

WORLD BEX SERVICES INTERNATIONAL

# Ifbex

ILOILO FOODS AND BEVERAGES EXPOSITION

2023



POST EVENT REPORT

# 13-16 JULY 2023

11:00 AM - 7:00 PM



# Ifbex

ILOILO FOODS AND BEVERAGES EXPOSITION

## EVENT OVERVIEW

Encouraging the Food and Beverages industry across the region to appreciate the diverse array of tastes that grace our senses. **IFBEX** encompasses both international and local innovators showcasing culinary wonders that ignite our love for food adventures.



# Ifbex

ILOILO FOODS AND BEVERAGES EXPOSITION

IN COOPERATION WITH



IFBEX INSTITUTION AND ASSOCIATION PARTNERS



SPONSORS:



SERVICE PROVIDERS



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## MESSAGE

Today, we are making history. Worldbex Services International is delighted to welcome you to this extraordinary exposition where the realms of taste, wanderlust and innovations unite. For the very first time, PHILBEX, the Philippine Building and Construction Exposition; IFBEX, the Iloilo Foods and Beverages Exposition; and TLEX, the Travel and Leisure Expo unites to showcase the local and international innovations in Western Visayas particularly here in Iloilo City. These three world-class expositions serve as a testament to the indomitable spirit of human innovation and our relentless pursuit of progress.

As we step foot into the vibrant spaces of Iloilo Convention Center, you will be transported into a world where imagination knows no limits. Every corner reveals a new discovery, a fresh perspective, and a glimpse into the future. PHILBEX, IFBEX and TLEX provides a platform for artists, inventors, chefs, and pioneers to share their creations, ideas, and stories not just to our country but also to the world.

Daghang Salamat and WELCOME to this wonderful journey of discovery, innovation, and inspiration!

JOSEPH L. ANG  
Founding Chairman  
Worldbex Services International



# Ifbex

ILOILO FOODS AND BEVERAGES EXPOSITION

## OVERVIEW



MORE THAN  
**10,200**  
FOOT TRAFFIC



MORE THAN  
**40**  
EXHIBITORS



**4,299** SQM  
EXHIBIT AREA



**60**  
BOOTHES



## ACTIVITIES



Renowned local and international chefs came to Iloilo to showcase their recipes and insights into the food and beverage industry through a unique fusion of entertaining and compressive cooking demos



IFBEX Talks is a series of seminars for those who are interested in the food and beverage industry. The topics discussed in the seminars range from the latest trends in the industry to comprehensive talks and tips when entering business into the



IFBEX Mixed is a segment where some of the renowned baristas came to give a crash course on mixology and the beverage industry in partnership with Tanduary. Attendants were given tips on how to mix drinks and how to run a drink business.



### PCBI LATTE ART

This IFBEX competition 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.



# HIGHLIGHTS

## TABLE SET-UP COMPETITION

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



## FRUIT AND VEGETABLE CARVING COMPETITION

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



## CAKE DECORATING COMPETITION

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



We are happy to host the biggest event in the country here in Iloilo, because Iloilo has been developing very fast. So I think it is now time for Iloilo to also host this event. It creates excitement for Ilonggos and I'm very thankful for the Worldbex to visit Iloilo. Iloilo will be ready for the next few years competing with the kind of products that we have, with the right promotions that we are about to deliver."

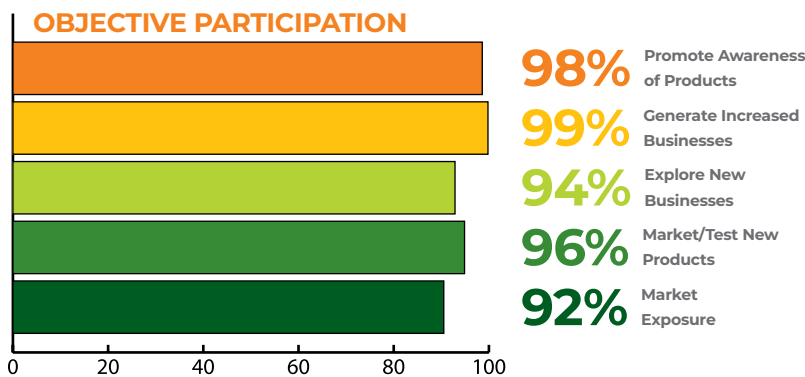
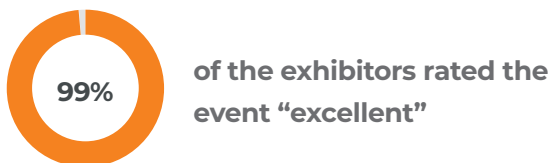
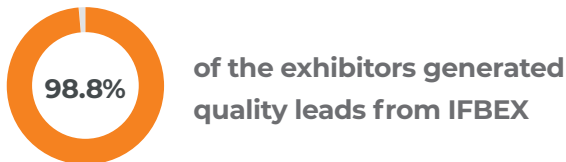
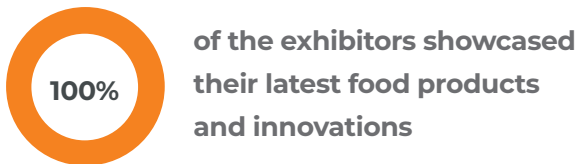
— HON. JERRY TRENAS  
ILOILO CITY MAYOR

# EXHIBITORS' FEEDBACK



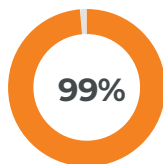
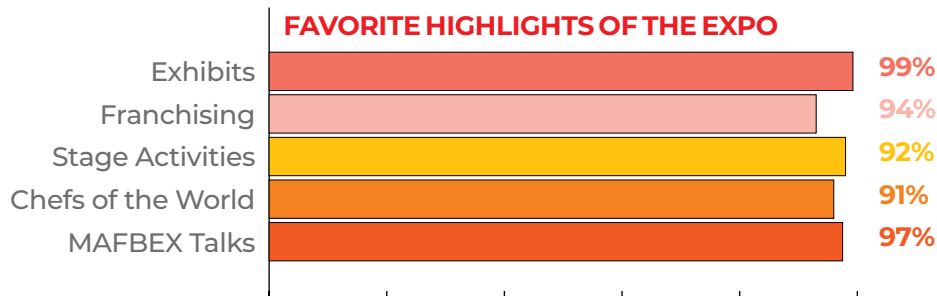
“It is an honor and privilege to welcome all of you and the participants here in the beautiful city of Iloilo”

— MR. SALVADOR D. SARABIA  
MICE DIRECTOR | ILOILO CITY





# TRADE BUYERS' FEEDBACK



of the exhibitors rated the event "excellent"

## MAIN PRODUCT INTEREST

- Beverages
- Franchising Companies & Organic Products
- Food Service Equipment, Dried fruits and wine
- Bread and Pastries

# TRADITIONAL MEDIA



TOTAL AD VALUE  
**5,497,650.00**

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





# ONLINE MEDIA



**Manila Foods & Beverages Expo**  
Jun 23 · 🌐

Last February 22, 2023, the Worldbex Services International Founding Chairman Mr. Joseph Ang and Managing Director Ms. Jill... See more

**Manila Foods & Beverages Expo**  
Jun 24 · 🌐

Let's relive the fully loaded flavorful experience of Jayzar Recinto during MAFBEX 2023! "First bite. THANK YOU LORD!"

**Manila Foods & Beverages Expo**  
Jun 24 · 🌐

See you at Iloilo Foods and Beverages Expo this coming July 13-16, 2023 at the ICON – Iloilo Convention Center for a more flavorful regional show!

Register Now!  
<https://www.ifbex.ph/>  
... See more

**Jayzar Recinto · Follow**  
Jun 18 · 🌐

Dami FOOD TRIP, Food Business Opportunities, and MORE, sa MAFBEX!

**Manila Foods & Beverages Expo**  
Jun 26 · 🌐

Taste the fully loaded flavors right at the Heart of the Philippines this coming JULY!  
... See more

Discover the wonders of the City of Love

👍 9 2 shares 396 views

**Manila Foods & Beverages Expo**  
Jun 29 · 🌐

Set sail and get a taste of local food here in Iloilo City!  
... See more

👍 20 3 comments 3 shares

**Manila Foods & Beverages Expo**  
Jun 30 · 🌐

Experience Western Visayas!

The Department of Tourism-Wester... See more

👍 8 131 views

**Manila Foods & Beverages Expo**  
Jul 1 · 🌐

Three of the country's biggest events are coming to Western Visayas!  
... See more

👍 8 1 comment 1 share 154 views

**Manila Foods & Beverages Expo**  
Jul 4 · 🌐

Come see the latest and innovative products and machineries in Iloilo at the Iloilo Foods and Beverages Expo (... See more

👍 6

**Manila Foods & Beverages Expo**  
Jun 30 · 🌐

MAFBEX Fully Loaded Flavors is captivating worldwide audiences!  
... See more

👍 10 5 shares 294 views

**Manila Foods & Beverages Expo**  
Jul 14 · 🌐

We have officially opened our events in Western Visayas!  
... See more

👍 16 4 shares 291 views

**Manila Foods & Beverages Expo**  
Jul 1 · 🌐

We're bringing some exciting competitions for this year's Iloilo Foods and Beverages Expo!  
... See more

👍 9 Chay Tabara and 23 others 9 shares

**Manila Foods & Beverages Expo**  
Jul 5 · 🌐

Planning to go to Iloilo? Then check out this map guide to point to you what places to go to and which fo... See more

👍 7

**Manila Foods & Beverages Expo**  
Jul 6 · 🌐

Come see the tasty products of Iloilo this IFBEX 2023!  
... See more

👍 4 1 share

**Manila Foods & Beverages Expo**  
Jul 7 · 🌐

With the immense success of their on-ground events and activations, Worldbex Services International is thrilled to continue (... See more

**Manila Foods & Beverages Expo**  
Jul 14 · 🌐

We have officially opened our events in Western Visayas!

👍 4 3 shares

# ONLINE MEDIA

**Manila Foods & Beverages Expo**  
Jul 8 · 🌐

Check out **Abi Marquez's** vlog about her time at MAFBEX 2023 that happened last June 14 to 18! Sometimes, even the best moments of your life are unplanned, even if these moments happen at once!

See you at Iloilo Foods and Beverages Expo (IFBEX) this coming July 13-16, 2023 at the ICON – Iloilo Convention Center and you might have your own best moment in life as well!

R... See more

**Abi Marquez · Follow**  
Jul 7 · 🌐

The best moments in life are UNPLANNED raw pero bakit AGAD-AGAD?! 🥰  
... See more



**Manila Foods & Beverages Expo**  
Jul 11 · 🌐

Worldbex Services International has had the pleasure of visiting important people within  
... See more



**Manila Foods & Beverages Expo**  
Jul 8 · 🌐

Wondering what Iloilo is all about? Then check out these fun facts about Iloilo!  
... See more



**Manila Foods & Beverages Expo**  
Ed · 🌐

Worldbex Services International marks another history! Damo nga Salamat Iloilo!  
... See more



8 2 shares 144 views

**Manila Foods & Beverages Expo**  
Jul 8 · 🌐

The Iloilo Foods and Beverages Expo (IFBEX) would like to thank its sponsors for making this ev... See more



**Manila Foods & Beverages Expo**  
Jul 8 · 🌐

We are bringing fully loaded flavors to Iloilo City for the first time in 5 days!  
... See more



**Manila Foods & Beverages Expo**  
Jul 12 · 🌐

The Department of Agriculture has some exciting local products for you to try at the Iloilo Foods and Bev... See more



**Manila Foods & Beverages Expo**  
Jul 10 · 🌐

From thrilling experience to award winning moments, Day 3 of PHILBEX, IFBEX and TLEX is a celebration of culture, flavors and L... See more



15 7 shares 282 views

**Manila Foods & Beverages Expo**  
Jul 16 · 🌐

**Congratulations** to our deserving champions of the IFBEX Fruit and Vegetable Carving Competition, Iloilo Science and Tech... See more



28 1 comment 14 shares

**Manila Foods & Beverages Expo**  
Jul 14 · 🌐

Mayor Jerry Treñas welcomes us to the "Heart of the Philippines" as we host our Iloilo events for the first time ever!

Come to the ICON – Iloilo Convention Center and visit the Philippine Building and Construction Expo (PHILBEX), the Iloilo Foods and Beverages Expo (IFBEX), and the Travel and Leisure Expo (TLEX) until July 16!

<https://philbex.ph/iloilo/>  
<https://t...> See more

**Jerry Treñas · Follow**  
Jul 12 · 🌐

**DALI KITA SA WORLDBEX 2023 SA CIUDAD SANG PAGHIGUGMA**  
... See more



**Manila Foods & Beverages Expo**  
Jul 16 · 🌐

We are delighted to announce the prestigious Cake Decoration Competition winners at the Iloilo Foods and Beverages Expositi... See more



44 3 comments 21 shares

**Manila Foods & Beverages Expo**  
Jul 13 · 🌐

**JUST IN!** The Philippine Building and Construction Expo (PHILBEX), Travel and Leisure Expo (TLEX), and Iloilo Food... See more



You and 8 others

**Manila Foods & Beverages Expo**  
Jul 14 · 🌐

Catch Mr. Gerry Ele II from Emperor Distillers as he gives a talk about "Wines, Spirits, and Cocktails" in this year's L... See more



17 2 comments 3 shares

**Manila Foods & Beverages Expo**  
Jul 14 · 🌐

IFBEX Cooks wraps up with flavorful dishes and drinks from the local chefs of Iloilo City.  
... See more



10 2 shares

**Manila Foods & Beverages Expo**  
Jul 13 · 🌐

Two of the region's seasoned chefs are showcasing fully loaded flavors of Iloilo City!  
... See more



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**WORLD**BEX SERVICES INTERNATIONAL

# Ifbex

ILOILO FOODS AND BEVERAGES EXPOSITION

Long known for its rich culinary heritage, Western Visayas' F&B scene is currently experiencing an undeniable revitalization. Quick on its toes in spotting potential, Worldbex Services International, is ready to lend its Midas' touch to the region's burgeoning F&B industry with the first ever **ILOILO FOOD AND BEVERAGE EXPO (IFBEX)**. Patterned after the iconic **MAFBEX** and **CEFBEX**, **IFBEX** will work towards championing the region's freshest and most innovative F&B products to the rest of the country and beyond.

## SAVE THE DATE

**JULY 11 - 14, 2024**

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

**ICON - 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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