

PHILSME DIGITAL

APRIL 2026

MAGAZINE

Regulate to Elevate: The Science of Better Leadership

Eli Abela

Human Potential Coach



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From Stress to Strategy: Regulating Emotions for Better Decisions

By: Franchezca Romano

In today's fast-paced world, stress, anxiety, and emotional overwhelm have become all too common. But what if the key to better health, stronger relationships, and peak performance lies not outside of us but within?

At the **40th PHILSME Networking Session**, renowned biohacking pioneer **Ms. Eli Abela** shared a powerful message: *when we learn to regulate our emotions, we gain the ability to elevate every aspect of our lives.*

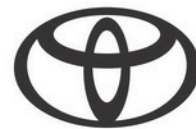
As the founder and human potential coach of SAFE Code & Laws of Nurture, Coach Eli has spent nearly a decade

helping individuals take control of their biology so it no longer controls them. Her work blends science, emotional healing, and holistic health, emphasizing that true wellness goes beyond physical fitness.

"Health is not just about the body," she explained. "It's equally, if not more, about our emotional and mental well-being."

Her approach challenges traditional views by recognizing the deep connection between unresolved emotional experiences and physical conditions, including chronic illness.





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- Taguig City**
 - Food District Signatures on the 5th, BGC High Street
- Bicol Region**
 - SM City Legaspi (2nd Floor, SM Food Hall)
 - SM City Sorsogon (2nd Floor)
 - SM City Davao (2nd Floor)
- Parañaque City**
 - SM City Suxat (2nd Food Court, Building A)
- Las Piñas City**
 - SM Southmoor (2nd Level Food Court)
- Muntinlupa City**
 - SM Center Muntinlupa (Ground Level)
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 - Fisher Mall Malabon (2nd Floor)
- North Luzon**
 - Citymax Tarlac (Ground Level)
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 - SM City Baguio (Lower Ground Level, Sunset Terraces)
 - SM City Cagayan (Level 1, Building A)
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 - SM City Tuguegarao Downtown (Ground Level)
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 - Inland City Mall, Bohol (Upper Ground Floor)
 - Robinsons Maribara, Toledoan (Level 3 Food Gallery Expansion)
 - SM Center Ormoc (Ground Floor)
 - SM City Bacolod (Ground Floor Northwing Expansion)
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 - SM Puerto Princessa (Lower Ground)
 - SM Seaside City Cebu (2nd Level Cube Wing)
- Mindanao**
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Who We Are

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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Understanding the Nervous System

Central to her teaching is the nervous system, the body's command center that constantly scans the environment for safety or danger.

According to Ms. Abela, we operate in three primary physiological states:

- **Safe** – calm, present, and socially engaged
- **Scared** – triggered into fight-or-flight mode
- **Shut Down** – withdrawn, frozen, or overwhelmed

"Your body is always asking one simple question," she shared. "Am I safe?"

When the answer is "yes", we thrive connecting, communicating, and performing at our best. But when the answer is "no", our body shifts into survival mode, often without us even realizing it.

From Reaction to Regulation

The good news? We are not powerless. Coach Eli introduced a simple yet powerful framework called the 3 N's:

- **Notice** – Become aware of what you're feeling in your body
- **Name** – Identify the emotion (fear, anger, stress)
- **Nurture** – Respond with care and self-soothing

Elevating Everyday Life

Beyond personal healing, emotional regulation has powerful implications in leadership and relationships.

"When you are regulated, you communicate better, you connect better, and you lead better," she emphasized. "People feel safe around you and that changes everything."

Whether in business, family life, or personal growth, the ability to remain calm and present can transform how we navigate challenges and interact with others.



EVOLVE

Let's do an **EXPERIMENT**

NOTICE: Physiological States

SHUT DOWN - SCARED - SAFE



Evolve, Level Up, Ignite

Ms. Abela's philosophy is captured in three simple steps:

- **Evolve** – Understand how your body and mind work
- **Level Up** – Learn tools to regulate and improve yourself
- **Ignite** – Use these skills to create better outcomes in life and relationships

Her message is clear: self-regulation is not just a wellness trend, it is a life skill. In a world that often feels

unpredictable, mastering your inner state may be the most powerful advantage you can have. Because when you learn to regulate, you truly begin to elevate.

Get a chance to meet different brands dominating the market at the 18th PHILSME Business Expo on May 22-23, 2026 at the SMX Convention Center, Metro Manila. Join this fun, high-energy, and collaborative group.

To learn more about the PHILSME Business Network,

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18th PHILSME expands with MSME and Franchise Villages



18th PHILIPPINE SME BUSINESS EXPO
SMX CONVENTION CENTER MANILA

MAY 22-23, 2026
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DURATION

SMX CONVENTION CENTER MANILA
LOCATION

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- ✔ Be a Thought Leader in Our Program
- ✔ Become a Top of Mind Brand for SMEs

May 22–23, 2026 at the **SMX Convention Center Manila**, unveiling a broader and more structured platform designed to serve entrepreneurs at different stages of growth.

Positioned as the biggest PHILSME to date, the upcoming edition will occupy **two expo halls**, host **190 exhibitors**, showcase **260 business solutions**, and welcome **more than 12,000 expected visitors** from across the Philippine business ecosystem.

Carrying the official theme **“Legacy in Emotion: Empowering Growth to the Nation,”** the 18th edition signals PHILSME’s continued evolution as a business-building platform focused not only on scale, but on long-term relevance for Filipino enterprises.

MSME and Franchise Villages expand business access

A key development in this year’s expo is the formal rollout of the MSME Village Powered by Advocacy Partners, a dedicated space designed to open PHILSME’s platform to selected micro enterprises through supported exhibit placements.

The move gives smaller and early-stage businesses the opportunity to participate in a high-visibility business environment alongside more established brands, service providers, and growth-stage enterprises.

Returning alongside it is the **Franchise Village**, which comes back in response

to sustained demand from entrepreneurs looking at franchising as a more structured path to expansion.

Together, these villages reflect PHILSME's effort to create a more deliberate growth environment — one that recognizes the different realities, entry points, and ambitions of Filipino entrepreneurs.

"This is not an add-on initiative — it is built into our platform architecture. Strengthening the SME ecosystem requires deliberate inclusion of micro enterprises, alongside scalable models like franchising, within one integrated marketplace," said **PHILSME CEO and Managing Director Trixie Esguerra-Abrenilla**.

Bigger expo footprint, stronger business value

The expansion of the 18th PHILSME goes beyond physical size.

For the first time, the expo will span **two halls at SMX Convention Center Manila**, allowing for a broader exhibitor mix, improved visitor flow, and a larger business environment overall.

The event will also introduce a **VIP Lounge for high-level networking**, envisioned as a more curated setting for deeper conversations among founders, executives, investors, and potential partners.

The direction reflects PHILSME's continued push to build not just a

high-traffic event, but a platform where business conversations are more intentional and commercially meaningful.

That momentum builds on the **17th PHILSME Business Expo & Conference**, which recorded **over 10,000 visitors**, along with **40% repeat exhibitor participation** and a **50% sponsor return rate** — indicators of sustained trust and platform value.

PHILSME Business Magazine debuts at the 18th edition

Another major milestone of the 18th edition is the launch of **PHILSME Business Magazine**, extending the platform into publishing and long-form business storytelling.

The publication is designed to stand independently as a **portrait-led business magazine**, focused on the defining chapters, decisions, and lesser-known turning points behind entrepreneurs, founders, and business leaders.

Its editorial direction emphasizes **narrative depth over brochure-style promotion**, giving PHILSME a more enduring content platform beyond the expo floor.

The launch issue is set for **4,000 printed copies**, with planned placement in high-impact locations such as **cafés, banks, and hotels** frequented by business owners and decision-makers.

For participating brands and partners, the magazine adds another layer of visibility designed for longer shelf life, stronger recall, and a more premium business audience.

Built for long-term entrepreneurial growth

At its core, the 18th PHILSME reflects PHILSME's broader direction: connecting Filipino entrepreneurs with the tools, partnerships, and opportunities that support sustainable growth.

This year's expanded format shows a platform growing not only in scale, but also in structure — creating clearer spaces for grassroots enterprises, franchising opportunities, executive networking, and long-term brand visibility.

With expanded floor space, new villages, curated networking areas, and a new publishing arm, the 18th edition is shaping up to be one of PHILSME's most ambitious platform builds to date.

How to join the 18th PHILSME

Organizations and businesses interested in exhibiting or sponsoring at the 18th PHILSME may apply through PHILSME's official channels.

Entrepreneurs, professionals, founders, and aspiring business owners may also register to attend and explore the expo's business opportunities, partner ecosystem, and learning environment.

For exhibitor and sponsor inquiries:

Email: sunshine@philsme.com

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THE PHILSME BUSINESS SHOW

**PHILSME Business Show Named
One of 20 Filipino Shows to Watch in 2026**



The PHILSME Business Show is featured by GoodNewsPilipinas.com as one of the “20 Filipino Business Shows to Watch in 2026,” marking another milestone for the SME-focused podcast.

PHILSME Business Show Named One of 20 Filipino Shows to Watch in 2026

The PHILSME Business Show has reached another meaningful milestone as it is recognized as one of the **“20 Filipino Business Shows to Watch in 2026”** by GoodNewsPilipinas.com. The feature was released as part of the media platform’s **20th Year Anniversary**, celebrating Filipino-led platforms that consistently deliver value, insight, and inspiration to their audiences.

The recognition places the PHILSME Business Show alongside notable Filipino business podcasts and vodcasts that shape conversations in entrepreneurship and enterprise. For PHILSME, this milestone reinforces the show’s position as **the only business podcast in the Philippines dedicated solely to small and medium enterprises (SMEs)**—a platform created intentionally for founders, brand owners, and solution providers navigating real-world business growth.

First released in August 2024, the PHILSME Business Show is just over a year old, yet it continues to gain traction as a trusted space for SME storytelling. The podcast features **members of the PHILSME Business Network**, highlighting practical insights, founder journeys, and industry perspectives that help entrepreneurs make informed decisions and build sustainable businesses.

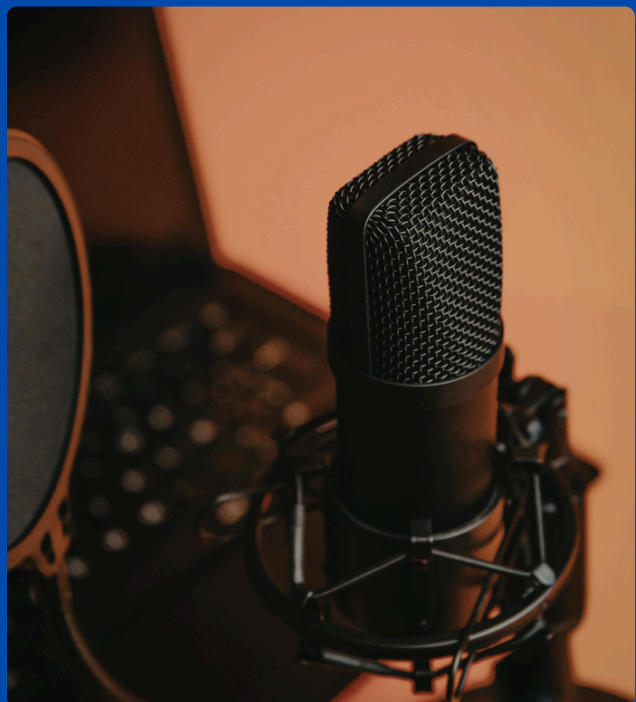
This latest recognition builds on the show's earlier **Spotify Creator milestone**, where the PHILSME Business Show earned multiple recognitions for growth, engagement, and global reach. These achievements affirmed the podcast's momentum as an SME-focused platform and demonstrated strong listener support within and beyond the Philippines. Together, these milestones signal that SME-driven conversations resonate and that Filipino entrepreneurs actively seek platforms that reflect their realities and ambitions.

The PHILSME Business Show is led by PHILSME CEO **Trixie Esguerra-Abrenilla**, a consistent advocate for SME visibility, learning, and collaboration. Under her leadership, the podcast has evolved into a strategic extension of PHILSME's broader mission—to build platforms that empower entrepreneurs beyond the expo floor and foster long-term business growth.

As the show prepares to release **Season 4**, PHILSME looks forward to featuring more founders, CEOs, and brand owners whose stories can inspire, inform, and guide the next wave of Filipino enterprise. New episodes will be released ahead of the **18th PHILSME Business Expo on May 22–23, 2026**, further strengthening the connection between PHILSME's live events and its digital platforms.

This milestone serves as encouragement to keep going—expanding conversations, amplifying SME voices, and ensuring that Filipino entrepreneurs have a credible, consistent space where their journeys matter.

Listen and subscribe to the PHILSME Business Show on Spotify and YouTube and discover why it is one of the Filipino business shows to watch in 2026.



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with Bingo Soriano
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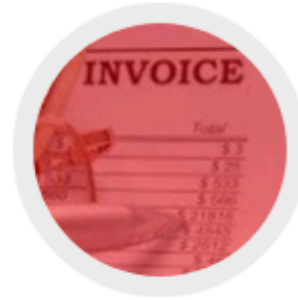
SME AND INDIVIDUAL LOAN SERVICES

SECURE YOUR ESSENTIAL SME FUNDS IN NO TIME



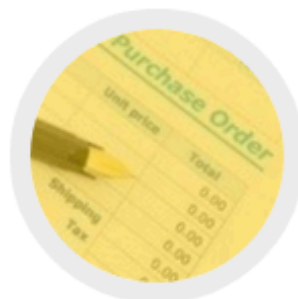
SHORT TERM WORKING CAPITAL LOAN

A strategic business funding solution that offers funds upfront, and is paid in fixed amounts over a regular monthly repayment schedule, to boost local SMEs working capital. Enjoy flexible repayment period up to 6 months.



INVOICE FACTORING FINANCING

Unlock the value of your invoices immediately by pledging your invoice to us for immediate cash, thus taking control of your cashflow. This type of finance uses invoices as a way for your business to unlock cash tied up invoices and therefore speeding up your cash flow.



PURCHASE ORDER FINANCING

Unlike Invoice Financing which accelerates the cash from your invoices, PO funding or purchase order financing gives you the ability to have goods available for your clients from your sources before an invoice is generated.



COLLATERAL LOAN AUTO AND REAL ESTATE

A collateral loan is a secured loan that allows the borrower to pledge any asset to seek a loan. The loan amount depends on the value of the collateral. Use your asset as a security for a loan to enjoy lower Interest Rates and a higher chance of approval. Private vehicles and commercial or residential properties are the most commonly used security for collateral loans.




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41ST PHILSME BUSINESS NETWORKING MEETING

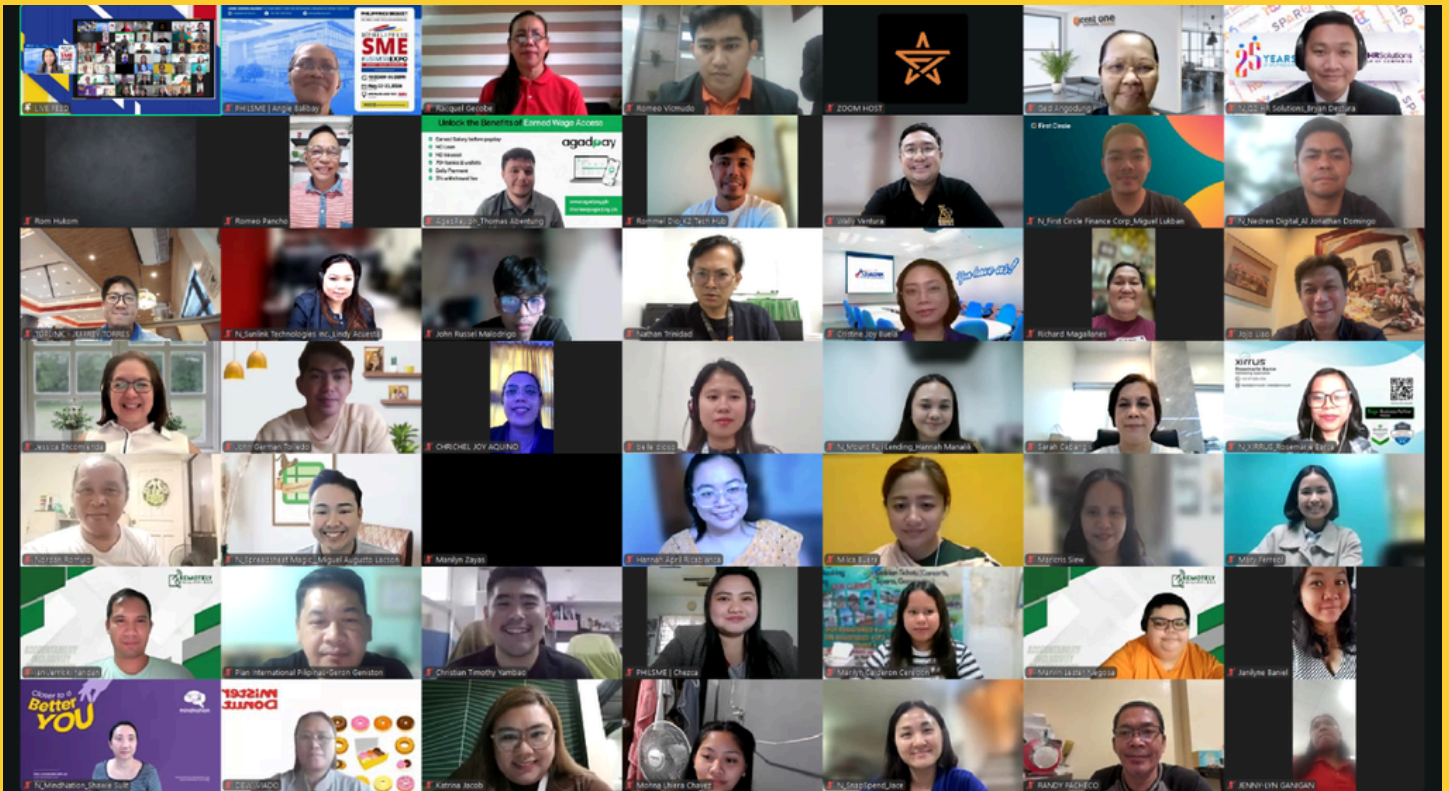
Join Philippines' Biggest Network for Business Solution Providers Empowering SMEs

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MAY 22-23, 2026

EVENT DATE



10:00AM - 06:00PM

OPENING HOURS



**SMX CONVENTION
CENTER MANILA**

LOCATION

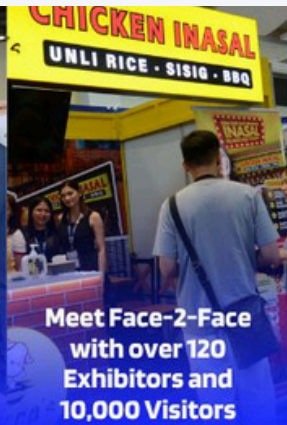


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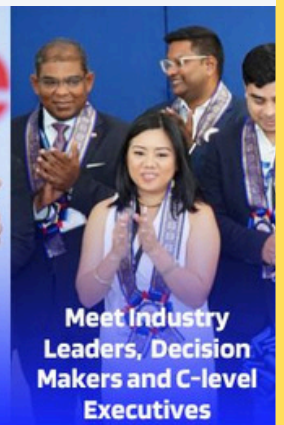
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