ASIA’s ETHNIC FOOD & INGREDIENTS SHOW

Ifex
PHILIPPINES

21–24 MAY 2015
SMX CONVENTION CENTER
PHILIPPINES

Now on its 10th Year!
www.ifexphilippines.com
Diversity and Wide Variety in One-Stop Food Expo
The International Food Exhibition (IFEX) Philippines is a unique showcase of Asia’s ethnic and specialty foods, tropical fruits, vegetables, fresh seafood, Halal-certified products, as well as natural, organic, and exotic food products. It responds to the growing preference for specialty food in the international market, featuring culture-rich food products that are currently making waves in major supermarkets, gourmet food stores, and natural food retailers.

Strategic Hub between East and West
A strategic and significant route for trade ventures, the Philippines is just a few hours away from all Southeast Asian megacities. The country’s vibrant food industry, friendly people, and flourishing hospitality sectors make it an attractive market for diverse food products.

ALL EYES ON ASIA
NO OTHER REGION TODAY EXCITES INDUSTRY LEADERS MORE THAN ASIA. HERE’S WHY:

RICH RESOURCES
- 89% of world aquaculture output
- 86% of the world’s fish farmers
- 42% of world fruit production

Asia produces...
- 69% of the world’s mangoes
- 46% of the world’s pineapples
- 20% of the world’s papayas

GROWING ECONOMIC INFLUENCE
- 3rd largest intra-regional trade bloc
- US $4.9B volume of intra-regional Food & Beverage trade
- 50% of total Asian trade is intra-regional
- Free Trade Agreements with ASEAN nations, China, India, Japan, Korea and New Zealand

GLOBALIZED DEMAND-DRIVEN POPULATION
- Over 1B Muslims and emerging Halal market
- 43% of expected worldwide consumption from Asia’s middle class by 2030
- Multicultural tastes and preferences that drive food trends – e.g., convenient and ready-to-eat meals, premium labels, healthy and functional food

Asia’s ethnic food and ingredients show is now on its 10th edition!
SPECIAL FEATURES

Grocers’ Exchange (G-Mart)
Be part of an elite group of food companies to avail of pre-arranged, one-on-one business meetings with top retail chain operators from Asia and the rest of the world.

Food Industry and Investment Seminars
Meet respected food industry experts and be updated on the latest developments, insights, and trends on the global food industry plus updates on market entry requirements.

A Dynamic Platform for the ONE ASEAN 2015
On its 10th edition, IFEX Philippines links the global trade with the ONE ASEAN 2015! The upcoming IFEX Philippines becomes a promising platform to optimize buyers’ one-stop sourcing activity of expansive and diversified product offers of the rich ASEAN region.

IFEX Philippines Welcomes APEC
As the Philippines plays host to the Asia-Pacific Economic Cooperation (APEC) Summit in 2015, IFEX Philippines will showcase a wide array of food products created by the 21-member countries, as it officially welcomes the visit of the 500-strong APEC Ministers Responsible for Trade to the Show.

Hottest & Newest Products of the World
Get instant recognition. Launch your new offers at the Special Showcase of the hottest and pioneering food products from Asia and the rest of the world.

Spices of the World
Spice up your 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.

EXHIBITOR PROFILE

- Food Manufacturers
- Traders/Retailers
- Consolidators
- Agents
- Distributors
- Non-Government Organizations (NGOs)
- Cooperatives
- Institutional Suppliers
- Allied Business Support Organizations (BSOs)
- Academe
- Government Agencies

PRODUCT PROFILE

- Halal, Kosher, Organic, Natural and Health Food Products
- Fresh and Processed Tropical Fruits and Vegetables
- Fresh, Frozen, and Value-Added Seafood
- Tropical Banner Products (Coconut, Mango, Banana, and Pineapple)
- Commodities (Tuna, Sugar, Rice and Corn)
- Ingredients, Sauces and Condiments
- Wine and Beverages
- Coffee, Tea and Cocoa
- Bakery Products, Snacks and Confectioneries
- National Brands
- Allied Industries (Franchising, Hotel and Restaurants, Retail Chains, Culinary Schools, Shipping, Packaging, Refrigeration, Post-Harvest, Machinery and Equipment)

SHOWCASE YOUR PRODUCTS TO THOUSANDS OF VISITORS
Asia Pacific • Oceania • Europe • North America • Southeast Asia • East Asia • The Middle East
SOURCE FROM THE BEST IN ASIA AND THE WORLD!

Ethnic and Specialty Food • Tropical Fruits and Vegetables • Fresh Seafood • Halal-certified Products • Natural and Organic Food Products

BUYER PROFILE

*85% of the buyers attend IFEX Philippines to look for new products, new suppliers, and meet existing suppliers
*96% of the buyers rate the quality of the products in IFEX Philippines 2013 from “Good” to “Excellent”

BUYER ATTENDANCE

- **37%** International
- **63%** Local

INTERNATIONAL ATTENDANCE

- **18.12%** East Asia
- **21.79%** MENASA
- **23.17%** ASEAN
- **18.12%** Americas
- **9.40%** New Zealand/Australia
- **8.03%** Europe
- **1.37%** India

PRODUCTS OF INTEREST

- **35%** Processed Food
- **21%** Fresh Food
- **17%** Marine Products
- **12%** Specialty Category
- **8%** Services
- **4%** Others
- **3%** Allied Industries

ACCORDING TO BUSINESS REPRESENTATION

- **9%** Trader
- **10%** Others
- **19%** Importer
- **16%** Wholesaler
- **9%** Supermarket
- **6%** Restaurant
- **4%** Caterer
- **1%** Hotel
- **6%** Retail Chains
- **9%** Consolidator Service Provider
- **9%** Allied Industries

COUNTELESS BUSINESS OPPORTUNITIES

A bigger international presence, greater variety of food and choice ingredients, and high-impact show features entail more opportunities for your business!

Who are Sourcing from IFEX Philippines?

INTERNATIONAL BRANDS

- Americana Quality
- Carrefour
- Emke Group
- E-Mart
- Lulu
- Met Foodmarkets
- Sysco
- Takashimaya
- Woolworth

PHILIPINES BRANDS

- SM
- Robinsons Supermarket
- Rustan’s
- Shopwise
- 7 Eleven
- Puregold
- Hyatt Hotel
- Philippine Airlines
- Duty Free Philippines
- Metro Gaisano
- New City Commercial Corporation (NCCC) Supermarket
- Walter Mart

Over **600** food exporters from 35 countries and regions

More than **13,000** global buyers and visitors from key regions

More than **USD600M** booked sales

More than **16,230sqm** space occupied

A melting pot of tropical flavors and ingredients all under one roof!
The art of preparing Asian cuisine is a slow, calculated process. From the harvest field, to the pan, and onto the plate, the gastronomic journey this side of the world is always a pleasant one. It tells the story of time-tested cooking rituals. It boasts of distinct flavors. It promises a soulful enjoyment of the feast on hand.

The flavors of the Far East are meant to satisfy the discriminating palate. Each plate, each bowl is a culinary treat that speaks of a rich culinary history, eclectic food culture, and age-old heritage skills. Each bite tells of the storied past of culinary masters who have perfected the art of cooking. The taste is truly a feast to the soul – and even much more.

Asian heritage food celebrates life to the fullest. With gusto.

HARVEST • RITES & RITUALS • FEAST
This edition seems to be bigger than two years ago. I like IFEX Philippines because it is very colorful, intimate and friendly... compared to those trade fairs in Europe which are very big and impersonal.

- David Smith, Owner of SmithMED

Well done and great job to everyone.

- Chloris Flints, Harrods, UK

I am very impressed and quite amazed at the quality of Filipino food products. It is in touch with what’s modern, natural, and organic, and the possibility for export is amazing because I am well aware with what’s happening in the global market and the shift for anything organic and natural.

- Violet Oon, Singapore’s Food Ambassador

Spice up your business. Book your booths now!

www.ifexphilippines.com

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