



03 - 06 September 2025

Two Events, One Venue!



World Trade Center, Philippines

ASIA FOOD EXPO

The International Expo on Food Processing, Packaging and Handling Machinery, Equipment and Technology

FIM ASIA

The International Expo on FMCG, Ingredients, Flavorings, Fragrances, and the world of Food Service and Catering



Table of Contents

2024 Post Show Report	<u>03</u>
About AFEX	<u>08</u>
What we do?	<u>09</u>
Our Services	<u>09</u>
AFEX Testimonials	<u>10</u>
AFEX Categories	<u>11</u>
FIM Asia Categories	<u>12</u>
Venue Map	<u>13</u>
Premium Shell Space	<u>14</u>
Premium Raw Space	<u>15</u>
AFEX App	<u>16</u>
Registration Process	<u>17</u>



ISC Group Expositions

2024 Post Show Report

30th Asia Food Expo
International Expo on Food Processing, Packaging,
and Handling Machinery, Equipment & Technology

1st FIM Asia
FMCG, Ingredients, and Food Manufacturing Expo

04-07 September 2024

World Trade Center
Manila, Philippines



Connect with us!
@AsiaFoodExpoOfficial
www.AsiaFoodExpo.ph



9500++ TOTAL VISITORS

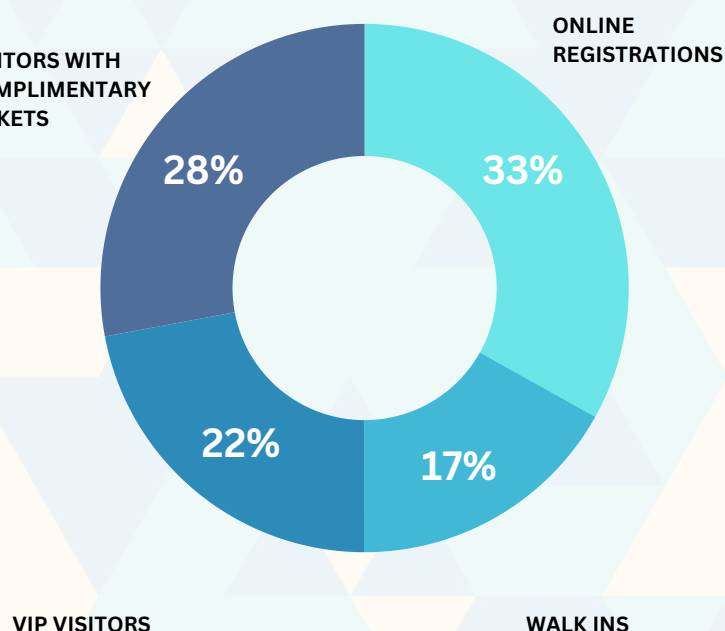
The event was able to generate 9,500++ total Visitors with top sources coming from Online Registration (Via App) and Physical Complimentary Tickets.

While other sources are coming from Vip (22%) and Walk in (17%).

VISITORS WITH COMPLIMENTARY TICKETS

●	Online Registration	3100++
●	Walk ins	1600++
●	VIP Visitors	2000++
●	Visitors with Complimentary tickets	2600++

VISITOR SOURCES

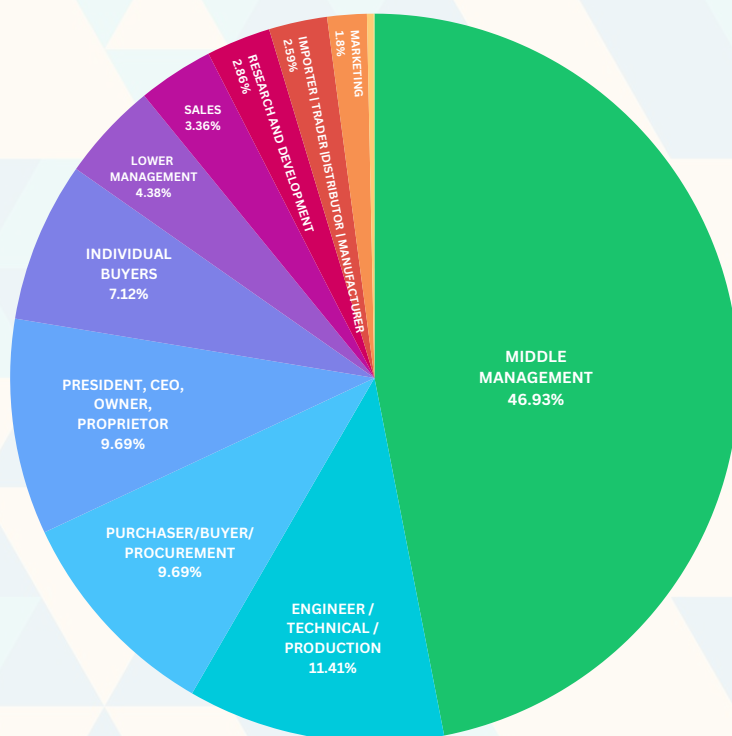


VISITOR PROFILE

AFEX 2024 visitors are majority Middle management, Technical and Engineering, Purchaser/Procurement, and Upper Management.

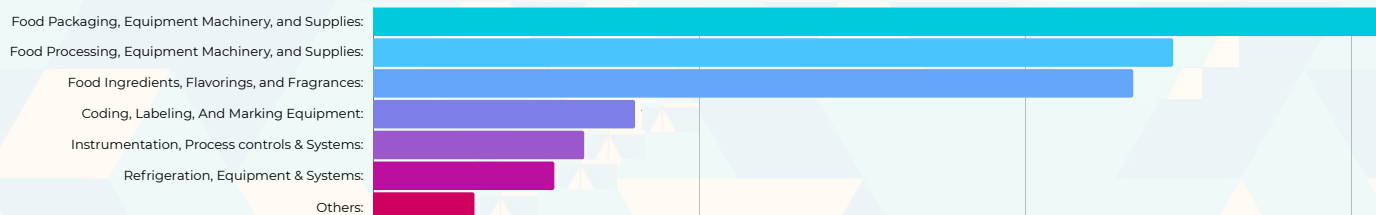
	Visitor Profile	Percentage
●	Middle Management	46.93%
●	Engineer Technical Production	11.41%
●	Purchaser/Buyer/Procurement	9.69%
●	President, CEO, Owner, Proprietor	9.57%
●	Individual Buyers	7.12%
●	Lower Management	4.38%
●	Sales	3.36%
●	Research and Development	2.86%
●	Importer Trader Distributor Ma	2.59%
●	Marketing	1.75%
●	Consultant	0.30%
●	Government	0.03%

VISITOR PROFILE



VISITOR MAIN ACTIVITIES

Our visitors primarily focus on **Food Packaging, Equipment, Machinery, and Supplies**, essential for maintaining food quality and safety. This is followed by interest in **Processing Equipment, Food Ingredients, Coding/Labeling, and Instrumentation**, all critical for efficient food production and compliance. **Refrigeration Equipment** rounds out this ecosystem by securing proper storage and distribution.



Each element—packaging, processing, ingredients, and refrigeration—is interconnected, forming a comprehensive food and site ecosystem. Together, they ensure food safety, efficiency, and innovation, supporting a seamless cycle from production to distribution.

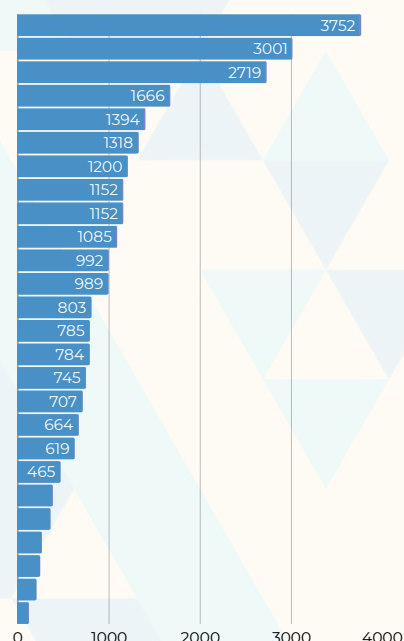
Company's Main Activity	
Food Packaging, Equipment Machinery, and Supplies	6,200++
Food Processing, Equipment Machinery, and Supplies	4,900++
Food Ingredients, Flavorings, and Fragrances	4,600++
Coding, Labeling, And Marking Equipment	1,600++
Instrumentation, Process controls & Systems	1,200++
Refrigeration, Equipment & Systems	1,100++
Others	600++

VISITOR MAIN ACTIVITIES

This slide shows that visitor interest is highest in Food Packaging (13.62%), followed by Processing Equipment (10.89%), Ingredients (9.87%), and Baking Equipment (6.05%), highlighting the vital role of machinery and supplies in ensuring food quality and efficiency. Lower but still important categories like Refrigeration Equipment (2.41%) and Beverage Technology (3.60%) stress the need for cold chain management and beverage production.

INTEREST	
Food Packaging Equipment, Machinery, and Supplies	13.62%
Food Processing Equipment, Machinery, and Supplies	10.89%
Food Ingredients, Flavorings, and Fragrances	9.87%
Baking Equipment and Supplies	6.05%
Food Safety and Hygiene Products and Technology	5.06%
Instrumentation, Process Controls, and Systems	4.78%
Coffee Equipment, Machinery, and Supplies	4.36%
Fresh, Processed, and Frozen Food Items	4.18%
Dairy and Milk Products	4.18%
Beverages: Beers, Wines, and Spirits	3.94%
Beverage and Brewing Equipment and Technology	3.60%
Coding, Labeling, and Marking Equipment	3.59%
Confectionery and Baking Products	2.91%
Franchise Concepts and Business Systems	2.85%
Grocery and Supermarket Equipment and Supplies	2.85%
Catering and Food Service Equipment and Supplies	2.70%
Bottling Equipment, Systems, and Technology	2.57%
Refrigeration Equipment and Systems	2.41%
Material Handling and Storage Systems	2.25%
Wastewater Treatment and Technology	1.69%
Weighing Scale Equipment and Supplies	1.38%
Delicatessen	1.29%
Pasta Products	0.95%
Oil Products	0.88%
X-Ray Machines	0.73%
Others	0.44%

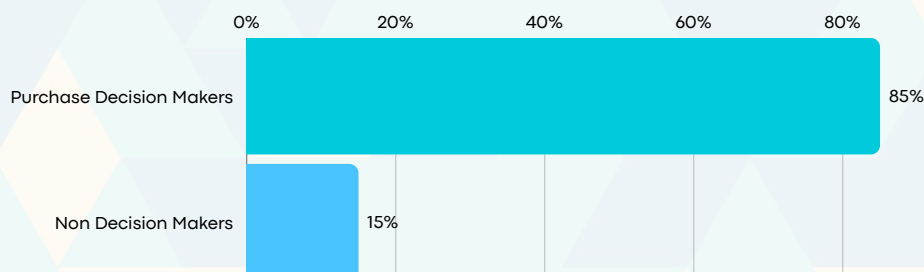
Food Packaging Equipment, Machinery, and Supplies
Food Processing Equipment, Machinery, and Supplies
Food Ingredients, Flavorings, and Fragrances
Baking Equipment and Supplies
Food Safety and Hygiene Products and Technology
Instrumentation, Process Controls, and Systems
Coffee Equipment, Machinery, and Supplies
Fresh, Processed, and Frozen Food Items
Dairy and Milk Products
Beverages: Beers, Wines, and Spirits
Beverage and Brewing Equipment and Technology
Coding, Labeling, and Marking Equipment
Confectionery and Baking Products
Franchise Concepts and Business Systems
Grocery and Supermarket Equipment and Supplies
Catering and Food Service Equipment and Supplies
Bottling Equipment, Systems, and Technology
Refrigeration Equipment and Systems
Material Handling and Storage Systems
Wastewater Treatment and Technology
Weighing Scale Equipment and Supplies
Delicatessen
Pasta Products
Oil Products
X-Ray Machines
Others



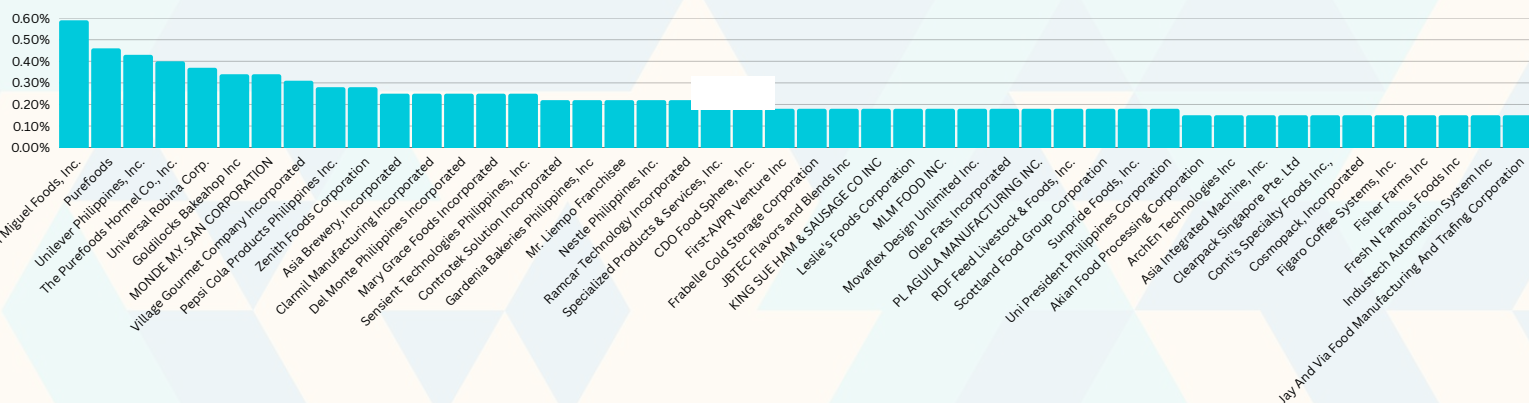
PURCHASING DECISION

This slide shows that 85% of visitors though are purchase decision makers, they are still key management positions like Vice Presidents, COOs, and CFOs, followed by Decision makers such as Owners, CEOs, and Presidents at 15%. The top companies represented include San Miguel Foods, Purefoods, and Unilever Philippines.

DECISION MAKER VS. NON DECISION MAKER RATIO



MAJOR COMPANIES SHARE OF VISITORS



EXHIBITORS

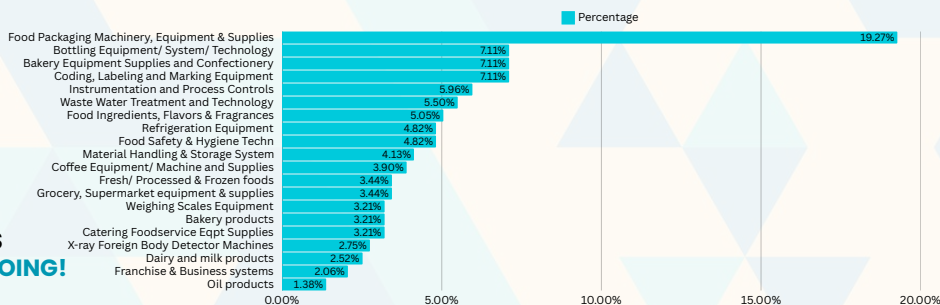
The event was able to hold 385 booths with 112 Exhibitors on board, with 21 countries represented. Exhibitors are mostly in Food Packaging, Machinery, Equipment, Supplies, Bottling, System, and Bakery industry. AFEX App engagement generated 509 products uploaded in the app with 3,273 monthly active users, where in companies were able to set 300+ meetings



385 BOOTHS
112 EXHIBITORS
8,300 EXHIBIT AREA



509 PRODUCTS UPLOADED
3,273 MONTHLY ACTIVE APP USERS
360 MEETING COUNTS AND ON-GOING!





ISC Group Expositions

Event Map

31st Asia Food Expo
International Expo on Food Processing, Packaging,
and Handling Machinery, Equipment & Technology

2nd FIM Asia
FMCG, Ingredients, and Food Manufacturing Expo

03-06 September 2025

World Trade Center
Manila, Philippines



Connect with us!
@AsiaFoodExpoOfficial
www.AsiaFoodExpo.ph



■ About AFEX



Asia Food Expo is organized by ISC Group, formerly known as LNA Management Group Corporation.

ISC Group has been at the forefront of food trade and exhibitions since 1991. A proudly Filipino company that was built on the foundation of good commerce and social responsibility, ISC has relentlessly committed to bring leverage and support the growth of all the sectors in the food and beverage industry.

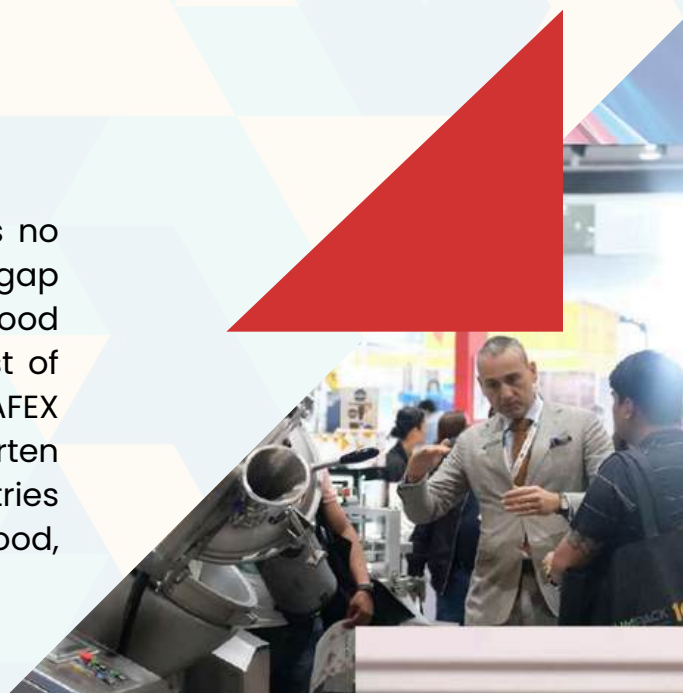
More on [about us](#).

■ Our Mission

To be an omni-channel platform for business leaders to learn and unlearn business practices, innovations, business solutions, and technology for the ever-changing market demands.

■ Our Vision

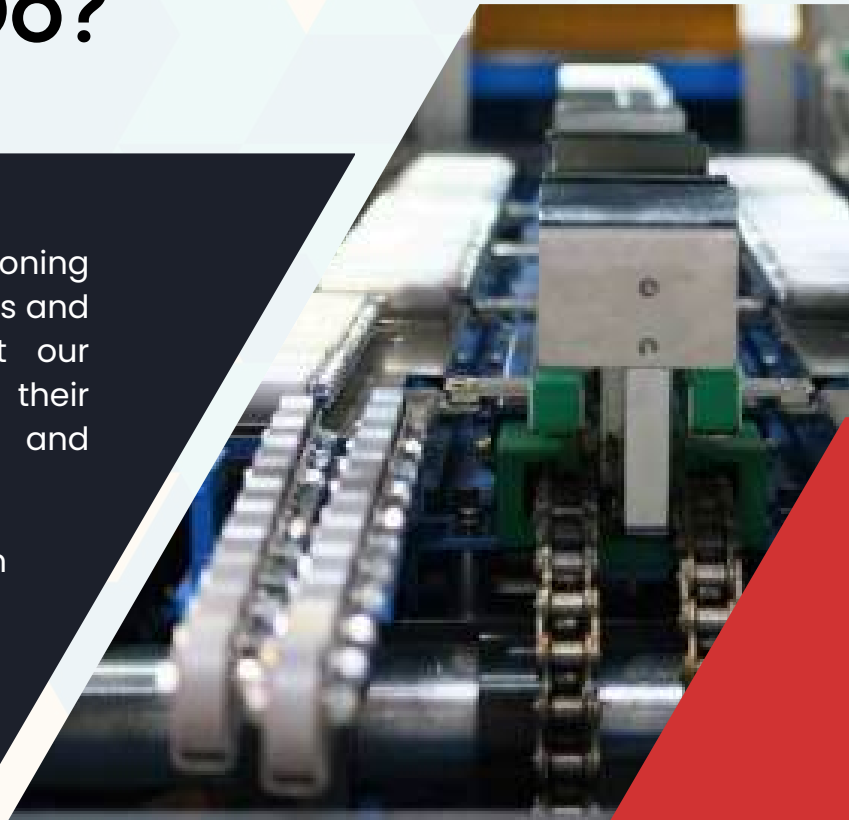
When AFEX was founded, there was no other platform that addressed the gap between international and local food trade in the Philippines. Being a first of its kind during its launch in 1991, AFEX was a concept that aspired to shorten the gap between neighboring countries and the Philippines through food, beverage, and tech trade.



■ What We Do?

We are committed to championing business practices, business systems and technological advancements that our local enterprises could integrate in their businesses for greater efficiency and economies of scale.

AFEX has become a chosen platform for local enterprises to showcase their products and services to our neighbouring countries through our comprehensive visitor program.



■ Our Services

01

Participate as an Exhibitor (App & Event)

02

Participate as an Exhibitor (App Only) — Coming Soon!

03

Participate as a Pavilion

04

Participate as a Hosted Buyer

■ AFEX Testimonials

In the ever-evolving landscape of packaging and processing, one company's pursuit of heightened product prominence and expansion led them to an evolutionary alliance. Alvin P. Paragas, the President of AUTOPROPACK SYSTEMS CORP, embarked on a journey that would redefine their market presence and skyrocket their sales performance, all orchestrated by the strategic acumen of AFEX.

The decision to align with AFEX resulted in sales, boasting a remarkable growth of approx. 25%, which vividly marked the profound impact of AFEX.

AUTOPROPACK's success is a testament to the potential of partnership – a saga of resilience, innovation, and transformation scripted by the guiding hand of AFEX. Join the ranks of success and shape your destiny through the power of collaboration.

More testimonials here : [Video](#)



Alvin P. Paragas

President of AUTOPROPACK SYSTEMS CORP

AFEX 2025

Categories



Food & Beverage Equipment

- Baking Equipment
- Beverage and Brewing Equipment and Technology
- Bottling Equipment Systems and Technology
- Catering & Food Service Equipment
- Coffee Equipment and Machinery
- Food Processing Equipment, Machinery

Business Concepts & Systems

- Franchise Concepts and Business Systems

Food Safety & Hygiene

- Food Safety and Hygiene Products and Technology

Packaging & Labelling

- Coding, Labeling, and Marking Equipment
- Food Packaging Equipment and Machinery
- Food Packaging Supplies

Grocery & Supermarket

- Grocery and Supermarket Equipment
- Grocery and Supermarket Supplies
- Refrigeration Equipment and Systems

Measurement & Inspection

- Instrumentation and Process Controls and Systems
- Material Handling and Storage Systems
- Weighing Scale Equipment and Supplier
- Waste Water Treatment and Technology
- X-ray Machines

FIM Asia 2025

Categories



Food & Beverage Supplies

- Baking Supplies
- Catering & Food Service Supplies
- Coffee and Tea Supplies
- Food Processing Supplies

Food & Beverage Products

- Confectionery and Baking Products
- Beverages, Beers, Wines, and Spirits
- Coffee and Tea Products
- Dairy and Milk Products
- Food Ingredients, Flavorings, and Fragrances
- Delicatessen
- Oil Products
- Pasta Products

Food Safety & Hygiene

- Food Safety and Hygiene Products and Technology

Packaging & Labelling

- Food Packaging Supplies

Business Concepts & Systems

- Franchise Concepts and Business Systems

Grocery & Supermarket

- Fresh, Processed, and Frozen Food Items
- Grocery and Supermarket Equipment
- Grocery and Supermarket Supplies
- Refrigeration Equipment and Systems

Measurement & Inspection

- Instrumentation and Process Controls and Systems
- Material Handling and Storage Systems
- Weighing Scale Equipment and Supplier
- Waste Water Treatment and Technology

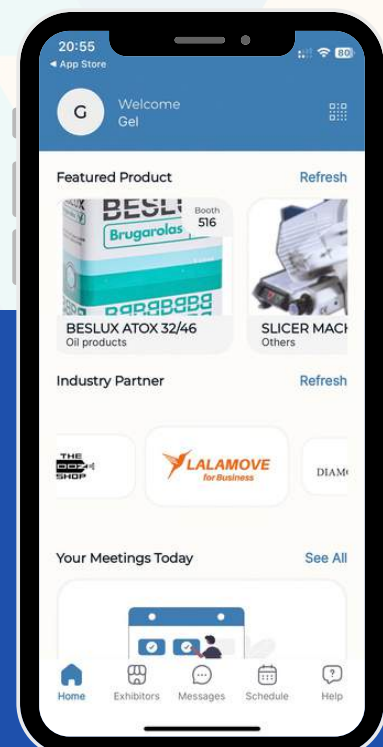
Premium Shell Space

**\$275 vat ex per sqm
(Minimum 9sqm)**

- Genuine Octanorm System
- Side Panels and Partitions
- Fascia Board Panel
- One (1) piece, Information Table
- Two (2) pieces, Conference Chairs
- One (1) piece, 3-gang Convenience Outlet (300 watts or 1.36 amp.)
- Two (2) pieces, 40 watts Fluorescent Light
- Fascia Sticker (Minimum 25 Characters)
- Needle-punch Carpet (Choice of grey, green, blue or red)
- Unlimited free invitations to preferred clients through the Complimentary Ticket Program
- Exhibitor App access:
 - Smart Business matching with visitors based on their product interests
 - Chat with visitors and invite them to visit your booth
 - Get access to the exhibit's overall visitor data statistics in one click
 - Attract potential customers by dressing up your profile page with product lists, video content, and pertinent info.
 - Never miss an announcement



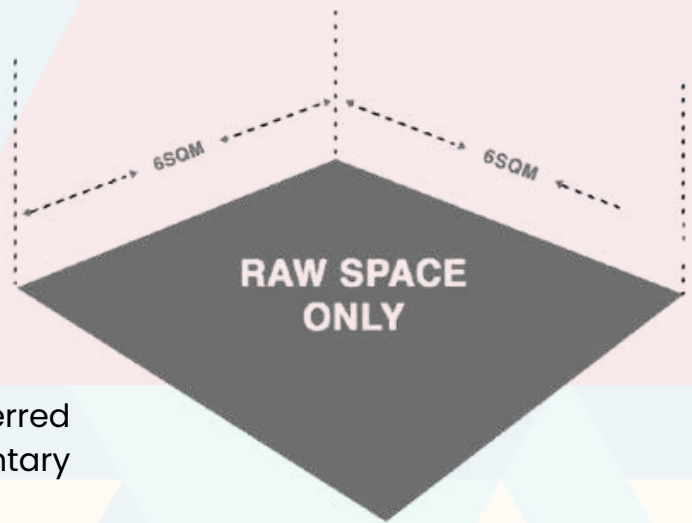
**Showcase your brand
without limits.**



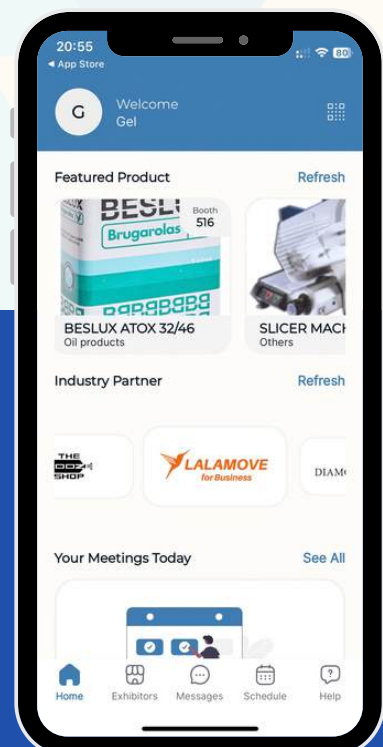
Premium Raw Space

**\$220 vat ex per sqm
(Minimum 36sqm)**

- Space only
- Flexibility in Booth Design
- Unlimited free invitations to preferred clients through the Complimentary Ticket Program
- Exhibitor App access:
 - Smart Business matching with visitors based on their product interests
 - Chat with visitors and invite them to visit your booth
 - Get access to the exhibit's overall visitor data statistics in one click
 - Attract potential customers by dressing up your profile page with product lists, video content, and pertinent info.
 - Never miss an announcement



**Showcase your brand
without limits.**



Asia Food Expo Visitor App

Connect with the right people in the food industry to steer your business in the right direction through AFEX Visitor App

OPTIMIZE YOUR VISIT

Schedule meetings on your preferred time and day with exhibitors prior to the exhibit and meet with the right people

SMART BUSINESS MATCHING

Easily match with exhibitors based on your product interests and get suggestions direct from the app

TICKETLESS ENTRY

Enjoy ticketless entry via the unique QR ID on your app

SEE PRESENTATION SCHEDULES

Access schedules of technical presentations and seminars you're interested in

ACCESS THE FLOOR PLAN

Don't get stuck and find your way through the halls with instant access to the floor plan in one click

GET NOTIFIED

Never miss an important announcement and make the most out of invitations and app exclusive perks

Asia Food Expo Exhibitor App

Connect with key market segments in the food industry and drive your business forward with the AFEX Exhibitor App.

CONNECT WITH VISITORS

Send invitation meetings to potential clients and chat with them directly through the app

SMART BUSINESS MATCHING

Easily match with visitors from the same industry and product interests and get smart match suggestions directly from the app

ATTRACT NEW MARKETS

Improve your search ranking and draw interest on new market segments by adding product lists, video content, photos and contact details on your profile page

GET NOTIFIED

Never miss an important announcement and make the most out of invitations and app exclusive perks

DATA AT YOUR FINGERTIPS

Get access to the exhibit's overall visitor data statistics in one click. From product interests, visitor profile, industries catered to countries represented