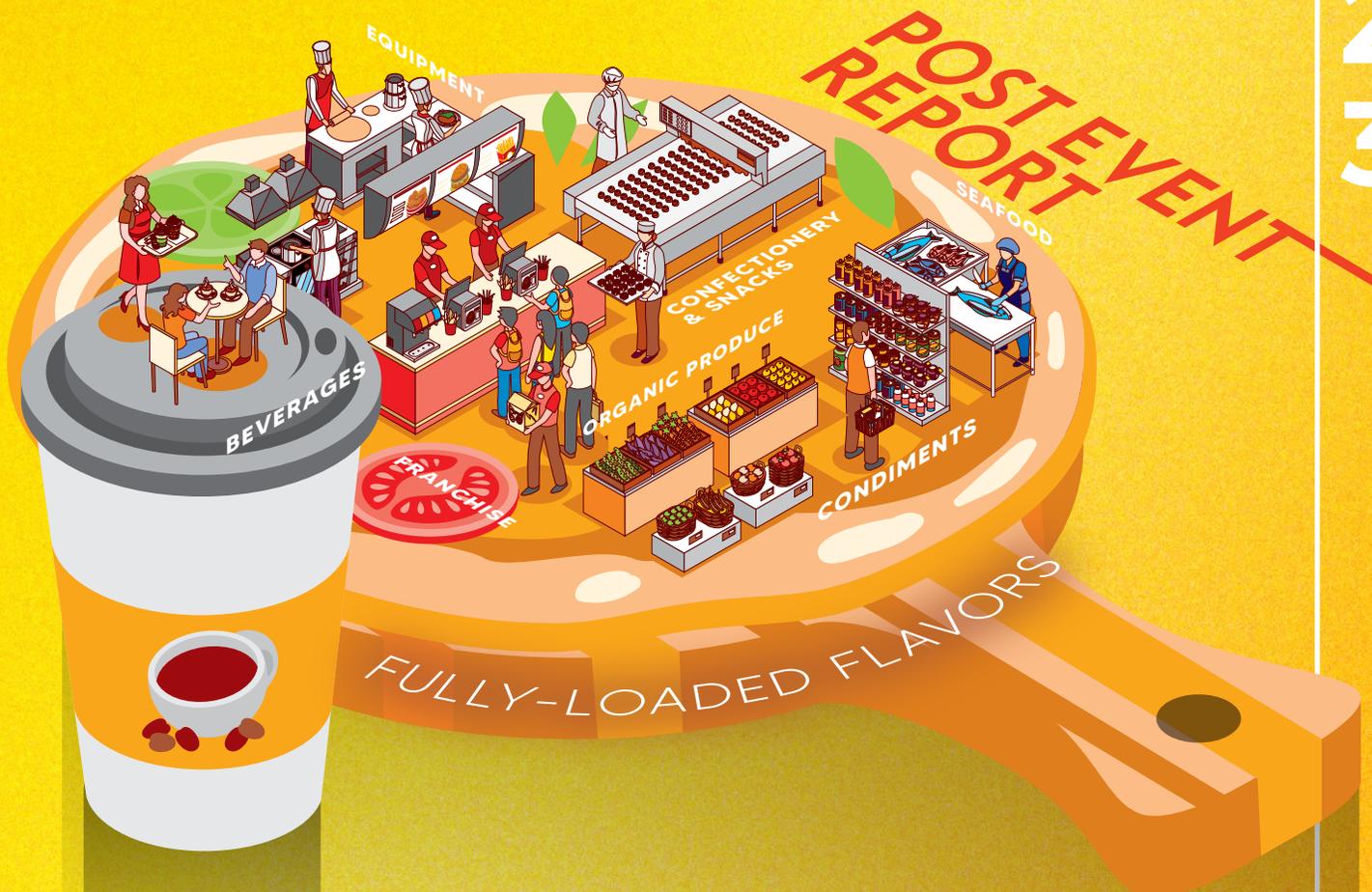


WORLD BEX SERVICES INTERNATIONAL

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CEBU FOODS AND BEVERAGES EXPOSITION

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POST EVENT
REPORT

14-17 SEPTEMBER 2023

11:00 AM - 7:00 PM

IEC CONVENTION CENTER

IEC Convention Center Cebu



cefbex.com



inquire@worldbexevents.com



+ 632 8656 9239

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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.



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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

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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.

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Fruit & Vegetable Carving Competition

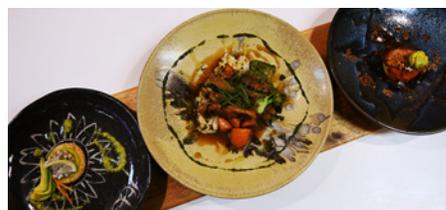
Encouraging and celebrating the talent, creativity, and strategy of Filipinos in fruit carving, Worldbex Services International curated this competition for all students to showcase their passion and skill in carving



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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



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Cake Decorating Competition

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

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Pasta Live Cookery Competition



TK



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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.

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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.



COOKING DEMO

tk



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



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

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



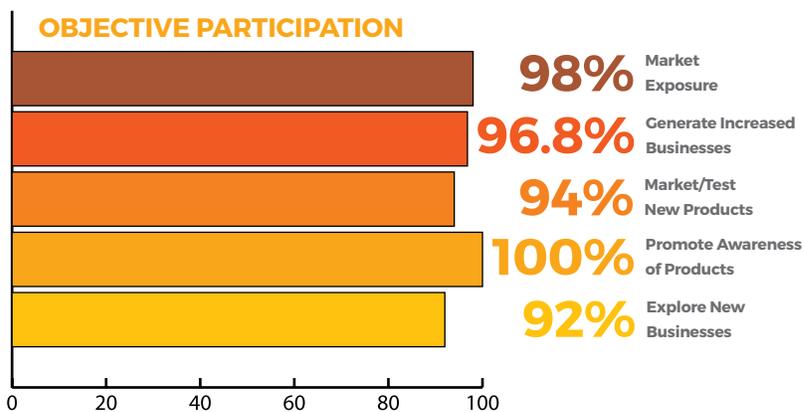
100%
of the local exhibitors rated the over all event as excellent



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



of the visitors rated their participation as excellent



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



of the visitors rated the quality of the exhibitors as excellent



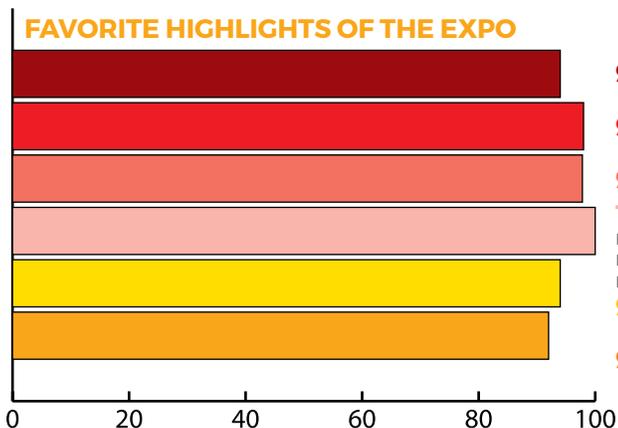
rated the quality of the event highlights and activities excellent



saw adequate amount of publicity



of the visitors will recommend CEFBEX to others



The Worldbex Services International has led 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

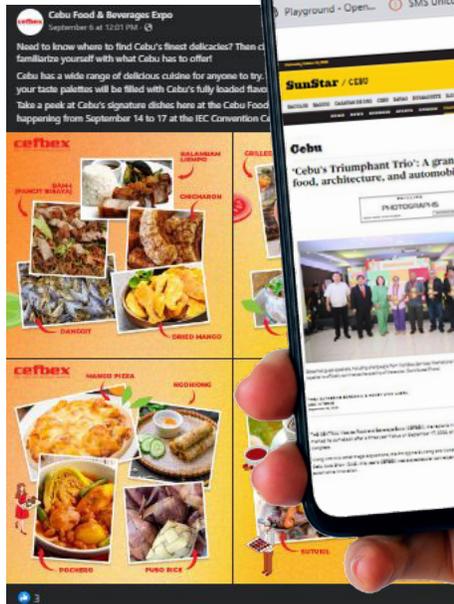
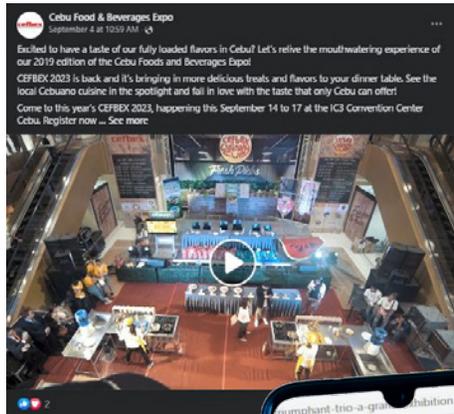


TOTAL AD VALUE 5,497,650

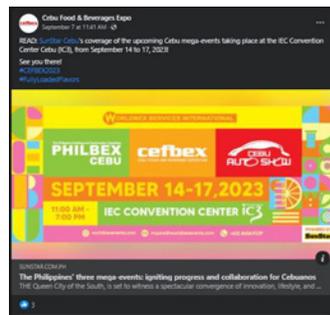
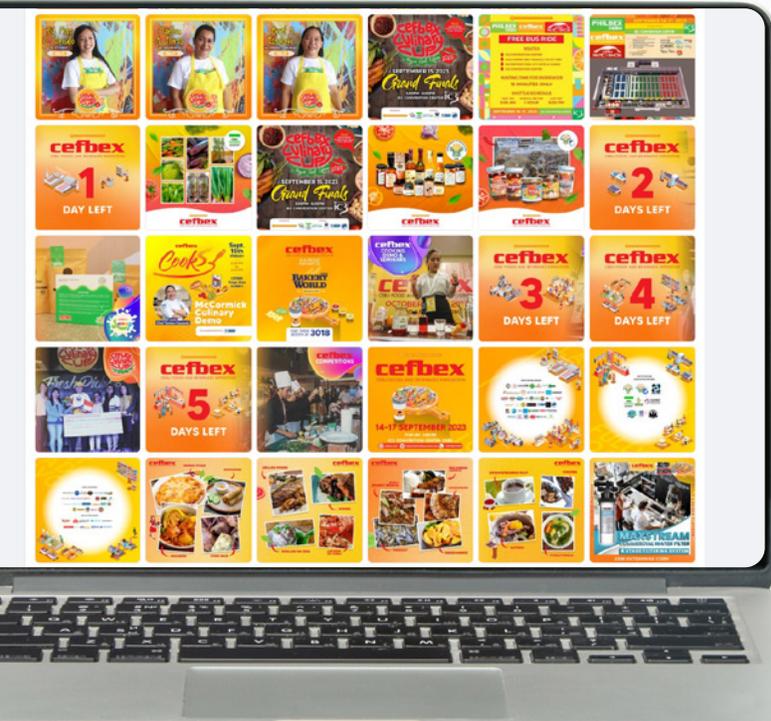
PRESS RELEASES(ONLINE & PRINT),
WEBSITE ADS, TV INTERVIEW, RADIO
GUESTINGS, LIVE STREAMS, FACEBOOK,
INSTAGRAM



ONLINE MEDIA



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 its rising international reputation as a central hub.

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 Masaneta City, Cebu), Masaneta Business Development Chairman Mr. Joseph L. Ang, Ms. Lucy Ang (CEO, Masaneta City, No. 385 Ang 1901 Masaneta Drive, No. Michelle Plaza Ang 1901 Masaneta-Visayas, No. Bona Station 1901 Visayas).

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The City of Cebu is set to become the epicenter of food innovation in South Cebu Area as the Cebu Foods and Beverages Expo (CEFBEX) 2023 returns to its home. This year's edition is set to redefine the landscape of the food and beverage industry 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 its rising international reputation as a central hub.

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Bea Alonzo for E.O. VISIT US AT eo.executiveoptical.com

PHILBEX 2023
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.

Book you
Find out more!

Book your test now!

MO 102.7 PHILBEX CEBFEX CAS
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, progress, and collaboration. The Philippines' Three Mega Events, including 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 its rising international reputation as a central hub.

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SunStar / Cebu PHILBEX CEBFEX CAS
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Cebu City: Proud host of 3 world-class expositions in one-stop destination

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WAZEP Philippines It's more fun in the Philippines
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SunStar / Cebu PHILBEX CEBFEX CAS
Cebu: Cebu's Triumphant Trio: A grand exhibition of food, architecture, and automobiles

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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 / ws13@worldbexevents.com

ORGANIZED BY:

 **WORLD BEX SERVICES INTERNATIONAL**

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