



## SHOW RULES

### REGISTER

Registration is mandatory for all. CITEM reserves the right to refuse entry to persons who do not comply with the show rules.

### WEAR YOUR ID

A "No ID, No Entry" policy will be enforced. Badges may be used to access IFEX Philippines which should be worn at all times inside the exhibition halls. IDs are non-transferable and must be surrendered upon request of the show secretariat/security.

### SCAN YOUR ID

Your ID has a QR code which you can use to scan for fair materials using our info kiosks located in the registration counters at WTCMM and PTTC. The link to these materials will be immediately transmitted to your email.

### PICTURE TAKING

Picture taking is allowed with prior clearance and consent of the exhibitors concerned. CITEM reserves the right to confiscate the sketches and/or memory cards of cameras/mobile phones of individuals caught violating this rule.

### BUSINESS ATTIRE

Proper business attire is encouraged.

### CHILDREN

Guests below 12 years of age are strictly prohibited inside the exhibit area but may stay at the Kids' Activity Station in the World Trade Center lobby. Only infants and toddlers in carriers and strollers shall be permitted inside the halls.

## FAIR INFORMATION

### DATE And TIME

19-21 MAY 2017  
10AM - 7PM

# IFEX

PHILIPPINES

### FAIR VENUE

World Trade Center Metro Manila (WTCMM)  
Business to Business Only

Philippine Trade Training Center (PTTC)  
Retail Area

### ADMISSION

Trade Buyers:  
19-21 May | WTCMM & PTTC

General Public:  
19-20 May | PTTC only  
21 May | WTCMM & PTTC

\*WTCMM is strictly for business-to-business transactions only.  
\*PTTC is for retail selling.

### ADMISSION FEE

General Public: Php100.00  
Students and Senior Citizens: Php80.00



Scan the QR code to know more about IFEX Philippines.

[www.ifexphilippines.com](http://www.ifexphilippines.com)

#IFEXph

IFEX PHILIPPINES SECRETARIAT  
Center for International Trade Expositions and Missions (CITEM)  
Golden Shell Pavilion, Roxas Boulevard corner Sen. Gil J. Puyat Avenue  
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The **International Food Exhibition (IFEX) Philippines** is the biggest and most respected export-oriented food show in the Philippines. This trade event showcase the Asia's best ethnic and specialty food; tropical fruits and vegetables; fresh seafood; Halal-certified commodities; and natural, organic and functional food products.

Organized by the Center for International Trade Expositions and Missions (CITEM), the export promotions arm of the Department of Trade and Industry (DTI), in partnership with the Department of Agriculture-Agribusiness Marketing Assistance Service (DA-AMAS), **IFEX Philippines** provides a venue for local and international food companies to take on new markets, launch products, and conduct business with the world's biggest buyers.



The year 2017 is a big year for IFEX Philippines as it celebrates its 11th edition and supports two milestone events for the country and the entire Southeast Asia: the Philippines' chairmanship of the 30th Association of Southeast Asian Nations (ASEAN) Summit and the celebration of the 50th ASEAN Founding Anniversary.

As one of the official trade events under the ASEAN Committee on Business and Investment Promotion (CBIP), the three-day export show stages TasteASEAN@IFEXPhilippines, featuring a wide range of the most exciting food products and the hottest trends in the food industries from 10 ASEAN member states and its Regional Dialogue Partners.

## EXHIBITION HALLS



**Food Philippines Hall**  
The Food Philippines Hall at IFEX Philippines is the premier venue for top and emerging Philippine food export companies to promote the country's food products and strengthen links with buyers, importers, and retailers in the global food market.



**International Hall**  
The International Hall showcases in one trade platform the top food products and ingredients of leading companies and manufacturers across the globe. It will also highlight the premium selections from European countries with the European Union as the event's first international regional partner.



**Food Artisans Village**  
The Food Artisans Village recreates the vibrant and colorful market environment of local artisan communities featuring terroir products and artisanal delicacies from the different regions of the Philippines presented by the Department of Agriculture through its Agribusiness Marketing and Assistance Service (DA-AMAS).



**The Marketplace**  
The Marketplace is a one-stop retail shop of premium food and food-related products ranging from fruits and vegetables, to meat and poultry, seafood products, processed foods, homemade regional delicacies, as well as personal care and wellness products and other allied products and services.

## SHOW FEATURES

**TASTE ASEAN @ IFEX Philippines**  
In line with the 50th founding anniversary and 30th Summit of the Association of Southeast Asian Nations (ASEAN), TasteASEAN@IFEX Philippines presents the top food from 10 ASEAN member states as one of the official events in the ASEAN 2017 Business and Investment Program held in partnership with the Committee on Business and Investment Promotion (CBIP).

This exhibit hopes to capture the immense global demand for oriental flavors and drive up more trade opportunities between ASEAN and other countries—streamlining the region's aspiration towards "Partnering for Change, Engaging the World."

**ASEAN Top Brands Showcase**  
The ASEAN Top Brands Showcase spotlights the leading food products and ingredients of top companies from 10 ASEAN countries through each of their own dynamic and visually enticing food presentations of native and iconic delicacies.

The exhibit is a showcase of the diverse flavors of Southeast Asia to highlight ASEAN as a model of regionalism and a global player in the food industry.

**ASEAN Top Grocers Program**  
The ASEAN Top Grocers Program rounds up the major decision-makers of leading food retail chains, such as supermarkets, hypermarkets, convenience stores, supercenters, and wholesale clubs across Southeast Asia.

The program serves as a link between ASEAN retail giants and food manufacturers to generate more trade opportunities within the region.

**Negros Occidental Pavilion**  
IFEX Philippines rounds up local companies, communities, and cooperatives from Negros Occidental in collaboration with the Provincial Government of Negros Occidental to expand its export opportunities through the presentation of new and innovative products of the Negresnes.

**Mindanao Pavilion:**  
**The Food Basket of the Philippines**  
Taking the spotlight at the Food Artisans Village, the exhibit features the top food brands of Mindanao, the Southern region of the Philippines, as part of efforts to protect, preserve and promote the country's heirloom flavors and culinary tradition.

**Seafood Pavilion**  
The Bureau of Fisheries and Aquatic Resources (BFAR) teams up with 13 Philippine export companies in showcasing various export-quality seafood products to highlight the country's premium seafood selections, such as shrimp, milkfish or bangus, canned tuna, canned sardines, frozen tuna, live lobsters, groupers, and other high-value seafood products.

**Commodity Pavilion**  
In collaboration with the Department of Agriculture, IFEX Philippines lines up the hottest and most in-demand export commodities from different provinces across the country under the Food Artisans Village.

**European Union: IFEX Philippines Partner Region**  
In celebration of the 'EU Month' this May, the EU Pavilion highlights the economic relationship between the Philippines and the European Union (EU) since the 1980s. The pavilion will feature the top brands EU states, including Belgium, Estonia, France, Germany, Lithuania, Poland, and The Netherlands.

**TASTE PHILIPPINES by FCAP**  
IFEX Philippines collaborates with the Food Caterers Association of the Philippines to serve iconic dishes and heirloom delicacies rooted from the rich artisanal and culinary tradition of the Philippines.

**TASTE PHILIPPINES** offers a gustatory fete of food fusions and concoctions that had evolved from the unique lifestyle and preference in different Philippine provinces, such as Ilocos, Batangas, Negros and many more.

**Bread Alley**  
Local companies line up their tasty and flavorful bread, pastries and other confections in a delightful showcase of the Philippines' rich bread-making culture.

The Bread Alley emphasizes on the significant role of bread as a staple food in the ever-evolving Filipino culture and lifestyle.

**Food Innovation Gallery**  
The Food Innovation Gallery showcases the rich array of innovative food product prototypes developed from indigenous raw materials by the Food Innovation Centers (FICs) of the Department of Science and Technology (DOST) using DOST-developed and locally fabricated food process equipment.

**HALAL PAVILION**  
IFEX Philippines partners with the Philippine Halal Board to elevate the export-competitive and halal-certified Philippine products in the international market to spread awareness of the availability, quality, and integrity of Philippine halal products.

**IFEX KITCHEN**  
In partnership with COOK Magazine, IFEX Philippines presents the Summit of Flavors @ IFEX Kitchen featuring Tasted ASEAN@IFEX Philippines. It presents iconic recipes, fusion ideas, and latest food trends in a series of visually dynamic cooking demonstrations.

**Food Export and Investment Seminars**  
Get ideas and be informed of the latest regulations, trends and innovations in the food industry from renowned experts, researchers and lecturers in a seminar series organized with international and local food organizations.

**Grocer's Exchange**  
The G-MART (Grocers Exchange) Program is an exclusive business-to-business matching platform that connects international retail giants with Philippine manufacturers and distributors.

**RIPLS PLUS**  
The RIPLS (Regional Interactive Platform for Philippine Exporters) Plus Program presents the export-competitive products developed and upscaled by local micro, small and medium enterprises (MSMEs) in coordination with the Department of Trade and Industry's Export Marketing Bureau (DTI-EMB), and its Regional Operations Group (DTI-ROG), and the Philippine Trade Training Center (PTTC).

**Mr. Ronnie Tan (My Outlets Group of Companies)**  
**Mr. Mohammad Romzi Sulaiman (Halal Industry Development Corporation)**  
**Ms. Maria Roseni Alvero (Senior Trade Commissioner - Toronto)**  
:: 2F, Hidalgo Room WTCMM

## SCHEDULE OF ACTIVITIES

### FRIDAY, MAY 19TH

10:00 AM  
IFEX Philippines OPENING CEREMONY  
:: WTCMM Lobby

10:00 AM - 12:00 NN  
KOSHER 2.0 Seminar  
Using Your Kosher Certification to obtain and hold clients in a competitive world market.  
**Rabbi Joel Weinberger**  
Country Head-India & South East Asia Operations, Star-K Certification Inc., USA  
:: 2F, Hidalgo Room WTCMM

11:00 AM  
EU Pavilion  
Ribbon Cutting  
:: WTCMM Hall, EU Pavilion

11:30 AM  
Food Artisans Village  
Ribbon Cutting  
:: WTCMM Tent, Food Artisans Village

01:00 PM - 02:00 PM  
International Food Protection Training Seminar  
Speaker: Ms. Jenifer Kane  
Sr. Industry Advisor,  
International Food Protection Training Institute  
:: 2F, Amorsolo Room WTCMM

01:00 PM - 03:00 PM  
Seminar on Health and Wellness Importance of Cacao, Cocoa, and Chocolates  
**Alex Luzano**  
Owner, Choco Locco  
In coordination with: Export Marketing Bureau  
:: Room G PTTC

01:00 PM - 05:00 PM  
Seminar on Halal Opportunities for the Global Market  
**Mr. Ronnie Tan (My Outlets Group of Companies)**  
**Mr. Mohammad Romzi Sulaiman (Halal Industry Development Corporation)**  
**Ms. Maria Roseni Alvero (Senior Trade Commissioner - Toronto)**  
:: 2F, Hidalgo Room WTCMM

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**Ms. Maria Roseni Alvero (Senior Trade Commissioner - Toronto)**  
:: 2F, Hidalgo Room WTCMM

01:00 PM - 05:00 PM  
1ST Organic Coconut Congress  
Sponsored by: Organic Coconut Association of the Philippines  
:: Room C PTTC

11:00 AM - 06:00 PM  
Summit of Flavors @ IFEX Kitchen  
Cooking Demonstration of Ms. Rhezza Hernandez  
**Chef Alfonso Rafael Ranido**  
**Chef Jam Melchor**  
**Chef Myke Tatung Sarthou**  
:: IFEX Activity Area, PTTC

02:00 PM - 03:15 PM  
Seminar on Coconut Production, Processing Trends And Business Opportunities  
Speaker: Philippine Coconut Authority (Sponsored by: The Department of Agriculture)  
:: 2F, Luna Room WTCMM

02:00 PM - 03:30 PM  
Seminar on Indigenous Vegetables in the Philippines: Potentials and Production  
Speaker: Claudette Oray  
Researcher, Vegetable Section, Crop Science Cluster, Institute of Plant Breeding, (UPLB)  
:: Room A & B PTTC

03:00 PM - 05:00 PM  
US Specialty Food Market Seminar  
**Mr. Albert Lin**  
Executive Vice President, Khong Guan Corporation/ Managing Director, King Wai Trading Corporation  
:: 2F, Amorsolo Room WTCMM

03:15 PM - 04:30 PM  
Seminar on Sorosoro Ibabá Development Cooperative Investment Packages  
:: 2F, Luna Room WTCMM

04:00 PM - 05:30 PM  
Seminar on R&D on the Production and Potential Applications of Ilocos Norte Black Garlic in the Philippines  
Speaker: Dr. Shirley Agrupis  
Professor, Mariano Marcos State University  
:: 2F, Luna Room WTC-MM

06:30 PM - 09:00 PM  
IFEX Philippines Networking Night and KATHA Awarding Ceremony  
By invitation only  
:: WTCMM Lobby

### SATURDAY, MAY 20TH

09:30 AM - 11:30 AM  
ASEAN-KOREA CENTRE Trade Facilitation Workshop in the Philippines  
(Food Processing/Import Procedures, Purchasing and Import Procedures of Seafood, Korean Food Packaging Technology and Trends)  
:: 2F, Hidalgo Room WTCMM

10:00 AM - 11:30 AM  
Update on Village Level Coconut Water Processing System: Its Prospects and Opportunities  
Speaker: Chief Ofren Caparino, PhD  
Bio Process Engineering Division Philippine Center for Postharvest Development and Mechanization (PhilMech) - DA  
:: Room A & B PTTC

10:00 AM - 12:00 NN  
Meetings Incentives, Conventions, Events and Exhibitions (M.I.C.E.) Seminar  
Speaker: Dr. Robert Lim Joseph  
Consul General a.h.  
Chairman, Philippine Wine Merchants  
:: 2F, Amorsolo Room WTCMM

10:00 AM - 12:00 NN  
Meetings Incentives, Conventions, Events and Exhibitions (M.I.C.E.) Seminar  
Speaker: Dr. Robert Lim Joseph  
Consul General a.h.  
Chairman, Philippine Wine Merchants  
:: 2F, Amorsolo Room WTCMM

10:00 AM - 12:00 NN  
Seminar on Investment Opportunities in High Value Crops  
Speaker: Bureau of Plant Industry  
:: 2F, Luna Room WTCMM

10:00 AM - 06:00 PM  
Summit of Flavors @ IFEX Kitchen  
Cooking Demonstration of Chef Rolando Laudico  
Chef Mohammad Naushad Alam  
:: IFEX Activity Area, PTTC

11:00 AM - 12:00 NN  
Coffee Talk: How to start your own coffee business & Discussion of Current Trends in the Coffee Industry  
Speaker: Chef Ernest Martin, Owner of Coffee Empire  
:: Room C PTTC

01:00 PM - 02:15 PM  
Costales Nature Farm's Farm Tourism Development Investment Program  
:: 2F, Luna Room WTCMM

01:00 PM - 02:30 PM  
Fair Trade to Premium Products: Cacao and Coconut Sugar in the Philippines  
Speaker: General Manager Petter Makitalo, The Freefood Co.  
:: Room A & B, PTTC

01:00 PM - 03:00 PM  
Seminar on The Role of the 21st Century Chef in the Global Food Service Business  
Speaker: Ms. Anne McBride  
:: Room C PTTC

01:00 PM - 05:00 PM  
WINE 101 Basic Wine Training  
Speaker: Director Robert Joseph III  
Philippine Wine Merchants  
:: 2F, Amorsolo Room WTCMM

02:15 PM - 03:30 PM  
Business Opportunities on Livestock Industry  
Speaker: Bureau of Animal Industry  
:: 2F, Luna Room WTCMM

02:30 PM - 04:00 PM  
Seminar on The Wonders of the Miracle Fruit  
Speaker: Dr. Domingo Angeles  
Professor of Horticulture - College of Agriculture, UPLB  
:: Room A & B PTTC

02:30 PM - 04:00 PM  
Seminar on The Wonders of the Miracle Fruit  
Speaker: Dr. Domingo Angeles  
Professor of Horticulture - College of Agriculture, UPLB  
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Speaker: Dr. Domingo Angeles  
Professor of Horticulture - College of Agriculture, UPLB  
:: Room A & B PTTC

04:00 PM - 05:00 PM  
Seminar on the Trends in the European F&B Industry  
Speakers: European Food Companies  
:: Room C PTTC

04:00 PM - 05:30 PM  
Seminar on Mainstreaming Kaong in the Philippines  
Speaker: Director Lorenzo Lapitan Jr.  
Cavite State University Sugar Palm Research Information and Trade (SPRINT) Center  
:: Room A & B PTTC

### SUNDAY, MAY 21ST

10:00 AM - 05:00 PM  
Summit of Flavors @ IFEX Kitchen  
Cooking Demonstration of Chef King Phojanakong  
Chef Xavier Btsh  
Chef Jomar Limpin  
:: IFEX Activity Area, PTTC

10:00 AM - 12:00 NN  
Briefing on HB4688: Tax Reform for Acceleration and Inclusion (TRAIN)  
Hon. Jose Maria Clemente "Joey" Salceda  
:: 2F, Luna Room WTCMM

11:00 AM - 12:00 NN  
Turmeric - the Holistic Ingredient: Health Benefits and Business Opportunities Seminar  
:: Room B PTTC

11:00 AM - 2:00 PM  
Forum on DOST Programs and Services to MSMEs  
:: Room C PTTC

As of 10 May 2017  
\*Subject to change without prior notice  
\*For inquiries please call:

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# IFEX

PHILIPPINES

MAY 19-21, 2017  
WORLD TRADE CENTER METRO MANILA  
PHILIPPINE TRADE TRAINING CENTER

# EXHIBITOR LIST & FLOOR PLAN

[www.ifexphilippines.com](http://www.ifexphilippines.com)

