Inspired by the idea of opening up the F&B industry to new and novel perspectives, the key objective of this year's show is to let everyone "Experience the Fusion" of gastronomic wonders and robust business opportunities. MAFBEX draws this idea from the realization that excellence and ingenuity thrive hardest where there is openness to change and diversity in perspectives.



SPONSORS

IN COOPERATION WITH



FOR THE BENEFIT OF



SUPPORTING ASSOCIATIONS



SPONSORS



SERVICE PROVIDERS



"Now on its 13th instalment, the Manila Food and Beverage Exposition or simply MAFBEX, continues to be motivated by our longstanding commitment to elevate the local food and beverage industry. Over a decade since its inception, I can confidently say that we have come very far in realizing our goals for this robust trade sector. More than ever, the local F&B industry is not only thriving on a domestic level but more so, internationally. However, we believe that the road to true success is one without end."

MR. JOSEPH ANG
Founding Chairman,
Worldbex Services
International



EVENT IN NUMBERS

5-DAY FOOT TRAFFIC
53,800



500
TOTAL NUMBER
OF BOOTHS



300
COMPANIES



“This year’s MAFBEX focused on fortifying richer B2B connections as much as it turned the spotlight on the latest F&B trends. This was evident through the product profiles of this year’s exhibitors which include food and beverage, franchises, food equipment, packaging, and raw materials. Moreover, even the show highlights for MAFBEX 2019 adopted the same goals of championing business opportunities.”

JILL AITHNIE ANG
Managing Director,
Worldbex Services
International



PRODUCT PROFILE

- Bakery
- Confectionery
- Frozen Food
- Organic Products
- Food Packaging
- Seafood
- Dairy Products
- Wines
- Coffee And Tea
- Food Service & Equipment
- Ingredients & Outsourcing Solutions
- Prepared Meals
- Delicacies
- Health Products & Food Supplement



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EXHIBITOR SURVEY RESULTS



97.5%
showcased latest
their food products



“The Hotel & Restaurant Association of the Philippines (HRAP) supports the consistent efforts of MAFBEX in setting up a perfect platform of environment wherein food lovers with diverse tastes and preference can come together and explore the best of what the local and global F&B industry has to offer.”

EUGENE T. YAP
President
Hotel & Restaurant
Association of the
Philippines (HRAP)



97%
were satisfied with
the event



94.5%
of the exhibitors
generated leads
from MAFBEX

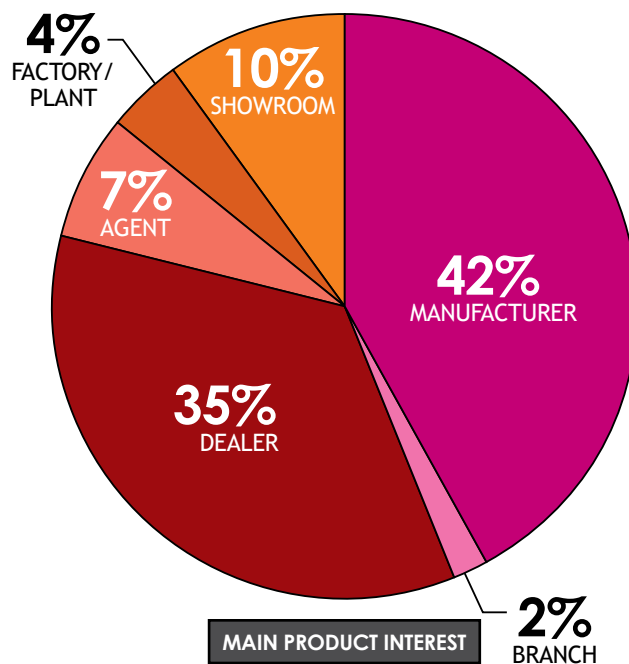
VISITOR SURVEY RESULTS



FAVORITE HIGHLIGHT OF THE EXPO

- Product Awareness
- Exhibits
- Chefs of the World
- Franchising opportunities
- The Brew District
- Mafbex Culinary Cup: Home Chef Edition

99%
of the visitors will
recommend MAFBEX
to others



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EVENT HIGHLIGHTS

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“Out of all the 3 dishes, I believe my winning dish was my own take on a traditional Malaysian dish and turning it into a Filipino-Malaysian fusion appetizer called Pan-seared Tilapia with Sambal Sauce. Through my background as a registered nurse, I wanted to make sure that the dish was good for the body as well. The combination of its health benefits together with the balanced complexity of the dish.”

MS. NATHALIE SANTIAGO
MAFBEX Culinary Cup:
Home Chef Edition
Grand Winner



3RD MAFBEX CULINARY CUP-HOME CHEF EDITION

Dubbed as the Philippine version of Master Chef, Filipino home cooks are tasked to prepare a culinary masterpiece.



DEPARTMENT OF AGRICULTURE PAVILION

A noble move to empower regional F&B players, the pavilion consist of exhibitors that will showcase products from Baguio, Pampanga, Occidental Mindoro, Nueva Vizcaya, Albay, Tacloban City, Cagayan de Oro and other parts of Metro Manila.



BFAR PAVILION

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CHEFS OF THE WORLD

JUNE 12, 2019 (WEDNESDAY)

1:00 PM - 2:30 PM	Sous Chef Christopher Bantog	Diamond Hotel
3:00 PM - 4:30 PM	Chef Marlon Cipriano	Alba Restaurante Español
5:00 PM - 6:30 PM	Executive Chef Victor Barangan	Richmonde Hotel

JUNE 13, 2019 (THURSDAY)

1:00 PM - 2:30 PM	Chef Paul Samonte	Dusit Thani
3:00 PM - 4:30 PM	Chef Baik Jong Ran	Korean Cultural Center
5:00 PM - 6:30 PM	Chef Chuser Quidlat	Hotel & Restaurant Chefs Association of the Phils (HRCAP)

JUNE 14, 2019 (FRIDAY)

1:00 PM - 2:30 PM	Sous Chef Huey Marcial	Century Park Hotel
3:00 PM - 4:30 PM	Executive Chef George Lizares	Lorenzo's Way
5:00 PM - 6:30 PM	Sous Chef Bryan Salarzon	Hyatt Regency Manila City of Dreams

JUNE 15, 2019 (SATURDAY)

1:00 PM - 2:30 PM	Chef Mark Collamat, Chef Yna Oliceros, Chef Jemel Roxas	Pan Pacific Hotel
3:00 PM - 4:30 PM	Chef Justin Sison	LJS Group of Companies
5:00 PM - 6:30 PM	Corporate Chef Dennis Peralta	City Garden Hotel

JUNE 16, 2019 (SUNDAY)

1:00 PM - 2:30 PM	Chef Justin Sison	LJS Group of Companies
3:00 PM - 4:30 PM	Chef Pablo "Boy" Logro	Cheng Ban Yek & Co., Inc.
5:00 PM - 6:30 PM	Chef Philip John Golding, Chef Chad Datu, Chef Claudine Mendoza	Martin Place Social & Ausphin International Institute



THE BREW DISTRICT



"MAFBEX's strong commitment to empower the local F&B industry through its B2B connections is really commendable too as it helps local entrepreneurs and businesses to clinch new partnerships or ventures and attract customers or clients."

SENATOR CYNTHIA A. VILLAR
Senate of the Philippines



INTERNATIONAL PAVILION

Participating countries:



AUSTRALIA



INDONESIA



ITALY



JAPAN



TAIWAN



THAILAND



MALAYSIA



VIETNAM



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EVENT HIGHLIGHTS

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SEMINARS

JUNE 12, 2019 (WEDNESDAY)

12:00 NN - 1:00 PM	Best Practices in Buffet Controls
1:30 PM - 2:30 PM	Sustainable Ingredients in Fusion Cooking
3:00 PM - 4:00 PM	How to Open A Coffee Shop
4:30 PM - 5:30 PM	Kitchen Innovation through diversity and inclusion

JUNE 13, 2019 (THURSDAY)

10:30 AM - 11:30 AM	Workforce Development for the Hospitality and Tourism Industry through AHLEI Certification
12:00 NN - 1:00 PM	Evolution of Fusion Cuisine: A Breakthrough In Nutrition Trends for Millenials
1:30 PM - 2:30 PM	How to Build a Restaurant Brand
3:00 PM - 4:00 PM	Fusion in Traditional Cuisine
4:30 PM - 5:30 PM	Food Safety Risks in the Flow of Food: Occurrence and Prevention

JUNE 14, 2019 (FRIDAY)

10:30 AM - 11:30 AM	Kaon Tal Telling the Filipino Story thru the Palate
12:00 PM - 1:00 PM	How to Support Local Farmers by Buying What's in Season
1:30 PM - 2:30 PM	Culinary Tourism: Mapping the Flavors of the Philippines
3:00 PM - 4:00 PM	Handling Food Safety Related Complaints in Food Service Establishments
4:30 PM - 5:30 PM	TESDA Readiness in the Hospitality Industry

JUNE 15, 2019 (SATURDAY)

10:30 AM - 11:30 AM	Importance of Food Service to Culinary Arts
12:00 NN - 1:00 PM	Promotion Strategies for Your Products and Services
1:30 PM - 2:30 PM	Less is More, The Simplified Menu
3:00 PM - 4:00 PM	Hangover, Fatigue and the Law
4:30 PM - 5:30 PM	Spirit Infusions in Bar

JUNE 16, 2019 (SUNDAY)

10:30 AM - 11:30 AM	Food Production for Airline and Institutional Accounts
12:00 NN - 1:00 PM	Foolproof Food and Beverage Planning for Events
1:30 PM - 2:30 PM	UMAMI and Nutrition
3:00 PM - 4:00 PM	Hospitality Industry Experience: Towards a Benildean Degree in Hotel, Restaurant and Institution Management



THE CULINARY COMPETITIONS



FLAIR COMPETITION

Contestants showcase their own one-of-a-kind bottle-flipping and flair skills in front of various judges and visitors.



"I laud the organizers of the 13th Manila Food and Beverage Expo (MAFBEX) for promoting the country's culinary traditions and boosting our government's efforts to diversify markets for our food and beverage industry."

EMMANUEL F. PINOL
Secretary
Department of Agriculture (DA)

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MEDIA EXPOSURE

2019

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OVERALL MEDIA VALUE TOTAL:

PHP 44,754,246.86



MEDIA PARTNERS



mafbox

MANILA FOODS AND BEVERAGES EXPO

JUNE 17 - 21, 2020

SAVE THE DATE

WORLD TRADE CENTER METRO MANILA

10:00 AM - 8:00 PM



+632 656 9239



inquire@worldbexevents.com



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