

12TH PHILIPPINE FOOD EXPO 2014

THE BAR

RAISING
FOR THE ASEAN ECONOMIC
COMMUNITY (AEC) 2015



16-18 MAY 2014 • WORLD TRADE CENTER METRO MANILA PHILIPPINES • 11:00 AM-7:00 PM



In the competitive world of global trade, a forward and outward-looking approach to the free movement of goods is what keeps the food exports business strong and afloat. This outlook, which became one of the foundations from which the ASEAN leaders resolved to establish the ASEAN Economic Community (AEC) by 2015, has served to inspire the creation of a single market and production base philosophy. This private and public-led integration pushed business leaders to fast track their actions and mount the AEC 2015 summit in the Philippines.

For this reason, the Philippine Food Expo is taking the opportunity to push the envelope to include foreign food companies, especially the members of the Confederation of Asia-Pacific Chambers of Commerce and Industry (CACCI). We have co-located events as well which are as follows, (1) Food additives & Ingredients Expo, (2) Food Machineries Show, and (3) Exporters' Fair to complete the exhibition mix of the event.

It used to be that only Philippine food companies could participate in the Philippine Food Expo, as a showcase of the best local food products of the country. On its 12th year, the Philippine Food Expo raises the bar, expands its wings and welcomes foreign food companies under its fold. With these developments, the 12th PFE promises to be an even bigger event with the participation of foreign food companies under one pavilion. The merging of local and international companies, foreign buyers and businessmen all spell expanded networks, tighter linkages, increased market access, promotions and profits.

It's PHILIPPINE FOOD EXPO 2014 with a big plus!

HIGHLIGHTS OF PREVIOUS PHILIPPINE FOOD EXPO:

Occupied 9,000 square meters of exhibition space	Participated in and supported by the Department of Agriculture, Department of Trade & Industry – EDC and BETP, Phil. Exporters Confederation, MEGMA, DA-Bureau of Agricultural Research, National Food Authority, PCARRD, USAID's Growth in Equity in Mindanao Program, Go Negosyo
Generated 43% increase in total onsite sales amounting to Php 88,774,056.50	Supported by the Philippine Chamber of Commerce and Industry, Employers Confederation of the Philippines, Philippine Okra Producers and Exporters Association and Philippine Mango Exporters Foundation
Clustered four major pavilions : Exporters Zone, Retailers Zone, Technology Hub and Cottage Industry Pavilion	Culinary competitions made possible by the Hotels and Restaurants Chefs Association of the Philippines, Philippine Women's University, St. Paul's University Quezon City, Philippine Bartending, CATFABS, Elba, Fujidenzo, Cocoa Foundation of the Philippines, See's International, Hilas Marketing Corporation and Gomeco Group of Companies

2014 EDITION IS BEYOND TRADE EXHIBITION

Having solidified its reputation as the number one sourcing venue for Filipino food products, the PHILIPPINE FOOD EXPO is a must-visit event for everyone, from the everyday Filipino consumer to international traders and importers of food products. The 3-day event will be composed of other activities such as the Food Summit, a series of technical seminars, business matching and culinary competitions, etc.

- PHILIPPINE FOOD SUMMIT
- CULINARY SHOWDOWN 2014:

TABLE SETTING COMPETITION	FOOD STYLING & PHOTOGRAPHY	MIXOLOGIST COMPETITION	CAKE DECORATION	DESSERT PREPARATION	LITTLE CHEFS COMPETITION
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EXHIBITOR PROFILE

- Beverages : Juices, Coffee, Tea, Milk, Wines & Spirits
- Biscuits, Pastries and other Bakery Products
- Canned / Bottled / Processed Food
- Cheeses and other Dairy Products
- Chilled / Frozen Food Products
- Chocolates, Confectioneries, Sweets
- Fresh and Processed Fruits and Vegetables
- Fresh and Processed Seafood
- Herbal / Organic Health Food
- Local Delicacies
- Food Additives and Ingredients, Flavorings and Spices
- Meat and Poultry
- Food Equipment and Accessories : Handling Equipment, Processing Equipment, Kitchen Fittings and Accessories, Refrigeration Showcase, Display Racks & Cabinets, Cutlery, Silverware and Glassware, Labeling Equipment, Packaging Equipment
- Allied Industry : Franchising, Trade Publications, Bar Coding, Packaging Designs, Distribution Management, Food Safety & Hygiene, Test & Instrumentation

VISITOR PROFILE

BY SECTOR

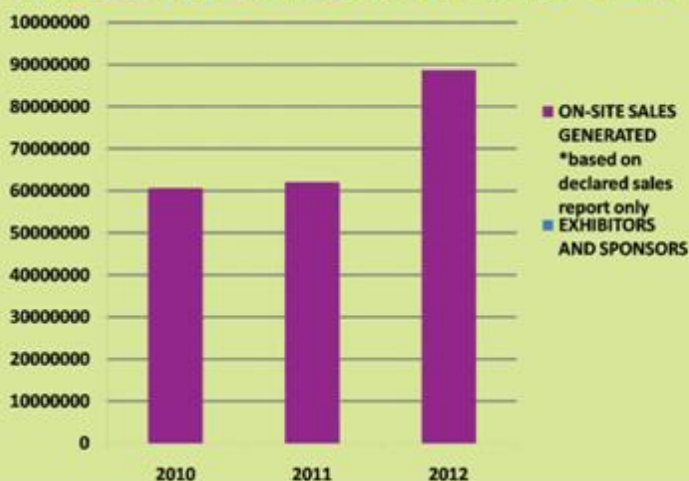
- Culinary Institutions
- Educational / Research Institutions
- Entrepreneurs
- Exporters
- Food Retailers
- Government Sector
- Hotels / Resorts / Restaurants / Café Management
- Importers
- Institutional Caterings
- Hypermarkets / Supermarkets
- Mass Media Service Providers
- Trade Associations
- Wholesalers / Distributors

BY JOB FUNCTION

- CEO / Chairperson / Director / President
- Chef / Cook
- Communications Specialist
- Company Purchaser / Direct Buyer
- Consultant
- Contractor
- Dealer / Agent
- Developer
- Engineer
- Finance / Operations
- Government Representative
- IT / IS Management Specialist



IMPRESSIVE GROWTH IN 3 YEARS



EXHIBITION RATES

RAW SPACE*	PhP 94,500.00
9 SQM BOOTH	PhP 30,000.00
6 SQM BOOTH	PhP 25,000.00
4 SQM BOOTH	PhP 20,000.00

*minimum of 36 SQM



PHILIPPINES MANGO



DATE
16-18 MAY 2014

VENUE
WORLD TRADE CENTER
METRO MANILA

FAIR HOURS
11:00 AM-7:00 PM

12TH PHILIPPINE FOOD EXPO 2014



ORGANIZED BY
PHILIPPINE FOOD PROCESSORS AND EXPORTERS ORGANIZATION, INC.
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PRESENTED IN
COOPERATION WITH



Department of
Agriculture



SUPPORTED BY



Philippine Okra
Producers & Exporters
Association



Philippine Chamber of
Commerce and
Industry



Employers
Confederation
of the Philippines