

WORLD BEX SERVICES INTERNATIONAL

# maf**bex**

ILOILO

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**JULY 17-20, 2025**

**10:00 AM-7:00 PM**



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# POST EVENT REPORT

# mafbox

## ILOILO

### EVENT OVERVIEW

MAFBEX Iloilo, formerly known as IFBEX, is one of the regional legs of the highly acclaimed Manila Foods and Beverages Expo (MAFBEX) organized by Worldbex Services International. Now in its third year, MAFBEX Iloilo showcases a vibrant gathering of food and beverage brands from across the region. The event features an impressive lineup of local and international products, highlighting the latest culinary trends and innovations in the industry. With exclusive offers from exhibitors and exciting competitions, it serves as a truly interactive feast for food enthusiasts. With each edition, MAFBEX Iloilo continues to strengthen the city’s reputation as a UNESCO Creative City of Gastronomy.



# mafbox

ILOILO

IN COOPERATION WITH



SUPPORTED BY



MAFBEX ILOILO INSTITUTION AND ASSOCIATION PARTNERS



MAFBEX ILOILO PARTICIPATING BRANDS



PARTICIPATING SCHOOLS



SERVICE PROVIDERS



MEDIA PARTNERS





## MESSAGE

Honored guests, esteemed industry leaders, valued exhibitors, and partners,

Maayong Aga!

Welcome to the biggest multi-industry expo of the Western Visayas, the ILOILO TRIO SHOW 2025! This year, Worldbex Services International is proud to present to you the 3rd edition of our shows here in the City of Love and the Gastronomy Capital of the Philippines —ILOILO. With the three iconic events we bring you, their distinct themes signify the visions we have.

PHILBEX “BEYOND SUSTAINNOVATION” promotes sustainability and innovation in the building and construction industry. TLEX “UNCOVER THE WONDERS” invites us to explore the world of travel and leisure through local gems and international destinations. MAFBEX EATS HERE celebrates culinary and coffee excellence, empowers MSMEs showcasing the best flavors and homegrown products.

These events are all made possible through your utmost support and your willingness to collaborate. Truly, the best creations are made by hands joined for meaningful goals.

Once again, welcome to the ILOILO TRIO 2025!

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

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## ILOILO

### OVERVIEW



MORE THAN  
**16,590**  
FOOT TRAFFIC



MORE THAN  
**65**  
EXHIBITORS



**4,299** SQM  
EXHIBIT AREA



**70**  
BOOTHs



# ACTIVITIES & HIGHLIGHTS



INTERSCHOOL DIVISION

MAFBEX Iloilo Cake Decorating Competition challenged the student bakers to express their creativity, passion, and skill to make their signature cake designs highlighting Iloilo's pride.



**MAFBEX Cake Deco Grand Champion**  
DAREL PLACIDO, SHIELA MAE SARMIENTO, SHANE ARCANGEL, and JUSTIN MIADO from Colegio Del Sagrado Corazon de Jesus



INTERSCHOOL DIVISION

Divided into two categories i.e. Student and Professional, MAFBEX Iloilo Flair Cup 2025 contenders impressed the panels and crowds with their flairtending skill showdown.



**MAFBEX Flair Cup Grand Champion**  
JAN LORENZ BADIAN (Western Institute of Technology) - Student Category Champion



**MAFBEX Flair Open Grand Champion**  
KAI JOHN NOREN PACTAO (Luna Art Cafe and Bar) - Flair Open Champion



INTERSCHOOL DIVISION

MAFBEX Iloilo Fruit and Vegetable Carving Competition 2025 celebrated not just talent and creativity but also the Iloilo's heritage carved in each of the students' designs.



**MAFBEX FRUIT AND VEGETABLE CARVING Grand Champion**  
IAN JAY FERNANDEZ, GRACIE LYNN FALLORINA, and ROMMEL MALAYANG JR. from Iloilo Science and Technology University (ISAT U)



“Iloilo Trio 2025 brings together not only industries but professionals and also investors, innovators, and future builders. It strengthens our local economy, showcases Iloilo's growing potential as a development hub, and opens doors for knowledge exchange and strategic partnerships.”

— **MAYOR RAISA TRENAS-CHU**  
MAYOR, ILOILO CITY PHILIPPINES

# 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 Cake Deco Grand Champion**  
DAREL PLACIDO, SHIELA MAE SARMIENTO, SHANE ARCANGEL, and JUSTIN MIADO from Colegio Del Sagrado Corazon de Jesus



“On behalf of the Sangguniang Panlungsod of Iloilo City, we remain deeply committed to supporting policies that nurture reinvestment, empower industry sectors, and promote strong partnerships between the public and private sectors.

Through this event, we send a powerful message: the regions are not playing catch-up — we are leading the way.”

— VICE MAYOR LADY JULIE GRACE “LOVE-LOVE” BARONDA  
VICE MAYOR, ILOILO CITY  
PHILIPPINES



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



BATUAN GREEN FARMERS ASSOCIATION



DAN\_S myCOMUSHY



HF FOOD PRODUCTS



JAEYEL'S FOOD PRODUCTS MANUFACTURING



KAPE ILOILO COFFEE TRADING



MCNESTER FOOD PRODUCTS



PACIFIC SYNERGY FOOD AND BEVERAGE CORP\_



SHA1\_S BANANA STICKS



TASHI MUSHROOM FARM

# ACTIVITIES & HIGHLIGHTS



MAFBEX TALKS ILOILO hosted accredited seminars for the F&B industry, partnering with DA-BFAR and the Iloilo Coffee Festival. With the vast range of topics discussed, attendees gained sufficient knowledge benefiting them.



The newest event highlight, the Iloilo Coffee Festival at MAFBEX Iloilo 2025 celebrated the region's growing coffee culture with exciting competitions in Latte Art, Brewing, and Barista skills.



**MARK KELVIN VILLA**  
ILOILO BREWDOWN CHAMPION



**WENZ ORIO SOLLANO**  
ILOILO LATTE ART THROWDOWN CHAMPION



## EXHIBITORS' FEEDBACK



98.9% of participating companies were able to meet their target market.



99% of the exhibitors rated the Worldbex Services International as Excellent for their overall event system and organization



100% of the exhibitors rated their overall corporate performance during the exhibition as "Excellent"



100% of the exhibitors will participate again in MAFBEX 2026



98% of the exhibitors rated the overall experience of the exhibition as "Excellent"



"We're very happy that once again, the Iloilo Trio is back in the shores of Western Visayas, specifically here in Iloilo City and Iloilo Province. It's a pleasure for us to be hosting this event as it brings together the leaders in the industry—in business, in travel. It brings businesses closer to the people and provide exposure to the whole city."

— RED. CRISANTA  
MARLENE P. RODRIGUEZ  
REGIONAL DIRECTOR,  
DEPARTMENT OF TOURISM -  
WESTERN VISAYAS

## OBJECTIVE OF PARTICIPATION



Promote Awareness of Products



Explore New Businesses



Market Exposure



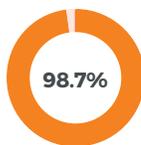
Generate Increased Businesses



Market/Test New Products



## VISITORS' FEEDBACK



of the attendees gave the registration process an excellent rating



of the attendees rated the customer service "Excellent"



rated the over-all exhibits "Excellent"



of the attendees rated the Interior and Exterior "Excellent"



of the attendees rated the venues "Excellent"



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



of the attendees rated the safety and security "Excellent"

## MAIN PRODUCT INTEREST



Beverages



Food Service Equipment, Dried fruits and wine



Franchising Companies & Organic Products



Bread and Pastries

# TRADITIONAL MEDIA



TOTAL MEDIA VALUE  
**11,675,796.80**



SM STORE ENTRANCE

PRESTIGE LOUNGE

MALL ENTRANCE

# ONLINE MEDIA

The collage consists of 28 individual social media posts from the MAFBEX ILOILO account, arranged in a grid. Each post features a distinct graphic or image related to the event. The posts include:

- Countdown Posts:** Five posts showing a countdown from "5 DAYS TO GO" to "OPENS TOMORROW".
- Event Opening:** Posts announcing "OPENS TODAY" and "EATS COMING TO ILOILO!".
- Calendar:** A post with a calendar for July 2025 highlighting the event dates from July 17 to 20.
- Event Details:** Posts titled "SUSTAINABLY INNOVATE, INDULGE AND EXPLORE AT THE ILOILO TRIO SHOW!" and "LA PAZ BATCHOY" featuring a bowl of the dish.
- Partnerships:** A post titled "WHY JOIN MAFBEX ILOILO?" listing benefits like showcasing products and meeting potential partners.
- Competitions:** Several posts promoting competitions such as "Table Set-up with Centerpiece", "Cake Decorating Competition", "Flair Cup", and "Fruit & Vegetable Carving Competition".
- Event Map:** A post titled "Check out the official Venue Map of ILOILO TRIO 2025" with a QR code to download the map.
- Local Events:** A post for "ILOILOFF COFFEE FESTIVAL 2025" and another for "Talks" by Mr. Gerry Ele II.
- Event Photos:** A large post at the bottom right showing a collage of photos from the event, including attendees and displays.

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## ILOILO

Recognized as the Gastronomy Capital of the Philippines, Iloilo stands at the forefront of culinary excellence in Western Visayas. With its vibrant blend of cultural flavors and innovations, the region's food and beverage scene is more exciting than ever. Seizing this momentum, Worldbex Services International (WSI) brings the celebrated flagship - Manila Foods and Beverages Expo (MAFBEX) to Iloilo! Now on its fourth year, MAFBEX Iloilo aims to champion the region's finest F&B and connect them to markets across the country and beyond.

# SAVE THE DATE

**JULY 9-12, 2026**

**10:00 AM-7:00 PM**

**ILOILO CONVENTION CENTER**

For more information, please contact **Ms. Roselle Fernandez and Ms. Rea Sobrevega**  
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ORGANIZED BY:

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