

ASIA'S ETHNIC FOOD
& INGREDIENTS SHOW

IFEX

PHILIPPINES

19 - 21 MAY 2017

WORLD TRADE CENTER
METRO MANILA

&

PHILIPPINE TRADE
TRAINING CENTER





ASIA'S ETHNIC FOOD
& INGREDIENTS SHOW

IFEX
PHILIPPINES

IFEX Philippines is the biggest and most respected showcase of Asia's ingredients and specialty food. It brings together the region's tropical fruits and vegetables, fresh and processed seafood, and natural, gourmet, organic, healthy and functional food products.

Since its inception originally as the Asian Ethnic Food Festival from 1999 to 2003, the International Food Exhibition Philippines or IFEX Philippines has provided a venue for local and international food companies to take on new markets, launch new products, and conduct business with the world's biggest buyers.

FAST FACTS

Frequency:	Biennial
Date:	19-21 May 2017
Location:	World Trade Center Metro Manila Philippine Trade Training Center
Exhibit Hours:	9:00 a.m.–6:00 p.m.
Admission:	For Trade Visitors 19-21 May All exhibit areas For Consumers and General Public 19 May The Market Place only 20-21 May All exhibit areas



WHY JOIN IFEX PHILIPPINES?

You can rely on us to help you

- Establish a stronger presence in international markets
- Boost brand awareness
- Generate new business opportunities
- Identify trends and assess the current market
- Launch new products
- Meet face - to - face with trade buyers from all around the world
- Secure a position in new distribution channels
- Convert prospects to business partners



Top global brands source from us...

- Sysco
- Carrefour
- Takashimaya
- Gandamar
- Woolworths
- Lulu Supermarkets
- Met Foodmarkets
- Emke Group
- Americana
- E-Mart

We fly in trade buyers from the world ...



Australia, Canada, China, Japan, Malaysia, Singapore, South Korea, Taiwan, UAE, USA, among others



Register NOW as an Exhibitor
to get an early bird discount
as well as special exhibitor privileges!

www.ifexphilippines.com

IFEX PHILIPPINES 2015 in numbers

700 local and international exhibitors

20 country and industry pavilions

More than **30** global thought leaders and movers

Over **15,000** attendees across 4 days

20,065 m² of exhibition space

With trade buyers from more than **20** countries including the Philippines

Over **USD 160M** worth of business contracts and deals generated onsite

EXHIBITOR PROFILE

- Food Manufacturers
- Consolidators
- Cooperatives
- Distributors
- Traders
- Retailers
- Importers
- Institutional suppliers
- Government agencies
- Non-government organizations



Over **1,000** Participants and Brands Expected



More than **18,000** Trade Buyers and Visitors Expected

BUSINESS REPRESENTATIONS

- Food safety audit providers
- Market & Merchandise Experts
- Importers of products and equipment
- Wholesalers/Distributors
- Retailers
- Hotel managers
- Purchasing managers
- Restaurant owners and managers
- Bartenders, baristas
- Chefs
- Culinary and catering schools



PRODUCT PROFILE

- Alcoholic and Non-Alcoholic Beverages
- Coffee, Herbal Teas, and Cocoa
- Fresh and Processed Seafood
- Fruits and Vegetables
- Grains, Cereals, and Commodities
- Herbs and Spices
- Meat and Poultry
- Natural, Healthy, and Organic Products
- Specialty, Ethnic, and Gourmet Products
- Allied Services

IFEX PHILIPPINES 2017 ONSITE HIGHLIGHTS

IFEX PHILIPPINES 2017 saw over 200% visitor increase in attractions and showcases including

ASIAN SHOWCASES

GROCER'S EXCHANGE (G-MART)

GMART is an exclusive setting that features the finest food export companies from Asia. Equipped for private labelling, these homegrown brands have been selected and primed to meet with leading retail chain operators from around the globe.

FOOD EXPORTS & INVESTMENT SEMINARS

Food industry experts from around the world converge to give the latest updates on market entry requirements and food trends, agribusiness packages, and franchising.

HOTTEST & NEWEST PRODUCTS

Get instant recognition for new offers at the Special Showcase of the hottest and pioneering food products from Asia and the rest of the world.

SPICES OF THE EAST

Spice up meals with the best collection of Asian herbs and spices. The Herbs and Spices Marketplace dishes out the most aromatic ingredients and the widest array of herbs and spices from all of Asia, giving distinct flavors and exotic taste to Asian cuisine.



PHILIPPINE SHOWCASES

PARTNER CITY PROGRAM

The Partner City Program develops small and medium food producers and manufacturers to become dynamic and competitive players, showcase their products in local and international food trade platforms.

HEALTHY, NATURAL & ORGANIC MARKET

The Healthy, Natural & Organic Market features the Philippines' freshest marine products and top agricultural commodities from Philippine indigenous raw materials.

RED BOX FOOD

Emerging local food entrepreneurs and chefs convene to offer one-of-a-kind, innovative specialty products with strong potential for the international market in an exceptional eat-and-drink experience that will introduce food enthusiasts to a fresh aspect of food as lifestyle.





BUYER SERVICES

Special Services for IFEX Philippines Buyers

A personalized service and a rewarding visit and sourcing experience await buyers at IFEX Philippines.

BEFORE THE SHOW

- Online registration
- Assistance in hotel booking arrangement
- Pre-arranged business itinerary as requested
- VIP assistance from airport to venue to buyers booked at IFEX Philippines partner hotel (*airport reception, airport transfer*)

DURING THE SHOW

- Worry-free sourcing with a personal IFEX Philippines Buddy (*subject to availability and upon request*)
- Shuttle services to and from the venue and official partner hotel
- Dedicated interpreter during business meetings (*upon request prior to the show*)
- Pre-arranged visits to exhibitors' factories and shops (*upon request*)
- Access to networking events
- Complimentary wellness treat at the onsite Serenity Spa
- Complimentary assistance for travel arrangements within the Philippines
- Customized tour to selected destinations

AFTER THE SHOW

- Follow-up and coordination with suppliers met during the show
- Updates on IFEX Philippines
- PLUS: A year-round sourcing venue of the best Philippine export products at HallONE (www.hallone.ph)

And more... be a VIB and a G-MART Top Buyer to enjoy more privileges.

For details, log on to www.ifexphilippines.com.

SPECIAL PACKAGE FOR INTERNATIONAL EXHIBITORS:

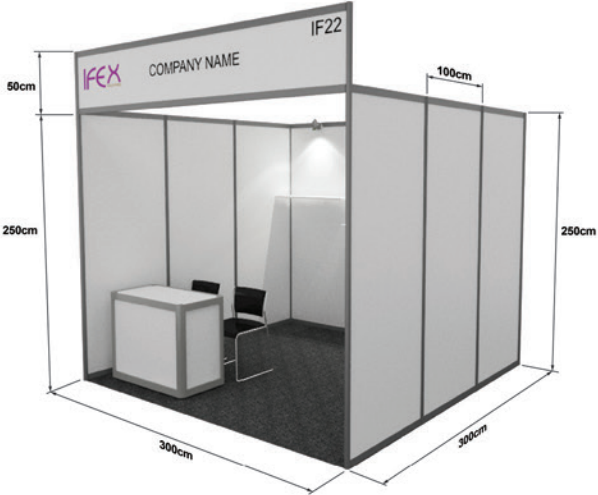
<p>Raw Space Option @ USD145 per square meter</p> <p>STANDARD AMENITIES / 9 sqm</p> <ol style="list-style-type: none"> 1. Three (3) Exhibitor badges 2. Show Directory entry and complimentary copy of Event Directory 3. Website listing 4. Visitor invitations 5. IFEX Philippines bag 6. Invitation to Networking Reception 7. General aisle cleaning 8. Access to Exhibitors Lounge 	<p>Booth Package Option @ USD 165 per square meter</p> <p>STANDARD AMENITIES / 9 sqm</p> <ol style="list-style-type: none"> 1. Booth amenities (Name board, 1 table and 3 chairs, 1 convenience outlet, lights, carpet, 3 display shelves) 2. Three (3) Exhibitor badges 3. Show Directory entry and complimentary copy of Event Directory 4. Website listing 5. Visitor invitations 6. IFEX Philippines bag 7. Invitation to Networking Reception 8. General aisle cleaning 9. Access to Exhibitor Lounge
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-10% Early Bird Discount
(applicable when payment is made on/before 15 September 2016)

MINIMUM BOOTH SIZE
Nine (9) square meters

BLOCK DISCOUNT (GROUP)	Minimum Space Requirement:	90 SQM	15%
BLOCK DISCOUNT (INDIVIDUAL)	Minimum Space Requirement:	72 SQM	10%

- A. Travel Package**
(Applies to Group Application with minimum booked space of 90 sqm.)
- Team Leader shall be provided 3-night Hotel Accommodation and Airport transfers
- B. One (1) Full-Page/Full-Color Ad in Event Directory** *(per group only)*
- C. Priority seat to IFEX PH Connect Business Matching** *(per company basis)*



**Booth design may change but at the same price/sqm.*

Register as an
IFEX Philippines 2017
trade buyer or exhibitor
NOW.



www.ifexphilippines.com

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