

WORLD BEX SERVICES INTERNATIONAL

mafbox

MANILA FOODS AND BEVERAGES EXPO



2025

JUNE 11-15, 2025

10:00 AM - 7:00 PM

World Trade Center Metro Manila

POST EVENT REPORT



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MANILA FOODS AND BEVERAGES EXPO

EVENT OVERVIEW

The **Manila Foods and Beverages Expo (MAFBEX)** stands as the country's largest and most prominent food and beverage (F&B) trade show. Year after year, this highly anticipated event draws thousands of visitors – from industry professionals and entrepreneurs to food enthusiasts and content creators – to the World Trade Center Metro Manila, all eager to explore a world of flavors under one roof.

In its 19th edition held on June 11-15, 2025, **MAFBEX** celebrated nearly two decades of championing culinary excellence through exciting events, competitions, and showcases. This year's festivities not only impressed visitors, exhibitors, and industry leaders, but also set the stage for an even grander milestone – the 20th anniversary in 2026.



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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:



SUPPORTED BY:



SPONSORS:



MEDIA PARTNERS:



SERVICE PROVIDERS:





MESSAGE

Welcome to **MAFBEX 2025: Eats Here!** I can't believe we're already celebrating our 19th year—and what a journey it has been. Every year, **MAFBEX** brings together people who love food—whether you're here to cook it, sell it, share it, or simply enjoy it. And this year, we're serving up something special. Eats Here isn't just a theme—it's a celebration of all the flavors, stories, and creativity that make the food scene so exciting.

This year, we're proud to shine a spotlight on coffee with The Brew District—a space dedicated to roasters, brewers, and passionate coffee lovers. And for the first time, **MAFBEX** is hosting the Philippine National Coffee Competition, right here on our show floor. It's an exciting moment for the local coffee community, and we're thrilled to be part of it.

We've got amazing booths, live demos, great local and global flavors—and most importantly, a community that keeps growing stronger every year.

Thank you to our partners, exhibitors, chefs, and food lovers who've made **MAFBEX** what it is today. We wouldn't be here without you. So go ahead—taste, explore, connect, and enjoy. Because everything is worth craving? Eats Here.

JOSEPH L. ANG
Founding Chairman
Worldbex Services International



WORLD BEX SERVICES INTERNATIONAL

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MANILA FOODS AND BEVERAGES EXPO

OVERVIEW



MORE THAN
53,869
FOOT TRAFFIC



MORE THAN
488
EXHIBITORS



14,500 SQM
EXHIBIT AREA



665
BOOTHS



mafbex
Cook's

Chefs of the World

ACTIVITIES

MAFBEX 2025 showcased topnotch culinary talents through an interactive cooking demonstrations of various world-class local and international chefs.



CHEF ABI MARQUEZ



CHEF BRUCE LIM



CHEF CHAD JOSEPH DATU



CHEF CHUSER ERIKA
QUIDLAT- BACARRO +
CHEF PAFEQ BACARRO



CHEF DEXTER KANWATAM



MS. FAITH ALMARIO +
MR. ENZO FILART



CHEF GELO GUISON



CHEF GLENN MARK DINO



CHEF GWYN GALVEZ



CHEF IRISH MANRIQUE



CHEF JAN CORAZON (OR
CHEF JAN VIRAY-
COLOMA)



CHEF JESTER ARELLANO



MS. MAE PANER



CHEF MARGARITA MARTY



CHEF MARKY & MIGGY



CHEF MASAAKI ISHIKAWA



CHEF MICHELLE
ADRILLANA



CHEF MJ MARTINEZ



CHEF PHILIP JOHN
GOLDING



CHEF RUBEN IGNACIO JR.
+ MS. LARA VILLAR



CHEF SAMSON
SEMWENDA



CHEF SOVAN SINGH NEGI

ACTIVITIES



The 6th MAFBEX Culinary Cup: Home Chef Edition —one of the most anticipated event highlight, challenged the home cooks without formal training to create their signature masterpieces utilizing tamarind as the secret ingredient.



↑ Mrs. Cherubim "Cheri" Dacanay, MAFBEX Culinary Cup: Home Chef Edition 2025 Champion

← From left to right: Lorraine Tinimbang, Laura Melissa Marquez, Cherubim "Cheri" Dacanay (GRAND WINNER), Reeneth Aliyah Tantoco (1st PLACE WINNER), and Vincy Grace Dimalao (2nd PLACE WINNER)



PHILIPPINE NATIONAL COFFEE COMPETITION

Introducing the Philippine National Coffee Competitions as the newest addition to MAFBEX highlights, the **National Barista Championship** promotes excellence in coffee and advances the barista profession in the Philippines.



↑ Mr. Michael Harris Lim Philippine National Barista Champion



The second event of the Philippine National Coffee Competitions at MAFBEX 2025, the **National Brewers Cup** highlights the craft of manual filter coffee brewing, promoting both skill and service excellence.



↑ Mr. Bene Sanchez Philippine National Brewers Cup Champion

ACTIVITIES



This event is not just to showcase the various delicacies and culinary delights—it is a celebration of culture exchange through food and the vibrant avenue for the Philippines’ rich heritage and global connections.

YOUNG HOTELIERS’ EXPOSITION (YHE) CULINARY COMPETITION

Held every year at MAFBEX, the Young Hoteliers Expositions by the De La Salle College of Saint Benilde - School of Hotel, Restaurant, Institution Management (SHRIM) is a highlight that caters to promising and innovative students. Various competitions allow them to flaunt their culinary and hospitality skills.

From the smallest home-based businesses to the largest multinational corporations; from the freshest produce to cutting-edge food technology, MAFBEX truly captures the spirit of progress and the passion of Filipino cuisine and culture.”

— **HON. MARK VILLAR,**
SENATOR, SENATE OF THE
PHILIPPINES



ACTIVITIES



MAFBEX Talks brought together industry experts, thought leaders, F&B entrepreneurs, and enthusiasts to exchange insights and ideas on key topics in the food and beverage industry.



↑Mr. Loid Springael, MAFBEX Latte Art Throwdown Champion

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.



MAFBEX has long served as a valuable partner in our effort to promote local agricultural products, support agri-based enterprises and create market linkages that benefit rural communities by bringing together key players in the food value chain. MAFBEX advances our goal of building a more productive, competitive, and sustainable agricultural sector.”

— HON. SEC. FRANCISCO TIUL LAUREL JR. SECRETARY, DEPARTMENT OF AGRICULTURE REPRESENTED BY ASSISTANT SECRETARY AND SPECIAL ASSISTANT FOR EXPORT DEVELOPMENT, **HON. ASEC. PHILIP C. YOUNG**

HIGHLIGHTS

SEAFOOD VILLAGE BY THE BUREAU OF FISHERIES AND AQUATIC RESOURCES (BFAR)

The Seafood Village by the Bureau of Fisheries and Aquatic Resources offered an impressive display of premium local seafood, highlighting the richness of the country's aquatic resources and promoting responsible and sustainable fisheries among Filipino producers.



YOUNG FARMERS CHALLENGE BY THE DEPARTMENT OF AGRICULTURE (DA)

MAFBEX 2025 spotlighted innovative agripreneurs and organic producers who showcased sustainable products and fresh business ideas, reflecting the growing passion of the youth in shaping the future of Philippine agriculture.



HIGHLIGHTS



DEPARTMENT OF TRADE AND INDUSTRY (DTI) - MIMAROPA PAVILION

The DTI – MIMAROPA Pavilion highlighted a diverse range of regional delicacies and artisanal products, showcasing local entrepreneurs and reinforcing the region’s commitment to promoting proudly Filipino-made goods.



BUSINESS MATCHING

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



HIGHLIGHTS



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



3SISTERS BANANA CHIPS



AIHARA CO. LTD.



BAIT LEHEM HOUSE OF BREAD CORP.



GREENWARE PHILIPPINES



LUCKSTAR FOOD INC.



IMARFLEX



JANIJIN FOOD PRODUCTS



MIXUE ICE CREAM & TEA



OMG - O MY GULAY



SABUYA COFFEE TRADING



TOUGH MAMA



TUNAMAZING

HIGHLIGHTS

FRANCHISE ZONE

MAFBEX 2025 featured a wide selection of Food and Beverage brands offering franchising opportunities for aspiring business owners.



The Brew DISTRICT

Partnered with the Philippine National Coffee Competitions, The Brew District featured the growing coffee culture in the country, showcasing different brewing products and equipment all in one zone.



HIGHLIGHTS



LIST OF EXHIBITING COUNTRIES



Belarus



Indonesia



Japan



Korea



Malaysia



Poland



Taiwan



Thailand



Vietnam



INTERNATIONAL PAVILION

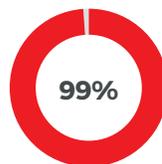
MAFBEX International Pavilion is a global culinary showcase that featured international brands, flavors, and unique ingredients, connecting businesses with diverse audiences in the Filipino market.



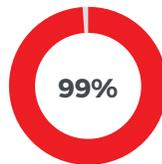
EXHIBITORS' FEEDBACK



98.9% of the exhibitors meet their company's target market



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



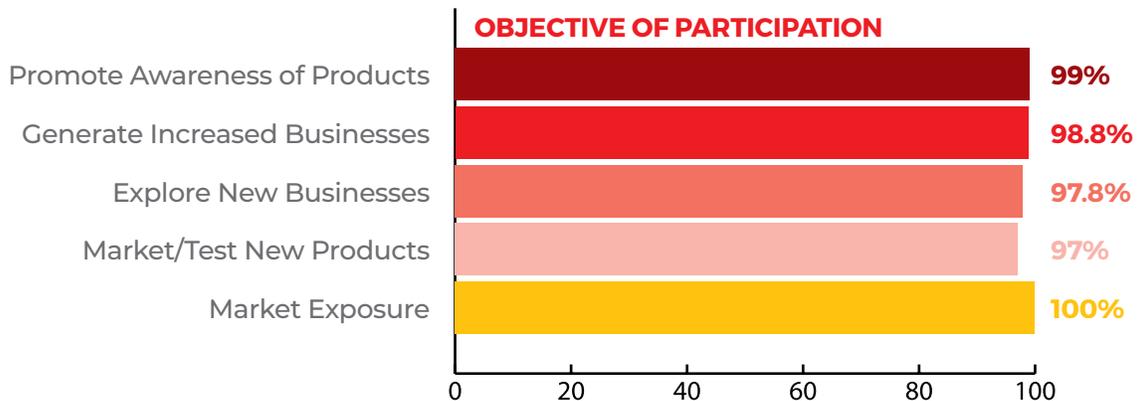
99% of the exhibitors rated the overall experience of the exhibition as "Excellent"



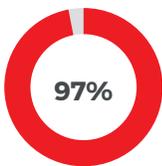
100% of the exhibitors will participate again in MAFBEX 2026



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



TRADE BUYERS' FEEDBACK



97% of the attendees gave the registration process an excellent rating



100% of the attendees rated the customer service "Excellent"



100% rated the over-all exhibits "Excellent"



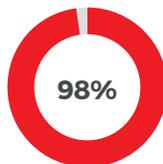
100% of the attendees rated the Interior and Exterior "Excellent"



99% of the attendees rated the venues "Excellent"



99.8% of the attendees rated the Activities and Show Highlights "Excellent"



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

TRADITIONAL MEDIA



TOTAL MEDIA VALUE
138,437,840.88

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



IN FOCUS: PHILIPPINE NATIONAL COFFEE COMPETITION
15:53 MNS USE TO ANGLERTS ON YOUTUBE FOLLOW US: ANGLERTS ON TWITTER



ONLINE MEDIA

MAFBEX 2025 turns up the heat with non-stop culinary activities and innovation

MANILA, Philippines — The Manila Foods and Beverages Expo (MAFBEX) 2025, organized by Worldbex Services International (WSI), welcomes all food lovers and food businesses to attend this event and see how the Philippine F&B industry continues to grow and innovate, happening from June 11 to 15, 2025, at the World Trade Center Metro Manila.



MAFBEX as the newest home of the Philippine National Coffee Competitions!



Manila, Philippines — The Manila Foods and Beverages Expo (MAFBEX) 2025, organized by Worldbex Services International (WSI), strengthens its place as the biggest F&B expo in the country through its latest initiative.

MAFBEX 2025 opens with strong industry backing, regional expansion

The country's premier food and beverage expo returns for its 19th year, spotlighting innovation, live demos, and new regional expansion.

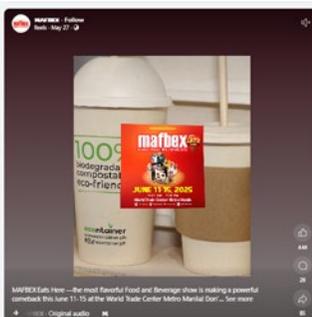


MAFBEX 2025 showcases culinary creativity and nonstop flavor

The Manila Food and Beverage Expo returns with the densest, global flavors, and the latest in food innovation and industry trends.



The Manila Foods and Beverages Exposition (MAFBEX) is back for its 19th edition, happening June 11-15, 2025, at the World Trade Center Metro Manila. Organized by Worldbex Services International (WSI), the event invites food lovers and businesses alike to explore the evolving landscape of the Philippine food and beverage industry.



MANILA BULLETIN

Philippines World Business Opinion Lifestyle Entertainment Sports

Lifestyle | Food

MAFBEX 2025 showcases culinary creativity and nonstop flavor

The Manila Food and Beverage Expo returns with live demos, global flavors, and the latest in food innovation and industry trends.

By MB Lifestyle

Published May 30, 2025 10:55 AM



The Manila Foods and Beverages Exposition (MAFBEX) is back for its 19th edition, happening June 11-15, 2025, at the World Trade Center Metro Manila. Organized by Worldbex Services International (WSI), the event invites food lovers and businesses alike to explore the evolving landscape of the Philippine food and beverage industry.

Billed as the country's largest F&B trade show, MAFBEX draws a growing audience, with foot traffic reaching 52,000 in previous years. The expo features a range of activities aimed at both the local and international market.

Thursday, August 14, 2025

Manila Standard

Eats here! MAFBEX 2025 officially opens the feast of flavors, innovations, and opportunities

By Manila Standard

June 11, 2025, 2:00 PM



Manila, Philippines — The country's premier food and beverage expo is back and better than ever with the much-anticipated Manila Foods and Beverages Expo (MAFBEX) 2025 officially opening at the World Trade Center Metro Manila in Pasay City. Now in its 19th year, the event solidifies its reputation as the leading platform for F&B innovations across the country.

This 19th milestone year is graced by Honorable Senator Mark Villar as the guest of honor and keynote speaker, accompanied by Honorable Secretary of the Department of Trade and Industry, Ernest Cu, and Honorable Assistant Secretary Philip C. Young, Honorable Mayor Calisto Tanigue of Pasay City represented by Ms. Angelica Ros-Vel, Executive Assistant, and several members of the Diplomatic Corps.

Latest Stories

DZS B to be poured into flood control projects next year

Villarman grinds, Pak glides to victory at JRGF Pradera

Palace receives over 1,000 flood-control reports via new website

Torre hits back at lawyer of cop linked to 'missing' submersibles; accuses him ...

Marcos orders study on jeepney fare hike proposal

Editors' Picks

DZS B to be poured into flood control projects next year

Villarman grinds, Pak glides to victory at JRGF Pradera

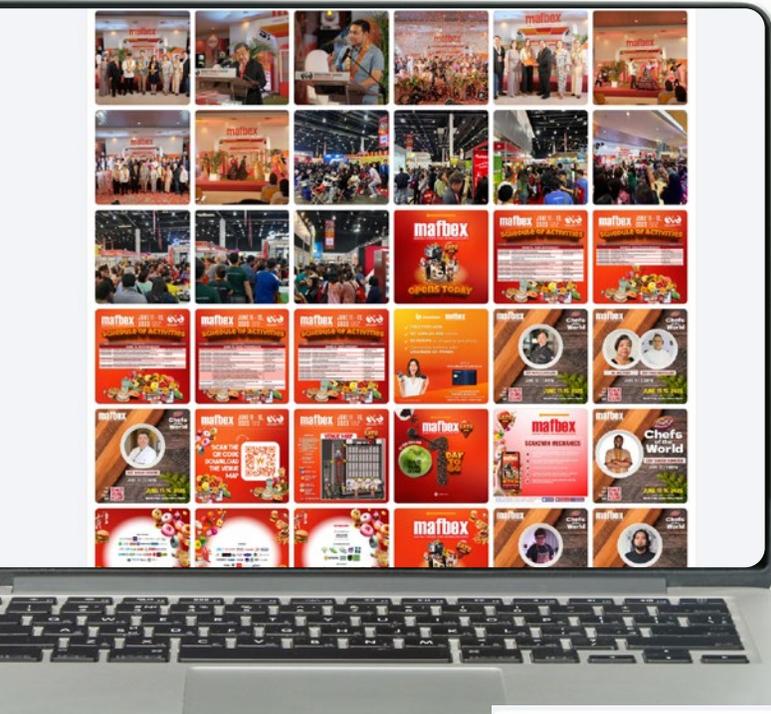
Palace receives over 1,000 flood-control reports via new website

Torre hits back at lawyer of cop linked to 'missing' submersibles; accuses him ...

Marcos orders study on jeepney fare hike proposal



ONLINE MEDIA



MAFBEX
June 10 · 🌐

Lost? Not on Our Watch!... See more

mafbex JUNE 11 - 15, 2025 7:00 AM - 7:00 PM

SCAN THE QR CODE
OR
DOWNLOAD THE VENUE MAP

mafbex JUNE 11 - 15, 2025 7:00 AM - 7:00 PM

VENUE MAP **EATS**

38 likes · 5 comments · 11 shares

MAFBEX
June 10 · 🌐

Catch the Cooking with the Chefs in Action!... See more

mafbex **Chefs of the World**

CHEF CHAD JOSEPH DATU

JUNE 11 | 1:00PM

mafbex **Chefs of the World**

CHEF PHILIP JOHN GOLDING

JUNE 11 | 1:00PM

JUNE 15 | 2:30PM

JUNE 11-15, 2025
7:00 AM - 7:00 PM
World Trade Center Metro Manila

19 likes · 1 comment · 11 shares

MAFBEX
June 9 · 🌐

Celebrated globally as the "Lumpia Queen," Ms. Abi Marquez is more than a culinary artist — she is a fearless innovator redefining the future of Filipino cuisine... See more

mafbex **Chefs of the World**

CHEF ABI MARQUEZ

JUNE 11 | 1:00PM

JUNE 11, 2025
7:00 AM - 7:00 PM
World Trade Center Metro Manila

42 likes · 1 comment · 22 shares

MAFBEX
June 9 · 🌐

Chief Bruce is making a comeback at MAFBEX 2025 for Kitchen of Chefs of the World! Get ready to witness his culinary magic live once again!... See more

mafbex **Chefs of the World**

CHEF BRUCE LIM

JUNE 14 | 1:00PM

JUNE 11-15, 2025
7:00 AM - 7:00 PM
World Trade Center Metro Manila

35 likes · 3 comments · 11 shares

MAFBEX
June 10 · 🌐

Great favors await you at the biggest food and beverage expo in the Philippines!... See more

mafbex
MANILA FOODS AND BEVERAGE EXPO

JUNE 11-15, 2025
10:00 AM - 7:00 PM
World Trade Center Metro Manila

Home - MAFBEX
JUNE 11 - 15, 2025 10:00 AM - 7:00 PM WORLD TRADE CENTER METRO MANILA D...

MAFBEX
June 10 · 🌐

As one of the premier Food & Beverage expos in the world, MAFBEX 2025 brings together top international exhibitors from South Korea, Japan, Thailand, Taiwan, India, USA, and more!

mafbex
INTERNATIONAL EXHIBITORS

JUNE 11-15, 2025
7:00 AM - 7:00 PM
World Trade Center Metro Manila

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MAFBEX
May 29 · 🌐

SAVE THE DATE!... See more

mafbex
MANILA

The Biggest Food and Beverage Expo is coming

SAVE THE DATE!

JUNE 11-15, 2025
10:00 AM - 7:00 PM
World Trade Center Metro Manila

MAFBEX
June 9 · 🌐

Learn more about the upcoming MAFBEX 2025!... See more

mafbex

FAQs

QUESTION #1
WHERE TO BUY TICKETS?

QUESTION #2
How much are the tickets?

QUESTION #3
Where is the venue?

QUESTION #4
How many exhibitors will be there?

QUESTION #5
How many exhibitors will be there?

15 likes · 0 comments

MAFBEX
June 9 · 🌐

With over 52,300 visitors, more than 476 exhibitors, and 848 booths spread across 13,000 square meters of exhibition space, our 19th year is set to be the biggest and most... See more

mafbex
MANILA FOODS AND BEVERAGE EXPO

52,300 VISITORS
476 EXHIBITORS
10,000 SQM EXHIBITION SPACE
848 BOOTHS

GET YOUR TICKETS NOW

JUNE 11-15, 2025
7:00 AM - 7:00 PM
World Trade Center Metro Manila

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ONLINE MEDIA

MAFBEX June 8

MAFBEX 2025 brings you a showcase of top-tier products from the best in the food and beverage industry! Check out exciting finds from our exhibitors — from groundbreaking!... See more

FABRYKA MASZYN SPOZYWCZYCH SPOMASZ PLESZEW S. A

GLOBAL STRATEG CONSULTING SP. Z O. O.

PLANTEON SP. Z O. O.

MANILA BAMBI FOODS COMPANY

DIET FOOD

10 likes 1 comment

MAFBEX June 5

Get ready, MAFBEX 2025 is just right around the corner!... See more

GREENWARE PHILIPPINES

WORLD CLASS CONCEPTS CORP.

SAFETY CENTER COMPANY INC.

YONGHY ENTERPRISE CO. - MIXUE

SHAG'S INTERNATIONAL TRADING CORPORATION

15 likes 1 share

MAFBEX June 6

We are at the home stretch! MAFBEX 2025 is almost here!... See more

FoodSHAP Food Safety Compliance Officer (FSCO)

FIESTA GAS

Freshly Baked Breads

MEGA FOOD CART BUSINESS CORP

BLUESTAR WORLDWIDE LOGISTICS, CORP.

12 likes 2 comments 2 shares

MAFBEX June 4

Discover a wide range of essential tools and reliable packaging materials at MAFBEX 2025! From heavy-duty equipment to smart packing solutions, we've got everything you... See more

CALL TO ORDER TRADING

YONSEI UNIVERSITY DAIRY

RADIALPRO TRADING INC.

CODEPHIL INC.

SJG BAKE AND CRAFT

8 likes 1 comment

MAFBEX June 8

Have a little bit of zest in your life when you visit MAFBEX 2025 in 3 days!... See more

MAFBEX EATS
MANILA FOODS AND BEVERAGES EXPO

3 DAYS TO GO

2 comments 14 shares

MAFBEX June 8

Get those delicious bites to satisfy your cravings only here at MAFBEX 2025!... See more

MAFBEX EATS
MANILA FOODS AND BEVERAGES EXPO

5 DAYS TO GO

11 shares

MAFBEX June 8

MAFBEX Culinary Cup-Home Chef Edition Finalist #2... See more

CHERUBIM DACANAY

MAFBEX CULINARY CUP

JUNE 10-15, 2025

21 likes 7 shares

MAFBEX June 8

MAFBEX Culinary Cup-Home Chef Edition Finalist #4... See more

REENETH TANTOCO

MAFBEX CULINARY CUP

JUNE 10-15, 2025

19 likes 7 shares

WORLD BEX SERVICES INTERNATIONAL

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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 10 - 14, 2026

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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