

COLDCHAIN PHILIPPINES 2019

**24-26
JULY 2019**

**SMX CONVENTION
CENTER,
METRO MANILA**

**THE PHILIPPINES' BIGGEST INT'L
COLD CHAIN INDUSTRY EXPO**



Co-located with:

**COLDCHAIN
ACADEMY**

Organized by:

AMBTarsus
EVENTS GROUP



coldchainphilippines.com



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GROW YOUR BUSINESS WITH THE BIGGEST COLD CHAIN EXPO IN THE PHILIPPINES



After the first successful launch of the Cold Chain Expo 2018, the 2nd Edition of Philippines' Biggest International Cold Chain Industry Expo will be taking place on July 24-26 2019 at SMX Convention Center, with an even larger exhibition space and a bigger ColdChain Conference.

The Cold Chain market in the Philippines is all set for steady growth as the sector has seen a surge in demand as domestic consumption increases. Consumer trends have shifted with a preference for frozen and chilled processed food over products from wet markets. In addition, an increase in pharmaceutical sales also hiked up the demand for temperature controlled products and logistics services, resulting in a need to further expand cold storage capacity in the Philippines.

A report by Ken Research noted that the Philippines' cold chain logistics market is projected to hit USD 4.2 billion by 2020, with these next two years being a crucial period for the expansion of the cold chain market.

10 Reasons why you should exhibit at COLDCHAIN PHILIPPINES 2019

- 1** The cold chain Philippines industry is growing
- 2** Benchmark and learn from other international and local exhibitors
- 3** Meet with over 5,000 international and local trade visitors
- 4** Opportunities to network and establish relationships with industry players
- 5** Source potential agents, distributors and partners
- 6** Present your products and services to potential customers
- 7** Generate media & PR exposure for your company and strengthen brand awareness
- 8** Take advantage of Coldchain Philippines' Marketing initiatives (Social Media and Print Ads) and sponsorships
- 9** Participate in the Business Matchmaking to set meeting with target clients
- 10** Keep updated with the cold chain industry conferences and seminars happening during the event

PHILIPPINES' MARKET OVERVIEW

- *The Philippine Cold Chain Project (PCCP) is an effort financially-backed by the United States Department of Agriculture Food for Progress programme that assists developing countries to upgrade and strengthen their agricultural industry. PCCP is present in 260 barangays in Caraga, Mindanao. Caraga is expected to become Philippines' future breadbasket.*
- *In 2004, the Philippines National Cold Chain Program was introduced, and resulted in the establishment of cold chain facilities in North, South, and Central Philippines.*
- *The Government has built better integrated network of highways such as the Philippines Nautical Highway System, which helped cut travel time. In 2015, the Roll-On/Roll-off Systems has made up a revenue share of approximately 20% in Philippines' cold chain transportation market.*
- *Between 2010-2015, Government regulations to ensure quality of perishable food products were introduced and this helped the cold storage market to expand, with more cold chain warehousing facilities expected from 2016-2020.*



The first ever COLDCHAIN ACADEMY in the Philippines that talks about the Cold-Chain Industry, Food Logistics and Other Related Topics which was attended by hundreds of delegates from Luzon, Visayas and Mindanao. This was made possible with the partnership of Cold Chain Association of the Philippines and Winrock International.

In Partnership With:



FACTS ABOUT THE HOST COUNTRY

Population: 103.9 million (2016)

GDP: US\$ 304.9 billion (2016)

GDP per capita: US\$ 2,951 (2016)

GDP Annual Growth: 6.4% in Q1/2017

GDP by sector: Agriculture (9.49%), Industry (33.48%), Services (57.03%)

Labour Force: 64.8 million (2015)

Main Industries: food manufacturing, fishing, rice, electronics assembly, business process outsourcing, chemicals, textiles, garments, petroleum refining



SPONSORSHIP OPPORTUNITIES

COLDCHAIN PHILIPPINES 2019 is an excellent platform to stand out and increase your brand image.

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 Lanyard

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 Badge

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

Registration Desk Branding

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

Bespoke Packages

Sponsorship packages offer a wide variety of displays throughout the show. We have packages for you to choose from Gold Sponsors, Silver Sponsors, Diamond Sponsors

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

Strengthen your brand awareness through direct eye to eye communication. Onsite Branding allows your company to stand out from your competitors and expose your image to thousands of trade visitors.

If your desired Sponsorship Package is not on the list. Feel free to contact us and we are more than willing to tailor fit a package that fits your needs.

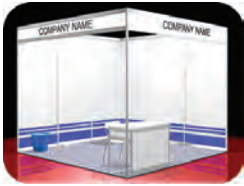


THE VENUE



The SMX Convention Center is the premier MICE center in the Philippines with ultra modern exhibition and conference facilities. Conveniently located in the city and next to the Mall of Asia Complex - one of the largest shopping and entertainment complexes in the region. There are numerous luxury and business hotels located within 5km of the Center.

COST OF PARTICIPATION



Inclusive of

- Needle punch carpet
- White polyester laminated panels for back wall & two side walls and fascia board
- Adhesive Vinyl letters for exhibitor's name and booth numbers on the fascia board
- Fluorescent lights (40 watts)
- Information Counter
- Folding Chair
- Wastepaper Basket

BARE SPACE ONLY

- US\$ 318 per sq m

WALK ON PACKAGE

- US\$ 348 per sq m

THE PROFESSIONAL ORGANIZER

COLDCHAIN PHILIPPINES '19 is organized by AMB Tarsus Events Group www.ambtarsus.com - 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 the bus, truck and auto and auto parts industry shows including Myanmar Bus & Truck Show, MyanAuto in Myanmar, CamAuto in Cambodia and Philippines Bus & Truck Show, PhilAuto in the Philippines. The company prides itself in working closely with local industry organisations and in delivering real results and return on investments for exhibiting and participating companies.



AMB TARSUS EVENTS GROUP

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EXHIBIT PROFILE

- Barcode/RFID technology
- Cold storage automation technology
- Cold storage components and assembled parts
- Cold Transportation & Equipment
- Conveyors
- Cooler/Chiller/Freezer
- Deep freeze packaging
- Energy Management
- Fire & Smoke Protection Systems
- Forklifts & Pallet Trucks
- Humidifiers & Dehumidifiers
- Insulated Materials
- Lighting
- Maintenance & Repair Services
- Material Handling Equipment
- Packaging Machinery
- Pallets
- Pest Control
- Pharma storage
- Rail/Road Carrier & Air Freight
- Reefer Truck Parts & Services
- Reefer Vehicles
- Refrigeration Servicing & Maintenance
- Refrigeration Systems, Parts & Maintenance
- Solar & Alternative Energy Solutions
- Storage & warehouse
- Storage Containers
- Temperature control technology
- Tracking & Monitoring Systems
- Trucks & Pick up Vans
- Vacuum freeze-drying technology
- Vacuum packaging machines & equipment
- Transportation management systems



DELIVERING BUSINESS ACROSS ASIA'S EMERGING MARKETS