

WORLDBEX SERVICES INTERNATIONAL

CEBU AUTO SHOW



SEPTEMBER 11-14, 2025

10AM - 7PM

IEC CONVENTION CENTER IEC Convention Center Cebu. **ic3**

POST EVENT REPORT



cebuautoshow.com



inquire@worldbxevents.com



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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.



CEBU AUTO SHOW

SUPPORTED BY



PARTNER ASSOCIATION



MEDIA PARTNERS



SERVICE PROVIDERS





MESSAGE

Maayong Buntag, Cebu!

Welcome to the CEBU TRIO 2025! featuring PHILBEX Cebu, MAFBEX Cebu, and the Cebu Auto Show.

This year, we proudly celebrate 20 years here in CEBU—two decades of excellence, innovation, and meaningful connections that have made Cebu a hub of world-class expositions.

As we look back with pride, we also look forward with greater ambition. May this milestone inspire new opportunities, stronger partnerships, and lasting success for all.

Daghang salamat, Cebu. Padayon ta sa mas malambuon kaugmaon!

JOSEPH L. ANG
Founding Chairman
Worldbex Services International



CEBU AUTO SHOW

OVERVIEW



MORE THAN
36,800
FOOT TRAFFIC



MORE THAN
31
EXHIBITORS



2,500 SQM
EXHIBIT AREA



HIGHLIGHTS

MOBILITY MARATHON

THE 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.



BYD



CHANGAN



GWM



BAIC

Die-Cast CAR COLLECTION

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



SUPER CAR DISPLAY



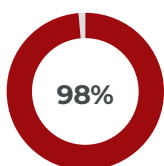
I LOOK FORWARD TO MORE
EVENTS LIKE THIS TO HELP
SUPPORT OUR LOCAL
ENTREPRENEURS AND TO
SHOWCASE MORE OF
CEBU, THANK YOU TO THE
ORGANIZERS FOR
BRINGING THESE EVENTS
TO CEBU.

— HON. KENDRICK
HAROLD GO
COUNCILOR, 1ST DISTRICT
OF CEBU

EXHIBITORS' FEEDBACK



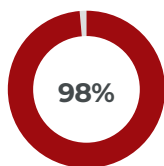
100%
of the local
Exhibitors rated the
Overall event as
Excellent



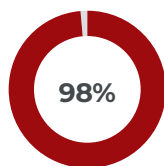
98%
of the Exhibitors
met their target
market



100%
of the Exhibitors
rated the overall
performance of
organizers as
Excellent



98%
of CAS 2025
Exhibitors rated the
overall structural
aesthetics as
"Excellent"



98%
of Exhibitors exceeded
the expectations of
participation in 2026



OBJECTIVE PARTICIPATION

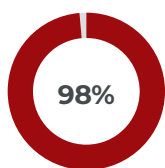
Promote awareness of Products	98%
Market Exposure	96%
Generate increased businesses	97%
Appoint new agents / distributors	95%
Explore joint venture possibilities	95%
Market / test new products	93%
Explore new businesses	92%



CEBU TRIO truly showcased the best of Cebu, and we extend our warmest congratulations as the event brought together exhibitors from all over the country, highlighting the diversity, creativity, and craftsmanship of our local communities.

— MS. JUDY DELA CRUZ
GABATO
DOST, REGIONAL
DIRECTOR - CEBU

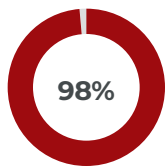
VISITOR'S FEEDBACK



satisfaction rating
from its visitors



agreed that CAS is the
leading automotive in
Central Visayas Region



will definitely
recommend CAS to
others



saw adequate amount
of publicity



MAIN PRODUCT INTERESTS

- Cars
- Car Accessories
- Automotive Services

CAS EVENT HIGHLIGHTS

- Super Cars
- Die-Cast Car Collection
- Mobility Marathon

HOW DID YOU LEARN ABOUT CAS 2025?

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



THESE EVENTS (CEBU TRIO)
HELP TO STRENGTHEN OUR
LOCAL ECONOMY. IT HELPS
THE GOVERNMENT TO
SHOWCASE THE LATEST
INNOVATIONS.

— **MR. ELVIE CENITA**
DOST - SCIENCE
RESEARCH SPECIALIST II



These exhibitions are
align to our vision of
bringing the Cebu to
the international
competitiveness.
Bringing world class
people and world class
businesses.

— **MR. KENT DELA
CALZADA**
Cebu Chamber of
Commerce and Industry

MEDIA

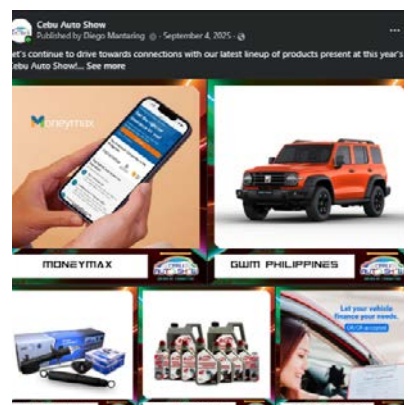
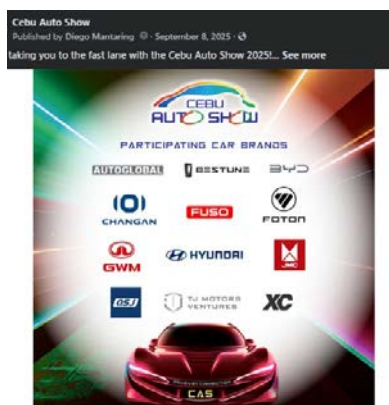
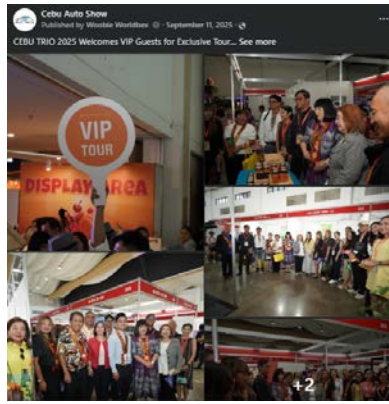
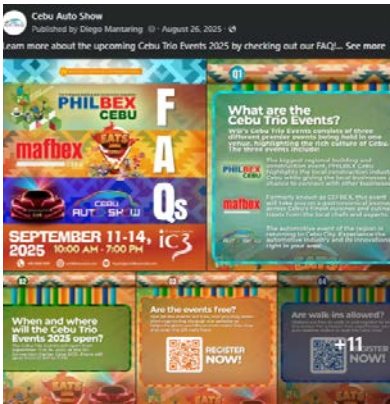
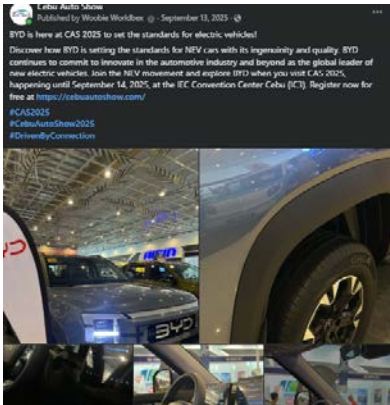
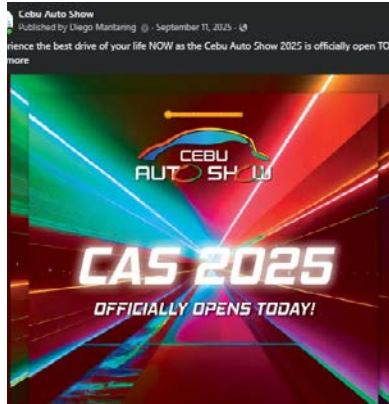


TOTAL AD VALUE
16,800,845

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



MEDIA



 **WORLDBEX SERVICES INTERNATIONAL**



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SAVE THE DATE

SEPTEMBER 10 - 13, 2026 | 10:00 AM-7:00 PM

IC3 CONVENTION CENTER CEBU

Please refer to the Organizer for Major and Minor Sponsorship Packages:

For more information, please contact **Ms. Trishia Chilena:**

📞 (Manila) (632) 8656.9239 Loc. 129 📠 +639567239469 or ✉️ wsil1@worldbexevents.com

ORGANIZED BY:

 **WORLDBEX SERVICES INTERNATIONAL**

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