

PHILIPPINES' INTERNATIONAL COLD CHAIN INDUSTRY EXPO



12-14 JULY 2023 | Hall B & C, World Trade Center Metro Manila

Organized by

TARSUS

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COLDCHAIN EXPO PHILIPPINES: WARMING UP BUSINESSES IN THE COUNTRY



Coldchain Philippines Expo – Philippines' International Cold Chain Industry Expo will be on its 3rd edition in Manila.

Coldchain Philippines Expo 2019 together with its co-located events attracted a strong attendance of 8,041 qualified trade visitors including conference delegates, government officials and industry leaders.

Manila, Philippines

Event date: July 12-14, 2023

Venue: Hall B & C, World Trade Center Metro Manila

"The Business Matchmaking is very interesting. We were able to develop business relationships with exhibitors such as: Best Chill and Pilipinas SHELL Inc. We look forward to coming once again next year"

**- Ms. Marilyn Felarca
General Manager - Frabelle Cold Storage Corporation**

We look for the next year's Cold Chain Expo Philippines. We would like to explore major sponsorship deal in the Cold Chain Academy to make it bigger and better.

**- Mr. Mike Antolin
Regional Business Development - AEB Asia Pacific**

PHILIPPINE MARKET OVERVIEW



Philippine Cold Chain logistics market is projected to hit **USD 4.2 billion by 2020**.



Online food delivery reached **\$167 million revenue** in 2019 translating to 43.5% increase from 2018 with 6.4m consumers of food delivery.



Meat production is increasing at an annualized **rate of 1.85% percent from 2019 to 2028** due rapid increasing domestic demand for animal protein products. By 2028, the country's total meat output is projected to reach 4.276 million metric tons, 22.03 percent higher than the average production of 3.504 MMT in 2016 to 2018.



The country's freight and logistics market is forecasted by the global market research firm to reach **USD 60.22 billion by 2023** due to growing demand for warehouses and storage facilities, particularly for food, beverage, clothing apparel and packaging materials.



2019 POST-EVENT REPORT

exhibitor **growth**



visitor **growth**



ColdChain Expo Philippines 2019 doubled the numbers in both exhibitors and visitors for this edition, proving to be the ideal platform in the country for trade and sharing expertise between stakeholders and professionals in the ColdChain industry.

VISITOR'S PROFILE

26%	Cold Storage Owners	2%	Fast Food Chains
13%	Restaurant and Hotels	2%	Food Commissary
4%	Cold Chain Consultants	2%	Pharmaceutical
17%	Meat Processors	2%	Shipping Companies
32%	Transport and Logistics		

WHY EXHIBIT WITH COLDCHAIN EXPO 2023?

-  **Promote your product** and solutions at the biggest International Cold Chain Industry expo in the country
-  Network and **establish lucrative business relationships** with thousands of stake leaders and leaders in the industry
-  **Benchmark and learn** from other international and local competitors
-  Enhance your **brand awareness** and gain media exposure
-  It's co-located with PhilBus & Truck and Philauto that brings all the **biggest brands** in Cold Chain expo

WALK ON PACKAGE RENTAL

\$390 per sqm.

Inclusive of:

- Needle punch carpetting
- White polyester laminated partition walls for side walls and fascia board
- Adhesive Vinyl letters for exhibitor's name and booth numbers on fascia board
- Fluorescent light
- Information Table
- Folding Chair
- Waste Basket

BARE SPACE ONLY

\$358 per sqm. (Minimum 18 sqm.)



EXHIBITOR PROFILE

- Refrigerated Trucks
- Dry and Cold Storage
- Warehouses, Storage Places
- Transport and Logistics (Air, Sea and Land Transportation)
- Airconditioning Unit
- Coolant, Condensers, Aircon Curtain
- Repair and Maintenance and other related devices and equipment for storage

SPONSORSHIP OPPORTUNITIES

Coldchain 2023 is an excellent platform to stand out and increase your brand.

Exhibition Bags

More than 6,000 bags will be produced. Each visitor will be given a carrier bag free of charge upon their arrival at the venue.

Exhibitor/Visitor Lanyards

Over 8,000 lanyards will be produced. It is a must for each visitors and exhibitors to wear their lanyards during the exhibition. This gives you maximum visibility to expose your brand to visitors and potential clients.

Exhibitor/Visitor Badges

Over 8,000 badges will be printed. It is a must for each visitors and exhibitors to wear their badge during the exhibition. This exposes your brand to visitors and potential clients.

Registration Desk

The registration desk is an excellent space for branding as it is mandatory for all the visitors to register and pass through the registration counter to collect their badges and enter exhibition halls.

Media Lounge

This is where the media and outlets hold their interviews with our special guests and exhibitors. This allows your brand to be exposed to visitors, exhibitors and the masses.

Business to Business Matchmaking Lounge

Business Meeting will be held in this Lounge. This will give your brand the maximum exposure to industry decision makers

VIP Lounge Sponsorship

Let your brand be known to the top honchos in the transportation industry from government to manufacturers to distributors.

Onsite Branding/Signage

CONTACT DETAILS:

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ABOUT THE ORGANIZER:

Coldchain Expo is organized by Tarsus Southeast Asia - the region's leading exhibition & conference organizer with operations in Malaysia, Cambodia, Vietnam, Myanmar, Singapore, Sri Lanka and the Philippines. Established in 1996 and headquartered in Malaysia, its portfolio covers the energy, water, oil & gas, hotel, food, livestock, agriculture, green technology, building and infrastructure sectors. It is also the leader in auto parts industry shows including MyanAuto in Myanmar, CamAuto in Cambodia and PhilAuto in the Philippines. The company prides itself in working closely with local industry organizations and in delivering real results and return on investments for exhibiting and participating companies.