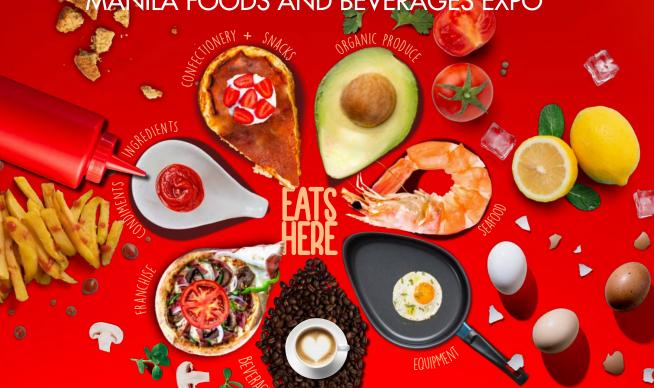
ORLDBEX SERVICES INTERNATIONAL

# MANILA FOODS AND BEVERAGES EXPO



## JUNE 12 - 16, 2024

10:00 AM - 7:00 PM **WORLD TRADE CENTER METRO MANILA** 

POST EVENT REPORT





mafbex.com inquire@worldbexevents.com 🗘 + 632 8656 9239







#### **EVENT OVERVIEW**

EATS HERE! The **Manila Foods and Beverages Expo (MAFBEX)** once again proved that it is the largest food and beverage trade show in the country. The exhibition effectively fulfilled its purpose of connecting business owners with consumers, as well as with local and international entrepreneurs. This event highlighted some of the finest food and beverage companies from both local and global markets.

The 18th edition of the **Manila Foods and Beverages Expo** took place from June 12 to 16, 2024, at the World Trade Center Metro Manila. **MAFBEX** presented a range of highlights, activities and competitions that featured and showcased the talents, skills, and the latest developments in the food and beverage industry.







FOR THE BENEFIT OF:

#### ABS@CBN **FOUNDATION**

In the Service of the Filipino

IN COOPERATION WITH:





































































































#### MEDIA PARTNERS:







































































































#### **MESSAGE**

Through the years, **MAFBEX** has been dedicated to enhancing the food industry's value, guided by its founding vision of introducing local produce to global markets and cultivating a new food culture. **The Manila Foods and Beverages Expo**, is more than just a trade show; it's a platform for promoting cultural ideas that continuously evolving from one show to another. It embodies synergy driven by the industry's desire to unveil and celebrate the authentic flavors of Filipino cuisine, deeply rooted in our cultural heritage.

Our mission extends beyond satisfying taste buds; we aim to inspire our thousands of visitors by offering a diverse and enriching culinary experience provided by our hundreds of exhibitors from here and abroad. The 18th year of **MAFBEX** is a celebration of our unique Filipino Flavors – a vibrant taste that is truly one-of-a-kind and ready to conquer the world-wide market. Today, in celebration of our 18th edition and our 126th Independence Day, join us and explore our endless array of flavorful experiences and beyond!

MABUHAY and Welcome to MAFBEX 2024!

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





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#### **OVERVIEW**



MORE THAN **52,300** FOOT TRAFFIC



476
EXHIBITORS



10,000 § EXHIBIT AREA



645 BOOTHS



#### **ACTIVITIES**



At MAFBEX 2024, 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 ANGELO GUISON Tinolang Lugaw



CHEF MJ

Sotanghon Gisado and Pan

Grilled Prawn



CHALOPIN
Science and Spice: Black
Tiger Prawns Cooked in
Chemical Reaction with
Fennel and Lato Salad



CHEF BRUCE LIM
Chow Mein &
Kalderetang Itik



CHEF PHILIP JOHN
GOLDING, CHEF CHAD
DATU AND CHEF
FRANCHESKA ONG
Creamy Coconut Miso
Corn Soup



CHEF IRISH
MANRIQUE
Ube Cookies
Ube Basque Cheesecake
Ube Mochi Pancake



ARELLANO



CHEF GERICK
MANALO
STEAK 101
Make No MiSTEAKS



CHEF MARKY
Salmon Tataki and Steak
Tagliata



CHEF MICHELLE
ADRILLANA
Sustainable Cooking



CHEF KEN JONG
Burger, Chicken Adobo and
Fried Rice



CHEF MYKE TATUNG SARTHOU



CHEF SAMSON SEMWENDA Swahili Festival Rice Cooked in Tropical Spices Served with "Chachandu Salsa" and "Kachumbari Salad"



ANG
Modern Pares
(Braised Beef served with
Creamy Mashed Potatoes
and Seared Veggies)



CHEF RUBEN IGNACIO, JR. Swahili Festival Grilled Seafood Sinigang



CHEF BANCHONG
SINGTHIS
Phong Kare/ Papaya Seafood
Pla Ra



CHEF CHU BACARRO Asian Surf & Turf



Y. MANAIG

Miso Glazed Pork with Spicy
Cucumber Salad in Tartelette



CHEF FRED
QUIENG
Chocolate Chip Cookies



STROPPA
Gnocchi di Patate,
Pomodorini, Stracciatella &
Nduja

#### **ACTIVITIES**





The 5<sup>th</sup> 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.



Ms. Leslie Co, Grand Winner of the MAFBEX Culinary Cup: Home Chef Edition 2024







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.





#### **ACTIVITIES**

#### YOUNG HOTELIERS' EXPOSITION (YHE) CULINARY COMPETITION

A highlight of MAFBEX that caters to promising and innovative students. The yearly competition allows these students to think outside the box and create timeless fine dining proposals.



TABLE SET UP COMPETITION



**MANILA YOUNG SOMMELIER** 





**PLATED DESSERT COMPETITION** 





**CAKE DECORATING COMPETITION** 



**CAKE DECORATING COMPETITION** 



**IRATE PASSENGERS COMPETITION** 





### LATTE ART COMPETITION

The Manila Foods and Beverages Expo (MAFBEX), in partnership with the Philippine Coffee Board Inc. (PCBI), proudly showcases local barista talent in the MAFBEX Latte Art Competition.

#### **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.







2024

#### **HIGHLIGHTS**

#### **ORGANIC PRODUCTS**

The Department of Agriculture and BFAR put the limelight to Filipino local goods with an allorganic 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.









Mafbex is our best opportunity to open up to local businesses their products to an audience in the world marketplace. Food feeds the spirit to celebrate and commensurate, but food is always the center of that table."

HON. SENATOR IMEE
 MARCOS, REPUBLIC OF
 THE PHILIPPINES





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**

#### BUSINESS MATCHING

A free service which assists participating companies and trade show visitors who seek business connections and investment opportunities with ease and accuracy.





#### **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.











For 18 years, this expo has maintained a strong future in the landscape of food and beverage not only in the country but the whole world respectively. Today we are all getting along to have all possible plays for all kinds of balance made available to us."

- MAYOR EMI CALIXTORUBIANO REPRESENTED
BY THE EXECUTIVE
ASSISTANT V-PASAY SOCIAL
WELFARE DEVELOPMENT
DEPARTMENT - MS.
ANGELICA L. ROA YU

2024

#### **EXHIBITORS' FEEDBACK**





of participating companies were able to meet their target market.



of business matching participants were able to gather potential business ventures and opportunities.



of exhibitors will join MAFBEX 2025



of exhibitors rated the organizer and management excellent



of exhibitors gave an excellent remarks about their overall MAFBEX experience



of exhibitors gave an excellent remarks to the event's highlights and activities



of MAFBEX exhibitors this 2025 has exceeded their expectations.

#### TRADE BUYERS' FEEDBACK





of the attendees gave the registration process an excellent rating



rated the over-all exhibits "Excellent"



of the attendees rated the venues "Excellent"



of the attendees rated the customer service "Excellent"



of the attendees rated the Interior and Exterior "Excellent



of the attendees rated the Activities and Show Highlights "Excellent"



of the attendees rated the safety and security "Excellent"

#### TRADITIONAL MEDIA





# TOTAL AD VALUE **128,183,186**

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









#### TRADITIONAL MEDIA



#### **ONLINE MEDIA**









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EATS HERE: MAPREX Relians Per a Cultury Journey

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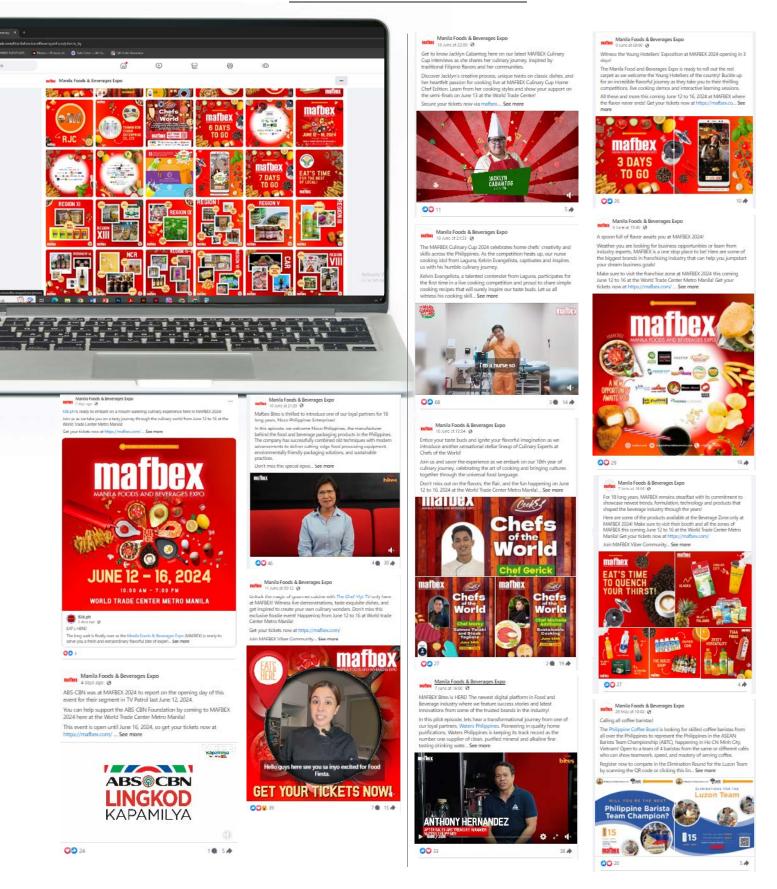
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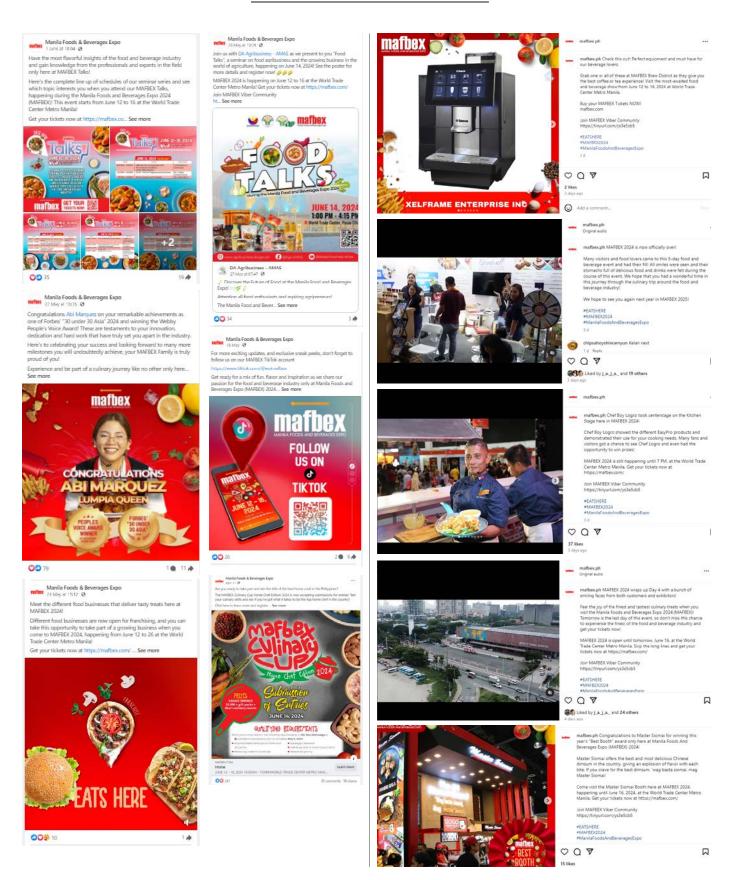
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#### **ONLINE MEDIA**



#### **ONLINE MEDIA**





# ANILA 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 11 - 15, 2025

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 wsi7@worldbexevents.com / wsi13@worldbexevents.com

ORGANIZED BY:

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