

16th Philippine SME Business Expo & Conference

POST EVENT REPORT



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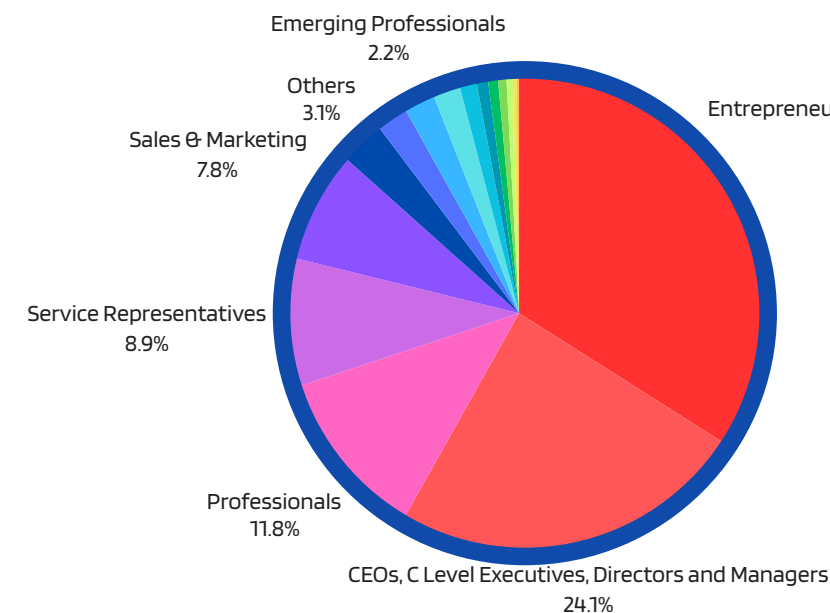
Event Overview

The 16th Philippine SME Business Expo (PHILSME) was held on May 9-10, 2025, at the SMX Convention Center Manila in Pasay City, Metro Manila.

As the country's largest business-to-business trade show and conference for SMEs, startups, and entrepreneurs, the event gathered over **12,000+ attendees** and **130+ sponsors and exhibitors** offering a variety of business solutions and opportunities.



VISITOR DEMOGRAPHICS: JOB TITLES & INDUSTRIES

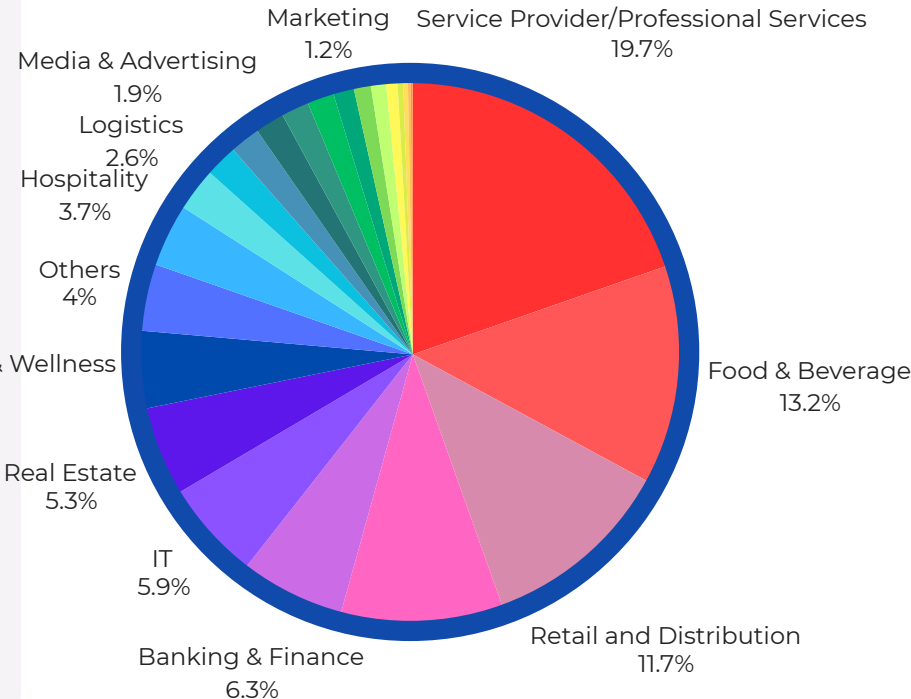


Job Titles

- 33.99% Entrepreneurs & SME Owners
- 24.1% CEOs, C Level Exec. & Directors
- 11.76% Professionals
- 8.94% Service Representatives
- 7.77% Sales & Marketing
- 3.11% Others
- 2.17% IT Specialists
- 2.16% Emerging Professionals
- 1.88% Banking & Finance Specialists
- 1.18% Creative and Media
- 0.78% Overseas Workers
- 0.68% Purchasing & Admin Officers
- 0.57% Realtors
- 0.43% Healthcare Professionals
- 0.26% Customer Services
- 0.16% Public Servants

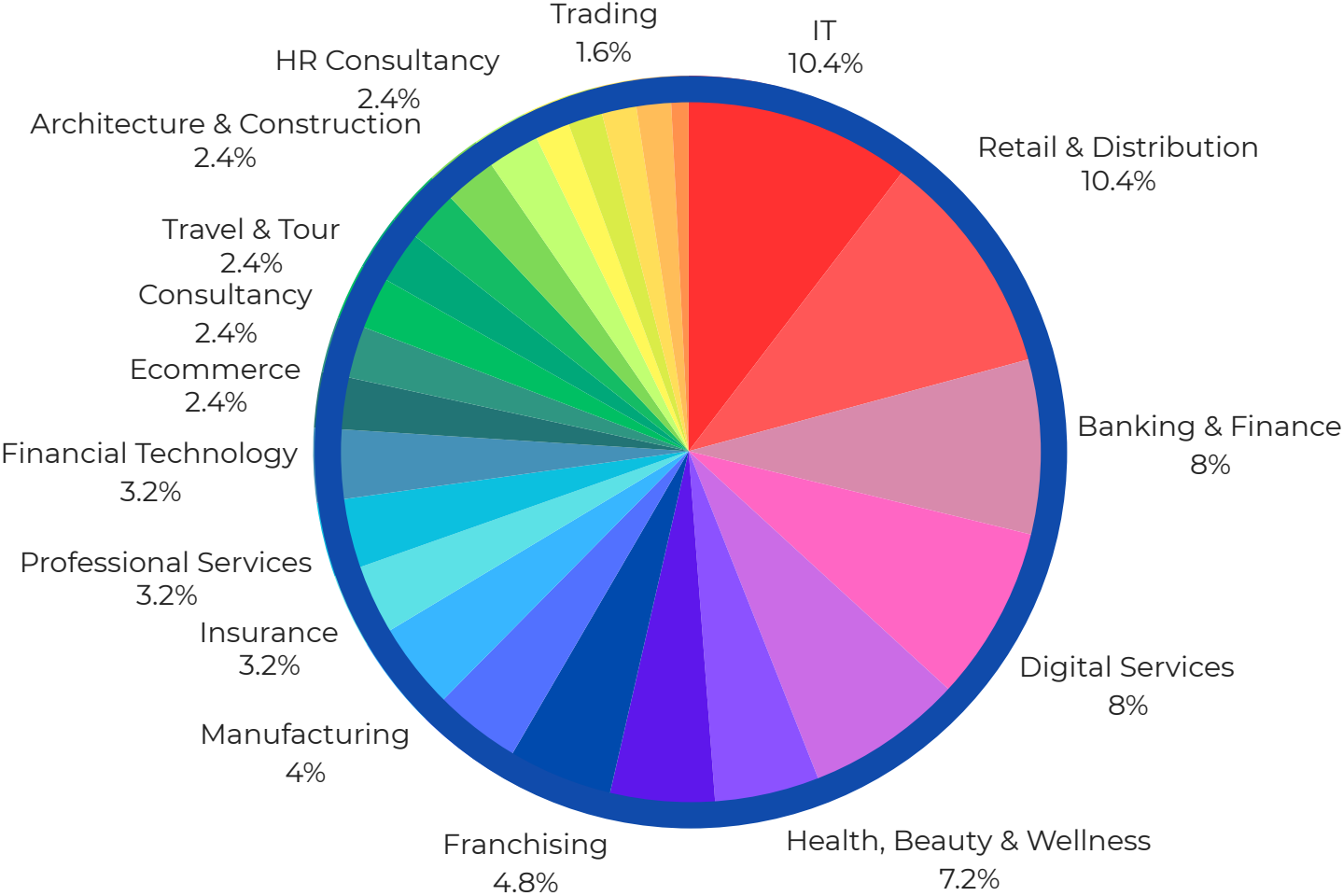
Industries

- 19.66% Service Provider
- 13.23% Food & Beverage
- 11.67% Retail and Distribution
- 9.76% Trading, Manufacturing & General Merchandise
- 6.26% Banking & Finance
- 5.92% IT
- 5.31% Real Estate
- 4.58% Health, Beauty & Wellness
- 3.96% Others
- 3.71% Hospitality
- 2.56% Logistics
- 1.91% Media & Advertising
- 1.79% Ecommerce
- 1.74% Consultancy
- 1.64% BPO
- 1.59% Education
- 1.23% Marketing
- 1.01% Automotive
- 0.90% Digital Services
- 0.67% Agriculture
- 0.33% Government
- 0.28% Franchising
- 0.17% Professional Services
- 0.12% NGO



Event Overview

Business Solutions & Opportunities



- 10.40% IT
- 10.40% Retail & Distribution
- 8.00% Banking & Finance
- 8.00% Digital Services
- 7.20% Health, Beauty & Wellness
- 4.80% Freight Forwarding and Logistics
- 4.80% Media & Advertising
- 4.80% Franchising
- 4.00% Food & Beverage
- 4.00% Manufacturing
- 3.20% Insurance
- 3.20% Professional Services
- 3.20% Financial Technology

- 2.40% Travel & Tour
- 2.40% Architecture & Construction
- 2.40% Accounting Services
- 2.40% HR Consultancy
- 2.40% Ecommerce
- 2.40% Consultancy
- 2.40% BPO
- 1.60% Automotive
- 1.60% Real Estate
- 1.60% Telecommunications
- 1.60% Trading
- 0.80% Others

MESSAGE FROM THE CEO

“The 16th PHILSME Business Expo was a success because of you.

Thank you to our exhibitors, sponsors, speakers, media partners, and attendees for making this edition one of our most successful and meaningful yet.

Together, we created a powerful space for connection, innovation, and growth.

Let’s keep championing Filipino SMEs—because when we grow together, we go further.”

Trixie Esguerra-Abrenilla
CEO & Managing Director,
PHILSME Business Expo & Network



OPENING CEREMONY



PLATINUM SPONSORS



GCash is the #1 Finance Superapp in the Philippines—powered by game-changing innovation, a burning platform, and a purpose-driven organization. In pursuit of its vision of 'Finance for All', GCash paves the way in democratizing financial and lifestyle-related services for Filipinos whoever or wherever they are.



JRS Dynamics, a leading ERP software company, was formed in 2016 by industry veterans with the goal of providing world-class implementation, consulting, professional training, and advisory services on Microsoft Dynamics ERP, SAP ERP, and surrounding technologies.



Cignal Play is a Filipino-owned and operated Over the top (OTT) platform of Cignal TV, Inc., a subsidiary of Mediaquest Holdings. It offers a wide range of local and international content, including live and on-demand local and international exclusive content, catch-ups, and much more.



USAPEEC has offices all over the world to represent U.S. poultry and egg interests.



Benchmark allows you to reach your audience and attract new customers with robust email marketing powered by AI tools, marketing automation, landing pages and more.

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MALAYSIA PAVILION



GOLD SPONSOR

Ambassador of Malaysia to the Philippines, Dato' Abdul Malik Melvin Castelino, and Trade Commissioner Ms. Intan Zalani led the ribbon-cutting ceremony for the Malaysia Pavilion under MATRADE. MATRADE assists Malaysian companies to establish their presence in foreign markets with different promotional events, including participation in trade missions.

GOLD SPONSORS



With 55+ apps in nearly every major business category, including sales, marketing, customer support, accounting and back office operations, and an array of productivity and collaboration tools, Zoho Corporation is one of the world's most prolific software companies.

Cebuana Lhuillier is the leading microfinancial services provider in the Philippines.



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Security Bank Corporation is a universal bank in the Philippines. It was established on June 18, 1951 as Security Bank and Trust Company and was the first private and Filipino-controlled bank of the post World War period.

SINE HARAYA

Sine Haraya blends the artistry of photography with the power of branding to create captivating and enduring visual narratives.



PRU LIFE U.K.

Established in 1996, Pru Life UK is the pioneer of insuravest, or investment-linked life insurance products and is the #1 life insurer in the Philippines in terms of New Business Annual Premium Equivalent in 2024.



Skyro is a rapidly growing fintech company in the Philippines, offering digital consumer lending products.

LANDI

LANDI leads in payment and merchant professional solutions, distributing millions of POS devices yearly, totalling over 100 million units shipped.



Experience fast and reliable courier deliveries with SPX Express Philippines.



The largest consulting company for ISO certification & GRC compliance making ISO implementation simple, easy, quick, employee friendly and value adding.



Design For Tomorrow is a Manila-based creative studio specializing in branding, strategy, design and editorial consultancy.

PHILIPPINE
SME
BUSINESS NETWORK
>>>> we boost your business

The Philippine SME Business Network is a professional membership group of business solution providers offering products and services that empower the business growth of Small and Medium Enterprises (SMEs), Start-Ups and Entrepreneurs.





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PROGRAM SPEAKERS



DRIVING MOMENTUM

16th PHILIPPINE
SME
BUSINESS EXPO
BOOST YOUR BUSINESS

THE PHILIPPINE SME BUSINESS CONFERENCE 2025



DAY 1

9:00 AM	16th Philippine SME Business Expo and Conference Ribbon Cutting & Opening Ceremony	
10:00 AM	Vision Restoration To Reestablish Clear Direction Trixie Abrenilla - CEO & Managing Director, PHILSME Business Expo & Network	
10:30 AM	Entrepreneurship and Business Innovation RJ Ledesma - Serial Entrepreneur & Editor-in-Chief, Business Manual	
11:00 AM	How to Build a Business on a Budget Ginger Arboleda - Chief Executive Officer, Taxumo	
11:30 AM	The Blueprint for E-Commerce Success: Strategies from the Founders Themselves Kim Lato - CEO/President, Kim Store Dar Ty-Nilo - Founder, Belle de Jour Planner Miko David-Co-founder David & Golyat, DMAP President	  
12:15 PM	How to Generate More Sales and Manage Business Risks Meynard Eli Espinosa - Product Manager	
1:00 PM	Authentic Leadership: CEOs Crafting Brands that Resonate Ric Gindap - CEO / Creative Director + Chief Strategist, Design For Tomorrow	
1:30 PM	Challenges & Strategies in Scaling Your SME Business Rowen Untivero - Chairman and CEO, KinetiX	
2:15 PM	Closing Deals Like a Pro: Insider Secret to Skyrocket Your Sales Roman Joe Año - CEO & Multi - Awarded Real Estate Broker, REALS Corporation	
2:45 PM	Digital Solutions for SMEs: Unlocking Growth with Gcash for Business Francis Lorenzo Estacio - GMA Regional Sales Head for MSMEs, Gcash for Business	
3:15 PM	Driving Excellence through ERP Solutions Jitendra Tripathi - Founder and CEO, JRS Dynamics	
3:45 PM	Certificate Awarding Ceremony for PHILSME Business Network Members	
4:15 PM	Real Talk: What I've Learned from Starting and Growing Multiple Businesses Cristalle Belo-Pitt - Managing Director, Belo Essentials	
4:45 PM	Unlock a New World of Entertainment: Discover SignalPlay TV Jeremie Jamili - Senior Manager Signal Sales Training, Signal TV	
5:15 PM	Discover the Younique Leadership Styles Jayson Lo - Motivational Speaker	

DAY 2

10:00 AM

Highlighting the Importance of Business Loans for your Business Expansions, Cashflow Needs and Capital Advantage

Julian Keith "Julz" Muncal - Luzon Channel Head, BBS Sales, Security Bank



10:15 AM

USA Poultry-preneur: Level Up Your Food Hustle with U.S. Chicken, Turkey & Duck

USA Poultry and Egg Export Council



10:45 AM

Driving Excellence through ERP Solutions

Lester Hernandez - Associate Director (Philippines), JRS Dynamics



11:15 AM

Success Starts with the Way You Look: Why Presentation is Everything

Chino Granda - Chief Executive Officer, Sine Haraya



11:45 AM

Holistic Well-being for SMEs by MindNation

Cat Triviño - Co-founder, Chief Product & Data Officer, Mind Nation



12:30 PM

Digital Solutions for SMEs: Unlocking Growth with Gcash for Business

Gab Casiño - GMA Chanel Account Manager for SMEs, Gcash for Business



1:00 PM

Business Solutions to Help SMEs Grow

Mike Tabaday - Head of SME, Skyro
Samantha Ng - Managing Director (SEA&NA), Landi
Lovely Villanueva - President, Sterling Consulting



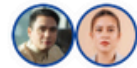
1:30 PM

Strategic Solutions to Secure & Scale Your Business with the Right Local ICT Service Provider

Juan Miguel "Migs" Cruz - Chief Marketing & Sales Officer, DSource

Powerful Messaging Made Simple: Infobip for Growing SMEs

Louisse Anne Brinosa - Customer Success Manager, APAC



2:00 PM

How To Boost Your Business + Aligning with the Evolving Market

Chinke Tan - Wealth Coach and Motivational Speaker



2:30 PM

USA Poultry-preneur: Level Up Your Food Hustle with U.S. Chicken, Turkey & Duck

USA Poultry and Egg Export Council



3:00 PM

Doing Business with Malaysia: Exploring Business Opportunities with Malaysian Partners

Intan Zalani - Trade Attache, Embassy Of Malaysia, Matrade



3:30 PM

Smart Business Solutions for SMEs

Ramiro "Ramir" Navarro - AVP, PruLife UK
Vanz Vince Cruz - Business Development Manager, SPX
Margo Quadra - Partner Success Manager, PhilSME Business Network



4:00 PM

18 Essential Things to Consider Before Investing in New Business Software

Benny Balaaji, Director of Sales, Zoho



4:30 PM

The Making of an Event: VOICECON PH

Mikaela Vivas - Marketing Manager, Finest Media PH, Finest Media



5:00 PM

Work Without Limits: Nationwide Access to Flexible Workspaces in the Philippines

Rowena "Weng" Natividad - Country Manager, IWG



DAY 1 HIGHLIGHTS



16th PHILIPPINE SME BUSINESS EXPO HIGHLIGHTS

DAY 2 HIGHLIGHTS



16th PHILIPPINE
SME
BUSINESS EXPO
BOOST YOUR BUSINESS

PHILIPPINES' BIGGEST
BUSINESS EXPO, CONFERENCE & NETWORKING EVENT
FOR SMEs, START-UPS & ENTREPRENEURS

MAY 9-10, 2025

MEDIA PRESSER



MEDIA PARTNERS



MEDIA VALUES: ₱14 M+

PR VALUES: ₱42 M++

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NOVEMBER 28-29, 2025

EVENT DATE



10:00AM - 06:00PM

OPENING HOURS



WORLD TRADE CENTER

LOCATION



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