

WORLD BEX SERVICES INTERNATIONAL

# maf bex

MANILA FOODS AND BEVERAGES EXPO

A NEW WORLD OF GOOD TASTE

2022



2022



JUNE 15 - 19

10:00 AM - 7:00 PM



WORLD TRADE CENTER  
METROMANILA

POST EVENT REPORT



[mafex.com](http://mafex.com)



[inquire@worldbexevents.com](mailto:inquire@worldbexevents.com)



+ 632 8656 9239

# mafbox

MANILA FOODS AND BEVERAGES EXPO

## INTRODUCTION

The 16<sup>th</sup> edition Manila Foods and Beverages Expo bounced back as a hybrid event this 2022. As a hybrid event, MAFBEX started its festivities by maximizing the advancement in technology as a new way of promoting its partners and exhibitors to a bigger audience through various online activations and informative webinars. This hybrid event was capped off by a live tradeshow where engaged visitors can finally interact directly with the brands, conduct partnerships and of course have a taste of the leading food and beverage products.



# MESSAGE

“

A wonderful morning everyone! The Manila Food and Beverage Expo will turn a new leaf and come back live on-ground to deliver the biggest food experience in the country. This year, MAFBEX aims to bring out something fresh for its exhibitors, partners, and visitors as we introduce a new world of good taste that will surely give you an experience you will never forget!

As the leading food and beverage show in the country, MAFBEX aims to showcase the advancement in the sector by marrying the idea of bringing back the F&B show that you all are accustomed to while incorporating the industry improvements that you all will certainly crave. As we enter this new chapter, MAFBEX will serve as a bridge that connects each aspect of the industry to give way for fruitful business partnerships, interesting F&B product showcases, and be a wonderful avenue where families and friends meet and have fun. With this delicious offering, we are in high hopes. Join us and together, let's all take a step forward and enter a new world of good taste. Thank you!



  
**JOSEPH L. ANG**  
Founding Chairman  
Worldbex Services International

# EVENT IN NUMBERS



FOOT TRAFFIC

45,700



TOTAL NO. OF BOOTHS

400



TOTAL PARTICIPATING COMPANIES

232



MAFBEX 2022  
ANNUAL FOODS AND BEVERAGES EXPO

## PRODUCT PROFILE

- | Services
- | Food & Beverages
- | Packaging
- | Equipment & Machineries
- | Baking Supplies & Ingredients
- | Hotel and Restaurant
- | Franchising
- | Coffee and Tea
- | Wines and Spirits
- | Kitchenwares
- | Home Appliances
- | Automotive

FOR THE BENEFIT OF:

**ABS-CBN  
FOUNDATION**

In the Service of the Filipino

OFFICIAL E-COMMERCE  
PARTNER:



**Lazada**

IN COOPERATION WITH:



“

Congratulations to the 16<sup>th</sup> MAFBEX. You know, this is one of the things that we want to really push in tourism, which is food tourism because food is the one resource that keeps everybody together. And you know, look at here in World Trade Center, everyone is here. So thank you MAFBEX for doing this and doing this for the Filipino people. Thank you so much, and congratulations Mr. Joseph Ang.

**Mr. Woodrow C. Maquiling, Jr.**  
Undersecretary of  
Department of Tourism



# EVENT HIGHLIGHTS

## ONLINE HIGHLIGHTS



mafhex WIRED  
*Cooks*



mafhex WIRED  
*Mixed*



mafhex WIRED  
*Basics*



mafhex WIRED  
*Talks*



mafhex 2022  
ANNUAL FOODS AND SERVICES EXPO



BUSINESS MATCHING



FRANCHISING



FLAIR CUP



CHEFS OF THE WORLD



STAGE ACTIVITY DEMOS



BREW DISTRICT

## ONGROUND HIGHLIGHTS

SUPPORTED BY:



# EXHIBITOR SURVEY RESULTS



The Department of Agriculture is very thankful for activities like this because these are opportunities for our farmers, specifically for this year we've invited young farmers. We have young farmers aged 18 to 30, and that is part of our thrust to bring back the youth to farming. So we would like to thank MAFBEX for again having us here, and we look forward to a strong partnership. We believe that government and private sector partnership holds the key to sustain and to strengthen our culture here in the country.



**Usec. Evelyn Laviña**  
Department of Agriculture  
Representative

## EXHIBITORS ARE INTERESTED IN

- | New agents / distributors
- | Explore new venture possibilities
- | Market new products
- | Generate Revenue
- | Market exposure
- | Product Promotion



**95.8%**  
of exhibitors  
generated leads  
from MAFBEX

**94.4%**  
are satisfied  
with the  
event

# VISITOR SURVEY RESULTS

**94%**  
are satisfied  
with MAFBEX  
2022

**96%**  
agreed that  
MAFBEX is the  
leading food show  
in the country

**94%**  
saw a lot of  
promotion for  
MAFBEX 2022

**94%**  
will recommend  
MAFBEX to  
others

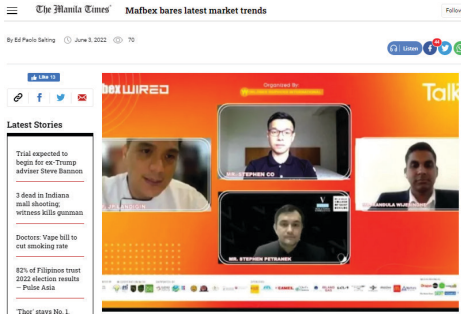


### SPONSORS:



## FAVORITE HIGHLIGHTS OF THE EXPO

# TRADITIONAL MEDIA



**MAFBEX IS GOING TO A NEW WORLD OF GOOD TASTE**

With the pandemic affecting growth, these series showcased the restaurant and small food retailers and guides on how to survive in this turbulent time. MAFBEX will also be the first time that the Philippines' food and beverage industry will have a chance to showcase its products. Giving visitors and guests the best of the Philippines' food and beverage industry, MAFBEX will also be the first time that the Philippines' food and beverage industry will have a chance to showcase its products. Giving visitors and guests the best of the Philippines' food and beverage industry, MAFBEX will also be the first time that the Philippines' food and beverage industry will have a chance to showcase its products.

**AUTO NEWS** Wednesday, June 8, 2022

MAFBEX bares latest market trends

### Check Out The Only Light-Duty 4x4 Truck In The Market At MAFBEX

Category: Events, Kia Corporate, Kia R-Series, News |

Share this on [Twitter](#) [Facebook](#)

When the country's only light-duty truck with a 4x4 option and the country's...

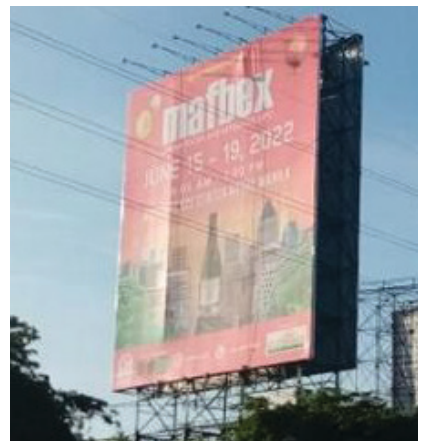
**MANILA BULLETIN** **LIFESTYLE**

Food | Travel | Wellbeing | Moms + Babies | Arts + Culture | Life + Leisure | Home + Design | People + Parties | More+

MAFBEX opens its doors once again on June 15

Published June 15, 2022, 3:51 PM

Let's hope all the Managing Director of Foodservice Services International, Dr. Bernice Nolasco, COO of Foodservice and Marketing-Industries Services, (MANSIS), Maria Pia Castro, Dean - School of Hotel, Restaurant and Institution Management at De La Salle College of Saint Benilde, COO of University...



## MEDIA PARTNERS:



**“**

Kaya dapat, lahat tayo sabay-sabay mag-isip ng bagong pamamaraan ng pagtatanim, ng pagpapa-preserve, at ng iba't iba pang produkto upang magpakain natin ang mga pamilya nang angkop at masarap. So punta na kayo sa MAFBEX, talaga naman kailangan kapitbisig tayo makapagbigay ng masarap na hapag kainan sa bawat pamilya.

**Sen. Imee Marcos**  
Chair of the Senate Committee on Economic Affairs, Electoral Reforms & Cultural Communities

MANILA FOODS AND BEVERAGES EXPO

mafbex 2022

# ONLINE MEDIA

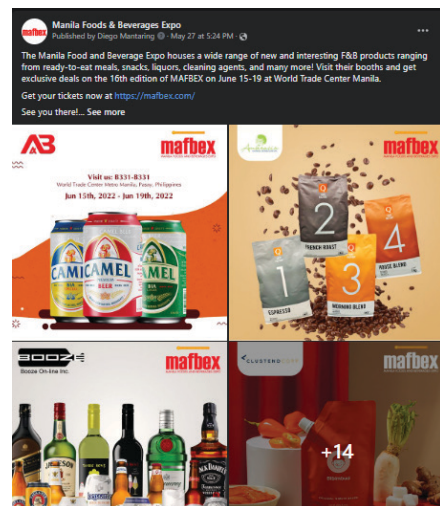
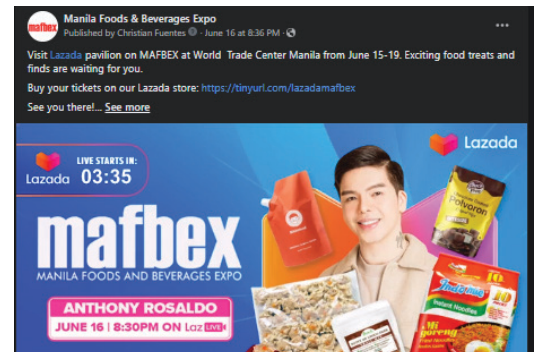
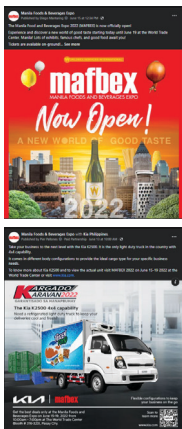


MANILA FOODS AND BEVERAGES EXPO

## TOTAL MEDIA VALUE

# PHP 72,125,491.47

PRESS RELEASES (ONLINE & PRINT), WEBSITE ADS, TV INTERVIEW, RADIO GUESTINGS, LIVE STREAMS, FACEBOOK, INSTAGRAM





# mafbox

MANILA FOODS AND BEVERAGES EXPO



14-18 JUNE



WORLD TRADE CENTER®  
METRO MANILA

2023



[mafbox.com](http://mafbox.com)



[inquire@worldbexevents.com](mailto:inquire@worldbexevents.com)



+ 632 8656 9239