

2023

WORLD BEX SERVICES INTERNATIONAL

The Philippine Building and Construction Exposition

PHILBEX CEBU

A NEW
WORLD OF
INSPIRATION,
BUILDING,
& DESIGN



POST EVENT REPORT

SEPTEMBER 14 - 17, 2023

11:00 AM - 7:00 PM

IEC CONVENTION CENTER



philbex.ph



inquire@worldbexevents.com



+ 632 8656 9239

The Philippine Building and Construction Exposition

PHILBEX CEBU

EVENT OVERVIEW

Recognizing the fast-emerging construction and design sector in Cebu, the Philippine Building and Construction Expo Cebu or simply, **PHILBEX Cebu** was introduced in 1997 as a regional leg of the iconic **WORLD BEX** in Manila. Over two decades later, **PHILBEX Cebu** has doubtlessly driven the Cebuano construction and design industry to greater heights with each installment.



The Philippine Building and Construction Exposition

PHILBEX CEBU

SPONSORS



SUPPORTING ASSOCIATIONS



SUPPORTED BY



SERVICE PROVIDERS



MEDIA PARTNERS





MESSAGE

Maayong Buntag!

I stand before you on behalf of Worldbex Services International, extending a warm and enthusiastic welcome to this extraordinary event, where the worlds of food, architecture, and automotive innovation converge. Once again we are happy to bring back CEBU TRIO after 3 years, **PHILBEX Cebu**, **CEFBEX** and **CAS** in one big venue! This remarkable day celebrates the vibrant progress of the Philippines in these historic expositions that knows no boundaries.

Prepare to embark on a culinary journey that ranges from cherished traditional recipes to bold and inventive culinary experiments. Get ready to be amazed by the cutting-edge advancements in the automotive industry. Be prepared to be captivated by architectural and engineering marvels that showcase human ingenuity at its finest.

In our interconnected and diversified industries, let us find inspiration in the spirit of collaboration, innovation, and resilience. Together, we celebrate the enchantment of food, the thrill of mobility, and the marvels of construction, all of which elevate our spirits and propel us to new heights.

To our partners, sponsors, exhibitors and stakeholders, let us savor the magic of this exposition as we unite in the pursuit of progress and excellence. Thank you, and enjoy the incredible experiences that await you!

JOSEPH L. ANG
Founding Chairman
Worldbex Services International



The Philippine Building and Construction Exposition

PHILBEX CEBU

OVERVIEW



MORE THAN
31,300
FOOT TRAFFIC



MORE THAN
100
EXHIBITORS



2,074 SQM
EXHIBIT AREA



166
BOOTH



HIGHLIGHTS

The Philippine Building and Construction Exposition
PHILBEX
CEBU

SEMINARS 2023

A series of seminars discussing the latest trends, advancements and the best practices in the field of construction, urban planning, interior design, project management, infrastructure, and the future of the industry.



ASSOCIATION PAVILLON

Featured prominent related association conducting their general membership meetings and mini conference updating with the latest trends in the industry.



PHILBEXCEBU CITY OF TOMORROW

Featured the latest projects and scale models from different architectural firms in Central Visayas.



Today we embark on a collective journey that we unveil the boundless possibilities that lies ahead. Ensuring that we remain relevant in a rapidly evolving world.

Come and celebrate innovations technologies and to be exposed to what is new to this time."

— ENGR. CRYSTAL COMO
 ACTING HEAD
 THE OFFICE OF THE
 BUILDING OFFICIAL (OBO)
 OF MANDAUE CITY
 REPRESENTATIVE OF
 MANDAUE CITY MAYOR
 JONAS CORTES

HIGHLIGHTS



PROJETO 2023
 IDEAS & DESIGN COMPETITION
 MERCADO DE BYAHERO:
 A TOURIST PUBLIC MARKET IN CEBU

industry movers and shakers that aims to bring out the best minds filled with beyond-the-box concepts in the field of construction and design. The design theme for PROJETO CEBU this year: Mercado de Byahero - A Tourist Public Market in Cebu. To celebrate the diversity and uniqueness of the Filipino cities, Projeto Cebu 2023 challenges young Filipino students to design a tourism-focused Marketplace.



PROJETO is an inter school competition that welcomes the creative and future-forward concepts of students

taking up courses in architecture and interior design all over the Philippines. It serves as a platform for these future



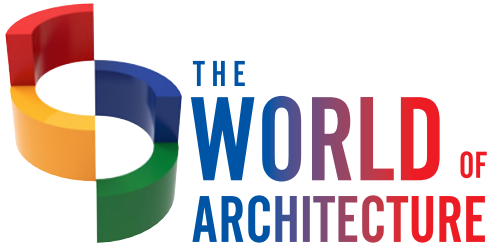
Featured the most innovative and up to date products in the field of construction, building and design.



“It’s more than just an event. It is a celebration of culinary excellence. A half of innovation and a place wherein industry, professionals can connect , learn and grew.”

— MR. ALLAN POQUITA
 REGIONAL DIRECTOR
 BUREAU OF FISHERIES AND
 AQUATIC RESOURCES
 (BFAR) - REGION VII

HIGHLIGHTS



Featured the latest works of top architectural firms in the country.



Abadia Architects & Designers



Archigen Architectural Design Studio



Cañazares Architects Design (CAD) Company



Cubesystem Builders Corp



DEQA Design Collaborative



KRYT Architecture + Interior



NuEast Architects + Builders



Primea Design Group



Racho Architects



RBCatubig Architects



Ricardo Design & Architecture



Sitaline Design-Build Services Co.



Urbanshiftstudio



Visionary Studio Architects



Featured the country's top interior designers showcasing their iconic work that focuses on legacy, art and ecology.



Philippine Institute of Interior Designers (PIID) - National Chapter & Cebu Chapter



Philippine Institute of Interior Designers (PIID) - Panay Chapter & Mindanao Chapter



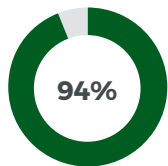
Philippine Institute of Interior Designers (PIID) - Negros Chapter & Eastern Visayas Chapter

EXHIBITORS' FEEDBACK

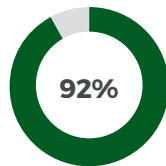


“The Worldbex Services International has lead that to its commitment of bringing the best of the best in a food and beverage industry to the Cebuanos to enjoy and experience.”

— ENGR. GERRY S. AVILA
 SUPERVISING
 AGRICULTURIST II CHIEF,
 FIELD OPERATIONS
 DIVISION OF THE
 DEPARTMENT OF
 AGRICULTURE - REGION VII



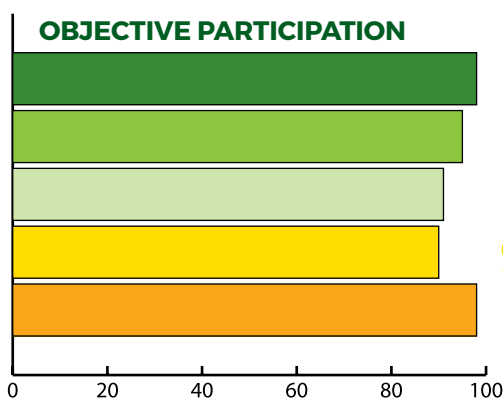
94%
 of the local exhibitors rated the over all event as excellent



92%
 stated that the outcome of the exhibit is highly successful

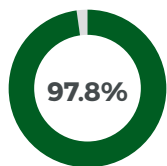


100%
 of the exhibitors rated the over all performance of organizers as excellent

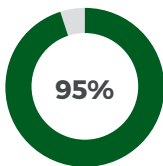


98% Market Exposure
 95% Generate Increased Businesses
 91% Market/Test New Products
 90% Promote Awareness of Products
 98% Explore New Businesses

TRADE BUYERS' FEEDBACK



of the visitors rated their participation as excellent



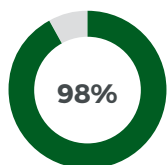
rated the quality of the event highlights and activities excellent



of the visitors rated the overall organization of PHILBEX 2023 as excellent



saw adequate amount of publicity



of the visitors rated the quality of the exhibitors as excellent



We would like to thank the organizers for bringing this u back to cebu because this will provide excitement to our producers as well as consumers.”

— ENGR. JESUS F. ZAMORA, JR.

REGIONAL DIRECTOR
DEPARTMENT OF SCIENCE
AND TECHNOLOGY (DOST) -
REGION VII

TOP 5 VISITORS' JOB NATURE

- Contractors
- Architects
- Engineers
- Corporate Management Officers
- Direct Buyer/End Users

TOP 5 VISITOR INDUSTRY

- Contractor
- Design Service Provider
- Construction Service Provider
- Interior Design
- Manufacturer

TOP 5 PURPOSE OF VISIT

- To gather new knowledge and information
- To look for companies
- To visit exhibitors and suppliers
- To attend product forums/ seminars
- To source new materials and services

TOP 5 PRODUCT INTERESTS

- Interior Fixtures
- Flooring and Tiles
- Paint and Finishing
- Electronics and Electrical
- Glass and Lighting

TRADITIONAL MEDIA

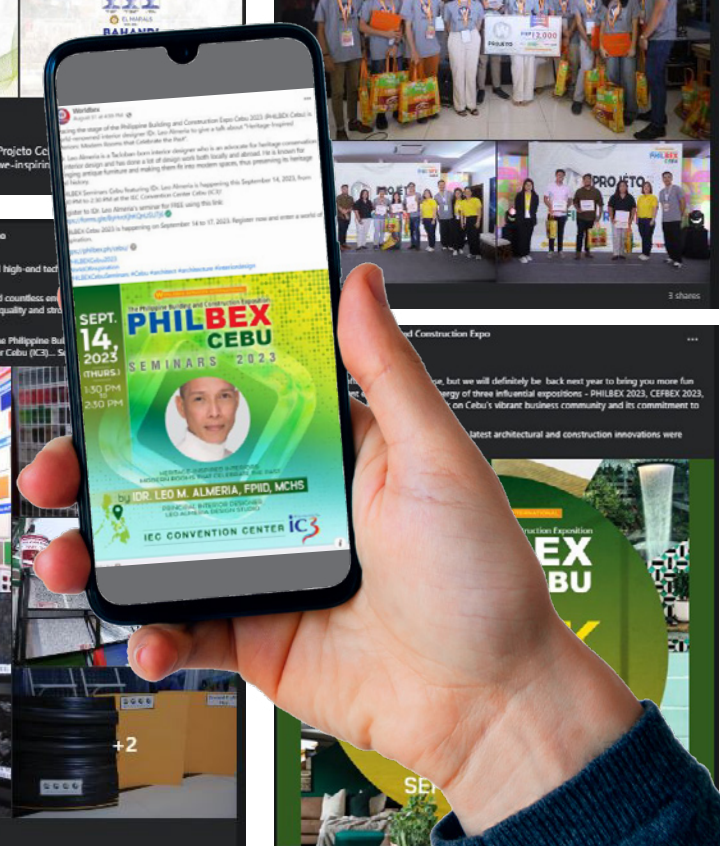
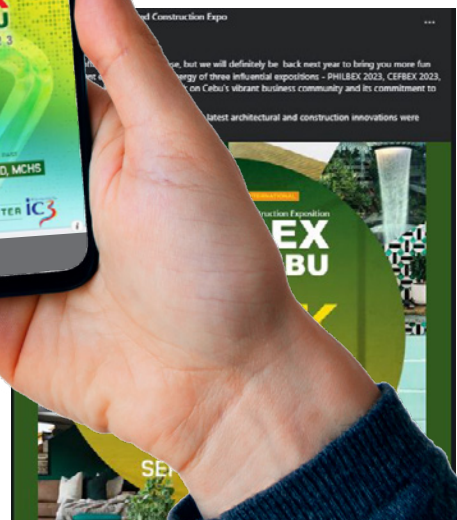
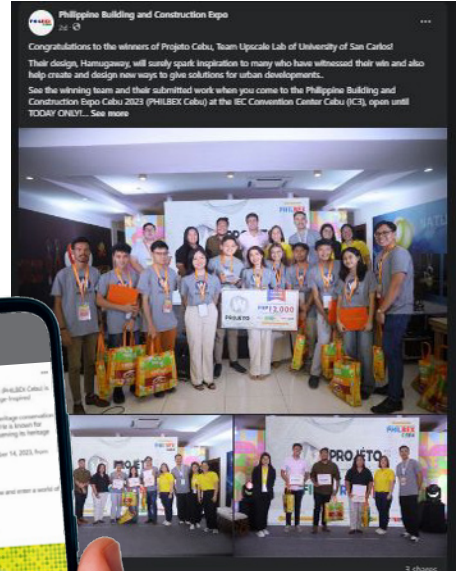
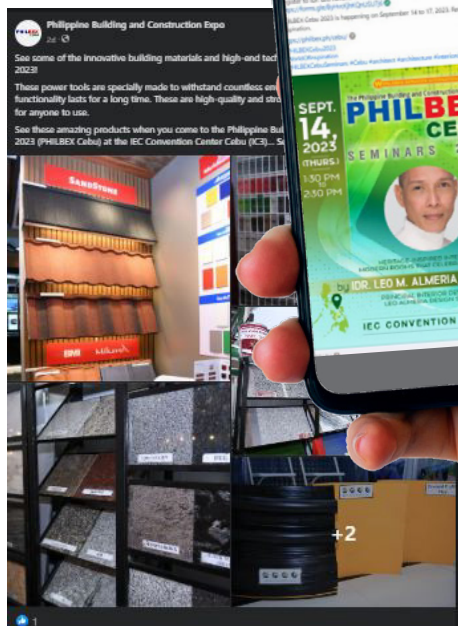
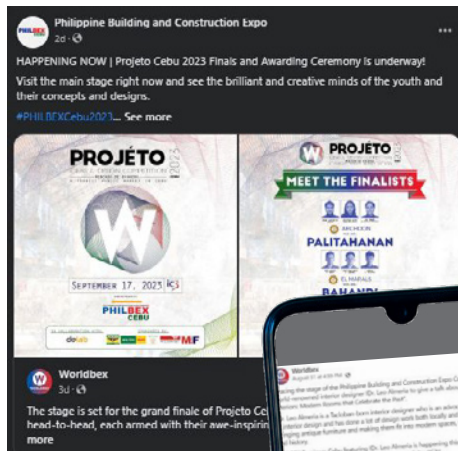
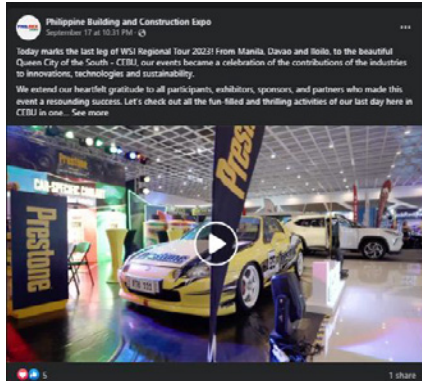
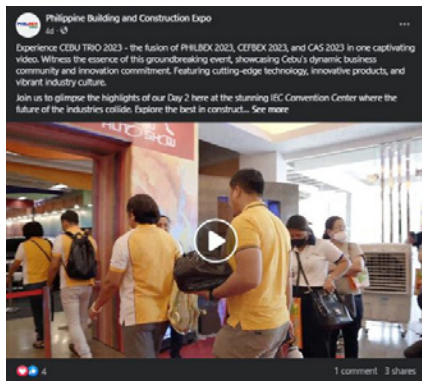
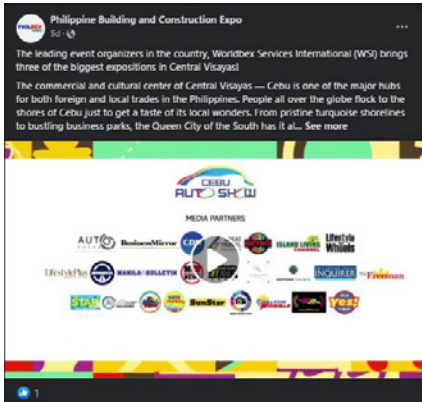


TOTAL AD VALUE 4,882,900

PRESS RELEASES (ONLINE & PRINT), WEBSITE ADS, TV INTERVIEW, RADIO GUESTINGS, LIVE STREAMS, FACEBOOK, INSTAGRAM



ONLINE MEDIA



ONLINE MEDIA



WorldBex August 17, 2023
 The Philippine Building and Construction Expo Cebu 2023 (PHILBEX Cebu) is back bigger than ever!
 Enter a new world of inspiration full of world-class designs and concepts when you visit the ICE Convention Center Cebu (ICC) this September 14 to 17, 2023! See the amazing works of both local and international building and design companies and be introduced to the latest innovations in the industry.
 Scan the QR code now or click the link below to register now FOR FREE!
<https://philbex.com/2023>
 #PHILBEXCebu2023
 #WorldBexRegistration



WorldBex August 18, 2023
 Witness the grandest comeback of the three biggest expositions in the country at Cebu City this September!
 The Philippines' leading event organizer, WorldBex Services International returns to the Queen City of the South bringing you The Philippine Building and Construction Expo, the Cebu Foods and Beverages Expo and the Cebu Auto Show all in one big venue for the first time ever!
 Experience these world-class events at the ICE Convention Center Cebu (ICC) from September 14 to 17, 2023!
 Register now via www.worldbexevents.com



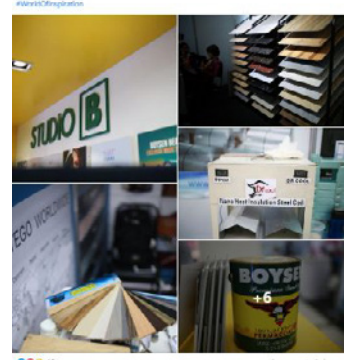
WorldBex for us
 The leading event organizers in the country, WorldBex Services International (WSI) brings three of the biggest expositions in Central Visayas!
 The commercial and cultural center of Central Visayas - Cebu is one of the major hubs for both foreign and local leaders in the Philippines. People all over the globe flock to the shores of Cebu just to get a taste of its local wonders. From pristine turquoise shorelines to bustling business parks, the Queen City of the South has it all. See more.



WorldBex with Cebu Food & Beverages Expo
 The leading event organizers in the country, WorldBex Services International (WSI) brings three of the biggest expositions in Central Visayas!
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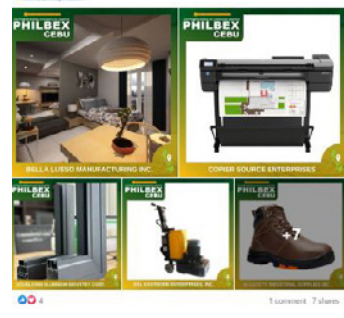
WorldBex August 21 at 8:16 PM
 Check out these amazing innovations that you may witness at the Philippine Building and Construction Expo Cebu 2023 (PHILBEX Cebu)!
 There are tons of exciting designs and concepts that will get you inspired to create your own innovative designer spaces. From interior concepts to architectural dreams, the building and design industry in the country is full of unique concepts with a local twist that are proudly Filipino. See the world of inspiration of Cebu this coming September 14 to 17, 2023, at the ICE Convention Center Cebu (ICC).
 PHILBEX Cebu 2023 is a FREE event with FREE admission. Register now and save the date!
<https://philbex.com/2023>
 #PHILBEXCebu2023
 #WorldBexRegistration



WorldBex August 21 at 10:46 AM
 For 20 years, GLOBALTRONICS has been one of the leading digital on- or off-line and plane-based companies in the Philippines and Southeast Asia. From providing cutting edge LED display systems to crafting iconic digital movements, we've built more than 200 projects, including the Philippines' largest 3D capable LED in Cebu City and the longest curved LED display in Southeast Asia at the PSE Trade Life Building. True to our company's mission, we will continue to introduce... See more.



WorldBex September 1 at 15:54 PM
 Witness the evolution of Cebu's construction and design landscape with a remarkable array of industry leading products exclusively at the Philippine Building and Construction Expo 2023 (PHILBEX Cebu)!
 Get associated by the finest innovations and inventions that have contributed to positioning Cebu as the hub for tomorrow's developments in Central Visayas!
 Lighten and experience these progressive products when you visit PHILBEX Cebu 2023, taking place from September 14 to 17 at the ICE Convention Center Cebu (ICC).
 Register now for FREE at <https://philbex.com>
 #PHILBEXCebu2023
 #WorldBexRegistration

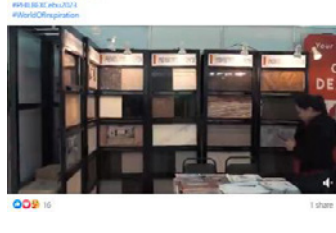


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WorldBex July 19, 2023
 Know which ZIMCOAT Silkscoat variant best suits your wall or ceiling!
 ✓Compatible with masonry paints for direct application
 ✓Reduces construction costs by replacing 3 products: Concrete Neutralizer, Patching Compound & Basecoat
 ✓Covers minor imperfections and corrects surface unevenness of wet concrete & plastered surfaces.
 #Silkscoat #BataKilometroZimcoat #ZCO #Innovation #Construction #HomeImprovement #SilkscoatByDesign



WorldBex August 19, 2023
 Let's go down memory lane and relive the experiential journey of our PHILBEX Cebu 2019!
 We are excited to finally be back and bring you a much bigger and brighter world of inspiration to the Queen City of the South - Cebu City. Get ready to see exciting designs and concepts, network with both international and local companies, and witness ground-breaking innovations in building and design. All these and more only at PHILBEX CEBU 2023!
 The Philippine Building and Construction Expo Cebu 2023 (PHILBEX) is returning this September 14 to 17 at the ICE Convention Center Cebu. Register now for FREE here at <https://philbex.com/2023>
 #PHILBEXCebu2023
 #WorldBexRegistration



WorldBex July 19, 2023
 Calling all brilliant young minds and innovative teams in Cebu!
 We are thrilled to announce that the much-anticipated Projeto Ideas and Design Competition is making its way to PHILBEX Cebu and is searching for students and teams who are up for the challenge to develop ideas and solutions addressing the country's urban landscape.
 This year's unique theme for Projeto Cebu is "Mansaku De Buhay: A Tourist Market in Cebu." With Cebu City's rich history and diverse cultural landscape, the design concept emphasizes the development of a sustainable structure that reflects the region's and country's embrace of a bustling tourist market in the region.
 The Deadline for Registration and Entry Submission is on or before August 15, 2023.
 Registration Link: <https://projeto.ph>
 The Projeto Cebu 2023 Final Round and Awarding Ceremony will happen at the ICE Convention Center, Cebu on September 17, 2023.
 *This competition is open to all students within the Central Visayas region.
 #PHILBEXCebu2023
 #ProjetoCebu



WorldBex August 19, 2023
 The biggest building and design exposition in the Philippines is returning in Cebu to bring you a whole new world of inspiration!
 The Philippine Building and Construction Expo 2023 (PHILBEX Cebu) is back bigger and brighter! Explore the world's latest innovations from our local and international exhibitors, network with pioneers in the building and design industry, and be inspired by the latest developments and state-of-the-art technologies from across the globe design spectrum!
 PHILBEX Cebu 2023 opens this September 14 to 17 at the ICE Convention Center Cebu (ICC).
 Register now for FREE at <https://philbex.com/2023>
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WORLD BEX SERVICES INTERNATIONAL

The Philippine Building and Construction Exposition

PHILBEX CEBU

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SAVE THE DATE

SEPTEMBER 12-15, 2024

IEC CONVENTION CENTER CEBU

11:00 AM-7:00 PM

For more information, please contact **Ms. Lulu P. Quadra** or **Mr. Steve L. Alvez**
☎ (Manila) +63995 5292039, (632) 8656 9239 or ✉ lulu.worldbex@gmail.com or ws15@worldbexevents.com

ORGANIZED BY:

WORLD BEX SERVICES INTERNATIONAL

Suite 1203 BTC Centre 288 Ortigas Ave. cor. Roosevelt St., Greenhills San Juan 1502 Philippines.