

WORLDBEX SERVICES INTERNATIONAL

The Philippine Building and Construction Exposition

PHILBEX ILOILO

2024



POST EVENT REPORT

JULY 11-14, 2024

11:00 AM - 7:00 PM

ILOILO CONVENTION CENTER



philbex.ph



inquire@worldbexevents.com



+ 632 8656 9239

The Philippine Building and Construction Exposition

PHILBEX ILOILO

EVENT OVERVIEW

The Philippine Building and Construction Expo (PHILBEX) Iloilo 2024 successfully concluded its second year, showcasing cutting-edge innovations and advancements in the construction industry. The event brought together key industry players, providing a valuable platform for businesses to network, exchange ideas, and explore new opportunities. A diverse range of exhibits featured the latest in building materials, technologies, and services, highlighting the sector's dynamic growth. Attendees also benefited from expert-led seminars and workshops, offering insights into emerging trends and sustainable practices in construction. **PHILBEX Iloilo** continues to strengthen the city's position as a key hub for the region's construction industry.



The Philippine Building and Construction Exposition

PHILBEX ILOILO

IN COOPERATION WITH



SPONSORS



SUPPORTING ASSOCIATIONS



SUPPORTED BY



MEDIA PARTNERS



SERVICE PROVIDER





MESSAGE

Ladies and Gentlemen,

Welcome to the ILOILO TRIO! We are honored to present **PHILBEX ILOILO**, **TLEX ILOILO**, and **IFBEX**—three events celebrating economic progress, international opportunities, innovations, gastronomy, hospitality and technological advancements in the Philippines. Today, we celebrate these diverse industries as we present huge opportunities for regional affairs.

We extend our heartfelt gratitude to all exhibitors, stakeholders, partners, the local government units of Iloilo City along with the MICE Center Iloilo for your invaluable support and collaboration. Your dedication and efforts are instrumental in creating unforgettable experiences and showcasing the best of Iloilo to the world.

IFBEX offers a blend of traditional recipes and culinary innovations. **TLEX ILOILO** inspires adventure that features wonderful destinations and breathtaking scenery. **PHILBEX ILOILO** highlights groundbreaking architectural, design and engineering innovations from all over the world.

May these exposition inspire collaboration and resilience among us. Together, let us celebrate the remarkable achievements of our industries and enjoy the flavors, embrace the adventures, and the marvel of mankind's innovations.

Thank you, and Mabuhay!

JOSEPH L. ANG
Founding Chairman
Worldbex Services International

The Philippine Building and Construction Exposition

PHILBEX ILOILO

OVERVIEW



MORE THAN
15,800
FOOT TRAFFIC



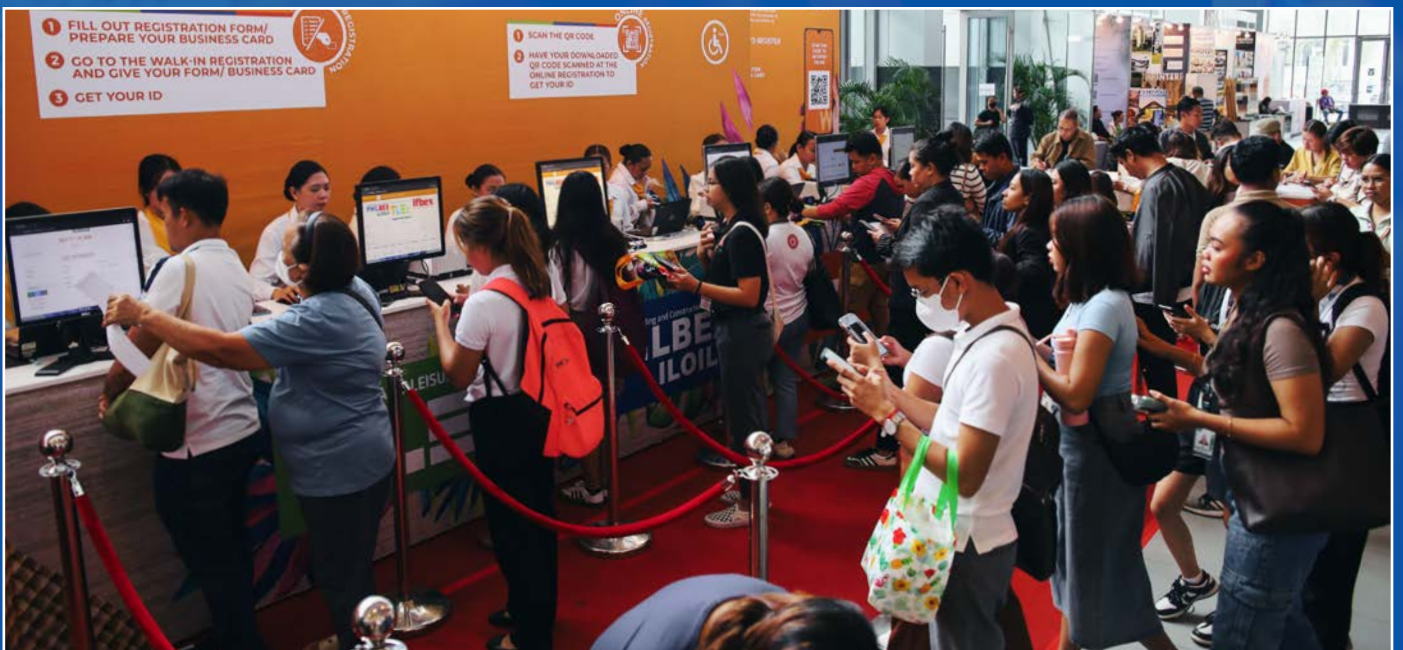
MORE THAN
92
EXHIBITORS



4,299 SQM
EXHIBIT AREA



136
NO. OF
EXHIBITORS



HIGHLIGHTS



PROJÉTO 2024

IDEAS & DESIGN COMPETITION
HIGH-RISE CONVENTION CENTER IN ART DECO STYLE ILOILO



TEAM HIUGYON: Jerry M. Oñas, Dexie Grace F. Billones, Justin Brylle M. Otero, Meiza Ella A. Gonzales, Claire Anne P. Fario



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

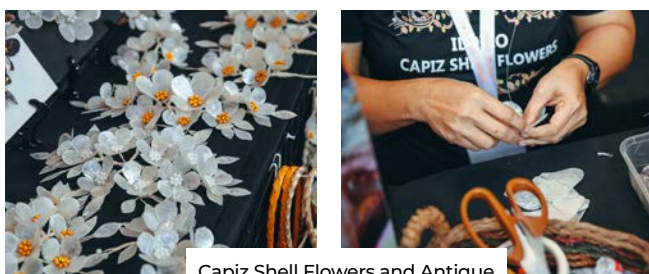
taking up courses in architecture and interior design all over the Philippines. It serves as a platform for these

future 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. Our challenge for this year's Iloilo Projeto is to create a high-rise convention center for a densely populated area. Additionally, we are incorporating another twist by reinventing a beloved architectural style: Art Deco.

Contestants are invited to incorporate their modern take on Art Deco in high-rise convention centers.



Cris Hablon



Capiz Shell Flowers and Antique



Revolutionizing the craftsmanship of filipino artisan produce and celebrating the rich and colorful tradition of the country, worldbex likha pays homage to homegrown flairs in traditional weaving, pottery, fabrics, finishing textures and textiles.



Buildings are created based on innovation, creativity, practicality, and artistry. At the heart of it, expositions such as this are the ground zero for innovation—innovation in the materials, methods, and technologies applied to the products and services that enhance efficiency and sustainability in the field of construction.”

– **MR. SANNY BOY OROPELE**, REGIONAL DIRECTOR OF THE DEPARTMENT OF PUBLIC WORKS AND HIGHWAYS (DPWH) REGION VI REPRESENTED BY **ENGINEER MARILOU G. ZAMORA**, CHIEF OF PLANNING AND DESIGN DIVISION

HIGHLIGHTS



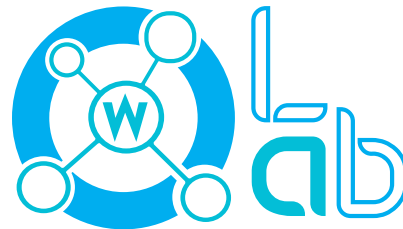
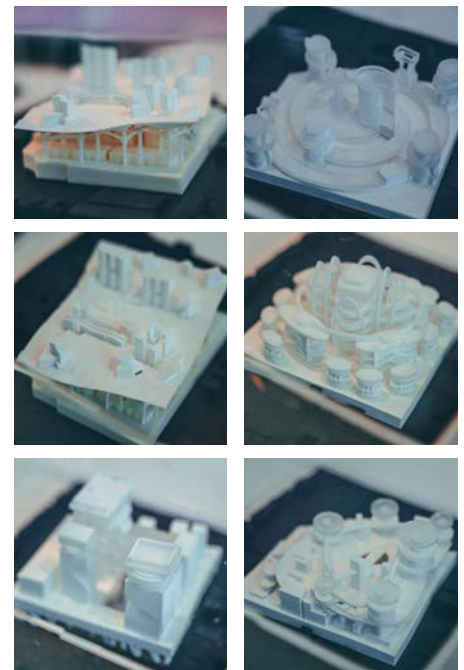
Featured the country's top interior designers showcasing their iconic work that focuses on legacy, art and ecology.

PHILBEXILOILO CITY OF TOMORROW

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



Scale Model Projects By Delab Collaborative Studio



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



PACIFIC PAINT BOYSEN PHILS., INC.
Boysen Color Trend 2024/25



AIRCRETE
Cladding Panels



ALPHA SOUTHSTAR GENERAL CONSTRUCTION CORPORATION
iPaint



PHINMA CONSTRUCTION MATERIALS
Union Insulated Panels

HIGHLIGHTS



From left to right: Arch./EnP Nathaniel von Einsiedel, FUAP, FPIEP; Mr. Carmelito Tatlonghari, LEED; Arch. Silvester Shaun D. Seño, MArch-CTM, UAP, PIEP, FRIA, Assoc AIA, GreenAP, PGBIAA+ADP, ICOMOS; Cong. Jose Manuel Alba; Arch. Ma. Luisa Daya-Garcia, ASEAN AR, APEC AR, GreenAP, CBP; Arch. Elma Bulayo



Arch./EnP Nathaniel von Einsiedel, FUAP, FPIEP



COLLAB TECHNICAL TALKS AND TOURS

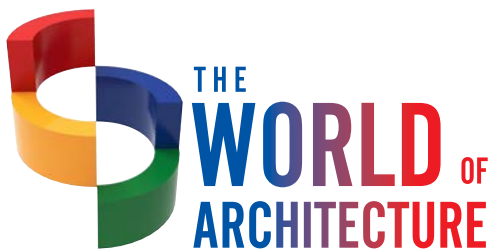
Featured prominent related association conducting their general membership meetings and mini conference to update its members with the latest trends in the industry.



Arch. Alvin Tejada, LEED FELLOW



Randy Evangelista, Business Manager Industries & Environment - Environment, Health & Safety SGS Philippines



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



Arte Architectural Studio



Espasyo Architectural Services



SK Cayme Architecture Architectural Design Services



UAP Capiz Tumandok Chapter

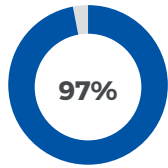


United Architects Of The Philippines - Capiz Chapter

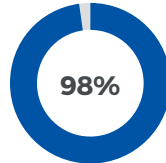


United Architects Of The Philippines - Iloilo Chapter

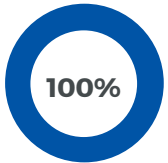
EXHIBITORS' FEEDBACK



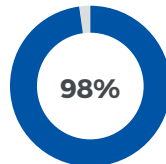
97% of Exhibitors meet the company's target market



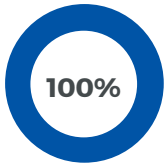
98% of exhibitors rated the overall appearance of PHILBEX Iloilo as "Excellent"



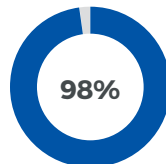
100% of exhibitors rated the overall experience of PHILBEX Iloilo 2024 as "Excellent"



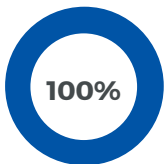
98% of exhibitors rated the overall company performance and participation as "Excellent"



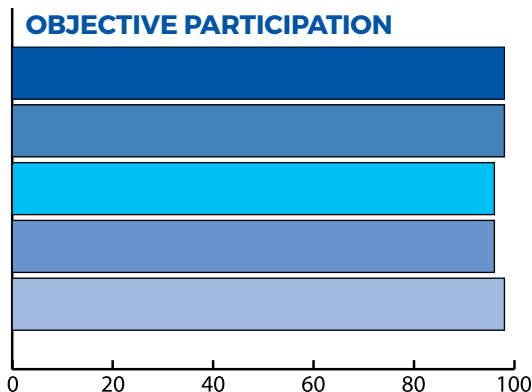
100% excellent rating in the overall outcome of the expo



98% excellent rating performance for the organizer of the event - Worldbex Services International



100% of the exhibitors will participate again in PHILBEX Iloilo 2025



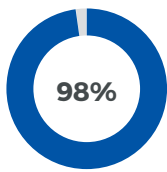
98% Promote Awareness of Products
 98% Generate Increased Businesses
 96% Explore New Businesses
 96% Market/Test New Products
 98% Market Exposure



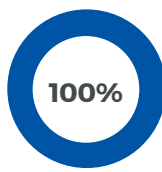
These trade shows organized by Worldbex Services International providing valuable opportunities for businesses engaged in thousands of prospective clients fostering growth and innovation in a rapidly evolving business landscape. The dedication and hard work for these three events are truly commendable. They serve as platform for showcasing the best of our local industries from travel and leisure to construction and culinary delights. The collective state here today will undoubtedly contribute to the future success of many enterprises."

— HON. VICE MAYOR
JEFFREY GANZON OF ILOILO CITY
 REPRESENTED BY **MR. MARK GREGORY T. SALAYA**, EXECUTIVE ASSISTANT TO THE CITY VICE MAYOR

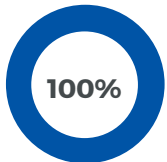
TRADE BUYERS' FEEDBACK



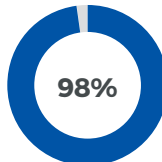
98% of the attendees gave the registration process an excellent rating



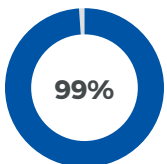
100% of the attendees rated the Interior and Exterior "Excellent"



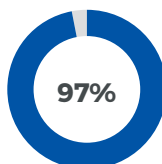
100% rated the over-all exhibits "Excellent"



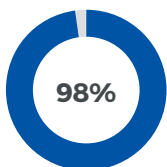
98% of the attendees rated the Activities and Show Highlights "Excellent"



99% of the attendees rated the venues "Excellent"



97% of the attendees rated the safety and security "Excellent"



98% of the attendees rated the customer service "Excellent"



The Iloilo trio event is also a manifestation of Iloilo city's bright prospect for more economic activities as we continue to bring in strategic investments development in sectors. The persistent rise of construction in both public and private sectors reflect the city governments confidence in Iloilo upward growth trajectory. Let us create more meaningful collaborations to ensure that we collectively work towards a more resilient and sustainable future."

— **HON. MAYOR JERRY TRENAS**, ILOILO CITY
MAYOR REPRESENTED BY
MS. MARIA LEA VICTORIA LARA, THE
DIRECTOR OF MICE ILOILO

TOP 5 VISITORS'

JOB NATURE

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

TOP 5 VISITOR'S NATURE OF BUSINESS

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

TOP 5 PRODUCT INTEREST

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

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

TRADITIONAL MEDIA



TOTAL AD VALUE
7,836,080

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



ONLINE MEDIA



Philippine Building and Construction Expo
8 July at 17:26

Discover, Innovate, and Elevate at PHILBEX, IFBEX, and TLEX Iloilo. Get ready for the most anticipated world-class TRIO Events in Iloilo City as this four-day event will showcase cutting-edge technology in the building and design industry, the flavors of culinary innovation, and travel endeavors around the globe by bringing together thousands of exhibitors, both local and international. Join us on the journey of discoveries and witness these brands in action only at the P... See more

11

Philippine Building and Construction Expo
27 June at 15:00

Worldbex Services International has always been grateful to the extent of support from Hon. Mayor Jerry Treñas and the Local Government Units of Iloilo City. Visit Iloilo Services Building and Construction Expo (PHILBEX) 2024 alongside its two shows Iloilo Foods and Beverages Expo (IFBEX) and Travel and Leisure Expo (TLEX) at the Iloilo Convention Center (ICON) on July 11 to 14, 2024 from 11am to 7pm to witness the up to date product and service in the industry. Register... See more

Jerry Treñas
26 June

WORLD BEX
Worldbex Services International is bringing back its trio exhibitions to Iloilo City, Philippines for the second time! ILOILO TRIO: The Philippine Bu... See more

2

Philippine Building and Construction Expo
7 July at 15:00

The leading event organizers in the country is back at the heart of the Philippines! Worldbex Services International (WSI) brings back three world-class exhibitions in Iloilo City – the Philippine Building and Construction Expo (PHILBEX) Iloilo, Iloilo Food and Beverages Expo (IFBEX) and Travel and Leisure Expo (TLEX). Promising yet another ground-breaking edition that will showcase exhibitors from local and international, interactive workshops, learning and networking op... See more

15

Philippine Building and Construction Expo
27 June at 17:34

Read here: Panay News featured the upcoming trio exhibition by Worldbex Services International on this upcoming July 11 to 14, 2024 at the Iloilo Convention Center (ICON). Register Now for FREE! <https://register.worldbexevents.com/>... See more

Philippine Building and Construction Expo
8 July at 13:31

JUST IN! Press conference of the Worldbex Services International in Iloilo Convention Center (ICON) today July 8, 2024 for the upcoming PHILBEX, IFBEX and TLEX 2024! The press conference was attended by several local Media Outlets from Iloilo City along with the partners from the interior design, architect, tourism and MICE sectors – ID: Ken Ferolino (President PIDP Panay Chapter), Ar. Bonifacio Gutierrez (IAP President Iloilo Chapter), Ms. Monalisa Imbang (Property Manager)... See more

3

Philippine Building and Construction Expo
8 July at 16:15

Are you ready, Iloilo? Here's the complete line-up of the schedule of activities for the biggest edition of the Philippine Building and Construction Exposition (PHILBEX), Iloilo Food and Beverage Expo (IFBEX), and Travel and Leisure Expo (TLEX). Mark your calendars and visit this annual world-class exposition hosted by Worldbex Services International! PHILBEX Iloilo 2024, TLEX Iloilo 2024, and IFBEX 2024 are events happening from July 11 to 14 at the ICON - Iloilo Convention Center... See more

1

Philippine Building and Construction Expo
8 July at 16:14

The Iloilo City Government welcomes the big comeback of Worldbex Services International to the heart of the Philippines - Iloilo City! Get ready for an exciting series of exhibitions and mark your calendars this coming July 11 to 14. All roads to the Iloilo Convention Center (ICON) for the annual Philippine Building and Construction Expo Iloilo 2024 (PHILBEX Iloilo), the Travel and Leisure Expo Iloilo 2024 (TLEX Iloilo), and the Iloilo Foods and Beverages Expo 2024 (IFBEX)... See more

Iloilo City Government
27 June

WORLD BEX
Worldbex Services International is bringing back its trio exhibitions to Iloilo City, Philippines for the second time! ILOILO TRIO: The Philippine B... See more

1

Philippine Building and Construction Expo
10 July at 10:00

Navigate Your Journey at PHILBEX, IFBEX, and TLEX 2024 through our exclusive Map Guide! Plan your itinerary with this meticulously designed map to ensure you won't miss a single groundbreaking innovation, Culinary delights, and travel treasures that you can explore and discover more exciting activities at the ICON - Iloilo Convention Center! Register: NOW for Free! <https://register.worldbexevents.com/> #PHILBEXIloilo2024 #TLEXIloilo2024 #IFBEX2024

4

Philippine Building and Construction Expo
8 July at 16:00

We are bringing the Worldbex Services International expo-rience to Iloilo City! Visit our TRIO events happening at the same time! The Philippine Building and Construction Expo (PHILBEX) Iloilo 2024, Travel and Leisure Expo (TLEX) Iloilo 2024, and Iloilo Foods and Beverages Expo (IFBEX) 2024 happening from July 11 to 14 at the ICON - Iloilo Convention Center! Register NOW for Free!... See more

JOIN US AND EXPERIENCE INNOVATIONS

PHILBEX | The Philippine Building and Construction Exposition

Learn more

10

Philippine Building and Construction Expo
8 July at 16:15

Are you ready, Iloilo? Here's the complete line-up of the schedule of activities for the biggest edition of the Philippine Building and Construction Exposition (PHILBEX), Iloilo Food and Beverage Expo (IFBEX), and Travel and Leisure Expo (TLEX). Mark your calendars and visit this annual world-class exposition hosted by Worldbex Services International! PHILBEX Iloilo 2024, TLEX Iloilo 2024, and IFBEX 2024 are events happening from July 11 to 14 at the ICON - Iloilo Convention Center... See more

14

Philippine Building and Construction Expo
8 July at 16:14

The Iloilo City Government welcomes the big comeback of Worldbex Services International to the heart of the Philippines - Iloilo City! Get ready for an exciting series of exhibitions and mark your calendars this coming July 11 to 14. All roads to the Iloilo Convention Center (ICON) for the annual Philippine Building and Construction Expo Iloilo 2024 (PHILBEX Iloilo), the Travel and Leisure Expo Iloilo 2024 (TLEX Iloilo), and the Iloilo Foods and Beverages Expo 2024 (IFBEX)... See more

Iloilo City Government
27 June

WORLD BEX
Worldbex Services International is bringing back its trio exhibitions to Iloilo City, Philippines for the second time! ILOILO TRIO: The Philippine B... See more

1



The Philippine Building and Construction Exposition

PHILBEX ILOILO

In the past couple of years, the construction and design sector of the Western Visayas region has consistently demonstrated a strong potential for growth. Recognizing the need to establish a stable foundation that will pave the way for sustained development, Worldbex Services International is proud to present the first installment of the Philippine Building and Construction Expo (PHILBEX) Iloilo. As the newest regional leg of WORLD BEX, PHILBEX Iloilo shall unite the region's finest construction and design professionals and companies for a groundbreaking showcase of over 130 booths; each of which will feature world-class innovations from local and international exhibitors.

SAVE THE DATE

JULY 17 - 20, 2025

10:00 AM-7:00 PM

ILOILO CONVENTION CENTER (ICON)

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:



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