



IFEX PHILIPPINES 2023 International Campaign

27 January 2023



AGENDA

IFEX Philippines Foreign Participation

Business Results

IFEX Philippines 2023

Show Info, Components, and Features

Participation Packages

Inclusions, Discounts

Discussion

Questions?

INTERNATIONAL PARTICIPATION 2011-2019

2011

Opened to
foreign
participation

2013

Returned as a
biennial
event

2015

Named as an
Official Event
Partner of the
Philippines hosting
of the APEC Summit
116 companies
participated

2017

Named as an
Official Event
Partner of the
Philippines hosting
of the ASEAN
Summit
126 companies
participated

2019

Rebranded as
IFEX Philippines
NXTFood Asia

More than 20 countries participated in IFEX Philippines over the years



Argentina, Australia, Brunei, Bulgaria, Cambodia, Canada, China, Chile, India, Indonesia, Italy, Japan, Korea, Laos, Malaysia, Mexico, Myanmar, New Zealand, Portugal, Russia, Saudi Arabia, Singapore, Taiwan, Thailand, Turkey, UAE, USA, Vietnam

Country Pavilion

A hall dedicated to international exhibitors, primarily Asian countries, with an objective of penetrating the local market.



TAIWAN PARTICIPATION

Taiwan was present in IFEX Philippines – 2015 - 2017 (35 companies)



2-IN 1 PROMOTIONAL PLATFORM



- **IFEX Philippines** •
25-28 May 2023
Manila | Physical



- **Website Platform** •
Year-round, 24/7 service
via ifexconnect.com

FOODPhilippines

IFEX

MAY 26-28
2023

World Trade Center Metro Manila
Pasay City, Philippines



Visit ifexconnect.com
for more information:

- Food and Exporters
- Directory B2B Portal
- Stories and Market Insights
- Events and Activities



SIGNATURE EVENT

THE PHILIPPINES' BIGGEST INTERNATIONAL FOOD TRADE SHOW

IFEX is the country's most comprehensive trade promotions program for the domestic food industry, helping Philippine and global exporters promote premium quality food and ingredients to the world through physical and/or digital trade shows and business-to-business platforms, digital marketing efforts, an online community, and a product innovation program.

IFEX is a part of FOODPhilippines and a program of the Center for International Trade Expositions & Missions (CITEM).





IFEX Philippines 2023



26-28 May 2023 (Friday – Sunday)



10:00 AM – 7:00 PM



World Trade Center Metro Manila (WTCMM)
Halls A, B and C and Tent

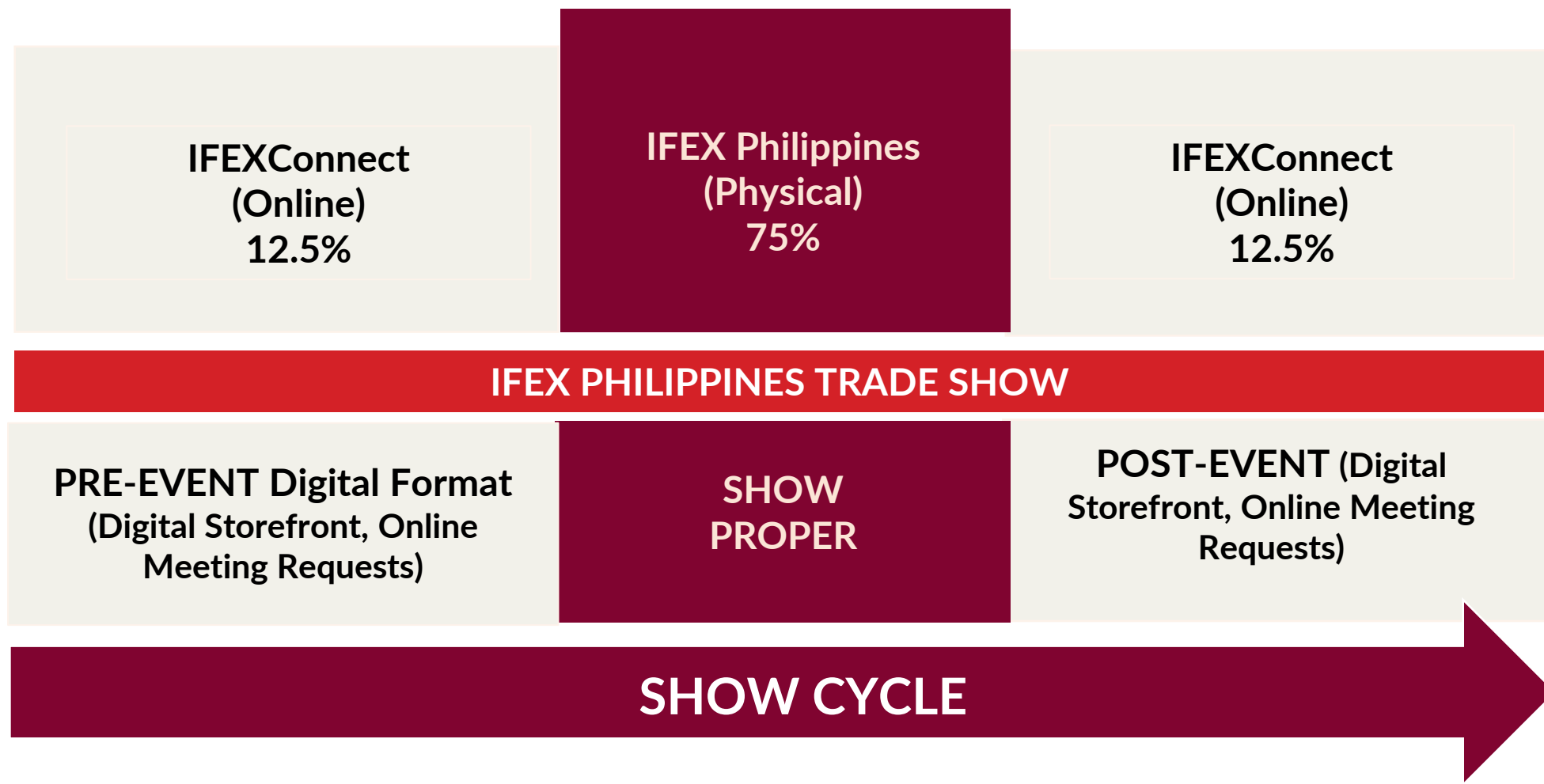


Business-to-Business (B2B) Trade with Retail



Open to foreign and local buyers, media,
and general public

IFEX 2023 is a year-round event



Event Components



EXHIBITION

Showcase of food products and serviced in the trade show complemented by digital storefronts via IFEXConnect.com



BUSINESS MATCHING

Philippine exporters and international buyers explore business opportunities during in-person or online meetings.



TALKS & SEMINARS

Know the latest trends and news about the food industry and expand your network by engaging with our resource persons and other attendees.



SPECIAL EVENTS

Expand your network and build your business opportunities through special functions and activities

Exhibit Features

Flavor Finds

A collection of new food discoveries and innovations in the Philippine food scene.

- **NXTFOOD PH**
- **ON THE RISE**
- **NEW PRODUCT SHOWCASE**
- **REGIONAL FLEX**
- **KATHA GALLERY**

Open House

Features the latest programs and activities within and around the food sector and products from our IFEXPhilippines partners.

It presented the government efforts that champion Filipino food exporters, and SMEs

Buyer's Lounge

Exhibitors and Buyers explore business opportunities during pre-arranged/walk-in one-on-one business meetings

THE Kitchen

Food tasting activities, dynamic cooking demonstrations, and product presentations.

Product Categories



BEVERAGES

**FINE FOOD AND
SPECIALTIES**

**FRUITS AND
VEGETABLES**

**BISCUITS AND
CONFECTIONERIES**

**SNACKS AND CRISPY
SAVORY FOOD
PRODUCTS**

MEAT AND POULTRY

DAIRY PRODUCTS

**CEREALS, GRAINS
AND STARCH**

**SEAFOOD AND
MARINE PRODUCTS**

**ORGANIC AND
NATURAL**

**RAW MATERIALS AND
FOOD INGREDIENTS**

**EQUIPMENT AND
SERVICES**

SPECIAL FEATURES

**Flavor
Finds**

FoodPhilippines
NXTF PH

ON THE RISE

**NEW PRODUCT
SHOWCASE**

REGIONAL FLEX

 **KATHA
AWARDS**

SPECIAL FEATURES

FOODPhilippines
NXTF ▶▶ **D**
PH



Value Food Innovation Program (VFIP)
Creating new products that deliver value

FAST is ON THE RISE



FUNCTIONAL

Food that offer health benefits beyond their nutritional value



AUTHENTIC

Food that are rich in culture, history and story



SUSTAINABLE

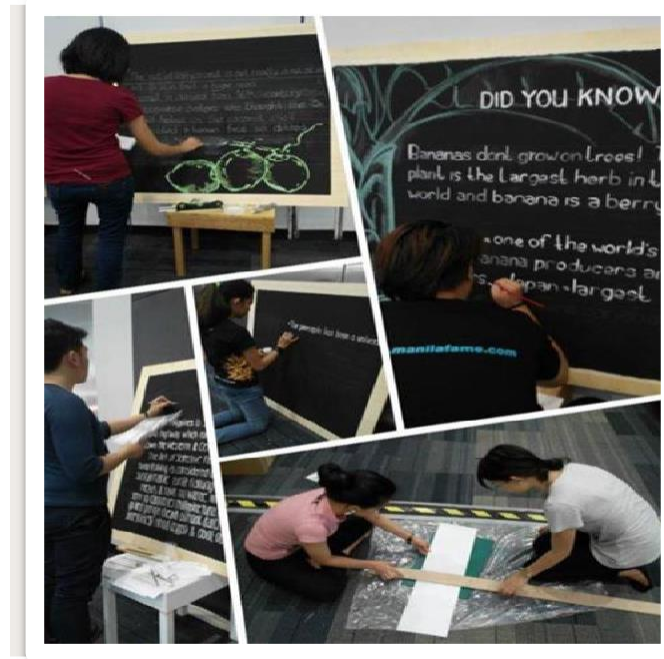
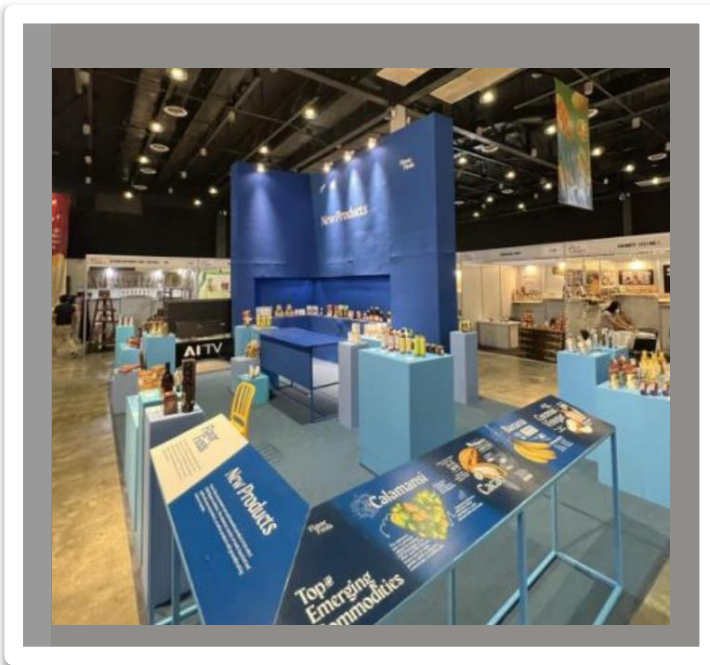
Food that are healthy or protect our bodies and the environment



TWIST

Food that offer adventurous, trendy and fusion flavors

EXHIBITORS' NEW PRODUCT SHOWCASE



The new product showcase promotes new and innovative products from select IFEX exhibitors, which consist of newly launched and significantly improved products and products with new features and benefits.

SPECIAL FEATURES

REGIONAL FLEX



Showcase of the top food export products that are distinctly, and authentic from the Regions



Katha Awards gives special recognition to new and innovative Philippine food products and applications

The award aims to strengthen the reputation of the Philippines as a go-to destination for globally competitive Asian food and ingredients. It aims to recognize companies that explore new galleries of flavors, original brand ideas, unique food fusions, and creative packaging methods.

CATEGORIES: Beverages, Fine Food and Specialties, Processed Fruits and Vegetables, Baked Goods and Confectioneries, Snack Food / Crispy Savory Food, Meat and Poultry, Marine Products, Natural/ Healthy/ Organic, and Best Booth Display



**COCONUT
PAVILION**



**PROCESSED FRUITS &
NUTS PAVILION**

and MORE
Programs



RAPID GROWTH



OTOP PAVILION



**HALAL
PAVILION**

^{Philippines} IFEX Open House

Discover products from event partners and learn about government efforts to champion Filipino food exporters, manufacturers, and MSMEs.



THE IFEX Kitchen

A spot that features a series of engaging food-tasting activities, dynamic cooking demonstrations, and product presentations from brands and culinary experts in the Philippines.

Talks and Seminars

It is a 3-day seminar and/or info session on topics of interest to food exporting companies and/or traders.

Topics include the latest regulations, trends and innovations in the food industry discussed by well-known industry experts and practitioners.

Seminar tracks include Product Innovation, Sustainability, Digital Marketing among others.



The background of the slide features a close-up photograph of several coconuts. Some are whole with green husks, while others are cracked open, revealing the white, fleshy interior. The coconuts are arranged in a cluster, with some in the foreground and others slightly behind. A large, semi-transparent white rectangular box with rounded corners is positioned in the center-right of the slide, partially overlapping the coconut images. To the left of this box is a solid red vertical rectangle. A small red square is located at the top right corner of the white box.

Floor Plan

As of January 16 2023 (subject to change)

IFEX 2023 Floor Plan

as of January 16 2023
(subject to change)



The background of the slide features a close-up, high-angle shot of several chocolate bars and almonds. The chocolate bars are dark brown with a grid pattern of squares. Some bars are broken, revealing the texture of the chocolate and the almonds inside. The almonds are light brown and have a smooth, oval shape. The entire scene is set against a light-colored, textured surface.

DISCUSSION

Questions? Clarifications?



The Center for International Trade Expositions and Missions (CITEM) is the export promotions arm of the Philippine Department of Trade and Industry (DTI).

For nearly 40 years, CITEM has established the country's image as a premier destination for quality export products and services. It continues to set the highest standards of creativity, excellence and innovation to achieve competitiveness in the home, fashion, lifestyle, food, creative, and sustainability sectors.

CITEM is committed to developing, nurturing, and promoting micro, small, and medium enterprises (MSMEs), brands, designers, and manufacturers by implementing an integrated approach to export marketing in partnership with other government and private entities.

For more information, reach out to

IFEX SECRETARIAT

Operation Group 2 - Signature Events (Food Group)

E-mail: ifexphilippines@citem.com.ph

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@official_foodph



IFEX Philippines

THANK YOU!