

FOOD Philippines

LOOKBOOK

GULFOOD 2025

17-21 FEBRUARY 2025

Dubai World Trade Centre (DWTC)
Dubai, UAE

Sheikh Rashid Hall | **R154 R180**







FOODPhilippines is the banner program that promotes the country as a source of quality food products and ingredients in physical and/or digital trade shows and business-to-business platforms in priority markets around the world. FOODPhilippines positions the country as an exporter of healthy, organic, natural, and specialty food products and services.

THE ORGANIZING TEAM



The **Center for International Trade Expositions and Missions (CITEM)** is the export promotions arm of the Philippine Department of Trade and Industry (DTI).

After 40 years, CITEM continues to advance the country's image as a premier destination for quality export products and services. It remains steadfast in setting the highest standards of creativity, excellence, and innovation to achieve competitiveness in the home, fashion, lifestyle, food, creative, and sustainability sectors.

CITEM is committed to developing, nurturing, and promoting micro, small, and medium enterprises (MSMEs), brands, designers, and manufacturers by implementing an integrated approach to export marketing in partnership with other government and private entities.



The Philippines' **Department of Trade and Industry (DTI)** is the primary coordinative, promotive, facilitative, and regulatory arm of the Philippine Government for the country's trade, industry, and investment activities. It is tasked to be a main economic catalyst that enables innovative, competitive, job-generating and inclusive business, and empowers consumers.

SHARE THE LOVE FOR PHILIPPINE FLAVORS AS FOODPHILIPPINES JOINS GULFOOD 2025

The Philippine delegation, as organized by the Center for International Trade Expositions and Missions (CITEM), features some of the country's most enduring and promising food manufacturers and distributors under the FOODPhilippines banner. A total of 19 food MSMEs will be among the more than 5,500 exhibitors, coming from over 120 countries, taking part in the world's largest gathering for food brands and innovation—Gulfood.

The Philippines, now in its 20th year of participation, will demonstrate the unmatched quality and potential of the country's unique offerings to today's global F&B industry. The appetite for Philippine food and ingredients has grown considerably as regions become more open to diverse consumer tastes. In the UAE alone, there are more than 700,000 Filipinos who fuel this demand, alongside a universal call for more sustainable options in the export industry. Fittingly, Gulfood 2025 focuses on fortifying food systems amidst the ever-growing challenges of climate change and food security.

The Philippine delegation is up to the challenge as exhibitors will not only offer signature Filipino favorites and familiar flavors but also showcase their ingenuity with the latest food offerings made from the country's most viable and natural resources, such as banana, coconut, seafood, and

muscovado sugar

healthy on-the-go products, among others. These efforts form part of the country's thrust to widen its export range in the Halal food market through the Gulfood network.

As more Philippine exhibitors achieve internationally recognized certifications and innovate their food offerings to cater to broader consumer demographics, the Philippines is on track to establish itself as a major player in the global export market and benefit from the global convenience sector. Valued at an estimated US\$ 528 billion in 2023, this sector is expected to cross over US\$800 billion by 2030.

Visit the Philippine Pavilion in Gulfood 2025, located at Sheikh Rashid Hall, R-154 R-180 of DWTC in Dubai, UAE.

Expect more from lead export promotion agency, CITEM, as it holds the 18th edition of IFEX Philippines at the World Trade Center Metro Manila in Pasay City, Philippines from May 22 to 24, 2025.

IFEX Philippines is the Philippines' biggest business-to-business and export-oriented international trade show for food, beverage, and ingredients.

THE PARTNERS

The Philippine Trade and Investment Center (PTIC)-Dubai is part of the Philippine Foreign Trade Service Corps (FTSC) of the DTI's Industry Development and Investment Promotions Group (IPG). Serving as the representative office of the Department of Trade and Industry (DTI) in the United Arab Emirates, its areas of coverage include Oman, Kuwait, Iraq, Jordan, Lebanon, Syria, Israel, Greece, Egypt, and the Russian Federation.

For more information, contact:



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MEET OUR EXHIBITORS

From ready-to-eat selections made of premium tropical fruits and seafood, to innovative products and locally-sourced ingredients highly adaptable to other cuisines and health needs, see what CITEM has in store at Gulfood 2025 with its FOODPhilippines exhibitors as they continue to solidify the country's presence in the export value chain.





BV&R COMMODITIES CORPORATION **R-166**

Helping bridge trade gaps for better market reach, BV&R Commodities Corporation offers a wide array of premium brands in various categories all under one roof.

MAIN PRODUCTS:


- Candies and Pastries
- Chips
- Condiments and Sauces
- Sports Drinks


CERTIFICATIONS:



CONTACT DETAILS

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GLOBAL FOOD SOLUTIONS, INC. R-190

Applying strict international food manufacturing standards and advanced technology, GFSI ensures consistent quality and excellence in bringing authentic and innovative options in global convenience food.

MAIN PRODUCTS:


- Bagoong (Shrimp) Products
- Dried Vegetables
- Noodles
- Tropical Fruit Preserves

CERTIFICATIONS:



CONTACT DETAILS

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Tropical Fruit Preserves

Frozen Delicacies and Vegetables

Sauces, Marine and Condiments

Noodles



GOLDEN SABA R-160

Championing local farmers and all-natural quality, Golden Saba applies quick freeze technology to bring out the unique flavor of Philippine Saba bananas in its healthy and authentic treats.

MAIN PRODUCTS:

- Saba Banana Products
(Microwaveable, Frozen Sliced in Syrup, Frozen Ready-to-fry Turon, Cobana or Nilupak)

CERTIFICATIONS:



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KIM'S
R-170


Bringing authentic Asian flavors to life with affordable and convenient products, Kim's makes meal preparations easy yet delectable for any consumer taste.

MAIN PRODUCTS:

- Condiments (Sweet Chili Sauce)
- Marinades (Beef Steak, Teriyaki)
- Seasoning Mixes (Rice, Soup)

CERTIFICATIONS:

CONTACT DETAILS


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IFEXCONNECT
STOREFRONT



LIONHEART FARMS (PHILIPPINES) CORPORATION **R-188**



Advocating eco-friendly solutions through regenerative farming, Lionheart Farms consistently aligns its innovative processes and quality coconut products with today's global consumer health and sustainability demands.

MAIN PRODUCTS:


- Coconut Flower Sap-Based Products (Beverages, Condiments, Sweeteners)

CERTIFICATIONS:



CONTACT DETAILS

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MAMA SITA'S

R-172



Pioneering Filipino recipes and flavorful ingredients for everyday convenience, Mama Sita's continues to share its multigenerational food expertise with authentic and versatile offerings.

MAIN PRODUCTS:

- Condiments (Vinegars, Table Sauces)
- Marinades & Oyster Sauce
- Meal Mixes (Rice Dishes)

CERTIFICATIONS:



CONTACT DETAILS



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MARIKINA FOOD CORPORATION **R-168**

Pioneering in machine-processed and dried Bihon noodles, MFC's decades of expertise allows for global quality, shelf-stable products fit for any occasion, and highly popular for their convenience.

MAIN PRODUCTS:


- Noodles [Bihon and Palabok (Cornstarch Sticks), Canton (Flour Noodles)]
- Snacks (Pop-Nik, Vegetable, Multigrain)


CERTIFICATIONS:



CONTACT DETAILS

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MARKET REACH INTERNATIONAL RESOURCES **R-184**



Focusing on lasting marketability and brand awareness, MRI is committed to delivering quality brands that offer convenient, healthy, and multifunctional products appealing to various market sectors.

MAIN PRODUCTS:


- Assorted Frozen Items
- Beverages (Fruit, Coffee)
- Liver Spread
- Jelly Powders
- Snacks


CERTIFICATIONS:



CONTACT DETAILS

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MEGA
PRIME FOODS

MEGA PRIME FOODS INC. R-182



Producer of high quality canned, ready-to-eat goods, including the Philippines' top sardines brand, MPFI is committed to innovation and excellence with guaranteed fresh ingredients and world-class processes.

MAIN PRODUCTS:

- Canned Ready-to-eat Products
(Fruits, Vegetables, Seafood - Sardines, Tuna, Mackerel, Squid)
- Coffee Powder Mixes

CERTIFICATIONS:



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MIGUELITO'S INTERNATIONAL CORPORATION **R-180**



Specializing in quality premixes for over 22 years, Miguelitos is also an authority on franchising across regions with its innovative approach to globally popular and convenient food.

MAIN PRODUCTS:

- Beverages
- Condiments
- Premix Products (Desserts - Ice Cream, Porridge, Rice Cakes or Kakanin, Soy Bean Curd)

CERTIFICATIONS:



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PACIFIC SYNERGY
Food & Beverage Corp.

PACIFIC SYNERGY FOOD AND BEVERAGE CORP. PHILIPPINES **R-196**

Fast-rising in the field of functional food, PSFBC PH offers products focused on incorporating health and nutrition with uncompromising flavors of premium quality.

MAIN PRODUCTS:

- Beverages (Zero Sugar Electrolyte Beverage, Zero Sugar Prebiotic Soda)

CERTIFICATIONS:



CONTACT DETAILS



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International Business Manager



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PHILIPPINE CINMIC INDUSTRIAL CORPORATION **R-156**



Well-established in tuna exports to the Middle East since 2008, Philippine Cinmic Industrial Corporation brings quality-certified fresh frozen tuna varieties, bringing unmatched nutrition and taste to any meal.

MAIN PRODUCTS:

- Tuna Products (Yellowfin - Frozen, Fresh Whole)

CERTIFICATIONS:



CONTACT DETAILS



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President



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www.facebook.com/Cinmic2019/about





PHILIPPINE GROCERS FOOD EXPORTS, INC. **R-154**



Leading consolidator of Philippine food and cosmetics since 1980, Philippine Grocers offers an array of high quality tasty and convenient products from local and multinational.

MAIN PRODUCTS:

- Condiments
- Cucina Filipina Brand
- Noodles (Pancit Canton, Bihon)

CERTIFICATIONS:



CONTACT DETAILS



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President



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www.philippinegrocers.com





PIXCEL TRANSGLOBAL FOODS INCORPORATED R-162



Bringing one-stop shopping to global markets for over 40 years, Pixcel Transglobal Foods, Inc. offers an array of products that add distinct flavor to meals and authentic treats.

MAIN PRODUCTS:

- Processed Produce (Frozen Vegetables, Fruits, Root Crops)
- Bottled Fruit Preserves
- Condiments
- Noodles (Pancit Bihon, Canton)

CERTIFICATIONS:



CONTACT DETAILS



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Q-PHIL INTERNATIONAL TRADING R-194

Synonymous with premium quality noodles and cultural traditions, Q-Phil offers delicacies, snacks, and noodle varieties to suit client and global market needs.

MAIN PRODUCTS:

- Flavored Noodles (Dried, Flavored)
- Philippine Biscuits and Delicacies
- Sweet Preserves

CERTIFICATIONS:



CONTACT DETAILS

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SEE'S INTERNATIONAL FOOD MFG. CORP. **R-158**



A trusted name in premium-quality banana chips spanning almost 30 years, See's International Food Mfg. Corp. continues to deliver products at par with global standards.

MAIN PRODUCTS:


- *Banana Chips*


CERTIFICATIONS:



CONTACT DETAILS

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SL AGRITECH CORPORATION R-186



Recognized across regions for expertise in rice manufacturing, SLAC prides itself with having a fully integrated operation system that allows innovating healthy options and premium products.

MAIN PRODUCTS:

- Rice (Premium Brown, Jasponica, Miponica, White)
- Banana (Fresh Cavendish, Flour)
- Coco Sugar
- Healthy Snacks

CERTIFICATIONS:



CONTACT DETAILS

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THE CABALEN GROUP

R-192



Offering a wide range of in-house and convenient products, Cabalen's selections help bring authentic flavors and recipes to life in everyday meals or special dishes.

MAIN PRODUCTS:

- Condiments and Sauces
- Canned Vegetables
- Pickled Fruits and Vegetables
- Powdered Mixes
- Ready-to-heat Meals

CERTIFICATIONS:



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YANYAN INTERNATIONAL PHILS. INC. **R-164**



Unbeatable in affordability, uniqueness, and variety, YanYan International produces quality food and drinks ranging from fresh and nutritious to sweet and savory, ready to satisfy any craving.

MAIN PRODUCTS:

- Beverages
- Chocolates
- Cookies
- Snacks

CERTIFICATIONS:



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IFEX

PHILIPPINES

International Food, Beverage,
and Ingredients Trade Show

22-24 MAY 2025

**WORLD TRADE CENTER
METRO MANILA, PHILIPPINES**

FEATURING



**SUSTAINABILITY
SOLUTIONS
EXCHANGE**

FoodPhilippines

IFEX CONNECT

DISCOVER MORE FILIPINO FLAVORS AT IFEXCONNECT

Find quality and unique food and ingredients that cater to local and global taste from premier Philippine food brands and manufacturers.

IFEXConnect is the online home of the long-running trade event IFEX Philippines, offering optimized sourcing, learning, networking, and B2B opportunities for the global food export community 24/7.



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to connect with proudly Filipino brands.

www.ifexconnect.com



FOOD
Philippines



A Halal Grocery List

In recent years, both the government and private sector have continually poured efforts into promoting halal food. Halal isn't just a culinary standard. Its preparation follows a specific set of steps, including a method of slaughter that involves an adult Muslim and a blessing. Since it's part of how Muslims live out their spiritual well-being, [...]

1:53

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IFEX
CONNECT

IFEX IFEXConnect Teaser 24/7

elcome to the new online
IFEXConnect.

IFEXConnect.com is the digital sourcing platform for premium quality and unique Philippine and global food and ingredients. On this platform, exhibitors are able to showcase their online presence and reach a wider audience through content distribution and marketing efforts.

IFEXConnect is the online home of long-running trade event IFEX Philippines, it offers optimized sourcing, learning, networking, and B2B opportunities for the global food export community 24/7.



FOOD **Philippines**

AT GULFOOD

CENTER FOR INTERNATIONAL TRADE AND EXPOSITIONS AND MISSIONS

“AN ATTACHED CORPORATION OF THE DEPARTMENT OF TRADE AND INDUSTRY”

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