

POST EVENT REPORT



SEPTEMBER 14 - 17, 2023

11:00AM - 7:00PM

IC3 CONVENTION CENTER IC3







cebuautoshow.com inquire@worldbexevents.com + 632 8656 9239



EVENT OVERVIEW

Conceived in response to the booming automotive sector in Visayas, the **Cebu Auto Show** was introduced in 2007. Over a decade later, **CAS** is now hailed as the region's most prestigious auto event that gathers car enthusiasts and industry players alike to get a firsthand look at the latest trends, freshest releases, and newest parts and supplies from the international automotive industry.







CO-PRESENTED BY

PARTNER ASSOCIATION





SUPPORTED BY































SERVICE PROVIDERS



















MEDIA PARTNERS



















































MESSAGE

Maayong Buntag!

I stand before you on behalf of Worldbex Services International, extending a warm and enthusiastic welcome to this extraordinary event, where the worlds of food, architecture, and automotive innovation converge. Once again we are happy to bring back CEBU TRIO after 3 years, **PHILBEX Cebu**, **CEFBEX** and **CAS** in one big venue! This remarkable day celebrates the vibrant progress of the Philippines in these historic expositions that knows no boundaries.

Prepare to embark on a culinary journey that ranges from cherished traditional recipes to bold and inventive culinary experiments. Get ready to be amazed by the cutting-edge advancements in the automotive industry. Be prepared to be captivated by architectural and engineering marvels that showcase human ingenuity at its finest.

In our interconnected and diversified industries, let us find inspiration in the spirit of collaboration, innovation, and resilience. Together, we celebrate the enchantment of food, the thrill of mobility, and the marvels of construction, all of which elevate our spirits and propel us to new heights.

To our partners, sponsors, exhibitors and stakeholders, let us savor the magic of this exposition as we unite in the pursuit of progress and excellence. Thank you, and enjoy the incredible experiences that await you!

JOSEPH L. ANG Founding Chairman







CEBU RUTO SHOW

OVERVIEW



31, 300 FOOT TRAFFIC



MORE THAN

19
EXHIBITORS



1,712 §



TK
CAR, TRUCK &
MOTORCYCLE
DISPLAY



HIGHLIGHTS





THE 2023 LATEST CAR DEBUT

A highlight where the latest innovations and beauty of the newest cars will be in full display in a series of car launches scheduled in one program.











ISUZU



Today we embark on a collective journey that we unveil the boundless possibilities that lies ahead. Ensuring that we remain relevant in a rapidly evolving world.

Come and celebrate innovations technologies and to be exposed to what is new to this time."

- ENGR. CRYSTAL COMO **ACTING HEAD** THE OFFICE OF THE **BUILDING OFFICIAL (OBO)** OF MANDAUE CITY REPRESENTATIVE OF MANDAUE CITY MAYOR JONAS CORTES



CHERY



JETOUR TOYOTA



HIGHLIGHTS





An exhibit where collectors and fans of die-cast cars showcase, buy, and trade their rarest and most unique collections.



ΤK

SUPERCAR DISPLAY



It's more than just an event. It is a celebration of culinary excellence. A half of innovation and a place wherein industry, professionals can connect, learn and grew."







- MR. ALLAN POQUITA
REGIONAL DIRECTOR
BUREAU OF FISHERIES AND
AQUATIC RESOURCES
(BFAR) - REGION VII

EXHIBITORS' FEEDBACK





of the exhibitors met their target market



of the local exhibitors rated the over all event as excellent



of the exhibitors rated the over all performance of organizers as excellent



of the exhibitors had an excellent performance on CAS 2023



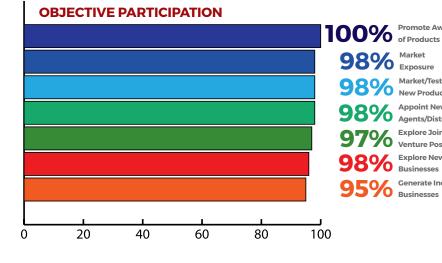
of the exhibitors rated the management and organizational support of organizers as excellent



of the exhibitors rated the marketing efforts initiated by the organizers

Promote Awareness

Exposure Market/Test **New Products** Appoint New Agents/Distributors **Explore Joint** Venture Possibilities **Explore New** Businesses Generate Increased Businesses





The Worldbex Services International has lead that to its commitment of bringing the best of the best in a food and beverage industry to the Cebuanos to enjoy and experience."

- ENGR. GERRY S. AVILA **SUPERVISING** AGRICULTURIST II CHIEF, **FIELD OPERATIONS DIVISION OF THE DEPARTMENT OF** AGRICULTURE - REGION VII

VISITOR'S FEEDBACK





of the visitors rated their participation as excellent



of the visitors agreed that CAS 2023 is the leading event in Central **Visayas Region**



will definitely recommend CAS to others



saw adequate amount of publicity



We would like to thank the organizers for bringing this u back to cebu because this will provide excitement to our producers as well as consumers."

-ENGR. JESUS F. ZAMORA, JR. REGIONAL DIRECTOR **DEPARTMENT OF SCIENCE** AND TECHNOLOGY (DOST) -**REGION VII**

DEMOGRAPHICS



88%



FEMALE 67.8%

Most of CAS visitors are from the age 18-55 years old



MAIN PRODUCT INTERESTS

- Cars
- Car Accessories
- Automotive Services

CAS EVENT HIGHLIGHTS

- Super Cars
- Die-Cast Car Collection

HOW DID YOU LEARN ABOUT CAS 2023?

- Online (Website, Social Media, Email)
- Word-of-mouth (Friend, Exhibitor Invite)
- Traditional (Posters, Billboard, Radio, Newspaper)
- Cebu Content Creators / Influencers

TRADITIONAL MEDIA











TOTAL AD VALUE **12,860,000**

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















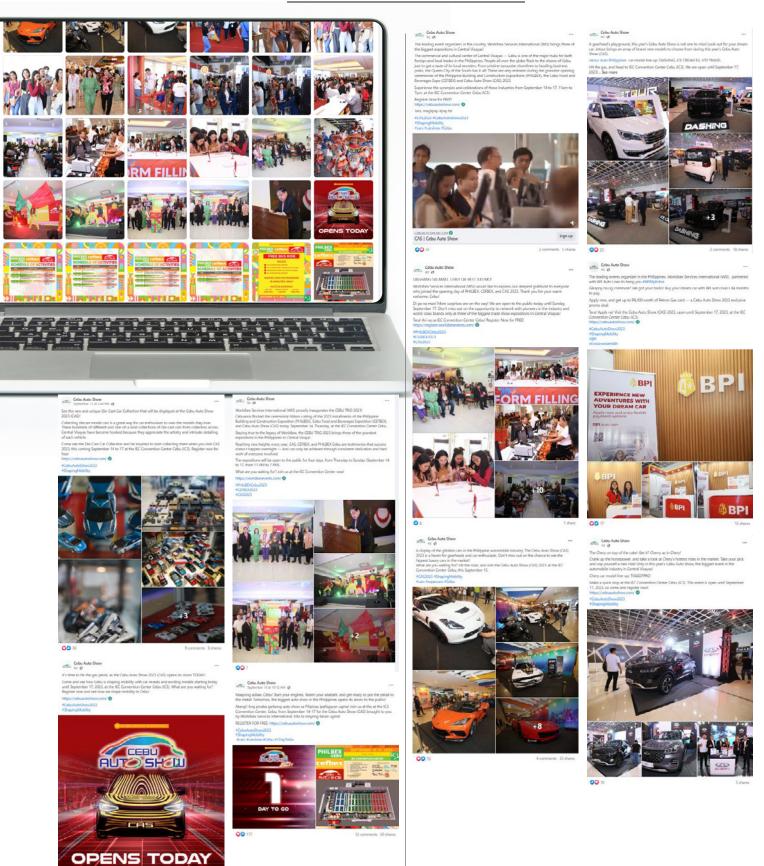


ONLINE MEDIA





ONLINE MEDIA



ONLINE MEDIA

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WORLDBEX SERVICES INTERNATIONAL

CEBU AUT SHOW

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SAVE THE DATE

SEPTEMBER 14 - 17, 2023 10:00 AM-7:00 PM

IC3 CONVENTION CENTER CEBU

ICE CREAM EV

Please refer to the Organizer for Major and Minor Sponsorship Packages:
For more information, please contact **Ms. Chay Tabara**

(a) +632 86569239 loc. 129 (ii) +63995.5292070 (iii) worldbexevents.com

ORGANIZED BY:

WORLDBEX SERVICES INTERNATIONAL

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