

TASTE**APEC**
@**IFEX**
PHILIPPINES

A special showcase
of the 21 APEC
Economies featuring
their country pavilions,
Top Food Brands &
celebrated Chefs

ASIA'S
ETHNIC FOOD
& INGREDIENTS
S H O W

IFEX
PHILIPPINES



21-24 MAY 2015
SMX CONVENTION CENTER
MALL OF ASIA COMPLEX
PASAY CITY, PHILIPPINES

VISIT IFEX PHILIPPINES

and source top-quality ethnic food and ingredients, right from the heart of Asia and the Pacific!

- Over 700 food exporters from countries all over the world
- More than 13,000 global buyers and visitors
- Over USD 600M onsite business transactions
- A melting pot of flavors and ingredients all under one roof

Combine business and leisure as you connect with over 700 of the leading food players in Asia and the world

Convenient buyer programs tailored to suit your unique sourcing needs



Asia-Pacific
Economic Cooperation

IFEX Philippines is an official parallel activity to the APEC Ministers Responsible for Trade Meeting in May 2015

IFEX Philippines, the biggest and most celebrated showcase of ethnic Asian food and ingredients, is now on its

10TH
year!

TOP 5 REASONS why you should visit IFEX Philippines 2015:

- 1. ELITE BUYER PROGRAMS** designed to ensure that buyers maximize business opportunities with IFEX Philippines exhibitors while having a delightful time at the exhibit.
- 2. EFFICIENT BUSINESS MATCHING** assists buyers in selecting the most compatible manufacturers and exporters to their business needs.
- 3. A BIGGER, MORE EXCITING EXHIBITION** that will bring you a diverse and unique showcase of Asia's ethnic and specialty foods, tropical fruits, vegetables, fresh seafood, natural, organic, and exotic food products.
- 4. THE INTERNATIONAL HALL** where you can find the tastes and flavors of the world and meet their producers and exporters.
- 5. TOP QUALITY FOOD PRODUCTS** as always, the finest food products of the Philippines and the world—outstanding taste, outstanding quality—all in one exhibition.

FAST FACTS

Frequency:	Biennial
Date:	21-24 May 2015
Location:	SMX Convention Center Mall of Asia Complex Pasay City, Philippines
Total Exhibit Area:	20,065 sq. m.

Exhibit Hours:

21-23 May 2015	10:00 a.m. – 7:00 p.m.
24 May 2015	10:00 a.m. – 6:00 p.m.

Admission:

For Trade Visitors

21-22 May 2015
All Exhibit Areas

For Consumers
and Public

21-22 May 2015
Retail Hall Only
23-24 May 2015
All Exhibit Areas

Product Profile

Alcoholic and Non-Alcoholic Beverages • Coffee, Herbal Teas and Cocoa • Fruits and Vegetables • Fresh and Processed Seafood • Grains, Cereals and Commodities • Herbs and Spices • Sauces and Condiments • Meat and Poultry • Natural, Health and Organic Products • Specialty, Ethnic and Gourmet Products • Allied Services

Trade Buyer Profile

Foreign Buyers and Importers • Wholesalers • Distributors • Consolidators • Trading Firms • Merchandising Agents • Buying Offices • Retail Chain Operators

Diversity and Wide Variety in a One-Stop Food Show

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 and flourishing hospitality sectors make it an attractive market for diverse food products.

SPECIAL SERVICES FOR **IFEX PHILIPPINES BUYERS**

A personalized service and an absolutely rewarding experience await you as an IFEX Philippines buyer:

Before the Show

- Online registration
- Hotel booking arrangement
- Pre-arranged business itinerary
- VIP assistance from airport to venue to buyers booked at IFEX Philippines partner hotel (*airport reception, airport transfer*)

During the Show

- Worry-free sourcing with a personal IFEX Philippines Buddy (*subject to availability and upon request*)
- Shuttle services to and from the venue and partner hotels
- Dedicated interpreter during business meetings upon request prior to the show
- Pre-arranged appointments to exhibitor's factories and shops upon request
- Access to networking events
- Complimentary wellness treat at the Serenity Lounge
- Complimentary assistance for travel arrangements within the Philippines
- Customized tour to selected destinations

After the Show

- Follow-up and coordination with suppliers met during the show
- Updates on IFEX Philippines
- PLUS: A year-round sourcing venue of the best Philippine export products at HallONE.



REGISTER NOW!

BUYER PROGRAMS

VERY IMPORTANT BUYER (VIB) PROGRAM

IFEX Philippines has a special buyer program that will give you an exclusive service and incentive package, created to ensure that you maximize business opportunities with our exhibitors.

Here are the basic qualification requirements:

- Must be an established wholesaler, retailer, distributor, or bulk buyer
- Must have a steady distribution network of food products
- Must be operating for at least two (2) years
- Must be a decision-making officer of the company

Qualified buyers are entitled to VIB incentives that include:

- 1) First-class hotel accommodations
- 2) Arrangement of one-on-one meetings with targeted suppliers
- 3) VIB assistance and services
- 4) Hotel-venue-hotel transfers

Be a VIB!*

DEADLINE FOR BUYER REGISTRATION

**VIB Program and Top Grocer Program:
15 February 2015**

**Online Registration:
10 May 2015**



TOP GROCERS' PROGRAM

Big retail companies can become a member of the IFEX Philippines' Top Grocers Program and avail of a special service and incentive package which include:

- 1) Airfare (with specific budget cap)
- 2) First-class hotel accommodations with buffet breakfast
- 3) Pre-arranged business meetings
- 4) Priority access at the G-MART area
- 5) Airport and inland transfers (hotel-venue-hotel)
- 6) Tour of Philippine retail outlets
- 7) Press interviews/relations
- 8) Invitation to the Mabuhay Buyer Reception
- 9) Stress-free sourcing with a personalized IFEX Buddy
- 10) Unlimited access to the Buyers' Lounge

Be a TOP GROCER*!

Visit www.ifexphilippines.com now!

**subject to evaluation/approval*

FAIR COMPONENTS

G-MART

The Grocers' Exchange Mart (G-MART is an exclusive business setting that offers top grocers access to elite Philippine food exporters ready for private labeling arrangements of retail products. Be an IFEX Philippines Top Grocer now to enjoy the G-Mart privileges and incentives.

Business-Matching Services

Meet and explore business opportunities with trade exhibitors at the IFEX Philippines Business-Matching venue, a customized platform for integrated business-matching services dedicated to help you identify and screen potential business partners.

APEC Top Brands

Seal off partnership deals with pioneering Asia-Pacific companies producing the trendiest and hottest top APEC food brands.





EXHIBITION HALLS

Food Philippines Hall, 2nd Level

Sample the rich and exotic finds from the Philippine islands laid out at the Food Philippines Hall. Exclusive for the IFEX trade buyer, the Food Philippines Hall is where you meet and become partners with the most reputable brands and exporters of first-class, innovative food products of the country.

Retail Hall, Ground Level

Offering retail items ready for consumption, the Retail Hall is a must-visit booth at IFEX Philippines 2015! Open to all visitors, this is where you can taste-test on the spot an exciting, up-to-date, and hip assortment of food items from every part of the globe!

International Hall and TasteAPEC@ IFEXPhilippines, Ground Level

With the most reputable exporters from the lush and vibrant markets of the APEC economies, other Asian countries, and the rest of the world, the IFEX Philippines International Hall is the trade buyers' one-stop shop for the world's most exciting tastes and flavors.



APEC Economies

Australia
Brunei Darussalam
Canada
Chile
China
Hong Kong, China
Indonesia
Japan
Korea
Malaysia
Mexico

New Zealand
Papua New Guinea
Peru
Philippines
Russian Federation
Singapore
Chinese Taipei
Thailand
United States
Viet Nam
...and the rest of the world!



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**IFEX PHILIPPINES Secretariat
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