

PHILSME DIGITAL

MAGAZINE



PHILSME Business Network

Where Business Connections Begin



FEATURED BUSINESS SOLUTIONS



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

May 22-23, 2026
EVENT DATE

10:00AM-06:00PM
DURATION

SMX Manila Halls 1 & 2
LOCATION

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38TH PHILSME BUSINESS NETWORKING MEETING
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The 5 Essential Email Campaigns Every SME Needs in 2026

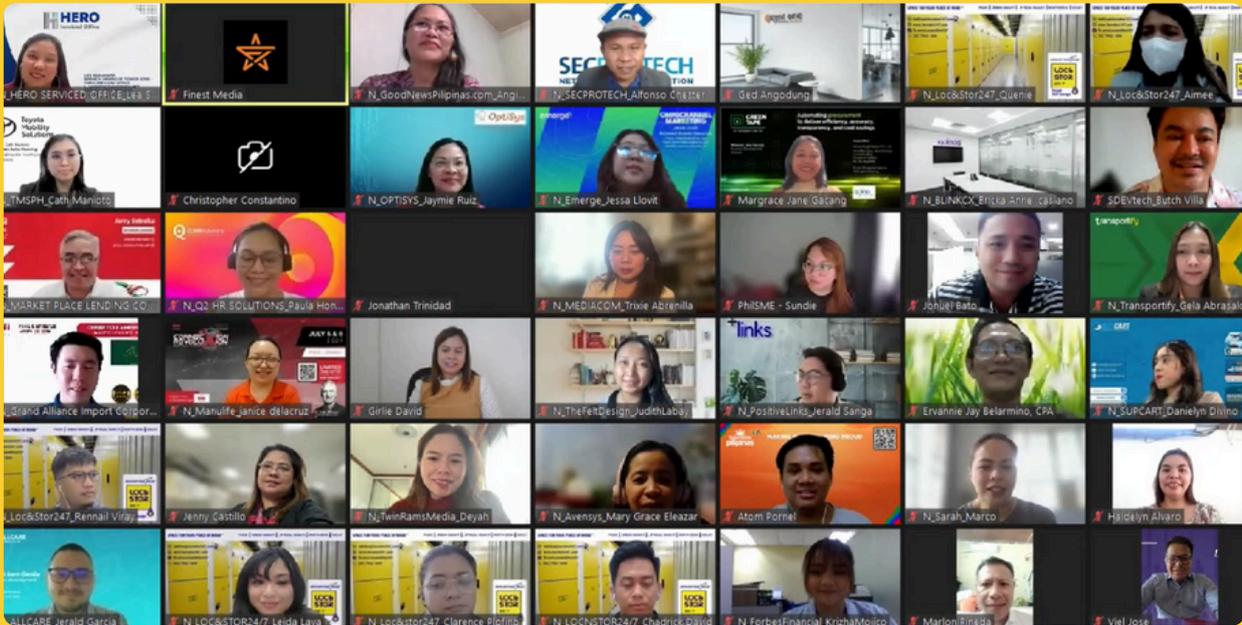
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An Evening of **Connections** and **Celebration:** **PHILSME Business Expo** **Networking Night 2025**

PHILIPPINE
SME
BUSINESS NETWORK

by Franchezca Romano

The 17th PHILSME Business Expo's much-anticipated Networking Night brought together business leaders, entrepreneurs, and partners for an evening of meaningful connections at the World Trade Center Metro Manila, Luna Function Room on November 28, 2025.

As one of the key highlights of the expo, the Networking Night gathered [PHILSME Members](#), Exhibitors, and Sponsors in a relaxed yet purposeful setting designed to strengthen professional relationships and encourage collaboration across industries.



Designed for Conversation and Connection

Designed to encourage interaction and open conversation, the venue provided a comfortable space where guests could engage freely while balancing business discussions with a light, social atmosphere. Attendees enjoyed a buffet dinner that set the tone for meaningful conversations and informal introductions.

The program was further energized by interactive games, raffles, and prize giveaways, adding a celebratory element to the night. The event was hosted by Jackie Go, whose engaging presence kept the audience lively and involved throughout the program.

[\(Read more on page 13\)](#)



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The **USA Poultry & Egg Export Council (USAPEEC)** is a non-profit organization that promotes the export of high-quality U.S. chicken, turkey, and duck products around the world. In the Philippines, we work closely with importers, food professionals, chefs, and entrepreneurs to highlight the versatility, safety, and profitability of U.S. poultry.

What We Do

We help businesses, from startups to SMEs, discover the potential of **U.S. poultry** as a foundation for food ventures. Through promotions, culinary training, and market access initiatives, we bring opportunities to your table.

What is Poultry-preneur

Poultry-preneur is a development program for aspiring and existing food entrepreneurs who want to start or grow their food business using U.S. chicken, turkey, or duck. Whether you're a pop-up stall owner, or a startup restaurant, this program is for you.

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 - Cyad Food Market, UP Diliman, Quezon City
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 - SM City Fairview (Upper Ground Floor)
 - SM Cherry Congressional (Ground Level)
 - Walmart North EDSA (Ground Floor)
 - SM City North EDSA Annex (Upper Ground Floor)
 - 215 Bldg., Scout Torres, Quezon City
 - SM City Sta. Mesa (4th Floor - Food Hall)
 - Robinsons Plaza Manila (Level 3, Food Court)
 - Ayala Malls UP Town Phase 2, 1st Floor
 - Ayala Malls Cloverleaf (4th Floor)
 - Ayala Malls Fairview Terraces (Lower Ground Floor)
 - Robinsons Novaleches (Annex Level 1)
 - Robinsons Galleria (Level 2)
- Caloocan City**
 - SM City Grand Central (Level 4 - Foodcourt)
- San Juan City**
 - P. Quezara, San Juan City Branch (beside AC&E)
 - New Glit (2nd Floor)
- Pasig City**
 - Robinsons Metro East (Level 2)
 - Estancia at Capital Commons (Lower Ground, East Wing)
 - Level 4 Food Choices, Ayala Malls Pasig
 - SM City East Ortigas (2nd Level)
- Makati City**
 - Ayala Malls Grand Makati (Level 2)
 - Century City Mall, Makati City (2nd Level)
- Taguig City**
 - Food District Signatures on the 8th, 89C High Street
- Marikina City**
 - SM City Marikina (3rd Level)
- Manila**
 - P. Novel, Sampaloc, Manila (across SST P. Novel Gate)
 - SM City Manila (2nd Floor)
 - SM City San Lazaro (Lower Ground)
 - Robinsons Plaza Manila (Level 3, Food Court)
 - Lucky Chowhuen (3rd Floor Imperial Wing)
 - 1724 Leon Guinza, Manila (across PNU)
- Rizal**
 - Robinsons Antipolo (Basement, North Wing)
 - Walmart Antipolo (Ground Floor)
 - Walmart Tropay (Ground Floor)
 - Promark Center Cainta (2nd Level)
- Cavite**
 - SM City Tereza, Cavite (Ground Level)
 - SM City Dasmarinas, Cavite (Lower Ground)
 - SM Center Imus, Cavite (Ground Level)
 - SM City Marikina (Ground Level)
 - Lotus Mall Imus, Cavite (2nd Floor)
- Bulacan**
 - Robinsons Malolos, Bulacan (Level 2)
 - SM City Balingay (Ground Level)
 - Walmart Sta. Maria (Ground Floor)
- Bicol Region**
 - SM City Lagayan (2nd Floor, SM Food Hall)
 - SM City Sorsogon (2nd Floor)
 - SM City Davao (Ground Floor)
- Parañaque City**
 - SM City Sucat (2P Food Court, Building A)
- Las Piñas City**
 - SM Southmall (2nd Level Food Court)
- Muntinlupa City**
 - SM Center Muntinlupa (Ground Level)
- Malabon City**
 - Fisher Mall Malabon (2nd Floor)
- North Luzon**
 - CityMall Tarlac (Ground Level)
 - Magic Mall Undanaga Annex (2nd Floor)
 - Newpoint Mall Angeles City, Pampanga (Upper Ground)
 - Robinsons Ilocos (Level 2 - Jolina Mall)
 - Robinsons Plaza Santiago, Ibabala (Level 1)
 - Robinsons Place Tuguegarao (Level 1)
 - SM City Baguio (Lower Ground Level, Sunset Terraces)
 - SM City Cagayan (Level 1, Building A)
 - SM City Olongapo Downtown (2nd Level)
 - SM City Pangasinan (Ground Level)
 - SM City Tuguegarao (2nd Level)
 - SM City Tuguegarao Downtown (Ground Level)
- South Luzon**
 - Paete Mall, Lucena City (Ground Floor)
 - SM City Batangas (Ground Level)
 - SM City Lucena, Quezon (Ground Floor)
 - SM City San Pablo (2nd Floor)
 - SM City Sta. Rosa (2nd Level)
 - SM City Sta. Tomas (Ground Level)
 - Walmart Santa Rosa, Laguna (Bathing - Lower Ground)
 - Walmart Tanauan, Batangas (Ground Floor)
- Visayas**
 - KCY Building, Amalito Blvd., Roxas City, Cebu (across SM City Roxas)
 - Island City Mall, Bohol (Upper Ground Floor)
 - Robinsons Marabouin, Nicosian (Level 2 Food Gallery Expansion)
 - SM Center Ormoc (Ground Floor)
 - SM City Bacolod (Ground Floor Northwing Expansion)
 - SM City Cebu (Upper Ground Level)
 - SM Puerto Princesa (Lower Ground)
 - SM Seaside City Cebu (2nd Level Cube Wing)
- Mindanao**
 - Ayala Mall, Cebu, Cagayan de Oro (Ground Floor)
 - KCC Mall at Cebuano (2nd Floor)
 - Limketka Mall, Cagayan de Oro (1st Level North Concourse)

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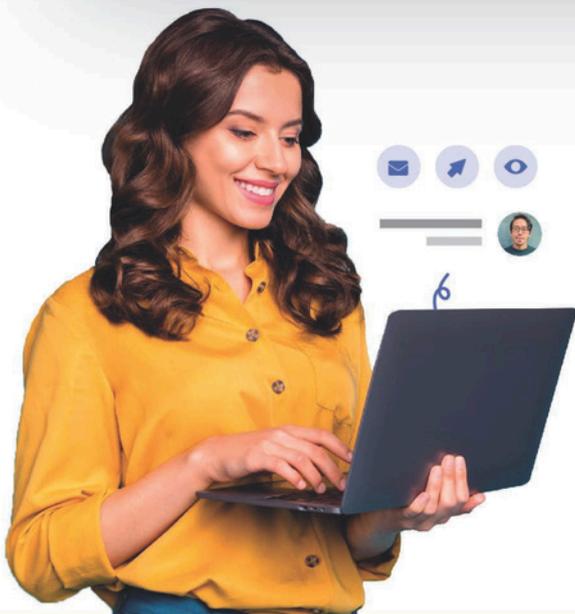
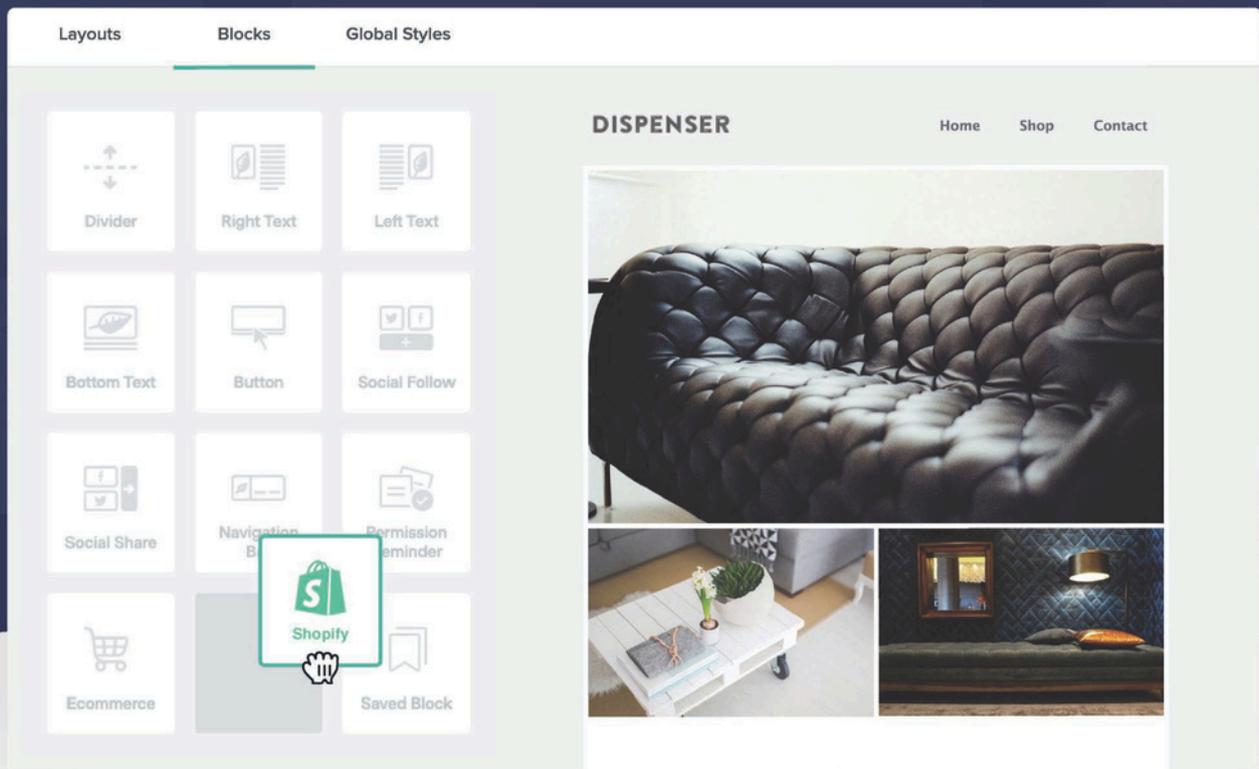
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An Evening of Connections and Celebration: PHILSME Business Expo Networking Night 2025

by Franchezca Romano



Where Business Relationships Took Center Stage

Beyond the entertainment, the heart of the **Networking Night** was its core purpose: **building business relationships**.

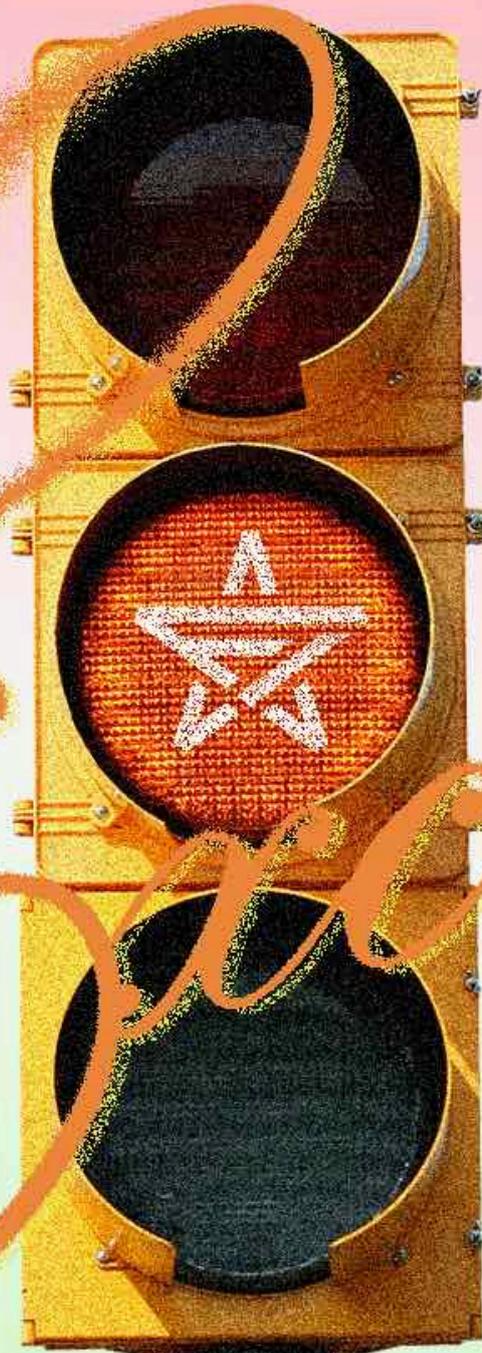
Business owners and decision-makers exchanged insights, shared experiences, and explored potential partnerships with fellow professionals. Conversations flowed naturally, reflecting PHILSME's ongoing commitment to fostering a strong, supportive, and collaborative business community.

More than a social gathering, the PHILSME Business Expo Networking Night served as a **celebration of partnerships, growth, and shared success**. It reflected the organization's mission of empowering small and medium enterprises by creating opportunities for connection, collaboration, and long-term growth.

Join this dynamic and collaborative business community. To learn more about the PHILSME Business Network, contact sunshine@philsme.com, text or call **+63 927 288 7927**, or reach out via Viber/WhatsApp at **+63 968 569 8358**.



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Exhibitors Report **High-Quality Engagement** as SMEs Seek Solutions at the **17th PHILSME Entrepreneur and Franchise Edition**



Executives from Toyota Motor Philippines, GCash for Business, Tahoe Story, USA Poultry & Egg Export Council, Benchmark, and Canva join PHILSME CEO Trixie Esguerra-Abrenilla in kicking off the 17th edition.

Pasay City, Philippines — The **17th Philippine SME Business Expo and Conference (PHILSME) Entrepreneur and Franchise Edition**, held November 28–29 at the World Trade Center Metro Manila, drew **10,000 visitors**, connecting small and medium enterprises (SMEs) with 180 brands offering business tools, technologies, franchise models, and growth solutions.

PHILSME CEO and Managing Director **Trixie Esguerra-Abrenilla** led the event and shared:

“PHILSME is built for SMEs—to help them find solutions, partners, and opportunities that move them forward. The quality of engagement at the 17th edition reflects how intentional entrepreneurs have become in choosing the right tools for growth.”

Delivering the keynote address, DTI Assistant Secretary **Grace Baluyan** highlighted the scale of the enterprise sector:

“MSMEs constitute nearly all business establishments in the country, with over 99% of registered enterprises belonging to the micro, small, and medium-enterprise category.”



SME owners engage with exhibitors offering business solutions and technologies among the 180 brands featured at PHILSME.

A strong lineup of business mentors and industry practitioners led learning sessions throughout the event, including Francis Kong, Dean Pax Lapid, Jonathan Yabut, Myrna 'Mommy Negosyo' Natividad, Reymond 'Boss RDR' Delos Reyes, Kimberly 'Kimilu' Lu, and Kween Yasmin. Corporate leaders also shared essential perspectives, including Norman Cloyd B. Sebastian, Vice President, Sales Distribution Department – Marketing Division, Toyota Motor Philippines, who discussed SME mobility and operational scaling, and Joseph Jerome Francia, First Vice President and Head of Operations, GMA International, who headed the GMA Pinoy TV panel "From Overseas to Own Business: Empowering OFWs to Become Entrepreneurs," providing practical views on transitioning from overseas employment into business ownership.

Two PHILSME community events also took place during the expo: the [PHILSME Business Network New Members Awarding Ceremony](#) and a focused [Networking Night](#) attended by PHILSME Network members, exhibitors, and sponsors.

Exhibitors reported that the 17th edition delivered exceptionally deep engagement, with SMEs taking time to analyze solution fit, explore implementation steps, and initiate early-stage partnership discussions. Many described this expo as one of the strongest PHILSME editions in terms of visitor preparedness and seriousness.

Supported by 19 sponsors including Toyota Motor Philippines as Diamond Sponsor and Platinum Sponsors GCash for Business, Tahoe Story, USA Poultry & Egg Export Council, Benchmark, and Canva, the expo registered strong business activity across sectors.

Momentum from the 17th edition has led many exhibitors to begin reserving their space for the 18th PHILSME on May 22–23, 2026 at the SMX Convention Center, Pasay City. Companies looking to tap into this demand and meet their revenue targets can secure exhibition slots at philsme.com/exhibit. To explore partnership and sponsorship opportunities, visit philsme.com.



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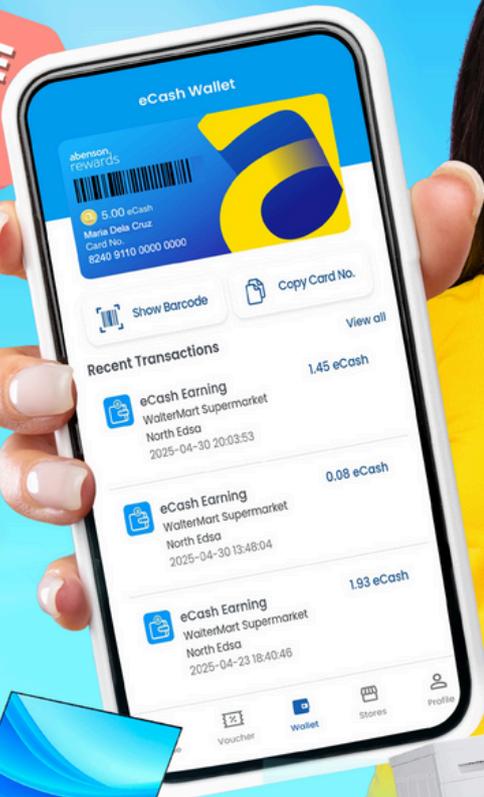
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EVENT DATE



10:00AM - 06:00PM

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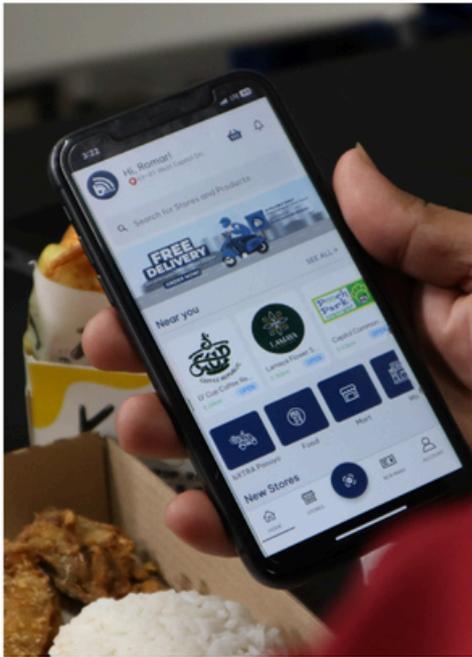
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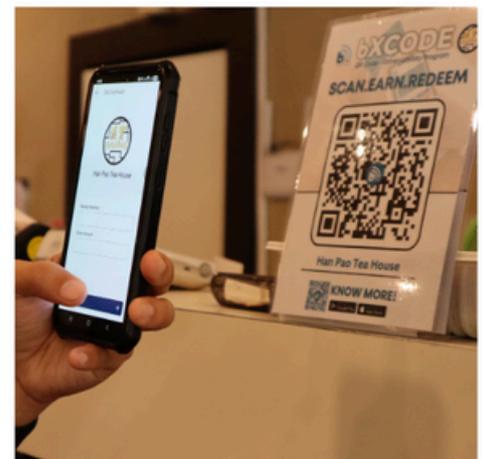
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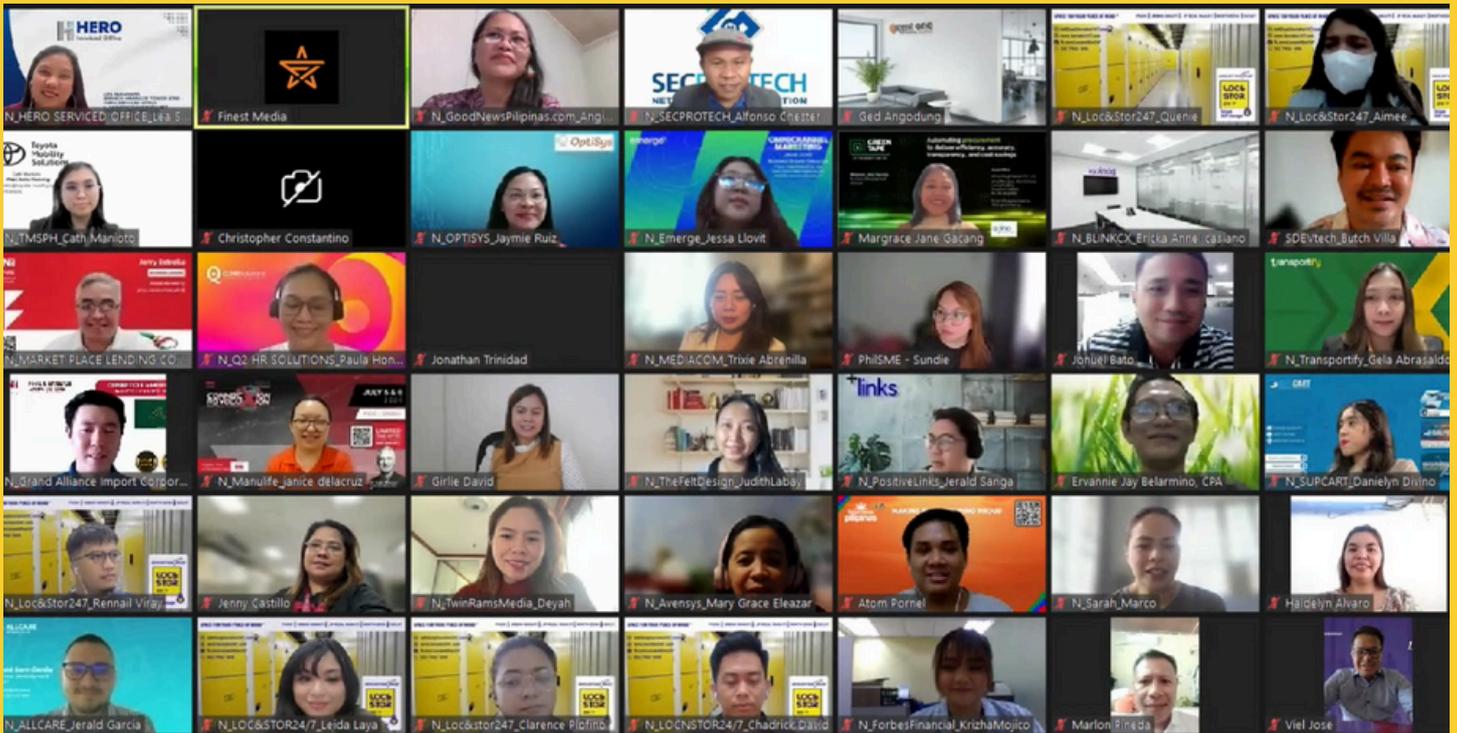
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