

WORLD BEX SERVICES INTERNATIONAL

World bazaar festival

Believe
in your
sElf

FOR THE BENEFIT OF
**ABS-CBN
FOUNDATION**
In the Service of the Filipino

DECEMBER 10-19, 2022

10:00AM - 9:00 PM

WORLD TRADE CENTER METRO MANILA

POST EVENT REPORT



worldbazaarfestival



inquire@worldbexevents.com



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World Bazaar Festival

EVENT OVERVIEW

The longest running annual charity bazaar in the Philippines, World Bazaar Festival, has become a part of the Filipino Holiday tradition. With the theme "Believe in yoursELF", the 22nd edition of World Bazaar Festival is a celebration of hope, joy and cheers! World Bazaar Festival is truly a place where families, friends and loved ones find comfort through the variety of fun-filled holiday experience!



OFFICIAL PARTNERS AND SERVICE PROVIDERS

FOR THE BENEFIT OF

ABS-CBN FOUNDATION

In the Service of the Filipino

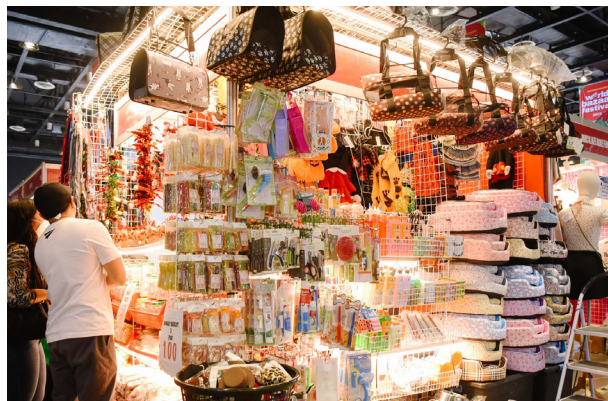
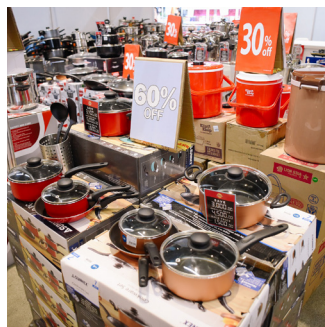
NETWORK PARTNER



SUPPORTED BY



SPONSORS



“

To World Bazaar Festival and Worldbox Services International, THANK YOU so much and congratulations for another year of milestones! We would not be able to do the work that we do without incredible donors like you.”

Ms. Roberta Lopez
Managing Director
ABS-CBN Foundation Inc.

ABS-CBN FOUNDATION

In the Service of the Filipino



PRODUCT PROFILE

- Jewelry & Accessories
- Giftware
- Christmas Décor
- Books
- Souvenir Items
- Toys and Novelties
- Telecommunications
- Electronics and Gadgets
- Appliances
- Car Accessories
- Housewares
- Footwear
- Bath & Body Perfumes
- Ready to Wear
- Leather Goods
- Stationery & Gift Wrapping
- Pet Products and Accessories
- Food

110,800

TOTAL NUMBER OF VISITORS



10,000sqm
TOTAL EXHIBIT AREA



368 TOTAL NUMBER OF COMPANIES



562 TOTAL NUMBER OF BOOTHS



98% OF THE EXHIBITING BRANDS RATED THE APPEARANCE AND AESTHETICS EXCELLENT

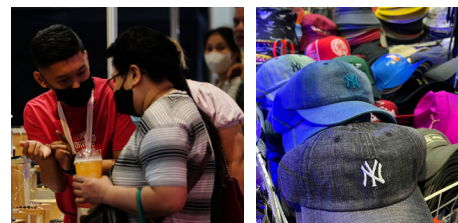
98% RATED THE OVERALL EXPERIENCE EXCELLENT

95% EXCELLENT RATING FOR THE OVERALL PERFORMANCE

97% RATED THE OVERALL OUTCOME EXCELLENT

97%

AGREED THAT THE PROFILE OF THE TRADE VISITORS OF WBF 2022 MET THEIR COMPANY'S TARGET MARKET



“ Over the years, our mission remains the same: to host an event where people of all ages gather together and celebrate the holidays in one big bazaar experience.

Let us give one another a reason to believe that there is hope and purpose. “Believe in yourself” – a truly fitting theme for this year’s World Bazaar Festival.”

Mr. Joseph Ang
Founding Chairman
Worldbex Services International



TOP 5 OBJECTIVES OF PARTICIPATION

1. Market Exposure
2. Promote Awareness of the Products
3. Find New Agents / Distributors
4. Market/Test new products
5. Explore joint venture possibilities

VISITOR SURVEY RESULTS

92%

VISITORS THAT ARE SATISFIED WITH THE EVENT



95%

AGREED THAT WBF IS THE LEADING CHARITY BAZAAR

95%

WOULD RECOMMEND WBF TO OTHERS



“ Congratulations to Worldbex Services International and World Bazaar Festival for coming up with this event. This is the perfect time and place to celebrate Christmas with your loved ones and Always Always Believe in yourself no matter what”

TOP 5 EVENT HIGHLIGHTS

1. DTI Pavilion (Local products from MIMAROPA)
2. Woobie's Goodies (Exhibitor's Products)
3. Woobie's Food World (Food exhibitors)
4. Celebrity Pavilion (Celebrity booths)
5. Department of Agriculture Pavilion

**USEC. Frisco San Juan Jr.
MMDA Deputy Chairman
and General Manager**



EVENT HIGHLIGHTS



Woobie's Pet Zone

Include your pet in the holiday festivities and get them a special Christmas gift! Woobie's Pet Zone has it all for you! A new toy? A festive collar? Or even some yummy holiday treats!



DTI Pavilion

In partnership with Department of Trade and Industry Region 4B, this is a venue to taste and buy the best regional food to handcraft items.



Woobie's Goodies

A one stop food shop that showcased everyday food feast at the convenience of bazaar shoppers and their whole family.



Woobie's Food World

Countless food choices and a space for visitors to rest, relax, and bond with their loved ones over good food and drinks.



DA Pavilion

In partnership with Department of Agriculture, a place to taste the best regional food items from across the country.



Designer's Avenue

A wide range of branded apparel and accessories at an affordable price.



Woobie's Celebrity Pavilion

A venue where fans can meet and greet with some of the hottest stars.



Woobie's Christmas Village

A venue that showcased different Christmas designs and decorations.



Stage Activities

Making the holiday experiences of countless Filipino families a truly unforgettable one.

STAGE ACTIVITIES



Woobie's Pawstival

Showcasing fashion, beauty and talents of the cutest dogs in town!



Woobie's Street Dance Competition

Dance groups from different schools and universities from all over the country to compete and claim the title of Manila's Best Dance Crew.



Woobie's Comedy Night

Gathering of the country's top stand-up comedians performing their classic wit and humor that will surely make the audience howl with laughter.



Woobie's Holiday Kitchen

Finest chefs in Manila will showcase their cooking skills to create some mouth watering dishes for the holidays.



Manila Flair Open (MFO)

Some of Manila's best bartenders come on stage to "wow" the audience with their skills in bartending and drink mixing that will surely keep you at the edge of your seat.



Christmas Carol with the Angels

Feel the nostalgic winter breeze as you sing along with the choirs performing Holiday carols and Christmas classics.



"I believe that if you put God first, everything will be taken care of. Let's all be united and we can do it!"

Hon. Emi Calixto-Rubiano
City Mayor of Pasay City



MEDIA EXPOSURE

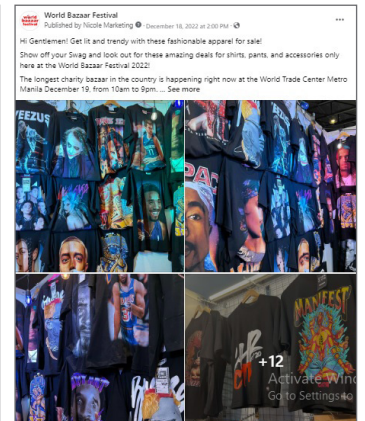
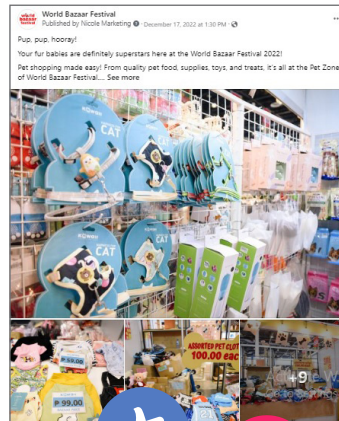
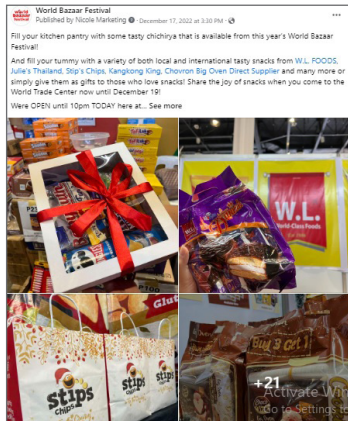
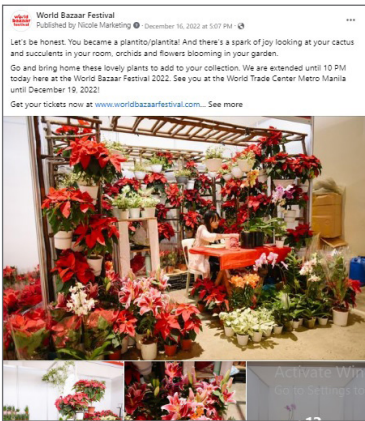


86,959,799.32
TOTAL MEDIA VALUE



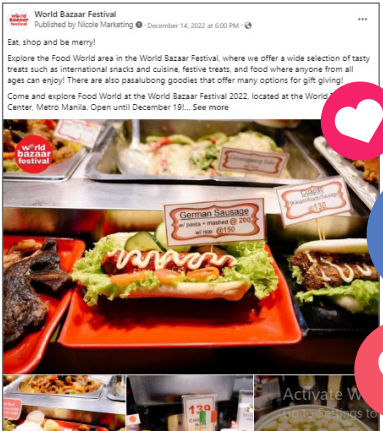
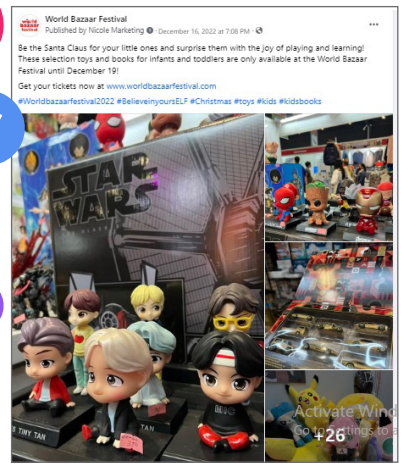
PRESS RELEASES
(ONLINE & PRINT),
WEBSITE ADS,
TV & RADIO INTERVIEWS,
LIVE STREAMS,
FACEBOOK,
INSTAGRAM

MEDIA EXPOSURE



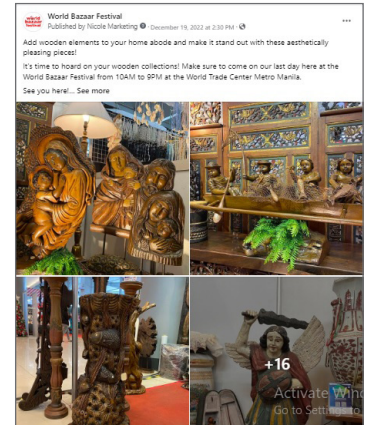
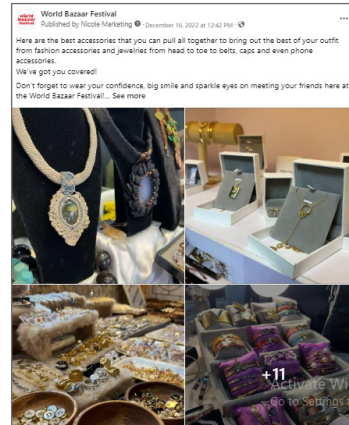
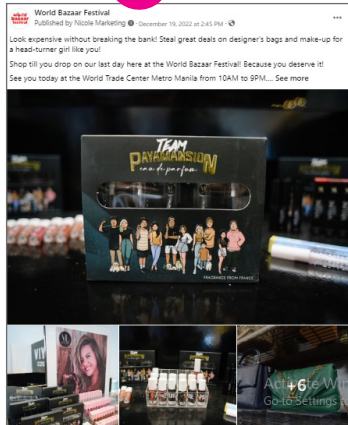
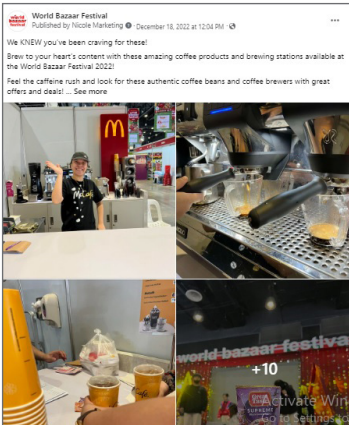
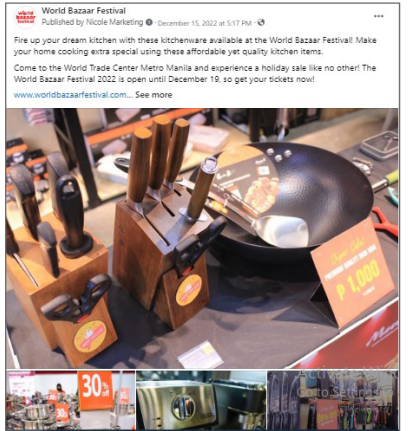
288,874

SOCIAL MEDIA ENGAGEMENTS

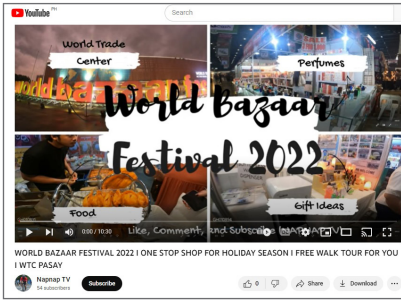


1,745,800

SOCIAL MEDIA REACHED



MEDIA EXPOSURE



MEDIA PARTNERS



URC MEDIA EXPOSURE



World Bazaar Festival
18 December 2022

We KNEW you've been craving for these!

Brew to your heart's content with these amazing coffee products and brewing stations available at the World Bazaar Festival 2022!

Feel the caffeine rush and look for these authentic coffee beans and coffee brewers with great offers and deals!

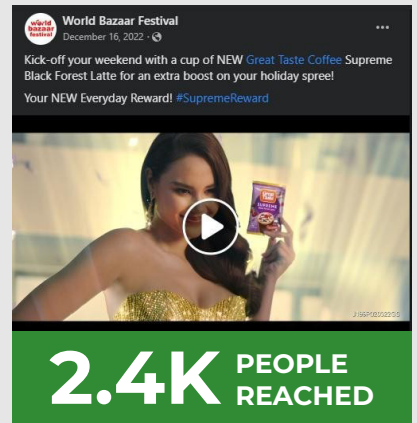
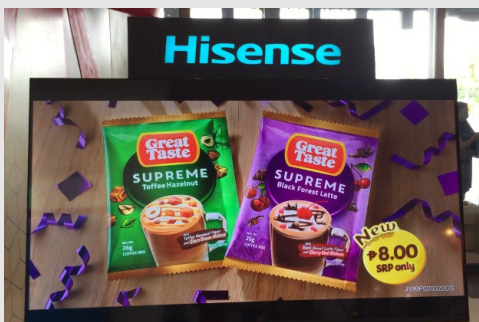
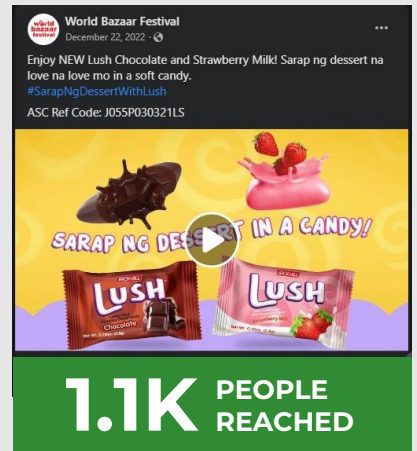
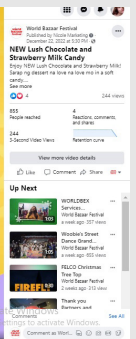
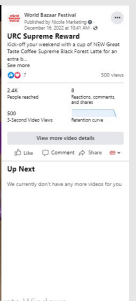
You may also find some booths serving fresh coffee for you at Food World!

Come to the World Trade Center NOW and experience the thrill of Christmas! We are open until tomorrow, December 19, so get your tickets now!

www.worldbazaarfestival.com

Let's have Coffee a Break!

#coffee #worldbazaarfestival2022 #Believeinyourself #coffee #coffeebreak



WORLD BEX SERVICES INTERNATIONAL

world bazaar festival

See You
All Again
in 2023

ORGANIZED BY:

WORLD BEX SERVICES INTERNATIONAL

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