

WORLD BEX SERVICES INTERNATIONAL

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CEBU

2025



SEPTEMBER 11-14, 2025

10:00 AM-7:00 PM

POST EVENT REPORT

IEC Convention Center Cebu
ic3



+632 8656 9239



mafbex.com



inquire@worldbxevents.com

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EVENT OVERVIEW

Introduced in 2008 as the regional leg of the iconic **MAFBEX** in Manila, the **Manila Foods and Beverages Expo Cebu (MAFBEX Cebu)**, formerly known as **CEFBEX** is the region's biggest and tastiest gastronomic event. From the latest food trends and culinary breakthroughs to the most impressive new technologies, services, and equipment in the F&B and hospitality industries, **MAFBEX Cebu** is a gateway to the global F&B market.



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SUPPORTED BY



INSTITUTIONS AND ASSOCIATIONS



PARTICIPATING SCHOOLS



MESSAGE



Maayong Buntag, Cebu!

Welcome to the CEBU TRIO 2025! featuring PHILBEX Cebu, MAFBEX Cebu, and the Cebu Auto Show.

This year, we proudly celebrate 20 years here in CEBU—two decades of excellence, innovation, and meaningful connections that have made Cebu a hub of world-class expositions.

As we look back with pride, we also look forward with greater ambition. May this milestone inspire new opportunities, stronger partnerships, and lasting success for all.

Daghang salamat, Cebu. Padayon ta sa mas malambuon kaugmaon!

JOSEPH L. ANG
Founding Chairman
Worldbex Services International



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OVERVIEW



MORE THAN
36,800
FOOTTRAFFIC



MORE THAN
66
EXHIBITORS



2,500 SQM
EXHIBIT AREA



96
BOOTHs



ACTIVITIES



The MAFBEX Cebu Culinary Cup: Home Chef Edition is an exciting event highlight that provides opportunities to aspiring cooks that have no formal training. Participants are put through a series of challenges that fuse both creativity and intuitive approaches in creating their signature masterpiece.



REGINE RUTH ROXAS, Grand Winner of the MAFBEX CEBU Culinary Cup: Home Chef Edition 2025



Jo-Ann Gros



Shiela Cadampog



Chrisnan Darenn Ramos



Richelle Agraviador



Regine Ruth Roxas



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

PARTICIPATING SCHOOLS: Benedicto College, Cebu Institute of Technology University, Cebu Roosevelt Memorial Colleges, University of Cebu - Banilad Campus, University of Cebu - Main Campus, University of Southern Phils. Foundation, University of San Jose Recoletos



ACTIVITIES

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Cake Decorating Competition

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



PARTICIPATING SCHOOLS: Benedicto College, Cebu Institute of Technology University, Cebu Roosevelt Memorial Colleges, University of Cebu - Banilad Campus, University of Cebu - Main Campus, University of Southern Phils. Foundation, University of San Jose Recoletos



I look forward to more events like this to help support our local entrepreneurs and to showcase more of Cebu, Thank you to the organizers for bringing these events to Cebu.

—HON. KENDRICK
HAROLD GO
COUNCILOR, 1ST
DISTRICT OF CEBU



MAFBEX Cebu 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.



ACTIVITIES

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Pasta Live Cookery Competition

PARTICIPATING SCHOOLS: BBenedicto College, Cebu Institute of Technology University, Cebu Roosevelt Memorial Colleges, University of Cebu - Banilad Campus, University of Cebu - Main Campus, University of Southern Phils. Foundation, University of San Jose Recoletos

To celebrate and enhance the talents of current culinary students in making a variety of sauces and fillings that complement their own pasta, Worldbex Services International decided to come up with a competition that will unfold these hidden talents.

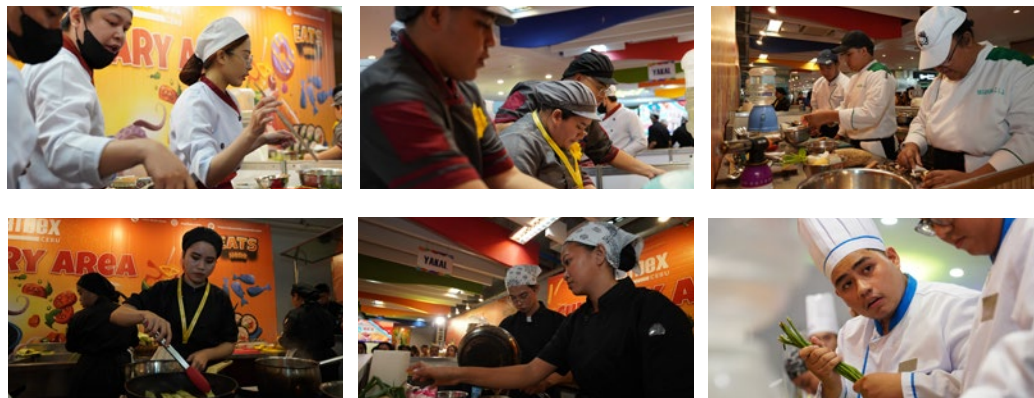


Over the years, Filipinos have mastered the creative style in innovating and introducing food and beverage, many of which students learned from home and school; with this, Worldbex Services International has come up with a competition that will unfold the hidden talents of the students in cooking.

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Market Basket Competition

PARTICIPATING SCHOOLS: Benedicto College, Cebu Institute of Technology University, Cebu Roosevelt Memorial Colleges, University of Cebu - Banilad Campus, University of Cebu - Main Campus, University of Southern Phils. Foundation, University of San Jose Recoletos



CEBU TRIO truly showcased the best of Cebu, and we extend our warmest congratulations as the event brought together exhibitors from all over the country, highlighting the diversity, creativity, and craftsmanship of our local communities.

— **MS. JUDY DELA CRUZ GABATO**
DOST, REGIONAL DIRECTOR - CEBU

HIGHLIGHTS



PCBI LATTE ART

This MAFBEX Cebu competition, in partnership with the Philippine Coffee Board Inc, allowed participants to showcase their skills in making a perfect latte that is both presentable and tasty which would surely energize the audiences and judges alike.



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



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.



These exhibitions are align to our vision of bringing the Cebu to the international competitiveness. Bringing world class people and world class businesses.

— MR. KENT DELA CALZADA

CEBU CHAMBER OF COMMERCE AND INDUSTRY

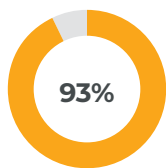


Thank you for allowing our fishermen or fisherfolks can display our products, We can show to the public our new innovations so the public can try and taste our high value products

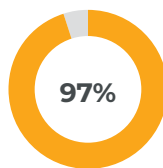
— MS. FLORENCIA MEPAÑA

BFAR CHIEF OF THE FISHERIES MANAGEMENT REGULATORY AND ENFORCEMENT DIVISION

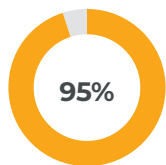
EXHIBITORS' FEEDBACK



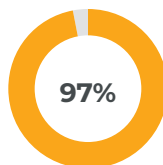
Of Exhibitors meet the company's target market



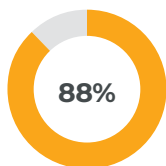
Excellent rating in the overall outcome of the expo



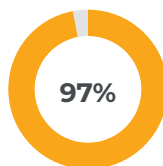
Of Business Matching participants have met their target opportunities



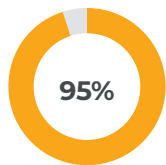
Excellent rating performance for the organizer of the event - Worldbex Services International



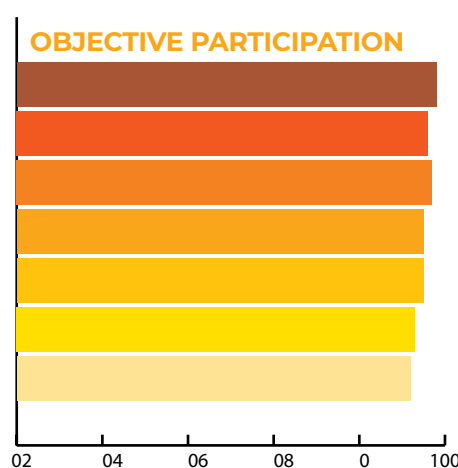
Of the Exhibitors does not participate in other trade fairs



Of the Exhibitors will participate again in MAFBEX Cebu 2026

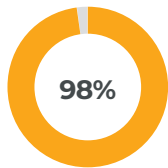


Of Exhibitors rated their overall company performance and participation as "Excellent"

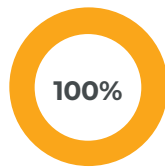


98% Promote Awareness of Products
96% Market Exposure
97% Generate Increased Businesses
95% Appoint New Agents / Distributors
95% Explore Joint Venture Possibilities
93% Market / Test New Products
92% Explore New Businesses

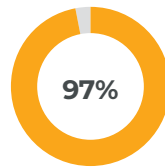
TRADE BUYERS' FEEDBACK



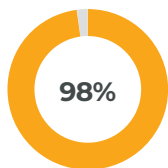
Of the visitors rated their participation as "Excellent"



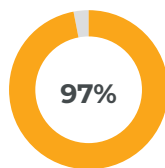
Of the visitors rated the overall organization of MAFBEX CEBU 2025 as "Excellent"



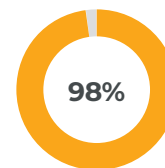
Of the visitors rated the quality of the Exhibitors as "Excellent"



Rated the quality of the event highlights and activities "Excellent"



Saw adequate amount of publicity



Of the visitors will recommend MAFBEX Cebu to others

MAIN PRODUCT INTEREST

- Franchising Companies & Organic Products
- Food Service Equipment
- Beverages
- Bread and Pastries
- Food Packaging

TRADITIONAL MEDIA



TOTAL AD VALUE
8,146,845.00

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



ONLINE MEDIA

Philippine Building and Construction Expo
Published by World Events | July 28, 2025 | 43

The most influential multi-industry event of Cebu is back!... See more

PHILBEX CEBU
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CEBU AUTO SHOW
SEPTEMBER 11-14, 2025
10:00 AM - 7:00 PM
ICC Convention Center Cebu

World Events
July 28, 2025 | 43

The most influential multi-industry event of Cebu is back!... See more

MAFBEX
Published by World Events | August 28, 2025 | 43

Flavor meets art! 🍷 See more

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Fruit & Vegetable Carving Competition
— INTERSCHOOL DIVISION —
SEPTEMBER 11-14, 2025
ICC Convention Center Cebu
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Serving skills, one plate at a time 🍷 See more

MAFBEX
Published by World Events | August 19, 2025 | 43

Why join MAFBEX Cebu 2025? Because it's more than just an expo - it's where the food and beverage industry connects, grows, and thrives!... See more

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WHY JOIN MAFBEX CEBU

- SHOWCASE**
exhibit your products at the premiere F&B expo in Central Visayas
- NETWORK**
connect among different suppliers and distributors
- GROW**
close deals and strengthen your brand quality

SEPTEMBER 11-14, 2025
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Published by World Events | August 24, 2025 | 43

Creativity meets culinary mastery at the MAFBEX Cebu 2025 Market Basket Competition! 🍷 See more

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Market Basket Competition
— INTERSCHOOL DIVISION —
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Published by World Events | August 28, 2025 | 43

Serving skills, one plate at a time 🍷 See more

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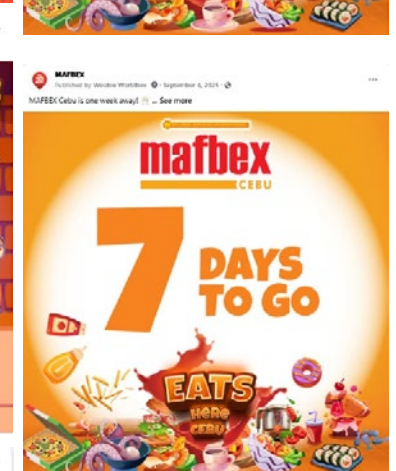
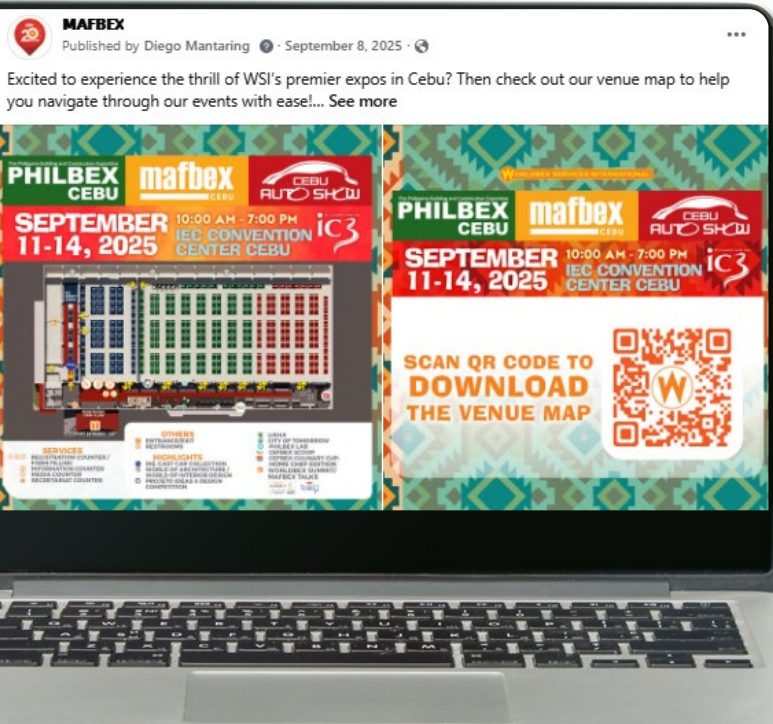
MAFBEX
Published by World Events | September 3, 2025 | 43

Whisk, pipe, and decorate! 🍰 See more

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Cake Decorating Competition
— INTERSCHOOL DIVISION —
SEPTEMBER 11-14, 2025
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Published by Winkler Worldwide · September 7, 2025 ·
Not just innovation, but sustainability also takes the spotlight... See more



MAFBEX
Published by Winkler Worldwide · September 9, 2025 ·
At MAFBEX Cebu, every product tells a story of growth, creativity, and excellence. With wellness-driven health coffee and health recipes, cutting-edge beverage equipment... See more



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Published by Winkler Worldwide · September 11, 2025 ·
CEBU TRIO 2025 Welcomes a Huge Crowd on Opening Day... See more



MAFBEX
Published by Winkler Worldwide · September 11, 2025 ·
CEBU TRIO 2025 Officially Opens, Celebrating 20 Years in Cebu... See more



MAFBEX
Published by Winkler Worldwide · September 7, 2025 ·
Cebu's Sweet & Crunchy Pride... See more



MAFBEX
Published by Winkler Worldwide · September 9, 2025 ·
2 days left... See more



MAFBEX
Published by Winkler Worldwide · September 11, 2025 ·
The wait is over... MAFBEX Cebu: Eat Here!... See more



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Sweet Sips Beverage Demo with Philippine Coffee Board and ALASKA... See more



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Published by Winkler Worldwide · September 8, 2025 ·
Business meets opportunity in only 3 days left... See more



MAFBEX
Published by Winkler Worldwide · September 10, 2025 ·
Cebu's legendary Danggit - a village, early dried fish is best paired with garlic rice, eggs, and a cup of hot coffee in the morning. A true breakfast staple and a treat... See more



MAFBEX
Published by Winkler Worldwide · September 9, 2025 ·
Get ready to connect with a powerhouse lineup of participating brands at MAFBEX Cebu 2025! This year's show brings together the best in food, beverage, equipment, and more... See more



MAFBEX
Published by Winkler Worldwide · September 12, 2025 ·
Barista's Canvas: Mastering Latte Art... See more



MAFBEX
Published by Winkler Worldwide · September 9, 2025 ·
A World of Flavors at MAFBEX Cebu 2025... See more



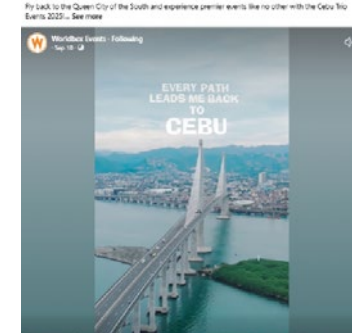
MAFBEX
Published by Winkler Worldwide · September 10, 2025 ·
MAFBEX Cebu opens tomorrow... See more



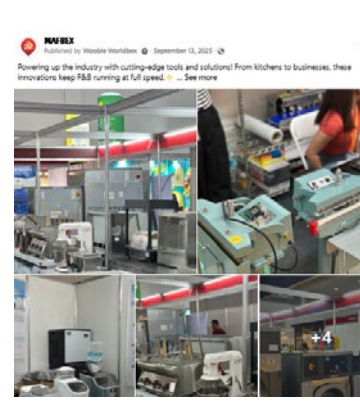
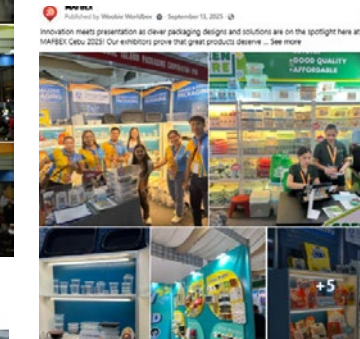
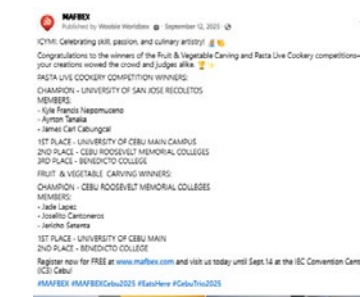
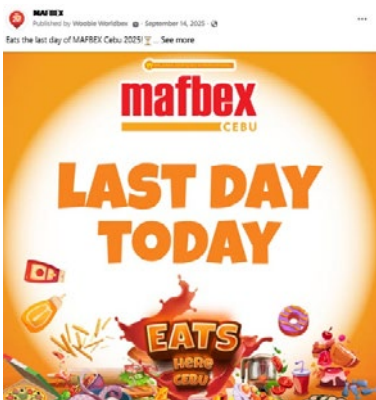
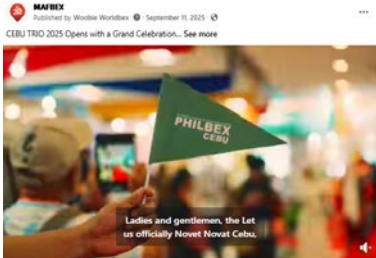
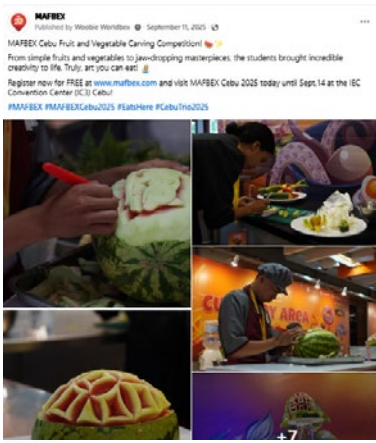
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Published by Winkler Worldwide · September 10, 2025 ·
The Cebu Trio Events 2025 is packed with many exciting activities and highlights for you to check out... See more



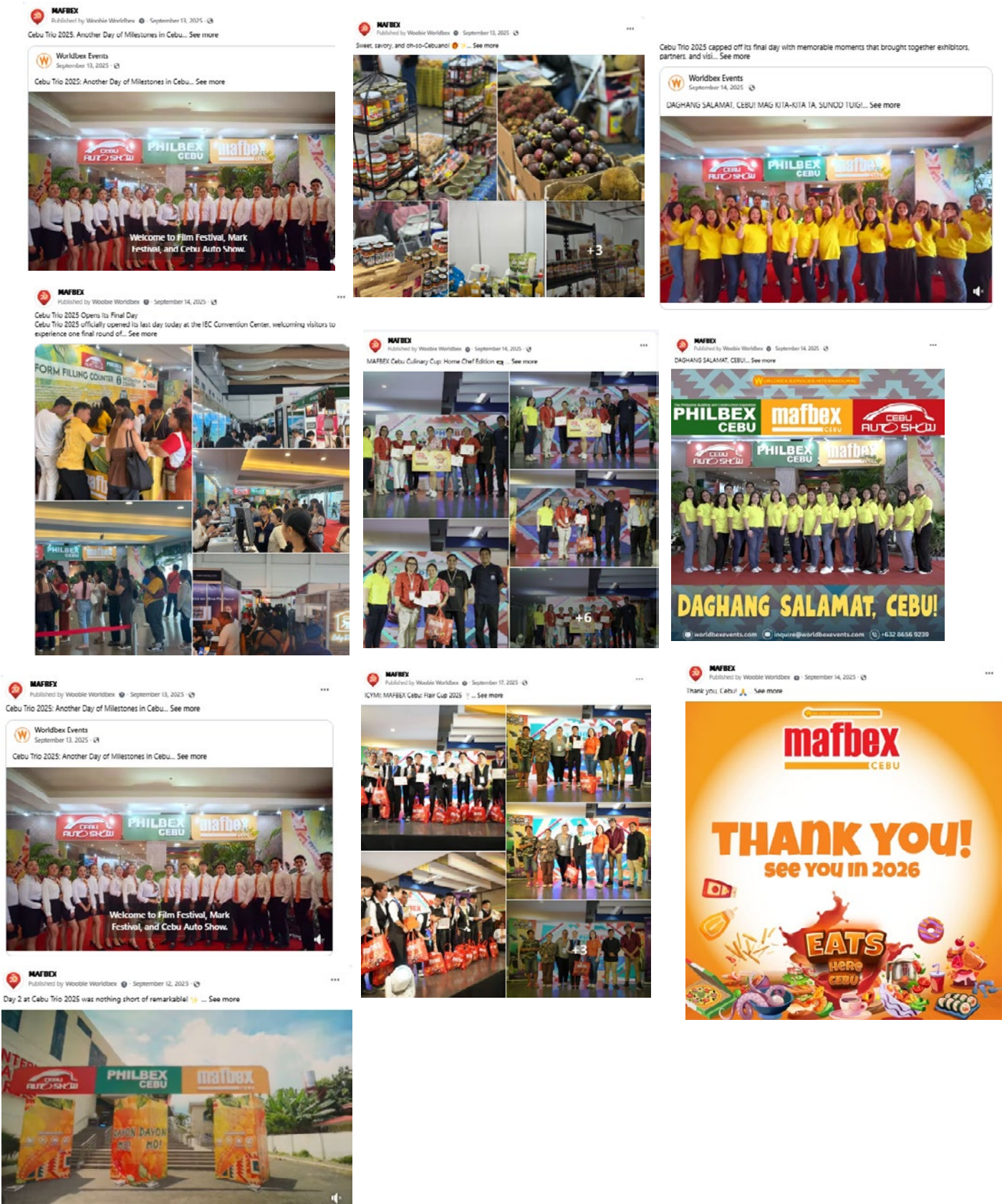
MAFBEX
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Pay back to the Queen City of the South and experience premier events like no other with the Cebu Trio Events 2025... See more



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SAVE THE DATE

SEPTEMBER 10 - 13, 2026 | 10:00 AM - 7:00 PM

IEC CONVENTION CENTER CEBU

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:

WORLDBEX SERVICES INTERNATIONAL

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