

WORLD BEX SERVICES INTERNATIONAL

World Bazaar Festival



worldbazaarfestival.com

23 YEARS

2025

Shop All The Way!

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

December 12-21, 2025

10:00am - 10:00pm

World Trade Center Metro Manila

POST EVENT REPORTS

World bazaar festival

EVENT OVERVIEW

The **World Bazaar Festival (WBF)** is the Philippines' premier Christmas shopping and lifestyle event, bringing together a diverse selection of local and international brands in one festive destination. From fashion and food to beauty, home, health, and unique holiday gift finds, **WBF** offers exclusive deals, exciting discoveries, and a vibrant shopping experience where families and friends come together to celebrate the joy and spirit of Christmas.



World bazaar festival

CO-PRESENTED BY



OFFICIAL PAYMENT PARTNER



FOR THE BENEFIT OF:

ABS-CBN FOUNDATION

In the Service of the Filipino

SUPPORTED BY:



SPONSORS:



MEDIA:



SERVICE PROVIDERS:



CONTRACTOR:





MESSAGE

Good morning and a very warm welcome to the World Bazaar Festival 2025!

This year, we proudly celebrate a remarkable milestone—25 years of bringing people together, inspiring creativity, and spreading the joy of the season. A quarter of a century of holiday traditions, community spirit, and meaningful stories all come to life here, and it wouldn't be possible without our dedicated exhibitors, partners, sponsors, the ABS-CBN Foundation, and each of you—our valued guests.

As we mark this Silver Anniversary, we honor the journey that has shaped this festival and the countless memories it has created. Whatever you celebrate this season, may it be filled with peace, joy, and the warmth of togetherness. Explore, discover, and immerse yourself in the festive energy that surrounds you.

Here's to a grand and memorable World Bazaar Festival 2025!
Welcome, and happy holidays to all!

JOSEPH L. ANG
Founding Chairman
Worldbex Services International



world bazaar festival

OVERVIEW



MORE THAN
134,556
FOOT TRAFFIC



MORE THAN
600
EXHIBITORS



36,698 SQM
EXHIBIT AREA



591
BOOTHs



HIGHLIGHTS



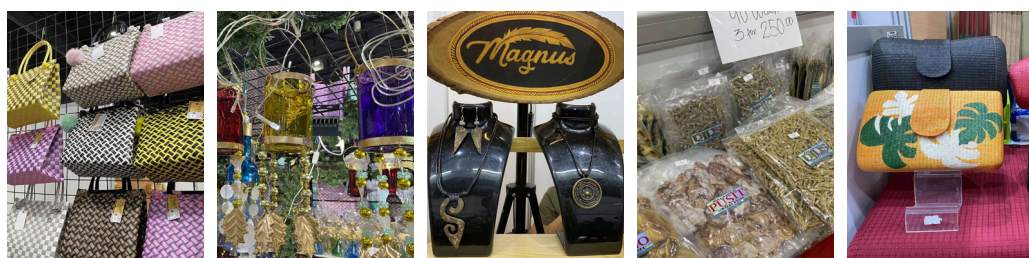
DEPARTMENT OF AGRICULTURE PAVILION

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



DEPARTMENT OF TRADE & INDUSTRY - MIMAROPA

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.



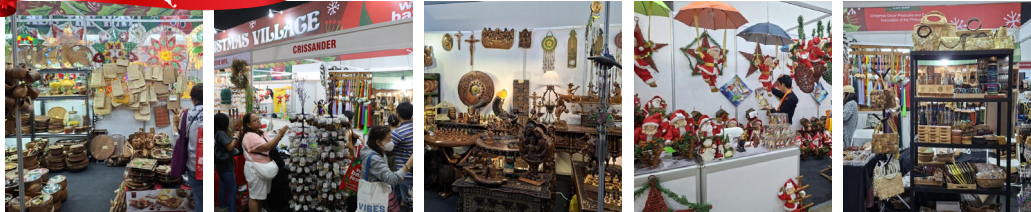
As Mayor of Pasay City, I am proud and grateful that the World Bazaar Festival has chosen Pasay as its home for decades. It continues to bring opportunities, support local businesses, and showcase the vibrant spirit of our communities.”

— HON. IMELDA
CALIXTO - RUBIANO
CITY MAYOR, PASAY CITY

HIGHLIGHTS



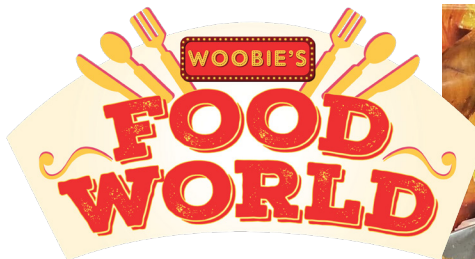
A venue that showcased different Christmas designs and decorations.



This trade fair reflects the Filipino spirit of hope and warmth championed by the Department of Tourism. It creates opportunities for Filipinos while showcasing the best of our regions, helping drive tourism and uplift communities nationwide.”

— DIR. JUDY DELA CRUZ GABATO

REGIONAL DIRECTOR OF
THE DEPARTMENT OF
TOURISM
- REGIONAL OFFICE VII
(CENTRAL VISAYAS)



Countless food choices and a space for visitor's to rest and relax with their loved ones over good food and drinks.



HIGHLIGHTS



**Iloilo City
ILOILO
PAVILION**
Making their World
Bazaar Festival debut
with authentic Iloilo
products and their
famous Batchoy
delicacy.



Congratulations on reaching the Silver Anniversary of the World Bazaar Festival. Your help to our MSMEs, farmers, fisherfolk, and agripreneurs. This has really been a long but fulfilling journey with you. We have reached so many milestone together. “

**ASEC. GENEVIEVE E.
VELICERIA-GUEVARRA**
ASSISTANT SECRETARY OF
THE DEPARTMENT OF
AGRICULTURE



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



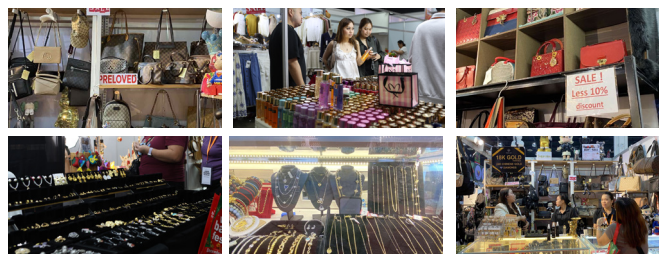
HIGHLIGHTS



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



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



WOOBIE'S GIFT SHOP

The official souvenir shop offering exclusive merchandise, collectibles, and keepsakes for every visitor.



This trade fair celebrates a lot of hope, love, and generosity. We are giving a lot of Job Opportunities to the Filipino people. Innovate and discover new products, not only in Manila but in the entire region of the Philippines. “

— ASEC. DOMINIC TOLENTINO

ASSISTANT SECRETARY OF DEPARTMENT OF TRADE AND INDUSTRY

HIGHLIGHTS

WOOBIE'S JINGLE MINGLE

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



STICKY EXPO

A vibrant showcase of creative stickers, stationery, art prints, and unique merchandise from independent artists, creators, and local brands.



BUSKING PH

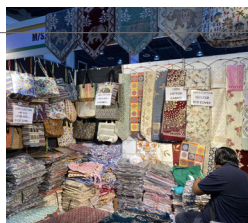
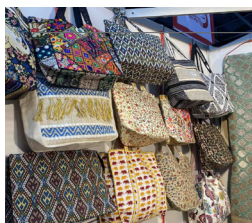
A lively showcase of musical talent, where buskers captivated audiences with engaging performances, creating a vibrant and entertaining festival atmosphere.

HIGHLIGHTS

INTERNATIONAL PAVILION

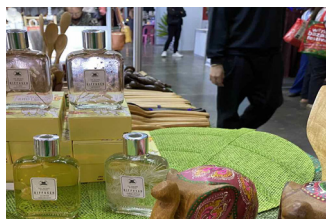
1 INDIA PAVILION

The India Pavilion showcased authentic handcrafted goods and traditional craftsmanship, and was honored by the visit of the Ambassador of India, His Excellency Shri Harsh Kumar Jain, highlighting India's rich cultural heritage at the festival.



2 THAILAND PAVILION

A showcase of authentic Thai products, traditional craftsmanship, and cultural treasures, giving visitors a glimpse into Thailand's rich heritage and unique offerings.



Really a good bazaar, dahil andami mong makikita mula sa iba't ibang bansa, galing sa ibang lugar hindi lang sa Metro Manila. Yung spirit dito pag kayo ay pumasok, ito ay Christmas na Christmas. “

— **MS. ROBERTA LOPEZ-FELICIANO**
MANAGING DIRECTOR
OF THE ABS-CBN
FOUNDATION INC.

HIGHLIGHTS



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



BEST PICTURE
Jerwin Sacdalan w/ Callie Amerie



1st RUNNER UP
Krizzia Asistio w/ Twixy



2nd RUNNER UP
Grace Santos w/ Ulap

Fur parents and their beloved pets took center stage in the first-ever pet and fur parent fashion show, captivating the crowd with their style, creativity, and confidence



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



HIGHLIGHTS



GIFT GIVING

A meaningful initiative that brought the spirit of giving to life, as donations were shared with partner communities, spreading hope, joy, and kindness during the holiday season.



An inspiring showcase of storytelling and cinematic talent, culminating in an awards ceremony that recognized outstanding short films for their artistic vision and excellence.



BEST PICTURE
Hapag by Dexter Paul De Jesus



PEOPLE'S CHOICE AWARD
Ang Alamat ng Superhero
by Kane Delgado



BEST ACTRESS
Arrow Monte
(Ang Rosas na Ukelele)



BEST ACTOR
Juster Jim Astrologo
(Al-Owlah)

HIGHLIGHTS



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



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



GRAND QUEEN CHAMPION
Eure Karma



BIGKAS PILIPINAS

A vibrant celebration of spoken word, music, comedy, and artistic expression, bringing together talented performers and audiences for an unforgettable open jam session.

HIGHLIGHTS



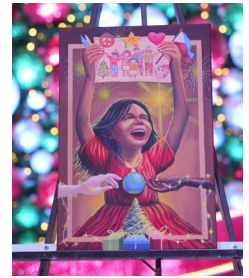
GRAND WINNER
Connected
by Nicole Divinagracia



1st RUNNER UP
Joyful Journeys Through
Holiday Traditions and
Global Glow
by Frank Arvin Paron

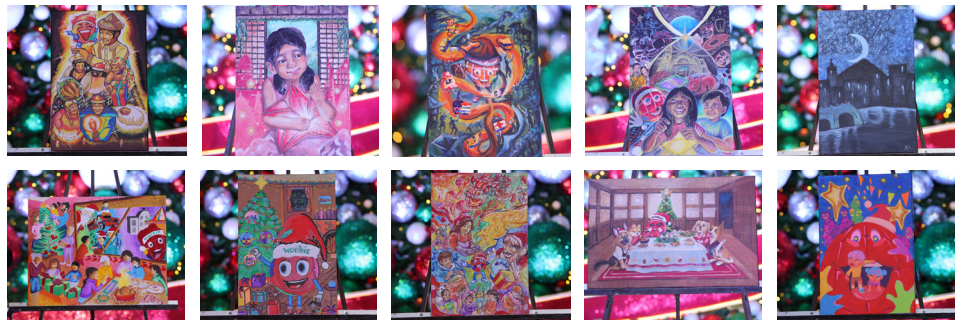


2nd RUNNER UP
Unwrapped Wonder
by Rency Franco
Capistrano



PEOPLE'S CHOICE
Priceless Moment
by John Lester Fines

A celebration of creativity and artistic excellence, culminating in an awarding ceremony that recognized the outstanding masterpieces of participating artists.



GRAND WINNER
Vixens



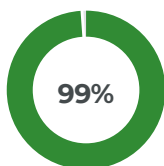
1st RUNNER UP
Principium



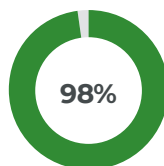
2nd RUNNER UP
Imperium

A showcase of exceptional K-pop performances, where talented teams impressed the audience with their synchronization, energy, and stage presence.

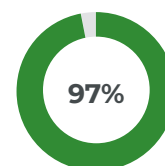
VISITORS FEEDBACK



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

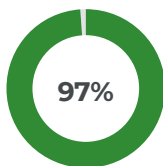


97%
will recommend
WBF to others

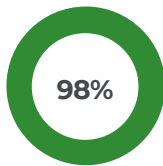
PRODUCT PROFILE

- 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

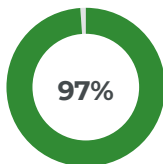
EXHIBITORS' FEEDBACK



of Exhibitors meet the company's target market



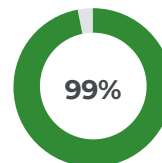
of exhibitors rated the overall experience of WORLD BAZAAR FESTIVAL 2025 as "Excellent"



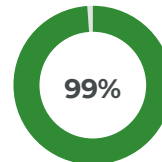
of exhibitors rated the overall company performance and participation as "Excellent"



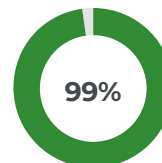
Excellent rating in the overall outcome of the WORLD BAZAAR FESTIVAL 2025



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

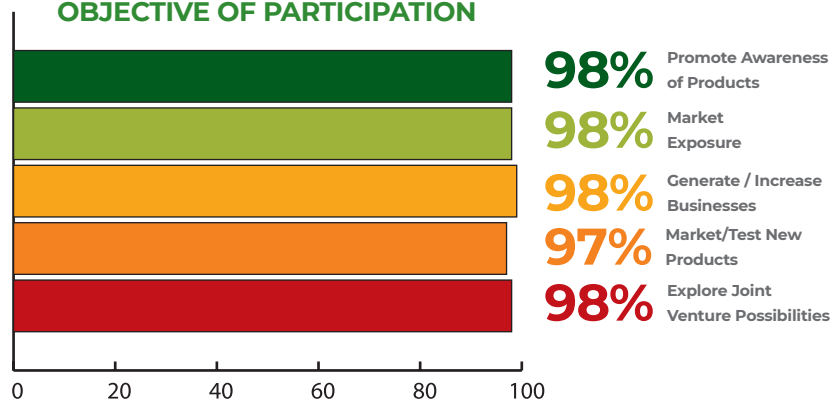


of the Exhibitors GENERATED SALES



of the Exhibitors will participate again in WORLD BAZAAR FESTIVAL 2025

OBJECTIVE OF PARTICIPATION



TRADITIONAL MEDIA

WORLD BAZAAR FESTIVAL's traditional media initiatives included extensive promotion through press releases published in newspapers and magazines, as well as coverage on official websites. The event was also widely promoted through billboard advertisements, radio spots, and television features.



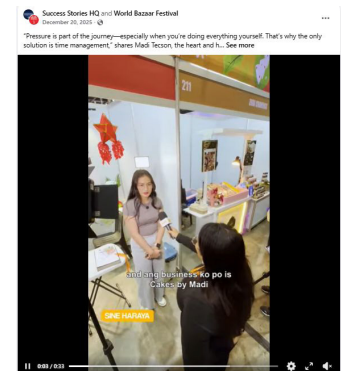
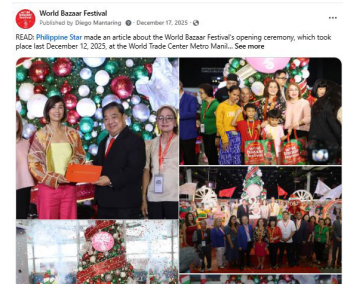
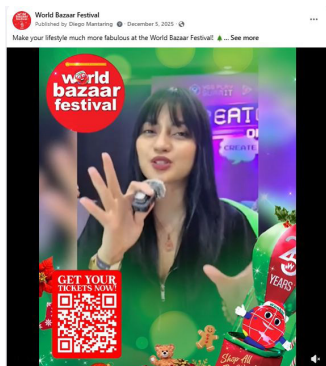
TOTAL MEDIA VALUE

380,822,670.68

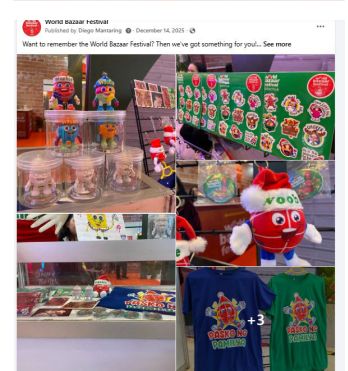
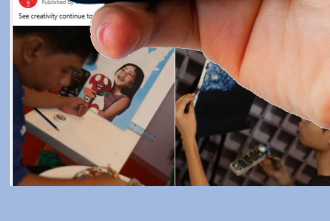
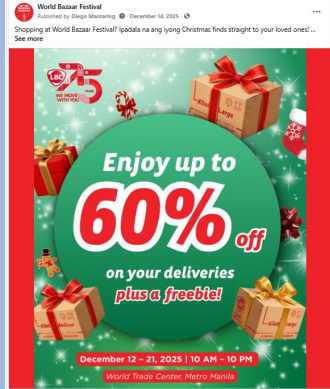
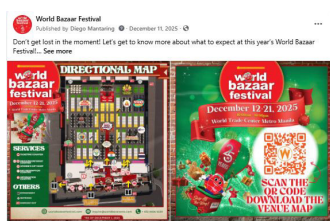
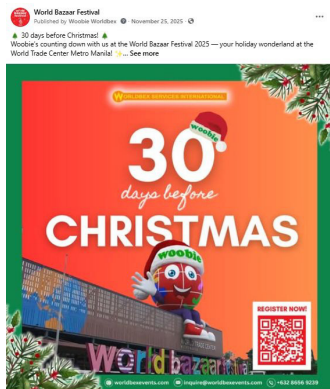
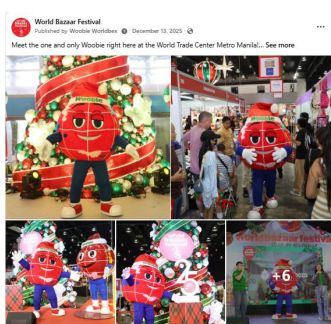
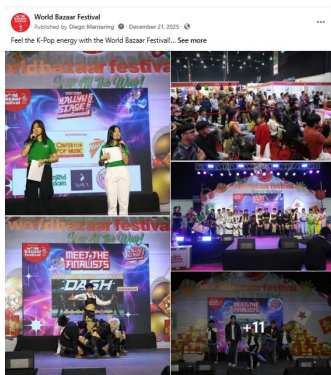
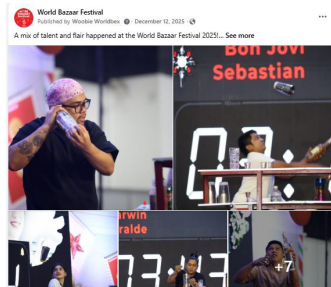
PRESS RELEASES (ONLINE & PRINT), WEBSITE ADS, TV INTERVIEW, RADIO GUESTINGS, LIVE STREAMS, FACEBOOK, INSTAGRAM

ONLINE MEDIA

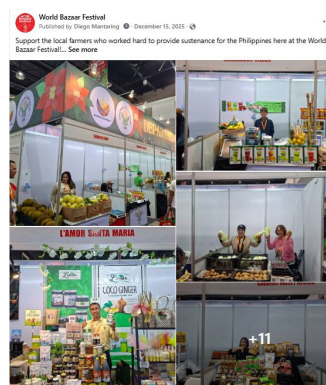
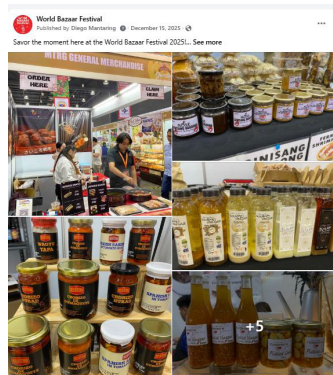
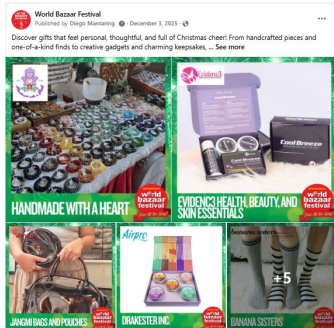
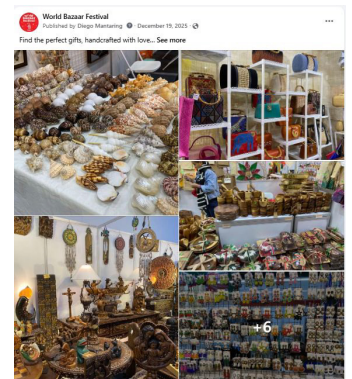
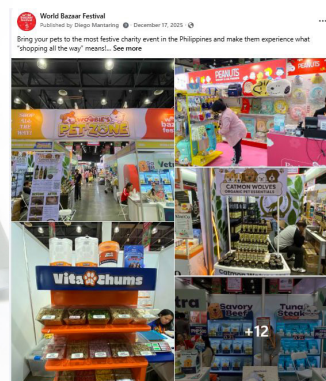
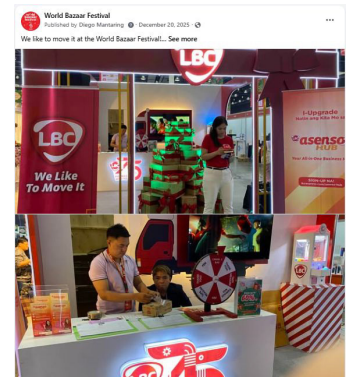
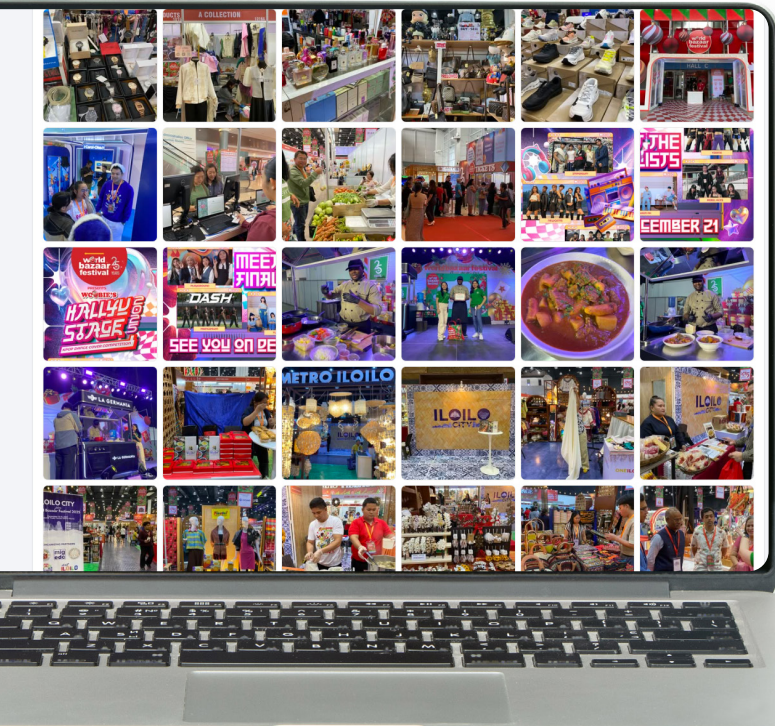
The online media initiative of WORLD BAZAAR FESTIVAL 2025 involved promoting the event across various digital platforms, including Facebook, TikTok, YouTube, Spotify, Instagram, Viber, and the official WORLD BAZAAR website.



ONLINE MEDIA



ONLINE MEDIA



world bazaar festival

The **World Bazaar Festival (WBF)** is the Philippines' premier Christmas shopping and lifestyle event, bringing together a diverse selection of local and international brands in one festive destination. From fashion and food to beauty, home, health, and unique holiday gift finds, **WBF** offers exclusive deals, exciting discoveries, and a vibrant shopping experience where families and friends come together to celebrate the joy and spirit of Christmas.

SAVE THE DATE

DECEMBER 11-20, 2026

10:00 AM-9:00 PM

WORLD TRADE CENTER METRO MANILA

For more information, please contact **Ms. Rea Sobrevega**

+63916 3385886 or wsil3@worldbexevents.com

ORGANIZED BY: **WORLD BEX SERVICES INTERNATIONAL**

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