

WORLD BEX SERVICES INTERNATIONAL

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MANILA FOODS AND BEVERAGES EXPO

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14-18 JUNE 2023

10:00 AM - 7:00 PM



WORLD TRADE CENTER®
METRO MANILA



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MANILA FOODS AND BEVERAGES EXPO

EVENT OVERVIEW

Manila Foods and Beverages Expo or **MAFBEX** is the country's biggest food and beverage trade show. Connecting business owners to consumers and to local and foreign business owners. This year is the 17th year since its start, with the theme being "Fully-Loaded Flavors". This event showcased some of the industry's best food and beverage companies and varied between 5 different countries. Some of the country's top chefs also made an appearance and showed off their tips on how to make gourmet food for everyone.

The 17th edition of the **Manila Food and Beverage Expo** was held from June 14 to 18, 2023 at the World Trade Center Metro Manila. It will feature many activities such as business matching, Chefs of the World, and many cooking competitions.



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MANILA FOODS AND BEVERAGES EXPO

FOR THE BENEFIT OF:

**ABS-CBN
FOUNDATION**

In the Service of the Filipino

IN COOPERATION WITH:



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MESSAGE

The 17 years of MAFBEX has been driven by its founding vision: to create value for the food industry, introduce the local produce to international markets and foster a new food culture. The Manila Foods and Beverages Expo continues to implement cultured ideas for a more fully loaded show one after another. It is a concept of synergy bound by the industry's quench of recognizing the true Filipino flavors.

Our purpose goes beyond the food palate. It is always to inspire the brilliance of life by creating a rich food experience for our community in harmony with hunger for flavors. The rich and tasty culture of the Philippines and the growing opportunity in the Food and Beverages industry is the driving force of MAFBEX to create a future brimming with "Fully Loaded Flavors."

Welcome and please enjoy our unlimited flavorful experience!


JOSEPH L. ANG
Founding Chairman
Worldbex Services International



WORLD BEX SERVICES INTERNATIONAL

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MANILA FOODS AND BEVERAGES EXPO

OVERVIEW



MORE THAN
49,800
FOOT TRAFFIC



MORE THAN
422
EXHIBITORS



10,000 SQM
EXHIBIT AREA



588
BOOTHS



ACTIVITIES

mafbex *Cooks* **Chefs of the World**

At MAFBEX 2023, the spotlight was turned on a handful of renowned local and international chefs who showcased their recipes and insights in the food and beverage industry through a unique fusion of entertaining and compressive cooking demos.



**CHEF MICHELLE
ADRILLANA**

Burger Beany with Mango
Dressing and Kesong Puti,
Adlai Nasi Goreng with
Taro Chips



**CHEF MARK JOSEPH
BARTOLOME**

Cucumber and Prawns Salad
& Cabbage Rolls Express



CHEF MANUEL DE LEON
Asian Gourmet



CHEF RUBEN IGNACIO JR.
Filipino Kare-Kare (made
with steak)



**CHEF JADE
CHRISTOPHER LEE**

Vermicelli Wrapped Shrimp
Lumpia with Tabon-Tabon
Grilled Pineapple
Chicken Skwers



CHEF BOY LOGRO
Chicken Biryani with
Coconut Milk



CHEF SHEILLA LOPEZ
Nasi Goreng with Fried Rice



CHEF RV MANABAT
Ube Bibingka



CHEF GERICK MANALO
Grilled Chicken with Mango
Habanero Salsa



CHEF MARGARITA MARTY
Mushroom Risotto



**CHEF CHUSER ERICKA
QUIDLAT-BACARRO**
Ceviche



**CHEF MYKE TATUNG
SARTHOU**



CHEF MATTIA STROPPIA
Capunti Alla Norcina
(creamy white sauce pasta
with sausages)



ABIGAIL MARQUEZ
Korean Fried Chicken

ACTIVITIES



The 4th MAFBEX Culinary Cup: Home Chef Edition was an exciting event highlight that provided opportunities to aspiring cooks who have no formal training. Participants were put through a series of challenges that fused both creativity and intuitive approaches in creating their signature masterpiece.



Another MAFBEX staple, the MAFBEX Talks are the Young Hoteliers' Exposition's (YHE) accredited seminars for people who are interested in the F&B industry. The topics discussed ranged from the latest F&B trends to comprehensive talks that captivated the minds of the attendees. MAFBEX Talks seminars were free of charge.

FLAIR COMPETITION

The MAFBEX Flair Competition allowed participants to showcase and stir the audience's spirit through a heart-raising bottle flipping contest.



HIGHLIGHTS

ORGANIC PRODUCTS

The Department of Agriculture and BFAR put the limelight to Filipino local goods with an all-organic pavilion in MAFBEX. A growing demand of organic products in the Philippines has been skyrocketing. The platform serves as a business opportunity for local goods to grow and flourish in the metro and nationwide.



“Since the reopening of the economy in 2022, the Food and Beverage Industry has been gradually recovering. In fact, the DTI reported that business registrations hit a 10-year high in 2022, with restaurants and mobile food services activities coming in as the second highest number of new business registrations last year.

That’s why I made it my goal to uplift the lives of the farmers, address the needs of our agriculture sector and promote food security in every legislation I write.”

— HON. SENATOR
CYNTHIA VILLAR
SENATOR CHAIR OF
COMMITTEE ON
AGRICULTURE AND FOOD

FRANCHISE ZONE



The Franchising Zone is a series of booths that create a platform for future business owners. With a wide array of brands to franchise, the visitors of MAFBEX can find and meet the perfect brand to fit their business goals.

HIGHLIGHTS

INTERNATIONAL PAVILION

The MAFBEX International Pavilion was a global culinary showcase that featured international brands, flavors, and unique ingredients, connecting businesses with diverse audiences in the Filipino market.



I would like to congratulate MAFBEX to its 17th anniversary, and hopefully the event will continue to be a huge success for many years to come. Thank you for holding it here in Pasay City.”

– Hon. Mayor Imelda “Emi” Calixto-Rubiano
City Mayor of Pasay

BREW DISTRICT



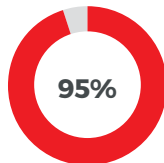
Visitors had a wide variety of international and local brands that specialize in coffee and tea at The Brew District area. Equipment and other specialty resources were also available.



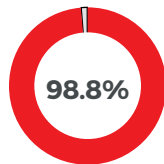
MAFBEX Scoop, showcased the best and most inventive products from the food and beverage industry, both edible and non-edible.



EXHIBITORS' FEEDBACK



of exhibitors stated that the performance of the show was excellent



of the exhibitors generated leads from MAFBEX

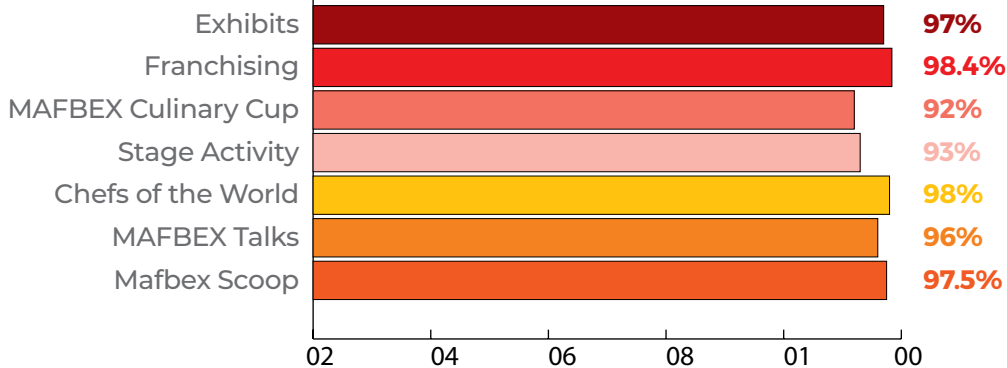


of the exhibitors will rated the event "excellent"

TRADE BUYERS' FEEDBACK



FAVORITE HIGHLIGHTS OF THE EXPO



MAIN PRODUCT INTEREST

- Beverages
- Franchising
- Companies & Organic Products
- Food Service
- Equipment, Dried fruits and wine
- Bread and Pastries



100% of the visitors will recommend MAFBEX to others

TRADITIONAL MEDIA



Food and beverage industry support urged

SENATOR Cynthia Villar exhorted everyone to work together and support the country's Food and Beverage Industry.

In the Opening Ceremony of the 17th Manila Food and Beverage Expo 2023 held at the World Trade Center in Pasay City, she also urged backing to the agricultural sector to further promote our local produce.

At present, she said the food and beverage industry has become highly diversified, covering a wide spectrum of manufacturing practices. This includes small-scale, traditional, family-run operations that are highly labor-intensive to large-scale, capital-intensive enterprises employing advanced mechanized industrial processes.

"Numerous food industries rely on local agriculture, produce, or fishing, while others rely on imports to meet their production needs," related the chairperson of the Senate agriculture and food committee.

The food system, she said, operates as a complex network interconnecting farmers with various industries.

"This network covers not only the farmers themselves but also extends to include manufacturers of farm equipment and chemicals, as well as firms that provide services to agribusiness-

es, such as logistics and financial services," also said Villar.

She noted that the food system incorporates the food marketing industries responsible for bridging the gap between farms and consumers.

These industries consist of food and fiber processors, wholesalers, retailers, and foodservice establishments.

According to the veteran lawmaker, the Covid-19 pandemic has reminded us of the significance of supporting the agricultural sector, as our local farmers play a vital role to ensure food security during times of crisis.

"Since the reopening of the economy in 2022, the Food and Beverage industry has been gradually recovering. In fact, the Department of Trade and Industry (DTI) reported that business registrations hit a 10-year-high in 2022, with restaurants and mobile food services activities coming in as the second-highest number of new business registrations last year," related the senator.

"That is why I made it my goal to uplift the lives of the farmers, address the needs of our agricultural sector and promote food security in every legislation I write," related the senator. *Camille P. Balagtas*

TOTAL AD VALUE
84,108,776

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

Villar nanawagan suportahan F&B industry sa bansa

HINIMOK ni Senadora Cynthia Villar na magtulungan at suportahan ang "food & beverage industry" sa bansa.

Sa pormal na pagbabukas ng 17th Manila Food and Beverage Expo 2023 sa World Trade Center, Pasay City, nanawagan din siya na suportahan ang agricultural sector upang bigay na isulong ang mga lokal na produkto.

Sa ngayon, naging highly diversified ang food and beverage industry na saklaw na ang manufacturing practices. Kabilang dito ang small-scale, traditional, family-run operations na highly labor-intensive hanggang large-scale, capital-intensive enterprises na gumagamit ng advanced mechanized industrial processes, ayon sa senadora.

"Numerous food industries rely on local agriculture, produce, or fishing, while others rely on imports to meet their production needs," pahayag ng chairperson ng Senate agriculture and food committee.

Nag-operate bilang complex network na konektado sa mga magasaika na may iba't ibang industriya sa food system, ayon kay Villar.

"This network covers not only the farmers themselves but also extends to include manufacturers of

farm equipment and chemicals, as well as firms that provide services to agribusinesses, such as logistics and financial services," ani Villar.

The food system incorporates the food marketing industries responsible for bridging the gap between farms and consumers," dagdag pa niya.

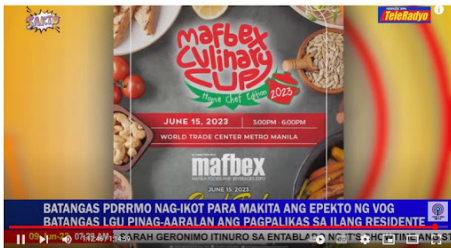
Kabilang sa mga industriyang ito ang food at fiber processors, wholesalers, retailers, at foodservice establishments.

Ayon sa mambabatas, tinugbilanan ng COVID-19 pandemic na mahalaga ang suporta sa agricultural sector dahil sa importanteng papel ng magasaika sa panahon ng krisis.

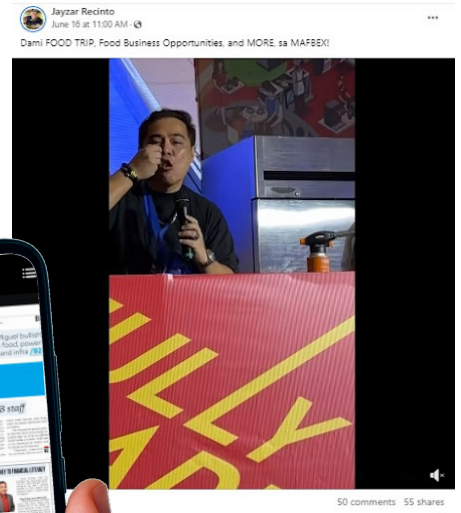
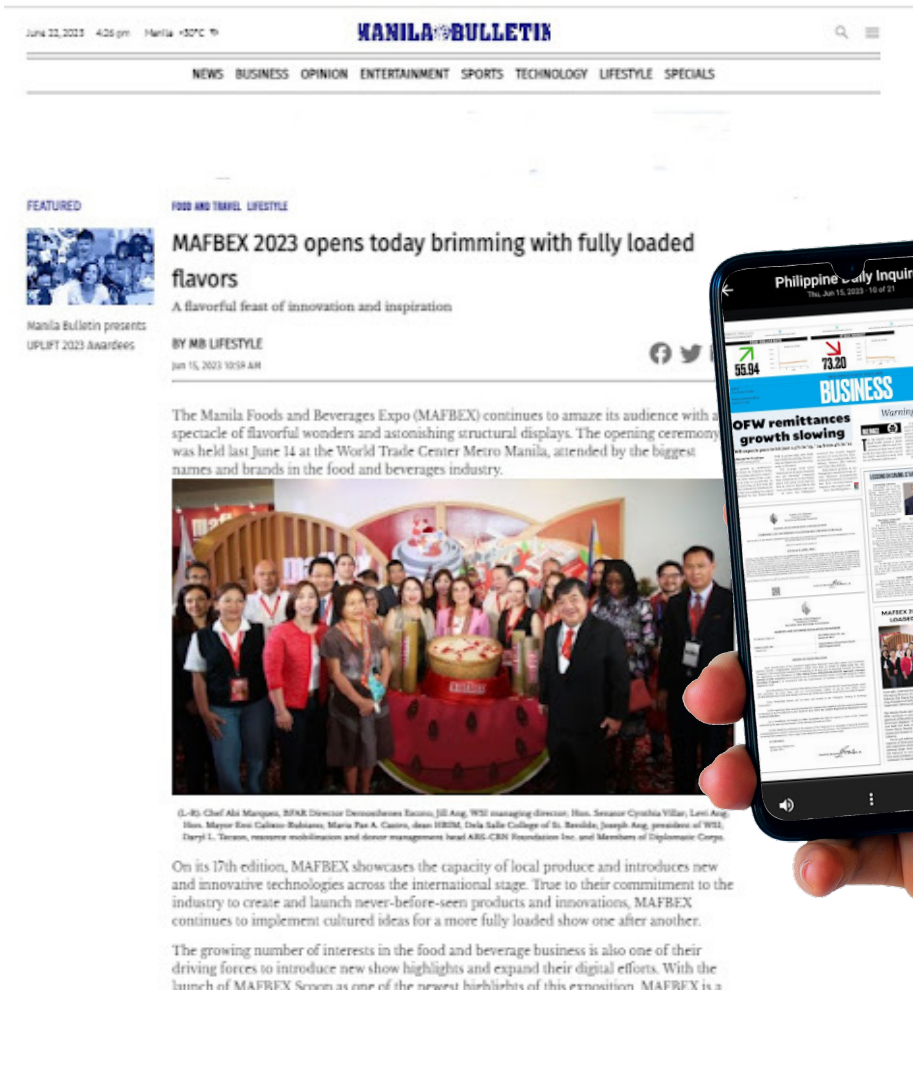
"Since the reopening of the economy in 2022, the Food and Beverage industry has been gradually recovering. In fact, the Department of Trade and Industry (DTI) reported that business registrations hit a 10-year-high in 2022, with restaurants and mobile food services activities coming in as the second-highest number of new business registrations last year," sabi pa ng senador.

"As the industry is one of the pillars of the economy, a lot of sectors are coming out to support business owners engaged in food service."

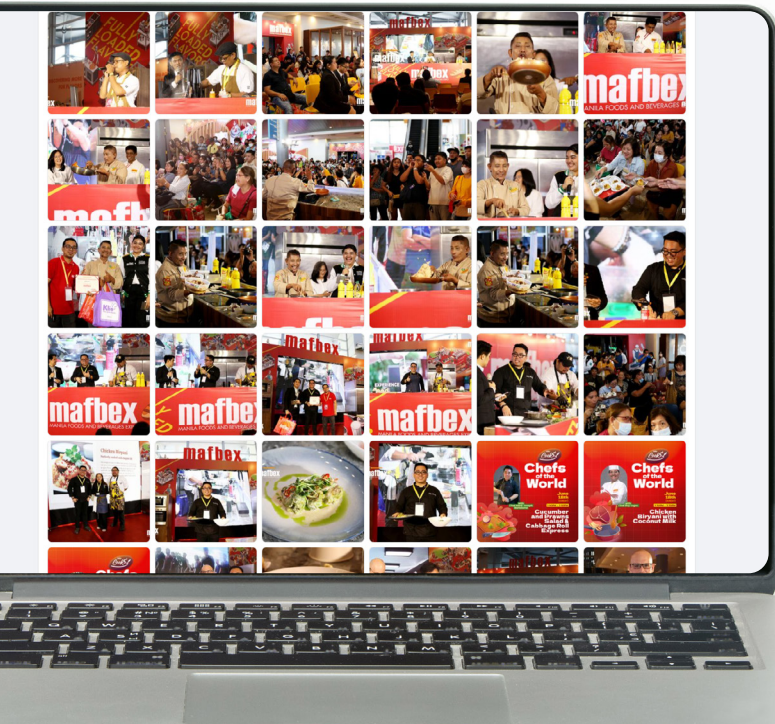
PS Jun M. Sarmiento



ONLINE MEDIA



ONLINE MEDIA



Manila Foods & Beverages Expo May 24

The MAFBEX 2023 Exhibitors' Orientation held last May 22 at the World Trade Center Metro Manila was jampacked with hundred... See more

269 12 comments 117 shares

Manila Foods & Beverages Expo May 25

Sealed by trust from our partners all throughout the years, Worldbex Services International held its MOA signing with its valuable par... See more

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Have a taste of fully loaded flavors this June when you visit the 17th edition of the Manila Foods and Bev... See more

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Wherever you are, the world is full of different cuisines. ... See more

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Manila Foods & Beverages Expo Apr 29

This 2023, we will welcome you to a world of Fully-Loaded Flavors, as the Manila Food and Beverages Expo returns with explosi... See more

14-18 JUNE 2023
10:00 AM - 7:00 PM
WORLD TRADE CENTER METRO MANILA

451 71 comments 303 shares

Manila Foods & Beverages Expo May 20

Celebrating 17 years of Fully Loaded Flavors, MAFBEX 2023 is back with loads of tasteful fun! ... See more

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14-18 JUNE 2023 10:00 AM - 7:00 PM WORLD TRADE CENTER METRO MANILA

GET YOUR TICKETS NOW

Manila Foods & Beverages Expo May 29

Network with the leading F&B businesses in this year's Manila Foods and Beverages Expo ... See more

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Manila Foods & Beverages Expo May 19

Get ready to experience the taste of fully-loaded flavors, as the biggest and most exciting food and beverage expo retur... See more

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94 2 comments 83 shares 12.5K views

Manila Foods & Beverages Expo Apr 24

Do you have what it takes to be the country's next best chef? Then this might be your chance!

Join the MAFBEX Culinary Cup 2023 and let the world taste your gourmet recipes! The deadline for submission of entry is until May 12, 2023! See posters for more details.

Sign up now!
<https://bit.ly/3V8Foaq>

#MAFBEX2023 #Culinary

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Choose to live healthy only here at MAFBEX 2023! ... See more

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Get informed with worldwide trends in food and beverages only at MAFBEX Talks!
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The **Young Hoteliers' Exposition (YHE)** is an organization from the De La Salle - College of St. Benilde that handles events and... See more



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Fished locally, served fresh!
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Featuring the finalists for the upcoming MAFBEX Culinary Cup Home Chef Edition in the episo... See more



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MAFBEX 2023 would like to thank its sponsors for their invaluable support and for making MAFBEX into an event that is fully lo... See more



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Ready to satisfy your hunger?
Here is a schedule for our Chefs of t... See more

TIME	NAME OF CUISINE	NAME OF CHEF
1:00PM - 2:00PM	KOREAN BATTER-FRIED CHICKEN PORK	Chief Chef Laduan
2:30PM - 3:30PM	FILIPINO FISHERY	Chief Chef Alex Maranon
4:00PM - 5:00PM	INDONESIAN CUISINE	Chief Chef Leticia
5:30PM - 6:30PM	ASIAN BOUTIQUE	Chief Chef de Leon
7:00PM - 8:00PM	WESTERN BOUTIQUE	Chief Chef Angeles R.
8:30PM - 9:30PM	BOUL FOOD	Chief Chef Angeles Marry
10:00PM - 11:00PM	INDONESIAN BATTERED SHRIMP KROKETT LUMPA WITH TABOCH-TABOCH SAUCE AND PEANUT-BANANA BREAD CRUMBS	Chief Chef Lee
1:00PM - 2:00PM	INTERNATIONAL CUISINE	Chief Chef Erika Quilod-Bonora
2:30PM - 3:30PM	INDONESIAN CUISINE	Chief Chef Leticia
4:00PM - 5:00PM	HEALTHY JUNK	Chief Chef Angeles
5:30PM - 6:30PM	ITALIAN CUISINE	Chief Chef Angeles Marry
7:00PM - 8:00PM	WESTERN BOUTIQUE	Chief Chef de Leon
8:30PM - 9:30PM	BOUL FOOD	Chief Chef Angeles Marry
10:00PM - 11:00PM	INDONESIAN BATTERED SHRIMP KROKETT LUMPA WITH TABOCH-TABOCH SAUCE AND PEANUT-BANANA BREAD CRUMBS	Chief Chef Lee
1:00PM - 2:00PM	DUCAMBER AND FRAMES SALAD & CREAMY BREAD CRUMBS	Chief Chef Joseph
2:30PM - 3:30PM	CHEF'S CHOICE	Chief Chef Joseph
4:00PM - 5:00PM	VEG BIRRIANI	Chief Chef Bay Legra
5:30PM - 6:30PM	INDONESIAN CUISINE	Chief Chef Bay Legra

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Get ready to witness the biggest culinary showdown as the top 5 home chefs battle it out at the MAFBEX Culinary Cup: Home... See more



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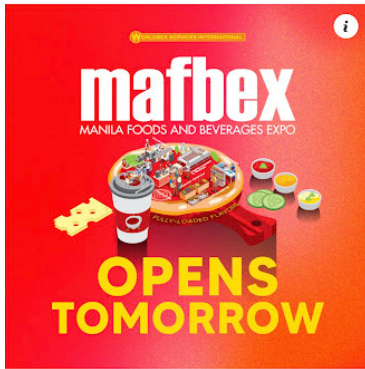
mafbox Manila Foods & Beverages Expo Jun 13 · 🌐
Taste Fully Loaded Flavors, as the Manila Foods and Beverages Expo 2023 is coming to your table, from June 14 to 18 at the Wor... See more



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Are you ready? Fully loaded flavors will burst up TOMORROW!!
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NOW LIVE: Chefs of the World w/ Abi Marquez



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JUST IN! MAFBEX opening day was brimming with full of surprises, tons of activities, unlimited food cravings and flavorful learnings... See more



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We heard you! It's hard to get lost inside our Edible City. So here's how you can navigate the biggest and most flavorful expo in... See more



👍 91 5 comments 68 shares

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NOW LIVE: MAFBEX 2023 Opening Ceremony



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MAFBEX 2023 Opens Today brimming with Fully Loaded Flavors!
... See more



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We had a blast with this day's Chefs of the World featuring the "Simpl" chef, Chef Tatung ... See more



👍 Erica Conda and 48 others 18 shares

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MANILA FOODS AND BEVERAGES EXPO

Founded in 2006, the **Manila Foods and Beverages Expo (MAFBEX)** is the country's biggest gathering of the iconic pillars and outstanding newcomers of the food trade.

Held every month of June, **MAFBEX** divides its sweeping venue into five zones that cater to different categories of food, beverage, and other comestibles, MAFBEX is the single most anticipated food show for industry professionals, investors, and foodies alike!

SAVE THE DATE

JUNE 12 - 16, 2024

10:00 AM-7:00 PM

WORLD TRADE CENTER METRO MANILA

For more information, please contact **Ms. Roselle Fernandez and Ms. Rea Sobrevega**
☎ (Manila) (632) 8656.9239 Loc. 130 or ✉ ws17@worldbexevents.com / ws13@worldbexevents.com

ORGANIZED BY:

WORLD BEX SERVICES INTERNATIONAL

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