

WORLD BEX SERVICES INTERNATIONAL

# maf**bex**

DAVAO

2  
0  
2  
5



**MAY 8-11, 2025**

**11:00 AM-7:00 PM**

**SMX**  
CONVENTION CENTER  
DAVAO

**SH LANANG**



+632 8656 9239



maf**bex**.com



inquire@worldbexevents.com

# POST EVENT REPORT

# mafbox

## DAVAO

### EVENT OVERVIEW

Made its debut edition this 2025, MAFBEX Davao successfully brought the flagship MAFBEX experience to the King City of the South! Known for its rich agricultural resources, diverse culinary traditions, and thriving local enterprises, Davao is a natural stage for the region's food and beverage excellence. This newest leg of the Manila Foods and Beverages Expo (MAFBEX) sets the spotlight on Mindanao's finest produce and homegrown flavors to emerging trends in the industry. MAFBEX Davao is set to be the premier platform for connecting southern F&B talents with wider business and trade opportunities in the whole region.



# mafbox

## DAVAO

### MAFBEX DAVAO INSTITUTION AND ASSOCIATION PARTNERS



### MAFBEX DAVAO PARTICIPATING BRANDS



### MAFBEX DAVAO CULINARY CUP PARTICIPATING SCHOOLS



### SERVICE PROVIDERS



### MEDIA PARTNERS





## MESSAGE

Maayong Buntag, Davao!

It is with great pleasure that I welcome you to our world-class exposition here in Davao City. Today, we proudly present the DAVAO TRIO—a unified showcase featuring MAFBEX Davao, TLEX Davao, and PHILBEX Davao, all gathered under one roof to celebrate innovation, culture, and progress. These events are a reflection of the passion, creativity, and resilience that defines Mindanao.

We honor the culinary artistry that brings communities together, the spirit of adventure that moves us forward, and the brilliance of architecture and design that shapes the way we live.

We thank you for joining us in this celebration of excellence and ingenuity. May this gathering open doors to new partnerships, lasting impressions, and shared success.

Daghang salamat, Davao. Padayon ta sa pag-uswag!

**JOSEPH L. ANG**

Founding Chairman  
Worldbex Services International

# maf**bex**

---

## DAVAO

### OVERVIEW



MORE THAN  
**12,400**  
FOOT TRAFFIC



MORE THAN  
**40**  
EXHIBITORS



**5000** SQM  
EXHIBIT AREA



**75**  
BOOTHs



# ACTIVITIES & HIGHLIGHTS

## mafbex DAVAO Cake Decorating Competition

— INTERSCHOOL DIVISION —

A competition that expresses the creativity, passion, and skill of student bakers in baking cakes and pastries.



**MAFBEX Cake Deco Grand Champion**  
MAFBEX Cake Deco Grand Champion - MAEDELINE C. ELBANO, MAE ANNE M. SERVIDAD, GERALDINE T. DENOPOL, and JENNIFER S. NARDO from the University of Mindanao



**MAFBEX Flair Cup Grand Champion**  
Harrison Camasura from the Philippine Womens College of Davao

## mafbex Flair Cup — INTERSCHOOL DIVISION —

MAFBEX FLAIR CUP 2025 is a nation-wide flair bartending competition participated by the Philippine Hotel and Restaurant Management Schools wherein they will send their best student flair bartender to compete for the title, Grand Champion, or defend it.

## mafbex DAVAO Fruit & Vegetable Carving Competition

— INTERSCHOOL DIVISION —

Encouraging and celebrating the talent, creativity, and strategy of Filipinos in fruit carving, Worldbex Services International curated this competition for all students to showcase their passion and skill in carving.



**MAFBEX FRUIT AND VEGETABLE CARVING Grand Champion**  
KENT CLYDE SANCHE, DIERVIN MOORE SONZONA and RUSSELLE ASHLEY PEDRIOSO from the Philippine Womens College of Davao



MAFBEX Davao provides a crucial platform to showcase our agricultural bounty, promotes agri-business, strengthen market linkages, and celebrate our cultural heritage. The convergence of PHILBEX, TLEX, and MAFBEX in this Davao Trio event represents a holistic approach to regional development. It fosters collaborations, synergy, and mutual growth among these key sectors. All in all, I would like to express my sincere gratitude to Worldbex Services International for organizing this remarkable event. I am confident that the Davao Trio event will be a resounding success and that it will contribute significantly to economic growth, and social progress and cultural enrichment of Davao Region and in the entire nation.

— REGIONAL DIRECTOR  
**MACARIO D. GONZAGA**

REGIONAL EXECUTIVE DIRECTOR  
OF THE DEPARTMENT OF  
AGRICULTURE REGION XI  
REPRESENTED BY

**MS. MARIE ANN MAGNO-  
CONSTANTINO**

REGIONAL TECHNICAL DIRECTOR  
FOR OPERATIONS.

# ACTIVITIES & HIGHLIGHTS



Promoting, developing, and creating awareness of the uniqueness and creativity of table set-up and the important aspects of fine dining details.



**MAFBEX Table Set Up with Centerpiece Grand Champion**  
 ANNE DENNISE P. APOLINAR, MARK ANTONY SANCHEZ, and CRIS JOHN BURLAOS from the University of Mindanao



This trio of expos serves as a vital platform for highlighting the interconnectedness of food, construction and travel sectors. Industries that play a pivotal role in driving the economic progress of Davao region. We commend WSI for its continued dedication to fostering industry collaboration and innovation. DTI Region XI looks forward to further partnership that contributes sustainable economic development and nurture the entrepreneurial spirit across Davao, across Mindanao and the country.

— **DIRECTOR ROMEO CASTAÑAGA**  
 DIRECTOR OF THE DEPARTMENT OF TRADE AND INDUSTRY REGION XI



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



FRUX FOOD PRODUCTS



ROSARIO'S DELICACIES



JEG PROCESSED FISH PRODUCTS



SONSYA'S GARDEN



RAMBELLE FOOD PRODUCTS



ASHLEY JUDD PINLUT CANDIES



YEAR LUCK FOOD & INDUSTRIAL CORPORATION



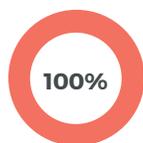
BEC & GERI'S



CACAO DE DAVAO



## EXHIBITORS' FEEDBACK



100% of participating companies were able to meet their target market.



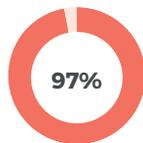
99% of exhibitors rated their overall company performance and participation as "Excellent"



97% Of Business Matching participants have met their target opportunities



100% Excellent rating in the overall outcome of the expo



97% of the exhibitor does not participate in other trade fairs



100% Excellent rating performance for the organizer of the event - Worldbex Services International



100% of the Exhibitors will participate again in MAFBEX Davao 2026

## OBJECTIVE OF PARTICIPATION



Promote Awareness of Products



Explore New Businesses



Market Exposure



Generate Increased Businesses



Market/Test New Products

— DIRECTOR RELLY B. GARCIA

REGIONAL DIRECTOR OF THE BUREAU OF FISHERIES AND AQUATIC RESOURCES (BFAR) REGION XI REPRESENTED BY

**MS. ELISA E. PIL**

OFFICER-IN-CHARGE OF THE POST-HARVEST & MARKETING SECTION



## VISITORS' FEEDBACK



100% rated the over-all exhibits "Excellent"



99% of the attendees gave the registration process an excellent rating



98% of the attendees rated the customer service "Excellent"



100% of the attendees rated the Activities and Show Highlights



98% of the attendees rated the venues "Excellent"



98% of the attendees rated the safety and security "Excellent"



100% of the attendees rated the Interior and Exterior "Excellent"

## MAIN PRODUCT INTEREST

**1** Franchising Companies & Organic Products

**3** Beverages

**5** Food Packaging

**2** Food Service Equipment

**4** Bread and Pastries

On behalf of the Department of Science and Technology Region XI, I extend my congratulations to Worldbex Services International and all partner organizations for making this event possible. Your continued efforts to create platforms that brings together innovators, entrepreneurs, industry leaders and consuming public are truly commendable. I hope this event inspires greater collaboration across sectors, leads to practical application that benefit our communities and contribute to regional and national development.

— **DR. ANTHONY SALES**  
 REGIONAL DIRECTOR OF THE  
 DEPARTMENT OF SCIENCE  
 AND TECHNOLOGY REGION XI  
 REPRESENTED BY  
**MS. ELSIE MAE A**  
 SOLIDUM, ASSISTANT  
 REGIONAL DIRECTOR FOR  
 TECHNICAL SERVICES  
 DIVISION

# TRADITIONAL MEDIA



TOTAL MEDIA VALUE  
**18,096,720.78**



# ONLINE MEDIA

**MINDANAO'S MEGA CONVERGENCE THE DAVAO TRIO DEBUT!**

May 8, 2025 | Business & Investor, Agriculture & Primaries, Tech, Events, Fashion & Style, Health & Food, Lifestyle & Wellness, Travel & Experiences

**PHILBEX DAVAO**  
**TLEX**  
**EATS DAVAO**  
**mafbox**

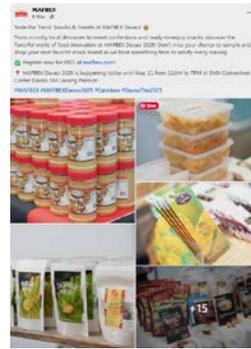
**MAY 8-11, 2025**  
11:00 AM - 9:00 PM

Davao City, Philippines — The much-anticipated Davao Trio Events 2025 is set to make a powerful return, uniting three powerhouse exhibitions under one venue: the Philippine Building and Construction Expo (PHILBEX Davao), the Travel and Leisure Expo (TLEX Davao), and the grand debut of MAFBEX Davao — a game-changing addition to Mindanao's expo scene, poised to redefine the future of food and beverage in the region. Set to take place at the SMX Convention Center Davao — SMX Lanang from May 8-11, 2025, this trio event is expected to attract thousands of trade professionals, entrepreneurs, and enthusiasts from across the region.

Organized by the leading event organizer in the country, WorldBox Services International (WSI), this virtual combination of innovation, excellence, and industry synergy into one destination (Davao) is a unique hub for business exchange, product discovery, and cross-industry collaboration. Upholding its legacy and unwavering commitment to excellence, WSI has led the evolution of the country's exhibition landscape for over 20 years — delivering unparalleled platforms that drive growth, ignite innovation, and set new benchmarks through a tradition of premier, world-class trade events nationwide.



**PHILBEX DAVAO**  
TRAVEL AND LEISURE EXPO DAVAO  
**TLEX**  
**EATS DAVAO**  
**mafbox**



**WHAT TO SEE IN MAFBEX DAVAO**  
LOCAL PRODUCTS  
**MAY 8-11, 2025**  
11:00 AM - 9:00 PM

**PHILBEX DAVAO**  
TRAVEL AND LEISURE EXPO DAVAO  
**TLEX**  
**EATS DAVAO**  
**mafbox**

**MAY 8-11, 2025**  
11:00 AM - 9:00 PM

**WorldBox Events** is at SMX Lanang Davao City  
5 April · Davao City · [View more](#)

Heads up, Davao! We're bringing you three premier events in one unforgettable showcase! See more

**WorldBox Events** is at SMX Lanang Davao City  
5 April · Davao City · [View more](#)

**WorldBox Events** is at SMX Lanang Davao City  
5 April · Davao City · [View more](#)

**WorldBox Events** is at SMX Lanang Davao City  
5 April · Davao City · [View more](#)

**mafbox**  
26 YEARS OF TRADE SHOW EXCELLENCE REGISTER TO OUR EVENTS  
SERVICES CONFERENCES SEMINAR MANAGEMENT EXHIBITION  
MANAGEMENT VIRTUAL EVENTS BUSINESS MATCHING WORLDBOX  
SERVICES INTERNATIONAL OUR EVENTS MARCH 13-16, 2025 WORLD  
TRADE CENTER METRO MANILA & SMX CONVENTION CENTER.

**FILIPINO FOOD MONTH**  
Sarap ng Pagkain! Pilipin:  
Yaman ng Atang Kasaysayan,  
Kultura, at Pagkatao  
APRIL 2025

**PHILBEX DAVAO**  
TRAVEL AND LEISURE EXPO DAVAO  
**TLEX**  
**EATS DAVAO**  
**mafbox**

**MAY 8-11, 2025**  
11:00 AM - 9:00 PM

**PHILBEX DAVAO**  
TRAVEL AND LEISURE EXPO DAVAO  
**TLEX**  
**EATS DAVAO**  
**mafbox**

**MAY 8-11, 2025**  
11:00 AM - 9:00 PM

**mafbox**  
Celebrate Davao's culinary excellence at MAFBEX Scoop. See more

**mafbox SCOOP**  
BRINGING YOU THE LATEST TRENDS AND  
INNOVATIONS IN THE WORLD OF FOOD,  
BEVERAGES AND DRINKS.

**SUSTAINABLY HEALTHY**  
**PROUDLY LOCAL**  
**TECHNOLOGY FORWARD**

**PHILBEX TLEX mafbox**  
**MAY 8 - 11, 2025** SMX  
11:00 AM - 9:00 PM  
**SCHEDULE OF ACTIVITIES**

**PHILBEX TLEX mafbox**  
**MAY 8 - 11, 2025** SMX  
11:00 AM - 9:00 PM  
**SCHEDULE OF ACTIVITIES**



**mafbox**  
**OPENS TODAY!**  
**EATS DAVAO**  
**mafbox**

**mafbox**  
Don't miss out on the best of MAFBEX Talks! It's packed with thought-provoking sessions led by industry experts. See more

**Talks**  
**MAY 9, 2025**  
11:00 AM - 1:00 PM

**PHILBEX DAVAO**  
**TLEX**  
**EATS DAVAO**  
**mafbox**

**FAQS**

**WORLD**BEX SERVICES INTERNATIONAL

# maf**bex**

---

## DAVAO

Made its debut edition this 2025, MAFBEX Davao successfully brought the flagship MAFBEX experience to the King City of the South! Known for its rich agricultural resources, diverse culinary traditions, and thriving local enterprises, Davao is a natural stage for the region's food and beverage excellence. This newest leg of the Manila Foods and Beverages Expo sets the spotlight on Mindanao's finest produce and homegrown flavors to emerging trends in the industry. MAFBEX Davao is set to be the premier platform for connecting southern F&B talents with wider business and trade opportunities in the whole region.

# SAVE THE DATE

**MAY 7 - 10, 2026**

10:00 AM-7:00 PM

**SMX CONVENTION CENTER - SM LANANG DAVAO**

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

ORGANIZED BY:

**WORLD**BEX SERVICES INTERNATIONAL

Suite 1203 BTTC Centre 288 Ortigas Ave. cor. Roosevelt St., Greenhills San Juan 1502 Philippines.