



17th PHILIPPINE
SME
BUSINESS EXPO

ENTREPRENEUR & FRANCHISE EDITION

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POST EVENT REPORT



17th Philippine SME Business Expo
Entrepreneur and Franchise Edition

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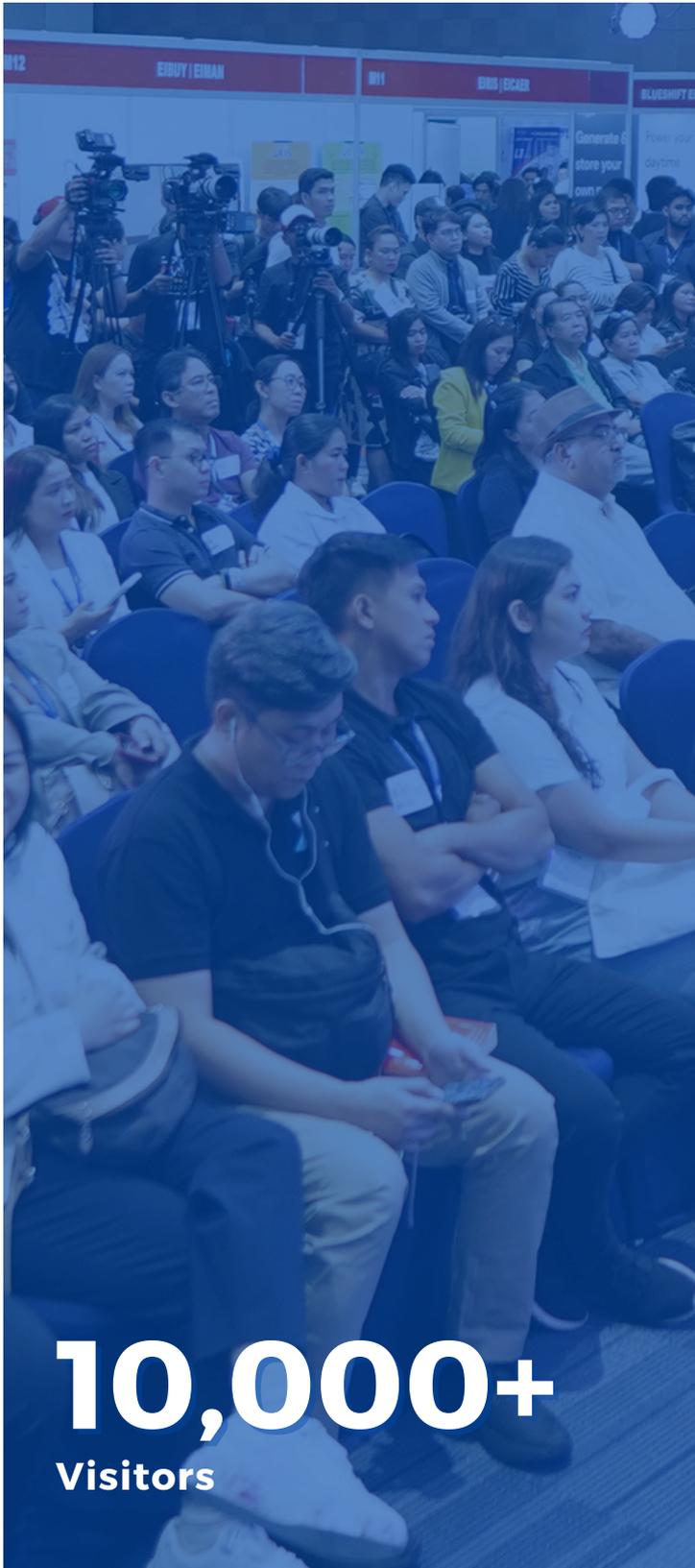
Silver Sponsors



Event Overview

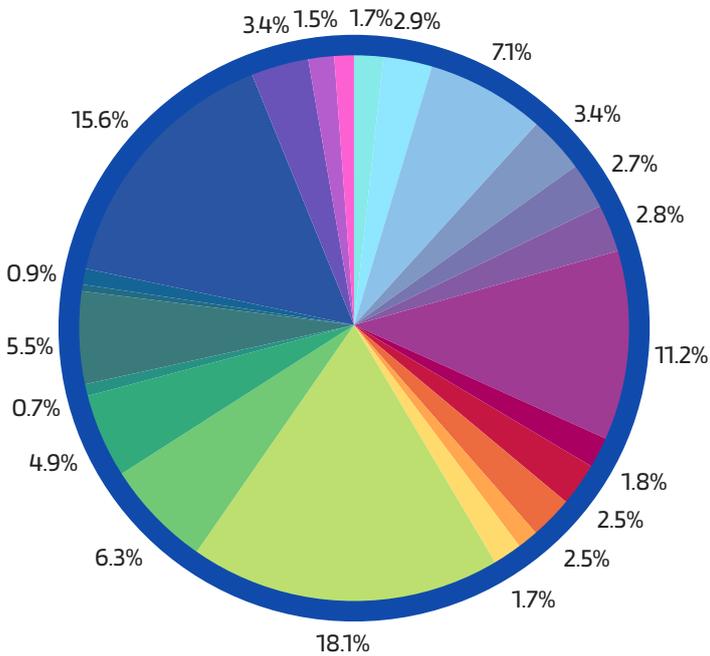
The 17th Philippine SME Business Expo & Conference (PHILSME) Entrepreneur and Franchise Edition was held on November 28–29, 2025, at the World Trade Center Metro Manila.

As the Philippines' largest business-to-business trade show and conference for SMEs, startups, and entrepreneurs, the event gathered over 10,000 attendees and 128 exhibitors and sponsors, showcasing business solutions, services, and franchise opportunities designed to help brands and entrepreneurs Boost Your Business.

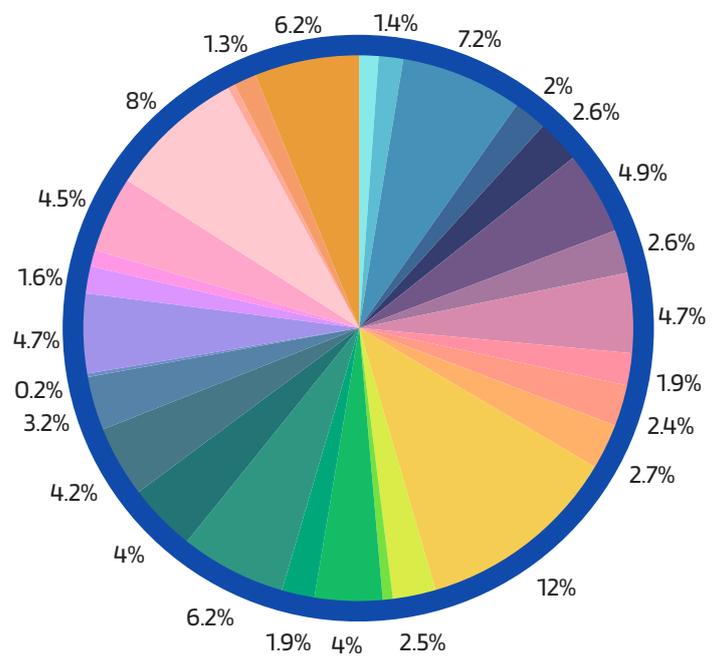


VISITOR DEMOGRAPHICS: JOB TITLES & INDUSTRIES

Job Titles



Industries

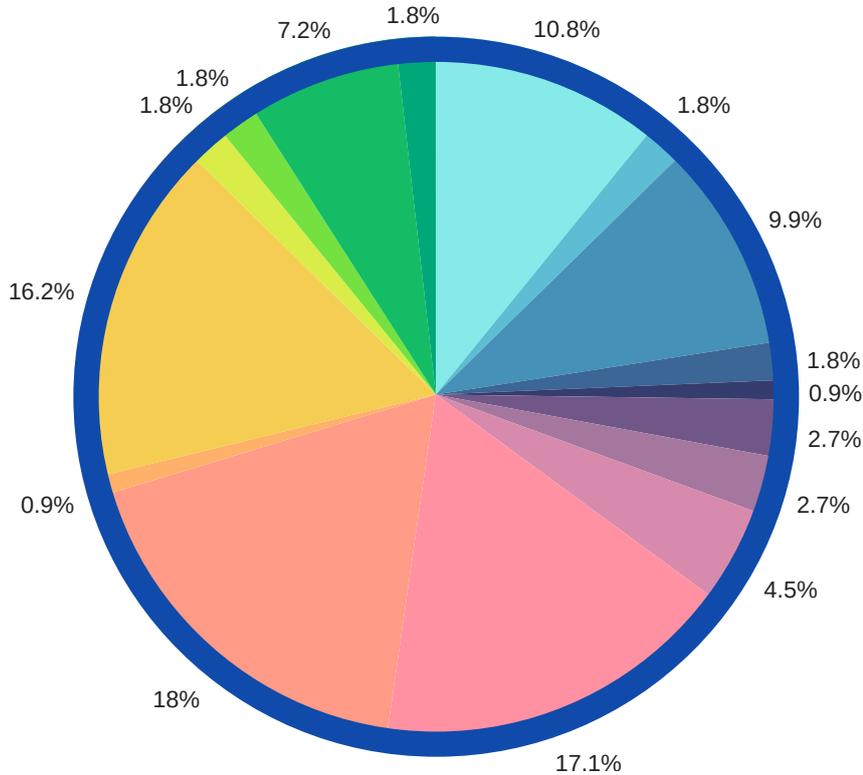


- 18.1%** Managing Executives
- 15.6%** CEOs, C Level Exec. & Directors
- 11.2%** Sales & Marketing Executives
- 7.1%** Advertising and Marketing Leaders
- 6.3%** Officers & Designated Officials
- 5.5%** Professionals (Engineer/Architect/Lawyer)
- 4.9%** Others
- 3.4%** Advisors and Consultants
- 3.4%** Specialists
- 2.9%** Admin & Purchasing
- 2.8%** Banking & Finance Specialists
- 2.7%** Company Associates
- 2.5%** Customer Services Executives
- 2.5%** Department Heads
- 1.8%** Creative and Media
- 1.7%** Accountants
- 1.7%** Health and Wellness Professionals
- 1.5%** Supervisors
- 1.2%** Food Service Professionals
- 1.2%** Team Leaders
- 0.9%** Realtors and Brokers
- 0.7%** Overseas Workers
- 0.4%** Public Servants

- 12%** Food & Beverage
- 8%** Retail and Distribution
- 7.2%** Banking & Finance
- 6.2%** IT
- 6.2%** Trading, Manufacturing & General Merchandise
- 4.9%** Construction & Engineering
- 4.7%** Digital Services & E-commerce
- 4.7%** Others
- 4.5%** Real Estate
- 4.2%** Marketing
- 4%** Health, Beauty & Wellness
- 4%** Logistics & Transportation
- 3.2%** Media & Advertising
- 2.7%** Fintech
- 2.6%** BPO & Outsourcing
- 2.6%** Consultancy
- 2.5%** Franchising
- 2.4%** Events & Entertainment
- 2%** Beauty & Personal Care
- 1.9%** Education
- 1.9%** Insurance
- 1.6%** Printing
- 1.4%** Automotive
- 1.3%** Tourism & Hospitality
- 1.1%** Agriculture
- 1%** Professional Services
- 0.6%** Government
- 0.4%** Business Management Students
- 0.2%** NGO

Event Overview

Business Solutions & Opportunities



- 18.0%** Distribution + Franchising
- 17.1%** Food and Beverage
- 16.2%** IT & Software Solutions
- 10.8%** Advertising and Marketing
- 9.9%** Banking and Finance
- 7.2%** Retail, Wholesale and Distribution
- 4.5%** Fintech
- 2.7%** Consultancy
- 2.7%** E-Commerce
- 1.8%** Automotive
- 1.8%** Media and Entertainment
- 1.8%** Real Estate
- 1.8%** Travel and Hospitality
- 1.0%** BPO and Outsourcing
- 0.9%** Construction
- 0.9%** Healthcare

TESTIMONIALS: What They Say About PHILSME

Here's what our sponsors and exhibitors shared about their experience and outcomes at the 17th PHILSME Business Expo:



"PHILSME gave us **strong exposure for the Tamaraw** and valuable opportunities to engage directly with business owners. The team was very welcoming and supportive, **helping us expand our market reach and connect** with serious inquiries."

"PHILSME provided strong on-ground support, clear and open communication, and excellent booth placement, which **made us feel prioritized as a sponsor** throughout the event."



"PHILSME was very **accommodating to Canvas' requirements**, making the activation smooth and well-executed. The team was highly responsive and supportive, helping us reach the right audience at the right time and setting the tone for future collaboration."



"PHILSME is a **great fit for GCash for Business**. We saw a strong crowd, good-quality leads, and appreciated the mileage from our Platinum package."



"PHILSME **helped us achieve our objectives**, with strong booth traffic, solid leads, and sign-ups from businesses inquiring about our services. It was a good platform for engaging both small and growing enterprises."

"We had a **good experience at PHILSME across both editions**, with strong booth traffic, sufficient leads, and **smooth on-site coordination**. The event gave us valuable opportunities to connect and explore new partnerships."



"We especially **enjoyed the lively networking meeting** and the interactive games, which created more opportunities to connect. The stage talks at the expo were also engaging, as always."

"PHILSME was a **good first experience** for JK Capital, with strong C-suite engagement, excellent booth placement, and an open space that worked well for conversations. We were very pleased with our Silver sponsorship and the quality of leads generated."



MESSAGE FROM THE CEO

The 17th PHILSME Business Expo & Conference- Entrepreneur and Franchise Edition was more than a two-day event—it was a clear reflection of how far the Filipino SME community has come, and where it is headed next. Held for the first time at the World Trade Center Metro Manila, this edition marked a meaningful milestone for PHILSME. We welcomed over 10,000 visitors, creating an active and engaged expo floor where conversations were purposeful and opportunities were real. One of the strongest indicators of growth was trust: 40% of our exhibitors and 50% of our sponsors were repeat partners, returning because they see sustained value in what PHILSME delivers.

What stood out most in the feedback we received—was that visitor quality continues to improve with every edition. The entrepreneurs coming through our doors are more prepared, more decision-ready, and more intentional about building partnerships.

This edition also reintroduced the Franchise Village, its inclusion proved timely and relevant, opening new pathways for entrepreneurs looking to scale through franchising and structured business models.

Our media presence also reached new heights. With 45 strong media partners, PHILSME strengthened its advocacy reach, including a significant milestone with GMA Pinoy TV, which featured PHILSME's mission to support overseas Filipino entrepreneurs.

On May 22–23, 2026, we return to the SMX Convention Center Manila for the 18th PHILSME Business Expo, and it will be our biggest yet. The event will occupy two halls, allowing us to expand both scale and experience. We are preparing for 190 exhibitors, showcasing 260 business solutions, and welcoming over 12,000 visitors.

For the first time, we will introduce an MSME Village, made possible through the support of our MSME advocacy partners, providing a dedicated space to spotlight small and growing enterprises.

The Franchise Village will return by popular demand. We will also launch the VIP Lounge, designed to enable high-level business networking and deeper conversations among founders, executives, and partners.

As PHILSME continues to grow, our direction remains clear: to boost your business by building platforms that evolve with the needs of entrepreneurs and the realities of the market. We believe the strongest editions are created through collaboration.

From the bottom of my heart, thank you for being part of the PHILSME journey—past, present, and future.

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



OPENING CEREMONY



Opening ceremony of the **17th PHILSME Business Expo & Conference (Entrepreneur and Franchise Edition)**, officially launching the two-day business gathering that convened Filipino SMEs alongside regional and international sponsors, exhibitors, solution providers, government representatives, and industry leaders—reinforcing PHILSME’s role as a cross-border platform for business growth, partnerships, and market expansion.

On stage were Head of Marketing, **JK Capital** – Gracia Lualhati; President, **Veritas Pay** – Christopher James Payne; Assistant Vice President and Business Development Head, **BDO** Multipurpose Loan – Gwen Leslie R. Uy; Chief Operating Officer, **Sine Haraya** – Hannah Laya R. Granda; Owner, **Finest Media PH** – Peter Daniel Veriña; President and CEO, **Asialink Finance Corporation** – Samuel Z. Cariño; Assistant Secretary, **Department of Trade and Industry (DTI)** – Grace F. Baluyan; Vice President, Sales Distribution Department, Marketing Division, **Toyota Motor Philippines** – Norman Cloyd B. Sebastian; Chairman and Co-Founder, **Taho Story** – Jude Paul Espinas; USAPEEC Country Representative, **USA Poultry and Egg Export Council** – Monica Regaspi; General Manager and Head, **GCash for Business** – Jong Layug; Business Development Officer and KNC Representative, **Cebuana Lhuillier** – Dudley Aire B. Flores; Segment Head and Executive Vice President, **Security Bank Corporation** – John David Yap; Senior Director for Enterprise Business Group, **OGIS Philippines** – Joseph Busmente; Marketing Specialist, **Zoho Corporation Pte. Ltd.** – Chelsy Nepomuceno; and B2B Brand Partnerships Manager, **Globe Business** – Alfie Dulatre.

DIAMOND SPONSOR



Toyota Motor Philippines Corporation (TMP) is one of the largest automotive companies in the country with the widest vehicle line up.



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 wherever or whenever they are.



"Taho Story is the Philippines' #1 specialty taho dessert brand, reimagining a timeless Filipino tradition into a modern, fast-growing signature dessert experience."



The USA Poultry & Egg Export Council (USAPEEC) is a nonprofit, industry-sponsored trade organization dedicated to increasing exports of U.S. poultry and egg food products in all foreign markets.



Canva makes graphic design amazingly simple for everyone, by bringing together a drag-and-drop design tool with a library of more than 1 million stock photographs, graphic elements and fonts.



Benchmark offers comprehensive online marketing and sales solutions, designed to support businesses of all sizes with an automated, integrated feature set.

GOLD SPONSORS



The Mindful Cup Coffee and Milktea's premium milk teas, specialty coffees, fruit teas, and freshly baked pastries aren't just products—they're thoughtful experiences crafted to help Filipinos pause, unwind, and savor every moment. The Mindful Cup Coffee and Milktea — Brewing for a better you.

Cebuana Lhuillier, is one of the leading microfinancial services provider in the Philippines, was established in 1953 under Agencia Cebuana and later adopted its trade name in 1987.



Finest Media PH provides Live Event Streaming and Broadcasting Services, Video Production and Digital Marketing Services.

AsiaLink Finance Corporation, a financing industry, is a Philippine online lender that has been there since 1997 and is committed to helping all Filipinos achieve their goals and fulfill their requirements.



SILVER SPONSORS

SINE HARAYA

Sine Haraya, a team of experienced photographers and brand architects, transforms everyday ingredients into captivating visual narratives, enhancing culinary experiences and showcasing the beauty and artistry of each dish.

JK Capital FINANCE

JK Capital Finance is a financing institution that serves the financial needs of small businesses in the Philippines.

OGIS PHILIPPINES

OGIS Philippines is a trusted partner in digital transformation, combining over 20 years of ERP, cloud, and data leadership in the Philippines with the global mastery of OGIS-RI Japan.

BDO

Banco de Oro, also known as BDO Unibank, is a Philippine banking company based in Mandaluyong, Philippines, and a member of the SM Group.

Z O H O

Zoho Corporation is a comprehensive IT management software for all your business needs.

SECURITY BANK

Security Bank, a prominent Filipino-Chinese bank, offers a competitive edge in Wholesale Banking, Retail Banking, and Financial Markets.

Globe BUSINESS

Globe Business, the enterprise arm of Globe, is a trusted partner specializing in digital transformation for businesses of all sizes.

USA blueberries

USHBC Philippines promotes premium U.S. highbush blueberries in the Philippine market through partnerships and strategic marketing.

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.



PHILIPPINE SME BUSINESS NETWORK MEMBERSHIP AWARDING CEREMONY



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PROGRAM SPEAKERS



DAY 1 PROGRAM

9:00 AM	17th Philippine SME Business Expo Ribbon Cutting & Opening Ceremony	
10:00 AM	PHILSME Business Network New Members Awarding Ceremony Trixie Abrenilla - CEO & Managing Director, PHILSME Business Expo & Network	
10:30 AM	Trust in the Digital Economy: Securing Money, Data and Innovation by Bangko Sentral ng Pilipinas, Veritas Pay & Phil. AI Business Association Christopher James Payne - President, Veritas Pay Atty. Alain Bert G. Regis - Director, Consumer Account Protection Office, Bangko Sentral ng Pilipinas	 
11:00 AM	Managing the Gen Z Workforce Jonathan Yabut - Founder & CEO, JY Consultancy & Ventures	
2:00 PM	Abante Possible! Driving SME Growth with the Next Generation Tamaraw Raven Mallar - Fleet Officer, Tamaraw Accounts Group	
2:30 PM	From Overseas to Own Business: Empowering OFWs to Become Entrepreneurs A GMA Pinoy TV Panel Special Ernest Joy "EJ" Panganiban - Superintendent / Fleet Safety Trainer Dr. Mary Jane Alvero Almahdi - Group CEO Joseph Jerome Francia - First Vice President and Head of Operations, GMA International Trixie Abrenilla - CEO & Managing Director, PHILSME Business Expo & Network Dino Cavestany - President, Excent One Inc.	
3:00 PM	USAPEEC - U.S. Poultrypreneur Live Cooking Demo Chef Dan Puga - Executive Chef & Managing Partner, Burrow Cafe & F&B Consultant	
3:30 PM	How Successful Entrepreneurs Manage their Business Effectively Myrna "Mommy N" Natividad - Business Mentor / Transformation Coach, Grow Your Business Pinoy, Inc.	
11:45 AM	ManifeSLAYtion: A Breather for Business Owners Kimberly Lu - Owner, Kimilu Love And Light Corporation	
12:00 PM	Business Banking with Security Bank Jan Carlo "JC" Bautista, Relationship Manager - Security Bank	
1:00 PM	Enter Your Easy Era with GCash for Business Kathryn Cruz - AVP & Head of B2B Growth Marketing, Gcash for Business	
1:30 PM	From Street Snack to National Brand: How Taho Story Scaled a Filipino Classic Into a Franchise Success Jude Espinas - Chairman & Co-Founder, Taho Story	
4:15 PM	The Mindset That Builds Movements, Not Just Businesses Raymond "Boss RDR" Delos Reyes - President & Founder, RDR Business Solutions	
4:45 PM	How You Can Stay Visible in 2026 Isabel Delgado - International Marketing Manager, Benchmark Email	
5:00 PM	'Di ako totoong Kween, kaya ko ginawa lahat! Kween Yasmin - Canva's Ambassador Gladys Franco - Canva PH Community Lead	 
5:30 PM	Why entrepreneurs are choosing Kanegosyo Center Dudley Aire "Duds" Flores - Business Development Officer / KNC Representative, Cebuana Lhuillier Gold	

DAY 2 PROGRAM

10:15 AM

Speak to Succeed: The New Currency of Confidence Empowering entrepreneurs to turn their voice into Influence.

Mika Vivas - Marketing Manager, Finest Media PH



10:30 AM

Abante Possible! Driving SME Growth with the Next Generation Tamaraw

Raven Mallar - Fleet Officer, Tamaraw Accounts Group



11:00 AM

From Street Snack to National Brand: How Taho Story Scaled a Filipino Classic into a Franchise Success.

Jude Espinas - Chairman & Co-Founder, Taho Story



11:30 AM

Enter Your Easy Era with GCash for Business

Marie Joyce Chua - Senior Manager, B2B Growth Marketing, Gcash for Business



01:00 PM

PANEL : Building Stronger Businesses: Practical Solutions for the Filipino SME

Lualhati Gracia - Marketing Head, JK Capital Finance
Hannah LayaGranda - Chief Operating Officer, Sine Haraya
Joseph Busmente - Senior Director for Enterprise Business Group, SALESFORCE/OGIS Philippines



01:30 PM

USAPEEC- U.S. Poultrypreneur Live Cooking Demo

Chef Dan Puga - Executive Chef & Managing Partner, Burrow Cafe & F&B Consultant



02:00 PM

Empowering the MSME's: The Asialink Way

Val Paolo Origenes - Group Head, Marketing and Business Development, Asialink Finance Corporation



02:30 PM

Picking the Right Franchise Business

Ms. Sheena Kay Kotik - President, RK Franchise Consultancy
MJ Gaan - Managing Partner & Director, Cito's Lechon
Ana Jay Opena - Owner, Nails Dot Glow



03:00 PM

AI & SME - Together Is Better

Dean Pax - Chairman, AIOS Global



03:30 PM

Good Borrowing Habits

Gwen Uy - Business Development Head of Multipurpose Loan, BDO



04:00 PM

Expanding Mobility Solutions for SME's through Kinto One

John Marvin Casin - Fleet Sales Officer, Toyota Mobility Solutions Philippines



04:30 PM

US Highbush Blueberry Cooking Demo

Chef Ivory Yat Vaksman - US Highbush Blueberry Chef Consultant



05:00 PM

Why women who know themselves lead better - and how to build a brand that reflects your power

Kassy Pajarillo-Braganza - Founder & Business Coach, Hey Lucky Cafe & Co, Peopable Worldwide Corp.



05:30 PM

How You Can Stay Visible in 2026

Isabel Delgado - International Marketing Manager, Benchmark Email



DAY 1 HIGHLIGHTS



17th 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

NOVEMBER 28-29, 2025

MEDIA LAUNCH



MEDIA PARTNERS

OUR MEDIA PARTNERS



MEDIA VALUES: ₱19 M+

PR VALUES: ₱58 M++

THE PHILSME BUSINESS NETWORK



The Home of Philippines' Top Business Solution Providers Empowering SMEs



As a **PHILSME** Member, we actively promote your company via our media channels to help you grow your business to thousands of SMEs, Start-Ups & Entrepreneurs

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MAY 22-23, 2026

EVENT DATE



10:00AM - 06:00PM

OPENING HOURS



**SMX CONVENTION CENTER
MANILA**

LOCATION

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