

IFEX
PHILIPPINES

International Food, Beverage,
and Ingredients Trade Show

CITEM

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PHILIPPINES

Buyer Recruitment Campaign & Services Program for

IFEX PHILIPPINES AND SUSTAINABILITY SOLUTIONS EXCHANGE (SSX) 2026

21-23 MAY 2026
WORLD TRADE CENTER
METRO MANILA, PHILIPPINES

INTRODUCTION

The **Center for International Trade Expositions and Missions (CITEM)** remains committed to expanding the global market for Philippine food, ingredients, and beverage enterprises. Building on the success of IFEX Philippines 2025 featuring Sustainability Solutions Exchange (SSX), which garnered a total number of 1,987 foreign buyers, IFEX Philippines & SSX 2026 aims to further strengthen the Philippines' position in global sourcing.



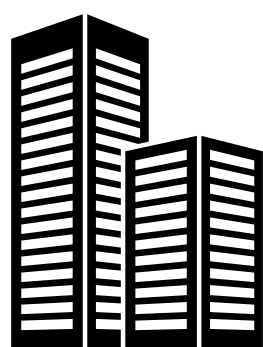


Buyer Classification



REGULAR TRADE BUYER

Business representatives from a Fast Moving Consumer Goods (FMCG) company or sustainability practices adaptors in the industry of importation, distribution, wholesale, consolidation, retail, manufacturing, toll packing, HORECA etc. visiting IFEX Philippines and SSX to source products in bulk quantity and/or services for their company.

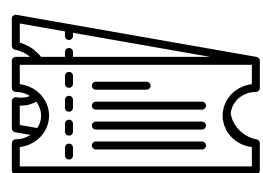


VERY IMPORTANT BUYER (VIB)

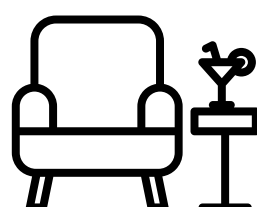
Decision makers and/or recommendatory company representatives from a Fast Moving Consumer Goods (FMCG) company or sustainability practices adaptors in the industry of importation, distribution, wholesale, consolidation, retail, manufacturing, toll packing, HORECA etc. with substantial importation/trading potential vetted by the Philippine Trade and Investment Center (PTIC).

TRADE BUYER INCENTIVES

The trade buyer incentives will be applied to all registered trade buyer for IFEX Philippines & SSX 2026:



3-day pass to IFEX
Philippines & SSX 2026



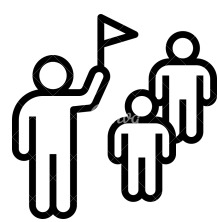
Access to the Buyers'
Lounge



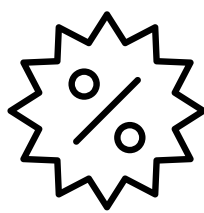
VIP Airport Courtesies



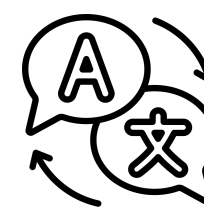
Shuttle Service
(WTCMM- Partner Hotel
vice versa)



Curated Manila
Tour



Discounted Rates at
IFEX Philippines and
SSX Partner Hotel



Language Interpreters
*(upon request and on specific languages
only such as Japanese, Chinese and Korean)*





Very Important Buyer (VIB) Program

VIB CLASSIFICATION AND QUALIFICATIONS

BY SOURCING POTENTIAL



TOP LEVEL VIB

- High-profile buyers with strong trade potential endorsed by the PTIC
- May also be a GMart VIB or SSX VIB
- Must be a foreign passport holder/ ID Holder

REGULAR VIB

- Must be a foreign or local passport holder/ ID Holder
- May be either be New or Returning VIBs

NEW



- Over **US\$ 10 million** annual sales for distributors, wholesalers, consolidators, retailers, and toll packers, etc. in FMCG sector.
- Over **US\$ 5 million** annual sales in HORECA sector.

RETURNING

- Significant investments in the Philippines with annual purchases around **US\$ 200,000**.

BY SOURCING CATEGORY

IFEX PHILIPPINES VIB

- VIBs sourcing food ingredients in the Philippines

GMART VIB

- VIBs with private label capabilities looking to source potential food ingredient in the Philippines.
- Philippine companies may be nominated.

SSX VIB

- VIBs dedicated to adapt sustainable practices for their businesses and aim to source sustainable practices in the Philippines.
- Philippine companies may be nominated

VIB REQUIREMENTS

REQUIREMENTS FOR ALL VIBS

- Accomplished IFEX Philippines Buyer Incentive Program Application Form (Manual/ Online)
- Photocopy of passport page with picture and complete name
- **FOR NEW VIB:**
 - Copy of corporate annual report of recent years
 - Company profile
- **FOR RETURNING VIB:**
 - Copy of purchase orders from Philippine companies

Note: Certification required IF Buyer opts out the submission of financial information

ADDITIONAL REQUIREMENTS

TOP LEVEL VIB

- Certification and Nomination from the PTIC stating that the Buyer is **Top level**

PHILIPPINE COMPANIES (GMART AND SSX)

- Certification and Nomination from any reputable trade associations

VIB INCENTIVES

TOP LEVEL VIB

AIRFARE SUBSIDY



Type of Travel Incentive	Geographical Coverage	Airfare Subsidy Cap
Long-Haul Flights (more than 6 hours flight)	Flights to/ from Europe, Americas, MENA Region, Australia and New	US\$ 1,000.00
Short-Haul Flights (less than 6 hours flight)	Flights to/from ASEAN, East Asia, China, SARS	US\$ 500.00

Reimbursement based on distance, capped at actual costs.

PLUS STANDARD VIB and TRADE BUYER INCENTIVES
PLUS INCENTIVE IF VIB IS UNDER SSX

SSX VIB



ACCESS TO ALL SSX CONFERENCES and EXHIBITION

PLUS STANDARD VIB and TRADE BUYER INCENTIVES

STANDARD VIB INCENTIVES



2-night hotel stay at the official IFEX Philippines partner hotel



Pre-arranged B2B meetings



Liaison Officer



Exclusive VIB Welcome Kit



Buyer Referral Program



VIB Networking Lunch

VIB COMMITMENTS

COMMITMENTS FOR ALL VIBS

- Attend IFEX Philippines & SSX 2026, scheduled on 21-23 May 2026, at the World Trade Center Metro Manila.
- Submit the evaluation form, report orders, and details of the transactions (using the B2B Negotiation Form) made during the show.
- Agree to be the subject of media releases such as feature articles in all media platforms to further promote IFEX Philippines and SSX.
- Settle all personal expenses incurred prior to departure and during the show

REQUIRED NUMBER OF MEETINGS

IFEX PHILIPPINES VIB

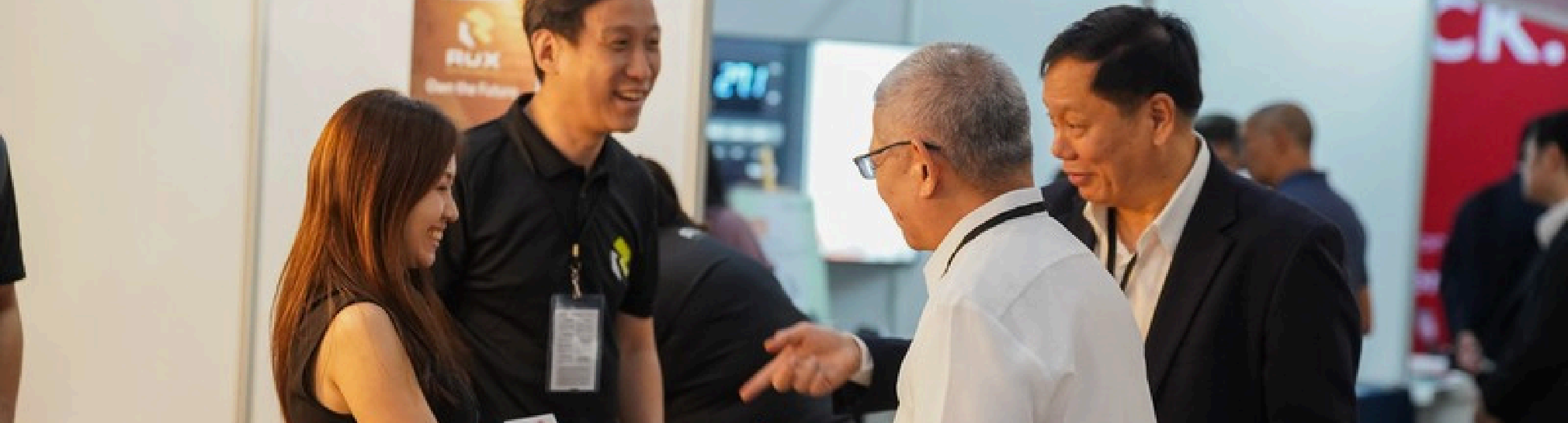
Commit and adhere to pre-arranged meetings with at least **five (5) IFEX Philippines Exhibitors** as applicable.

GMART VIB

Commit and adhere to pre-arranged meetings with at least **two (2) GMart Exhibitors** as applicable.

SSX VIB

Commit and adhere to pre-arranged meetings with at least **three (3) SSX Exhibitors** as applicable.



Head of Delegation and Trade Assistant Incentive Program

HOD QUALIFICATIONS

- Must be representatives from:
 - Philippine Trade and Investment Center (PTIC)
 - Philippine Embassy
 - International Marketing Agents
 - Foreign Government Agencies
- Must have at least **ten (10) FOREIGN TRADE BUYERS** from 10 distinct companies visiting IFEX Philippines 2026.

HOD REQUIREMENTS

- Accomplished IFEX Philippines Head of Delegation Application Form and signature of relevant partner proponent as an endorser.
- Photocopy of passport page with picture and complete name.
- List of at least ten (10) nominated and approved Foreign Trade Buyers.

TA QUALIFICATIONS

- Must be representatives from the Philippine Trade and Investment Center (PTIC)
- Must have at least **two (2) nominated G-mart VIB and/or IFEX Philippines dormant VIBs**

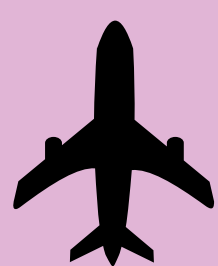
Note: IFEX Philippines dormant VIBs who have not been a VIB for IFEX Philippines for the past two (2) consecutive editions.

TA REQUIREMENTS

- Accomplished IFEX Philippines Trade Assistant Incentive Application Form and signature of the Commercial Attaché as the endorser.
- Photocopy of passport page with picture and complete name.
- List of at least two (2) nominated G-mart VIB and/or IFEX Philippines dormant VIBs.

HOD AND TA INCENTIVES

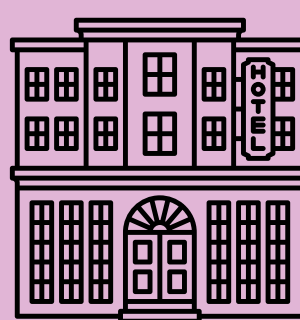
AIRFARE SUBSIDY



Type of Travel Incentive	Geographical Coverage	Airfare Subsidy Cap
Long-Haul Flights (more than 6 hours flight)	Flights to/ from Europe, Americas, MENA Region, Australia and New Zealand	US\$ 1,000.00
Short-Haul Flights (less than 6 hours flight)	Flights to/from ASEAN, East Asia, China, SARS	US\$ 500.00

Reimbursement based on distance, capped at actual costs.

2-NIGHT HOTEL STAY AT THE OFFICIAL IFEX PHILIPPINES PARTNER HOTEL WITH AIRPORT TRANSFERS



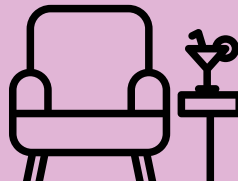
Complimentary two (2) night stay at the 4-5 star partner hotel for IFEX Philippines 2026, eligible to be used within 20-24 May 2026.



VIP AIRPORT COURTESIES



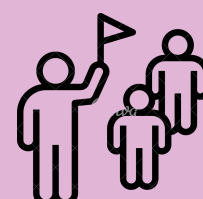
SHUTTLE SERVICE (WTCMM- PARTNER HOTEL VICE VERSA)



ACCESS TO THE BUYERS' LOUNGE



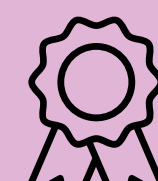
LIAISON OFFICER



CURATED MANILA TOUR



LANGUAGE INTERPRETERS



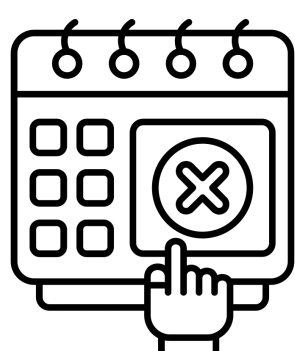
PTIC AWARDING

HOD AND TA RESPONSIBILITIES



- Attend IFEX Philippines & SSX 2026, scheduled on 21-23 May 2026, at the World Trade Center Metro Manila
- Ensure that all the attending company representatives have registered in IFEXConnect
- Commit that the delegation members will submit their specific product of interest to ensure targeted business matching with IFEX Philippines and SSX 2026 Exhibitors and attend their pre-arranged meetings
- Agree to be the subject of media releases such as feature articles in all media platforms to further promote IFEX Philippines
- Ensure the buyers under your delegation have fully accomplished and submitted to CITEM their Evaluation Forms
- Settle all personal expenses incurred prior to departure and indemnify CITEM for any unsettled personal expenses during the show.

REPLACEMENT, CANCELLATION AND WITHDRAWAL, NO-SHOW, AND NON-COMPLIANCE OF AN APPROVED VIB OR HOD OR TA



- Replacement, cancellations and withdrawal notices shall be accepted until **30 APRIL 2026**. In cases of withdrawal/cancellation after **30 April 2026**, and a no-show to the event, a penalty shall be charged to cover the pertinent and applicable fees, such as hotel booking and airport transfers. All cancellations and replacements must be made in writing.
- A buyer with a no-show record shall be banned from applying for the incentive in future events.
- Should a VIB fail to comply with the conditions, CITEM shall forfeit the VIB incentives effective immediately.
- In case of dispute over the program, the decision of the IFEX Philippines Buyer Services Team shall be final and binding.



Buyer Campaign Programs

PTIC AWARDING

Aims to recognize and award the posts who have actively recruited Very Important Buyers (VIB) and trade buyers for IFEX Philippines & SSX 2026.

WHEN:

The awarding of the PTICs will be held simultaneously with the Partners Night tentatively scheduled on the evening of the first day of IFEX Philippines & SSX 2026 on 21 May 2026.

AWARDS:

1. Top Performing PTIC (1)
2. 2nd Performing PTIC (1)
3. 3rd Performing PTIC (1)
4. Special Citation Award (1)

AWARD TOKEN:

Awarded PTICs will receive a customized plaque.

CRITERIA:

- Top Performing Criteria

Criteria	Percentage	Computation
# of Nominated Approved VIB	70%	# of VIB x 70%
# of Nominated Approved Regular Trade Buyers	30%	# of Regular Trade buyers x 30%
Total	100%	100%

- Special Citation

Given to the PTIC who has significantly contributed to IFEX Philippines buyer and/or exhibitor campaign.

PTIC BUYER SUPPORT PROGRAM

Provide **US\$ 1,000.00 support fund** per requesting PTIC office for hiring of telemarketers to help recruit trade buyers for IFEX Philippines & SSX 2026.

HOW TO AVAIL:

- The requesting PTIC Office must send an email to the IFEX Philippines 2026 Market Officer on their interest to avail of the Buyer Support Program.
- The IFEX Philippines 2026 Market Officer will send a conforme to the PTIC Office to confirm request.
- Funding shall be on reimbursement basis.

Note: Only the first three (3) PTIC may be able to avail of the support. Request is on a first-come-first-served basis based on the date and time of the receipt of email of interest.

ROLES OF THE TELEMARKETER:

- Recruit and endorse qualified international trade buyers preferably from priority markets.
- Attract new credible international buyers aligned with sourcing standards of IFEX Philippines & SSX 2026.

CLAIMING OF REIMBURSEMENT:

The PTIC Office must submit the following to reimburse the US\$ 1,000.00 support:

- List of Companies Contacted with required fields:
 - Company name
 - Buyer Name
 - Email Address
 - Contact number
- Feedback from sales calls
- Report on the results of the campaign
- Recommendations

BUYER REFERRAL PROGRAM

Approved VIBs shall be encouraged to nominate potential new buyers for IFEX Philippines & SSX 2026 to be incentivized with **US\$ 250 cash voucher for validated new Foreign Buyers**

WHO CAN AVAIL:

IFEXConnect- registered and PTIC-vetted Very Important Buyers (VIBs)

WHO CAN BE REFERRED:

- First time IFEX Philippines Trade Buyer
- Foreign buyers
- Not affiliated with a Philippine-based company

REFERRAL PROCESS:

Interested and approved VIBs must fill out the Buyer Referral Form and submit their nomination the the IFEX Philippines Buyer Services Team.

REFERRAL INCENTIVE:

- Successful new buyer referral will receive US\$ 250 event voucher redeemable against any product purchases from IFEX Philippines & SSX 2026 exhibitors.

Note:

- A VIB can receive incentives for up to two (2) successful Foreign Buyer Referrals (maximum total of US\$ 500)
- CITEM will accept a maximum of ten (10) foreign buyer referrals on a first-come, first-served basis.

EVENT VOUCHER MECHANICS:

- The US\$ 250 incentive will be divisible into five (5) US\$ 50 vouchers.
- Vouchers can be used to buy any product on sale at IFEX Philippines & SSX 2026
- Each voucher must be used in a single purchase from an exhibitor
- Vouchers are non-convertible to cash. No change will be given if the purchase total is less than the voucher amount.
- If the purchase exceeds the voucher value, the buyer must cover the balance amount.

Note:

Vouchers are accepted for participating exhibitors only.

IFEX PHILIPPINES WELCOME GIFT ACCOMMODATION VOUCHER PROGRAM

The program aims to invite foreign buyers from the Overseas Trade Fairs (OTFs) to IFEX Philippines 2026 through offering complimentary accommodation in the Philippines.

WELCOME GIFT ACCOMMODATION VOUCHER:

The voucher includes a complimentary **two-night stay at the IFEX Philippines 2026 Partner hotel with shuttle transfer** to and from airport, hotel and the World Trade Center Metro Manila (WTCMM). Voucher is eligible to be used only from 20-24 May 2026.

TARGET OTFs:

- PLME 2025, ANUGA 2025, CIE 2025, INDUSFOOD 2026, GULFOOD 2026, and FOODEX 2026

MECHANICS:

- The on-site Project Officers of the specified OTFs from CITEM will be in charge of prospecting potential international buyers for IFEX Philippines & SSX 2026, collecting trade buyer leads and distributing the **IFEX Philippines welcome gift accommodation voucher** to potential foreign buyers.
- The assigned IFEX Philippines Buyer Market Officer will contact the buyers gathered by the on-site Project Officer to confirm their interest of attending IFEX Philippines 2026.
- Once confirmed, the buyer must register as a trade buyer in IFEXConnect and fill out the Hotel Booking Form to secure room reservation.

Note:

- In cases of cancellations/no-shows, the booking shall be charged to the Buyer concerned.
- Complimentary room nights can only be availed at the IFEX Philippines 2026 Partner Hotel. Should the buyer opt to stay in another hotel, the complimentary room night shall be forfeited and shall be offered to other buyers on the waitlist.



Allocation and Timeline

ALLOCATION

Regional Bloc Office	VIB				HEAD OF DELEGATION	TRADE ASSISTANT
	Top Level	Regular	SSX VIB	Total		
MEA & South Asia	5	22	2	29	2	2
Europe	4	5	2	11	1	1
East Asia (Japan, Taiwan, Korea)	5	12	2	19	3	3
Oceania	2	9	2	13	1	1
Americas	5	14	2	21	2	2
China SARS	3	6	2	11	1	1
ASEAN	5	9	2	16	1	1
Total	29	77	14	120	11	11

Allocation may be distributed to other regional blocs if applicable.

TIMELINE OF ACTIVITIES

Activity	Timeline
PTIC Online Buyer Campaign Roadshow	Nov 2025
Distribution of Promotional Materials	Jan- Apr 2026
Deadline for VIB Nomination and Application	Mar 31, 2026
Deadline for Hotel Accommodation Confirmation	Apr 30, 2026
Deadline for Cancellation/ Replacement of VIB/ HOD/ TA representative	Apr 30, 2026
Head of Delegation and Trade Assistant Briefing	May 20, 2026
Fair Proper	May 21- 23, 2026
PTIC Appreciation Night	May 21, 2026
VIB Networking Lunch	May 22, 2026
Curated Tour	May 23, 2026
Post Event Report	Jun 2026

IFEX Philippines & SSX 2026 Buyer Services Team

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