

WORLD BEX SERVICES INTERNATIONAL

World Bazaar Festival

DECEMBER 13-22, 2024

10:00AM - 10:00PM

WORLD TRADE CENTER METRO MANILA

SHOP ALL
THE WAY!

FOR THE BENEFIT OF:

ABS-CBN
FOUNDATION

In the Service of the Filipino

POST EVENT REPORT



worldbazaarfestival.com



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World Bazaar Festival

EVENT OVERVIEW

Founded in 2001, the 24th World Bazaar Festival (WBF) has become a cherished tradition, marking the start of the holiday season for many Filipinos. As the longest-running annual charity bazaar in the Philippines, WBF is presented in support of ABS-CBN Foundation, benefiting communities and improving lives. With its festive atmosphere, diverse selection of gifts, and strong sense of community, WBF continues to create unforgettable holiday experiences, bringing together families and businesses for a meaningful cause.



FOR THE BENEFIT OF:

**ABS-CBN
FOUNDATION**

In the Service of the Filipino

SUPPORTED BY:



OFFICIAL PAYMENT PARTNER:



SPONSORS:



OFFICIAL INTERNET PROVIDER:



SERVICE PROVIDERS:



MEDIA PARTNERS:



OFFICIAL CONTRACTOR:





“

MESSAGE

Good Morning to all and a Happy Holidays!

Christmas is indeed the most anticipated season of the year. The holidays celebrate our Filipino culture of family, joy of love, and kindness. It is truly the most wonderful time of the year. And so join me in officially opening the season as we welcome you to the **24th World Bazaar Festival!**

Our **World Bazaar Festival** has become the staple holiday destination for families and friends across the country. Our partnership with the **ABS-CBN Foundation** is a testament to our shared goal and mission of giving back to society. And true to our commitment, we will continue to be the beacon of joy for the Filipino people in many years to come.

Once again, I welcome you all to the **World Bazaar Festival 2024**, and together let us **SHOP ALL THE WAY!**

JOSEPH L. ANG
Founding Chairman
Worldbex Services International



WORLD BEX SERVICES INTERNATIONAL

world bazaar festival

112,130
FOOT TRAFFIC 



EVENT IN NUMBERS

EXHIBITOR SURVEY RESULTS

97%

Satisfied of Exhibitors meet the company's target market with the event

98%

of exhibitors rated the overall experience of WORLD BAZAAR FESTIVAL 2024 as "Excellent"

97%

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



“

Every booth is a testament to Filipino culture and tradition, to homegrown talent, and passion and each purchase will contribute to our economy and encourage more growth in the future.”

HON. CHRISTINA FRASCO
SEC. DEPARTMENT OF TOURISM

OBJECTIVE OF PARTICIPATION

Promote awareness of Products **98%**

Market Exposure **98%**

Generate / increase businesses **98%**

Market / test new products **98%**

Explore joint venture possibilities **98%**



100%

Excellent rating in the overall outcome of the WORLD BAZAAR FESTIVAL 2024

99%

Excellent rating performance for the organizer of the event - Worldbex Services International

99%

of the Exhibitors GENERATED SALES

96%

of the Exhibitors will participate again in WORLD BAZAAR FESTIVAL 2024

EVENT IN NUMBERS



When you take care of others, Others will take care of you. And Mr. Ang has been taking care of the Foundation for 24 Years. Kaya nakikita ko rin na napakalaki ng blessing sa buhay niya.”

ERNIE LOPEZ
ABS-CBN
FOUNDATION

VISITOR SURVEY RESULTS

99%

of the visitors loved the product mix of the exhibit.

98%

said that WORLD BAZAAR FESTIVAL is the grandest annual Christmas charity bazaar in the Philippines.

97%

will recommend WBF to others.

PRODUCT PROFILE

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



EVENT HIGHLIGHTS



DEPARTMENT OF AGRICULTURE PAVILION

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



CHRISTMAS VILLAGE

A venue that showcased different Christmas designs and decorations.



DEPARTMENT OF TRADE & INDUSTRY

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



WOOBIE'S FOOD WORLD

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



WOOBIE'S GIFT SHOP

Take a piece of the World Bazaar Festival home with you! Woobie's Gift Shop is your one-stop spot for exclusive merch, festive finds, and all things Woobie. From collectibles to holiday must-haves, there's a perfect souvenir waiting for you.



WOOBIE'S GOODIES

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



WOOBIE'S PET ZONE

A new toy? A festive collar? Or even some yummy holiday treats! Woobie's Pet Zone has it all for you!



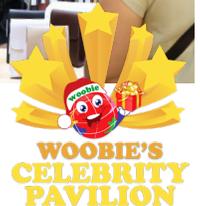
DESIGNER'S AVENUE

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



CELEBRITY PAVILION

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



EVENT HIGHLIGHTS



WOORICK

Add a splash of color to your World Bazaar Festival experience with WOORICK—a fun, hands-on activity where you get to paint your own version of Woobie, our official festival mascot. Express your creativity and take home a one-of-a-kind keepsake that captures the festive spirit!

WOOBIE'S ARCADE

Step into Woobie's Arcade for nonstop fun, games, and prizes! From classic booths to family-friendly challenges, it's the perfect play zone for kids and kids at heart at the World Bazaar Festival.



WOOBIE'S COSWALK

A venue where cosplayers showcased and paraded the characters they portrayed.



WOOBIE'S HALLYU STAGE

The first-ever K-POP Dance Cover Competition where dancers showcased their talents on the stage.



WOOBIE'S JINGLE MINGLE

A live talk show that features celebrities, event sponsors, and product features.



WOOBIE'S POP DIVA

The first-ever Drag Competition where local drag queens showcased their talent, creativity, and style.



WOOBIE'S HOLIDAY KITCHEN

Visitors can learn exquisite heirloom holiday recipes from some of the country's top chefs.



BUSKING PH

Experience live, raw talent at Busking PH—a collaboration between World Bazaar Festival and Buskers PH. Catch local artists as they bring the streets to the stage with heartfelt performances that add rhythm and soul to your holiday shopping journey.



CHRISTMAS CAROL

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



MEDIA EXPOSURE

World Bazaar Festival
 Published by Diego Mantaring
 December 18, 2024

Get ready mga ka-Woobie, as we host a special Meet & Greet with Ms. Judy Ann Santos and the whole cast of 'Espantaho' an official movie for this year's Metro Manila Film Festival, here at the Main Stage of the World Bazaar Festival on December 21, 2024, only at the World Trade Center Metro Manila! Don't miss all of this and more when you get your tickets at worldbazaarfestival.com. Shop all the way! #WorldBazaarFestival... See more



World Bazaar Festival
 Published by Diego Mantaring
 December 14, 2024

The World Bazaar Festival is in Market Edge!
 Last December 12, WS's Marketing Manager Leo Salonga went to ANC 24/7's Market Edge and discussed with Michelle Ong about the World Bazaar Festival 2024 and how the event can help local businesses during the holiday rush.
 The World Bazaar Festival 2024 is still happening until December 22, 2024, from 10 AM to 10 PM at the World Trade Center Metro Manila. Get your tickets now at worldbazaarfestival.com and let's shop all the way... See more

World Bazaar Festival
 Published by Diego Mantaring
 December 10, 2024

All-girls P-Pop group 4th Impact invites you to come to the most festive charity bazaar in the country! Watch 4th Impact as they perform for the opening ceremony of the World Bazaar Festival 2024 on December 13, 2024, at 10 AM! Catch their stunning performance only here at the World Bazaar Festival! The World Bazaar Festival 2024 is happening from December 13 to 22, 2024, at the World Trade Center Metro Manila! Shop all the way when you get your tickets now... See more



World Bazaar Festival
 Published by Diego Mantaring
 December 20, 2024

The World Bazaar Festival was featured in the nightly news program!
 Last December 13, the World Bazaar Festival was featured in TV Patrol under the ABS-CBN Lingkod Kapamilya segment. This feature showcased what happened during the opening ceremony of the World Bazaar Festival 2024 and the different stalls and products that you can check out.
 Don't miss out on the biggest holiday charity event of the year and shop all the way when you come to the World Trade Center Met... See more



Nika becomes severe tropical storm; Signal No. 2 up

47 Senate candidates declared nuisance

House warns OVP execs: Attend probe or face arrest

Inflation still most urgent concern of Pinoy's - OCTA

Duterte urged: Be a statesman, attend quad comm probe

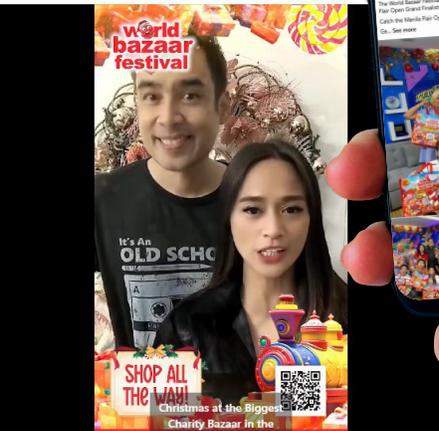
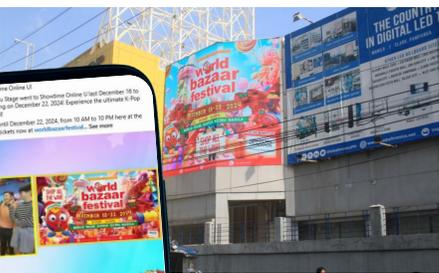
POGO worker assaulted by PAOCC personnel

TESLA

It's An OLD SCHOOL

SHOP ALL THE WAY!

Christmas at the Biggest Charity Bazaar in the



MEDIA EXPOSURE



TOTAL MEDIA VALUE

PHP308,670,820.78

Newspaper, Online News, Posters, Billboard, Radio and TV Appearances, Social Media Mentions in YouTube, Tiktok, and Instagram



WORLD BEX SERVICES INTERNATIONAL



World bazaar festival

Save the Date!

DECEMBER 12-21, 2025

10:00 AM - 10:00PM

WORLD TRADE CENTER METRO MANILA

For more information, please contact Ms. Rea Sobrevega

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ORGANIZED BY:

WORLD BEX SERVICES INTERNATIONAL

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