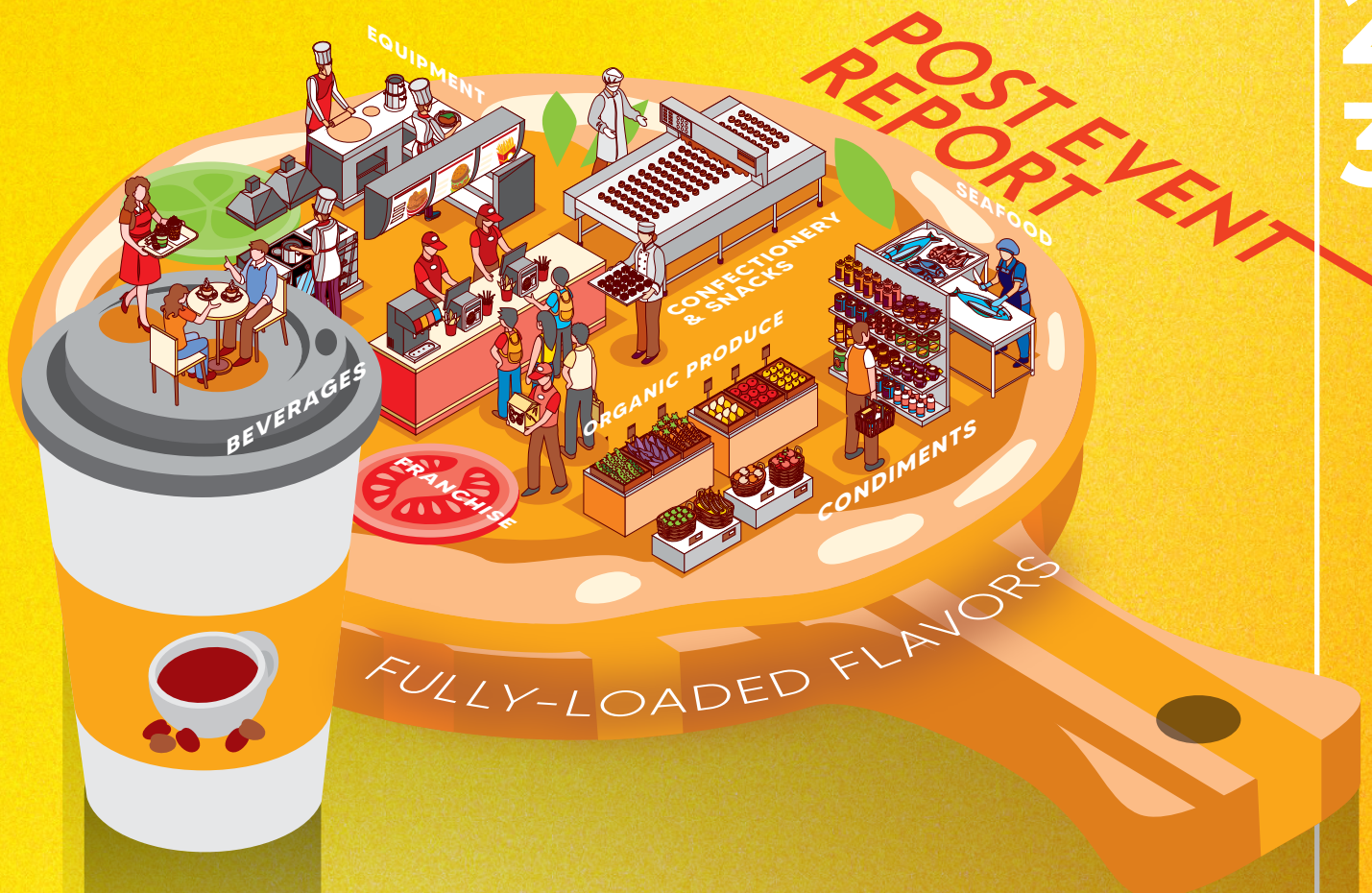


WORLD BEX SERVICES INTERNATIONAL

# cefbex

CEBU FOODS AND BEVERAGES EXPOSITION

2023



POST EVENT REPORT

FULLY-LOADED FLAVORS

**14-17 SEPTEMBER 2023**

11:00 AM - 7:00 PM

IEC CONVENTION CENTER

IEC Convention Center Cebu



[cefbex.com](http://cefbex.com)



[inquire@worldbexevents.com](mailto:inquire@worldbexevents.com)



+ 632 8656 9239

# cefbex

CEBU FOODS AND BEVERAGES EXPOSITION

## EVENT OVERVIEW

Introduced in 2008 as the regional leg of the iconic **MAFBEX** in Manila, the **Cebu Foods and Beverages Expo (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, **CEFBEX** is a gateway to the global F&B market.



# cefbex

CEBU FOODS AND BEVERAGES EXPOSITION

## INSTITUTION AND ASSOCIATION PARTNERS



## SUPPORTED BY



## SERVICE PROVIDERS



## MEDIA PARTNERS





## MESSAGE

*Maayong Buntag!*

I stand before you on behalf of Worldbex Services International, extending a warm and enthusiastic welcome to this extraordinary event, where the worlds of food, architecture, and automotive innovation converge. Once again we are happy to bring back CEBU TRIO after 3 years, **PHILBEX Cebu**, **CEFBEX** and **CAS** in one big venue! This remarkable day celebrates the vibrant progress of the Philippines in these historic expositions that knows no boundaries.

Prepare to embark on a culinary journey that ranges from cherished traditional recipes to bold and inventive culinary experiments. Get ready to be amazed by the cutting-edge advancements in the automotive industry. Be prepared to be captivated by architectural and engineering marvels that showcase human ingenuity at its finest.

In our interconnected and diversified industries, let us find inspiration in the spirit of collaboration, innovation, and resilience. Together, we celebrate the enchantment of food, the thrill of mobility, and the marvels of construction, all of which elevate our spirits and propel us to new heights.

To our partners, sponsors, exhibitors and stakeholders, let us savor the magic of this exposition as we unite in the pursuit of progress and excellence. Thank you, and enjoy the incredible experiences that await you!

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



WORLD BEX SERVICES INTERNATIONAL

# cefbex

CEBU FOODS AND BEVERAGES EXPOSITION

## OVERVIEW



MORE THAN  
**31,300**  
FOOT TRAFFIC



MORE THAN  
**56**  
EXHIBITORS



**701** SQM  
EXHIBIT AREA



**108**  
BOOTHS



# ACTIVITIES



The CEFBEX 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.

**cefbex**

## Fruit & 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



**cefbex**

## Market Basket Competition

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.



## ACTIVITIES



**cefbex**

### *Cake Decorating Competition*

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

**cefbex**

### *Pasta Live Cookery Competition*



TK



**cefbex**

### **Battle of Flair**

The CEFBEX Battle of Flair allows participants to showcase and stir the audience's spirit through a heart-raising bottle flipping contest.

**cefbex**

### *Table Set-up with Centerpiece*

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



# HIGHLIGHTS

## cefbex Talks

Another CEFBEX staple, the CEFBEX Talks seminars are for people who are interested in F&B industry. The topics range from the latest F&B trends to comprehensive talks that captivate the minds of the attendees, CEFBEX Talks are free of charge.



Today we embark on a collective journey that we unveil the boundless possibilities that lies ahead. Ensuring that we remain relevant in a rapidly evolving world.

Come and celebrate innovations technologies and to be exposed to what is new to this time.”

— ENGR. CRYSTAL COMO  
ACTING HEAD  
THE OFFICE OF THE  
BUILDING OFFICIAL (OBO)  
OF MANDAUE CITY  
REPRESENTATIVE OF  
MANDAUE CITY MAYOR  
JONAS CORTES

## COOKING DEMO

tk



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



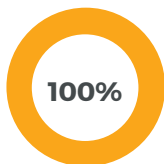


# EXHIBITORS' FEEDBACK

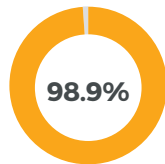


It's more than just an event. It is a celebration of culinary excellence. A half of innovation and a place wherein industry, professionals can connect , learn and grew."

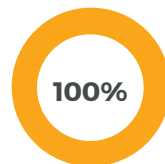
— MR. ALLAN POQUITA  
REGIONAL DIRECTOR  
BUREAU OF FISHERIES AND  
AQUATIC RESOURCES  
(BFAR) - REGION VII



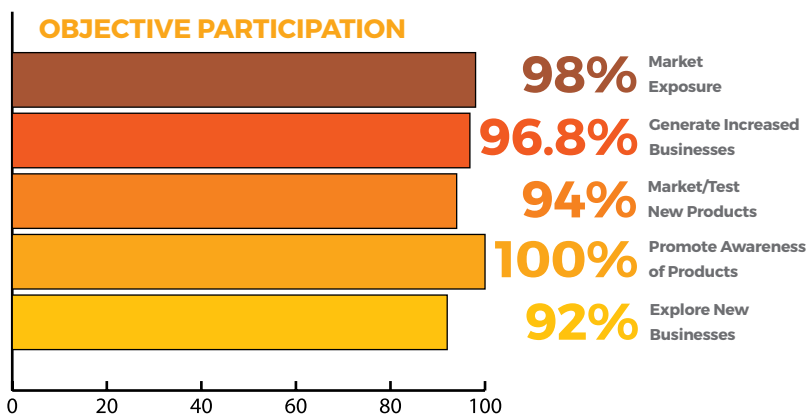
100%  
of the local exhibitors rated the over all event as excellent



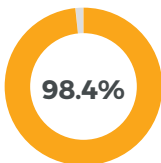
98.9%  
stated that the outcome of the exhibit is highly successful



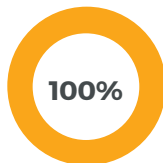
100%  
of the exhibitors rated the over all performance of organizers as excellent



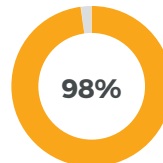
# TRADE BUYERS' FEEDBACK



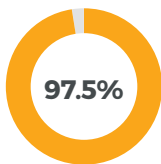
98.4%  
of the visitors rated their participation as excellent



100%  
of the visitors rated the overall organization of CEFBEX 2023 as excellent



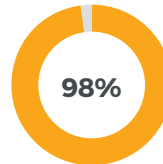
98%  
of the visitors rated the quality of the exhibitors as excellent



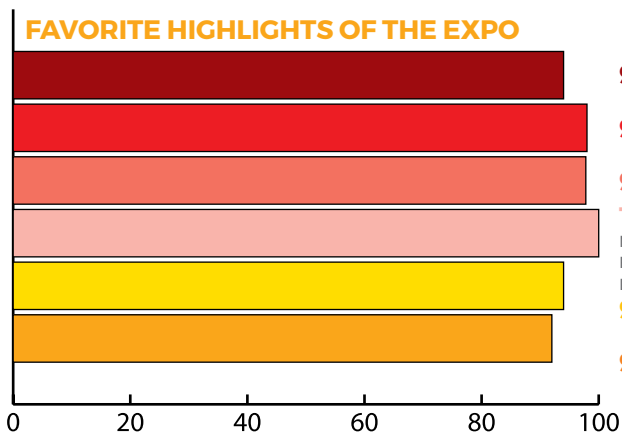
97.5%  
rated the quality of the event highlights and activities excellent



100%  
saw adequate amount of publicity



98%  
of the visitors will recommend CEFBEX to others



The Worldbex Services International has lead that to its commitment of bringing the best of the best in a food and beverage industry to the Cebuanos to enjoy and experience."

— ENGR. GERRY S. AVILA  
SUPERVISING AGRICULTURIST II CHIEF, FIELD OPERATIONS DIVISION OF THE DEPARTMENT OF AGRICULTURE - REGION VII

## MAIN PRODUCT INTEREST

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

# TRADITIONAL MEDIA



## TOTAL AD VALUE 5,497,650

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



# ONLINE MEDIA

**Cebu Food & Beverages Expo**  
August 30 at 2:40 PM

Let's continue bringing fully loaded experience across the Philippines! This September, we will deliver unique flavors to the Queen City of the South - Cebu City!

The most prominent event organizers in the country are back in Cebu City to bring you another world-class exhibition - The Cebu Foods and Beverages Expo (CEFBEX) 2023. This international food event sensation returns this year to bring you FULLY LOADED FLAVORS with more gastronomic treats and a unique culinary experience... See more

**cefbex**  
CEBU FOODS AND BEVERAGES EXPOSITION

SCAN TO REGISTER

FULLY-LOADED FLAVORS

cefbex.com | inquire@cefbexevents.com | +622 8058 9237

CEFBEX.COM

**Cebu Food & Beverages Expo**  
September 5 at 3:57 PM

Discover the irresistible flavors that define Cebu's culinary scene at the Cebu Foods and Beverages Expo 2023 (CEFBEX)

Explore a curated selection of remarkable creations that have solidified Cebu's reputation as the ultimate destination for gastronomic excellence and vibrant ambiance in Central Visayas.

Don't miss the opportunity to savor and experience these exceptional products at CEFBEX 2023, taking place from September 14 to 17 at the IEC Convention Center Cebu (ICC). See more

**MAXSTREAM**  
COMMERCIAL WATER FILTER  
A 3-STAGE FILTERING SYSTEM  
ERIC ENTERPRISE CORP.

**COOLERGY PH TRADING CORPORATION**

**MILK TEA CUP!**  
F.A.S. DEVELOPMENT CORPORATION

**Cebu Food & Beverages Expo**  
September 11 at 4:19 PM

A good drink will let your mood light up!

CEFBEX is back providing us with interesting ideas and possible new beverage interests. Do not be shaken and let the seminar stir the ideas on providing good wines, spirits, and cocktails just for you. Be part of the talk and learn more about Wines, Spirits, and Cocktails with Mr. Gerry Diez this coming September 14, 2023, from 1:30 pm to 2:30 pm at the CEFBEX Stage... See more

**cefbex Talks**  
SEPTEMBER 14, 2023  
(THURSDAY)

Mr. Gerry Diez

1:30 PM - 2:30 PM  
MINI-CON / PHILBEX SEMINAR / CEFBEX TALKS AREA

**Wines, Spirits, and Cocktails**

**Cebu Food & Beverages Expo**  
September 1 at 9:13 AM

Take a glimpse at how Cebu and the Central Visayas have developed their fully loaded flavors with this lineup of products, exclusively available at the Cebu Foods and Beverages Expo 2023 (CEFBEX)

We are showcasing the best and ground-breaking innovations and inventions across our 200+ local and international exhibitors. These brands continue to shape the region as the prime spot for great culinary choices and travel destinations!

See and taste these products when you head ... See more

**ALLEGRO BEVERAGE CORPORATION**

**BASIC ESSENTIALS MARKETING INC.**

**MANITO PIZZA**

**PHILBEX**

**PHILBEX**

**PHILBEX**

**Cebu Food & Beverages Expo**  
September 4 at 10:59 AM

Excited to have a taste of our fully loaded flavors in Cebu? Let's relive the mouth-watering experience of our 2019 edition of the Cebu Foods and Beverages Expo!

CEFBEX 2023 is back and it's bringing in more delicious treats and flavors to your dinner table. See the local Cebuano cuisine in the spotlight and fall in love with the taste that only Cebu can offer!

Come to this year's CEFBEX 2023, happening this September 14 to 17 at the IEC Convention Center Cebu. Register now ... See more

**Cebu Food & Beverages Expo**  
September 11 at 3:07 PM

Making everything flavorful with McCormick Culinary bringing us their "A" game in cooking skills and combining savory goodness!

Get new ideas on how to make your dish much tastier and more appetizing by attending one of our cooking demos. Catch Chef Tenten Casasola from McCormick Culinary for our CEFBEX Cooks. Chef Tenten is ready to prepare her new and tasty dishes this coming September 15 from 2:30 to 3:30 PM at CEFBEX Cooking Zone at the IEC Convention Center Cebu.

Re... See more

**cefbex Cooks**  
Sept. 15th (FRIDAY)  
2:30 PM to 3:30 PM  
CEFBEX Stage Area (LOBBY)

**McCormick Culinary Demo**  
with **Chef Tenten Casasola**

IN COOPERATION WITH

**Cebu Food & Beverages Expo**  
September 3 at 9:52 AM

We missed the Cebu crowd and we are equally excited to be back to bring you fully loaded flavors this September!

The Cebu Foods and Beverages Expo 2023 (CEFBEX) is back with more deliciously fun cooking showrooms and mouthwatering activities for every Cebuano to enjoy! We can't wait to see everybody's excited faces once again as we bring you an even more exciting Cebu Food and Beverages Expo 2023 - FULLY LOADED FLAVORS!

Come and experience world-class culinary treats from ... See more

**Cebu Food & Beverages Expo**  
September 4 at 10:23 PM

Need to know where to find Cebu's finest delicacies? Then familiarize yourself with what Cebu has to offer!

Cebu has a wide range of delicious cuisines for anyone to try, your taste palette will be filled with Cebu's fully loaded flavors!

Take a peek at Cebu's signature dishes here at the Cebu Food happening from September 14 to 17 at the IEC Convention C...

**SunStar Cebu**

**Cebu**  
"Cebu's Triumphant Trio": A grand exhibition of food, architecture, and automobiles

PHOTOGRAPHY

**CEFBEX Culinary Cup**  
Home Chef Edition 2023  
SEPTEMBER 15, 2023  
6:00PM  
CONVENTION CENTER ICC3

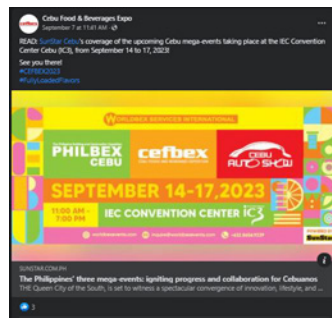
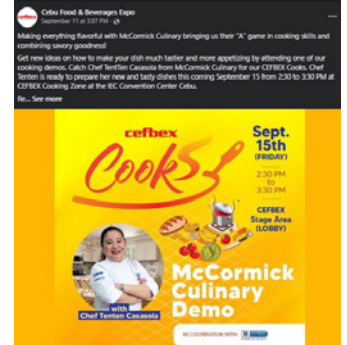
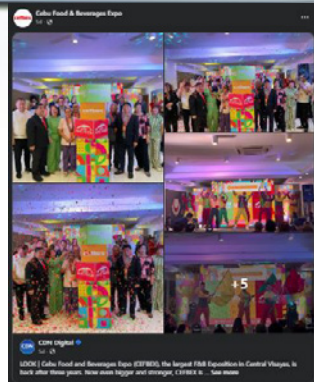
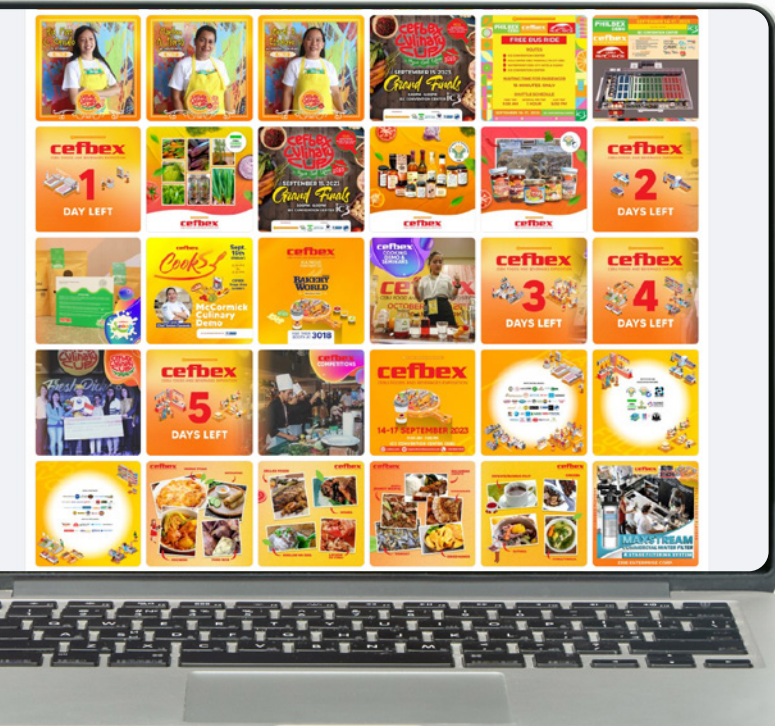
**Cebu Food & Beverages Expo**  
September 12 at 2:58 PM

is set, and the kitchen is ready! The 2023 CEFBEX Culinary Cup Home Chef Edition Grand opening on September 15, 2023!

We would like to thank our sponsors for making this competition possible. Your support means a lot to our participants and to all aspiring cooks across the country! Watch out for the posts of our grand finalists and together, let's find out who will be this year's CEFBEX Home Chef Edition Winner!

See more

# ONLINE MEDIA



# ONLINE MEDIA

**CDN 102.7** PHILBEX CEBFEX CAS  
Cebu City: Proud Host of 3 World-Class Exposition in One-Stop Destination

Today marks a momentous occasion in Cebu as three of the region's most prestigious and influential expos converge under one roof. The grand opening of CEBU TRIO, The Philippine Building and Construction Exposition (PHILBEX) 2023, Cebu Foods and Beverages Expo (CEFBEX) 2023 and the Cebu Auto Show (CAS) 2023 are all set to redefine the landscape of these dynamic industries in the Philippines. The event promises an unparalleled experience for industry professionals, enthusiasts, and the general public. The unprecedented collaboration demonstrates the dynamic spirit of Cebu's vibrant business community and the rising international appreciation across Central Visayas.

**CEBU TRIO offers an exceptional platform for forging valuable business relationships and collaborations. Immerse yourself in captivating displays of furniture craftsmanship, architectural designs, new food flavors and automotive marvels.**

The event was graced by esteemed guest speakers, including Mr. Allan Puyos (Regional Director of BRAC - region 7), Dr. Gerry S. Añon (Assistant Agriculture & Chief, Field Operations Division, Department of Agriculture - Region 7), Hon. Ramon L. Ojeda (Regional Director of DOST - region 7), and Engineer Crystal Chan (Overseering Executive Major Senior Center of Mindanao City, Cebu), Manila Bulletin News Anchor, Hon. Joseph M. Jaraña, Jr., Hon. Luis Ang (CEO, Cebu Development Corp., 303 Ang 1901 Shopping Center, Mr. Michelle Pardo Ang (The CEO President-Visayas, Mr. Ron Barona (CEO, Visayas).

**MO 102.7** Find the latest in the motorcycle industry, its people and the overall lifestyle. Find motorcycle and related product reviews!

**GRAND OPENING**

**The Philippines' Three Mega Events: Igniting Progress and Collaboration for Cebuano**

Cebu City, known as the Queen City of the South, is gearing up for an extraordinary convergence of innovation, lifestyle, and business. This city is poised to host three mega events that promise to reshape the region's economic landscape and foster collaborations among local and international industries, talents, and enthusiasts.

Marking the Cebu Trio, The Philippine Building and Construction Exposition (PHILBEX) 2023, the Cebu Auto Show (CAS) 2023, and the Cebu Foods and Beverages Exposition (CEFBEX) 2023, these grand occasions are set to redefine the face of the region.

Leading the Cebu Trio is the renowned Cebu Auto Show (CAS) which marks the 10th anniversary of the Manila Auto and Beverage Expo (MABE). CEBFEX 2023 showcases an array of flavors, cuisines, and innovations in the food and beverage space, celebrating Cebu's rich culinary heritage. The event features fresh, nutritious, and health-conscious options such as organic produce, farm-to-table ingredients, and innovative food products. Following the heights of MABE, CEBFEX 2023 aims to bring the "Food Forward" movement to the forefront.

The automobile enthusiasts' Cebu Auto Show (CAS) is a leading event that showcases exceptional CAD products and emerging talents of the local automobile, cutting-edge technology, and security innovations from the industry's major players. From sleek sports cars to sustainable electric vehicles, CAS offers a comprehensive glimpse into the future of automotive technology, featuring interactive displays, test drives, and industry talks. CAS is an essential hub for car enthusiasts and industry trends.

Developing the exposure to the life of the Philippine Building and Construction Expo, PHILBEX 2023, the platform is dedicated to architectural, construction, and real estate development. Following the success of The Philippine Building and Construction Expo (PHILBEX), PHILBEX 2023 aims to provide a complete overview of Cebu's building industry landscape. PHILBEX Cebu brings together valuable investors, architects, designers, builders, and real estate professionals in a exchange space and showcase the latest developments and technologies in building and design. The event promises invaluable insights on sustainable practices, smart city development, and digital building.

**WAVE 102.7** It's more fun in the Philippines

**Cebu City: Proud host of 3 world-class expositions in one-stop destination**

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CEFBEX 2023: The largest F&B Exposition in Central Visayas is Back!

The City of Cebu is set to become the epicenter of food innovation in South Cebu Area as the World's Largest Food Exposition, the Cebu Foods and Beverages Expo (CEFBEX) 2023, is set to redefine the landscape of the food and beverage industry. CEBFEX 2023, the largest F&B Exposition in Central Visayas, is set to redefine the landscape of these dynamic industries in the Philippines. The event promises an unparalleled experience for industry professionals, enthusiasts, and the general public. The unprecedented collaboration demonstrates the dynamic spirit of Cebu's vibrant business community and the rising international appreciation across Central Visayas.

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**Great Travel Philippines**

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**SunStar / Cebu**

**Cebu's Triumphant Trio: A grand exhibition of food, architecture, and automobiles**

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**Manila Bulletin**

**Cebu Trio expo underway in Cebu City**

Thursday, September 14, marks a momentous occasion in Cebu as three of the region's most prestigious and influential expos come together under one roof.

The grand opening of Cebu Trio, The Philippine Building and Construction Exposition (PHILBEX) 2023, Cebu Foods and Beverages Expo (CEFBEX) 2023, and the Cebu Auto Show (CAS) 2023 are all set to redefine the landscape of these dynamic industries in the Philippines.

**SunStar / Cebu**

**The Philippines' three mega-events: igniting progress and collaboration for Cebuano**

Cebu City, known as the Queen City of the South, is gearing up for an extraordinary convergence of innovation, lifestyle, and business. This city is poised to host three mega events that promise to reshape the region's economic landscape and foster collaborations among local and international industries, talents, and enthusiasts.

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 **WORLD BEX SERVICES INTERNATIONAL**

# cefbex

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## SAVE THE DATE

SEPTEMBER 12 - 15, 2024 | 11:00 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](mailto:ws17@worldbexevents.com) / [ws113@worldbexevents.com](mailto:ws113@worldbexevents.com)

ORGANIZED BY:

 **WORLD BEX SERVICES INTERNATIONAL**

Suite 1203 BTTC Centre 288 Ortigas Ave. cor. Roosevelt St., Greenhills San Juan 1502 Philippines.