

PHILIPPINE
SME
BUSINESSEXPO
BOOST YOUR BUSINESS

MAY 22-23, 2026

SMX CONVENTION CENTER
MANILA

18TH PHILIPPINE SME
BUSINESS EXPO AND CONFERENCE

POST EVENT REPORT

18



OUR SPONSORS

The sponsors that helped shape the success of the 18th Philippine SME Business Expo and Conference

PLATINUM SPONSORS



GOLD SPONSORS



SILVER SPONSORS



EVENT OVERVIEW

Two days of connection.
Countless opportunities.
Stronger Business Ahead.

The **18th Philippine SME Business Expo & Conference (PHILSME)** was held on May 22-23, 2026, at the **SMX Convention Center 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 **180 exhibitors and sponsors**, showcasing business solutions, services, and franchise opportunities designed to help brands and entrepreneurs Boost Your Business.

10,000±
VISITORS

180
45% NEW 55% REGULAR
EXHIBITORS

260±
BUSINESS
SOLUTIONS

THE PHILSME JOURNEY

Building a stronger
SME Community
year after year

16TH

120+ Exhibitors
9,000+ Visitors

17TH

130+ Exhibitors
10,000 Visitors

18TH

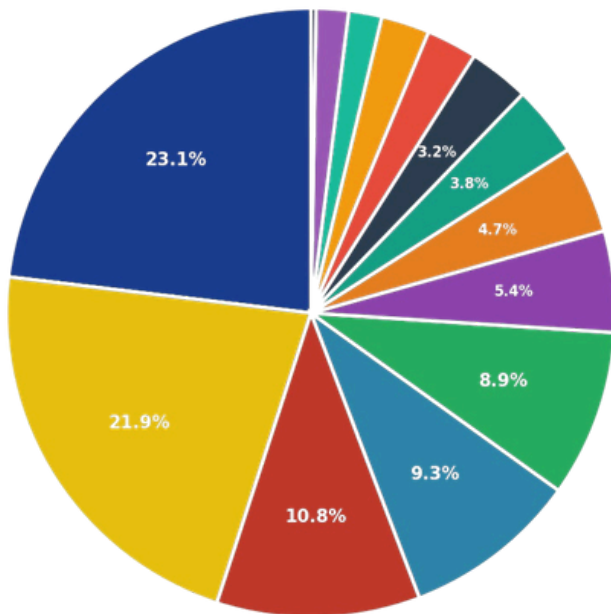
180 Exhibitors
10,000+ Visitors



EVENT DEMOGRAPHICS

The **18th Philippine SME Business Expo and Conference** brought together **10,000+** entrepreneurs, business leaders, investors and industry professionals from various sectors and regions

ATTENDEES BY JOB TITLE



Entrepreneur/Biz Owner (23.1%)	Other/Unspecified (21.9%)
C-Suite/Executive (10.8%)	Manager (9.3%)
Sales & Biz Dev (8.9%)	Admin & Support (5.4%)
Marketing (4.7%)	Director/VP/GM (3.8%)
Consultant/Advisor (3.2%)	Professional (2.7%)
Finance & Accounting (2.6%)	Student/Intern (1.8%)
IT/Tech (1.7%)	Freelancer (0.3%)



Entrepreneurs & business owners dominate at 23.1% (2,876), making them the single largest group at the expo

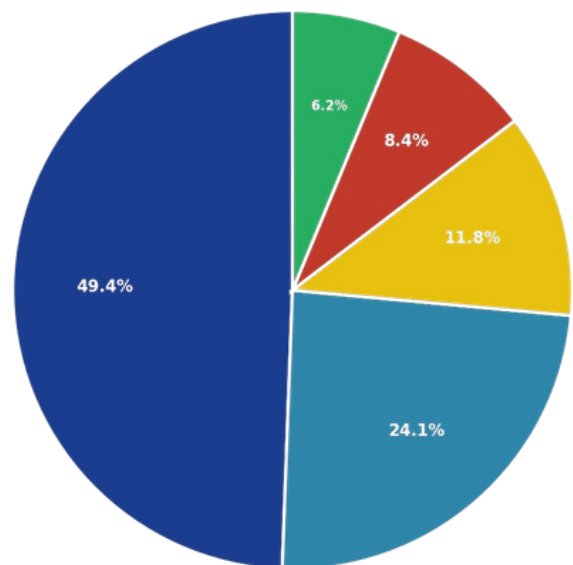


Decision-makers (entrepreneurs + C-suite + directors) account for over 43% — a high-quality, commercially-active audience



Sales & BD (8.9%) and Marketing (4.7%) are the next biggest segments, signaling strong commercial intent across the floor

ATTENDEES BY COMPANY SIZE



Micro-Enterprise (49.4%)	Small Enterprise (24.1%)
Large Enterprise (11.8%)	Medium Enterprise (8.4%)
Multinational (6.2%)	



Micro-enterprises account for nearly half of all attendees (49.4%, 6,150) — confirming this is primarily an SME-focused event



Micro + Small enterprises combined represent 73.5% of attendees, highlighting the dominance of small and emerging businesses



Large and multinational enterprises (18.1%) are a meaningful minority — making the expo a valuable B2B cross-segment networking opportunity



EVENT DEMOGRAPHICS

Visitors came to **18th Philippine SME Business Expo and Conference** with clear goals and strong interest in finding solutions, building connections, and growing their businesses.

ATTENDEES BY TOP CHALLENGES



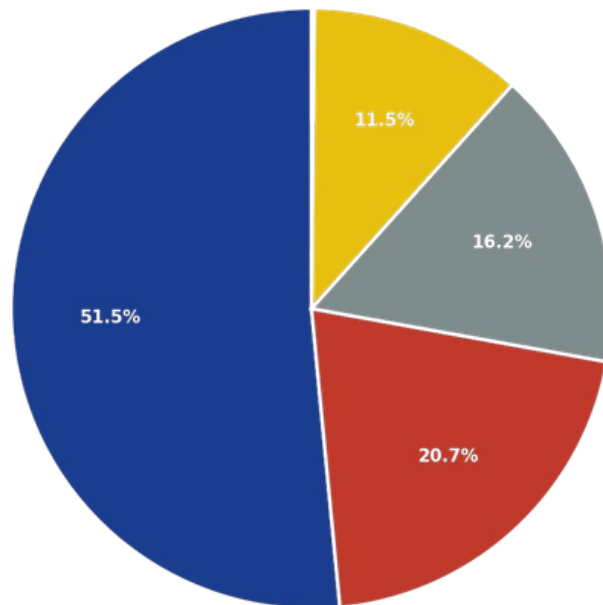
64.1% cite generating more leads & sales as their #1 challenge — the clearest single insight from the entire dataset



Finding reliable suppliers & partners is the 2nd biggest pain point at 25.7%, signaling demand for matchmaking and supplier showcases

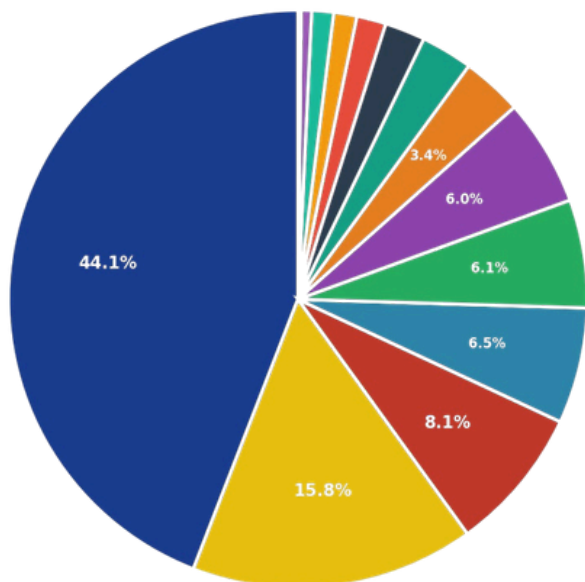


Scaling operations (14.3%) and accessing funding (0.2%) are secondary concerns — this audience wants growth, not capital



Generating Leads & Sales (51.5%) Finding Suppliers/Partners (20.7%)
 Not Specified (16.2%) Scaling Operations (11.5%)
 Accessing Funding (0.2%)

ATTENDEES BY AREA OF INTERESTS



Other (44.1%) General/Open to Anything (15.8%)
 Food & Beverage (8.1%) Partnerships/Networking (6.5%)
 Technology & IT (6.1%) Suppliers & Sourcing (6.0%)
 Marketing & Advertising (3.4%) Services (2.9%)
 Retail/Sales/Distribution (2.2%) Health/Wellness/Beauty (1.6%)
 Franchise Opportunities (1.3%) Investment & Finance (1.2%)
 Real Estate (0.6%) Insurance (0.2%)



20% arrived with broad or open-ended interest — they are explorers ready to discover; Food & Beverage tops specific interests at 10.2% (1,007)



Partnerships & Networking (8.2%) and Technology & IT (7.6%) show that attendees value connections and digital solutions as much as products



Suppliers & Sourcing (7.6%) directly mirrors the #2 challenge — a dedicated supplier zone or matchmaking session would be highly attended



BUSINESS INTERESTS

WHAT WE LEARNED, WHAT WE BUILD ON



The 18th Expo successfully attracted its core target audience — decision-makers and business builders. Over 43% of attendees were entrepreneurs, business owners, C-suite executives, and directors, with micro and small enterprises making up 73.5% of the crowd. This confirms the expo is doing exactly what it should: putting the right people in the room. The audience isn't just curious — they own businesses, hold budgets, and make purchasing decisions.



Attendee pain points and interests are tightly aligned, creating a high-conversion environment for exhibitors. 64.1% of attendees cited generating leads and sales as their number one challenge, while 25.7% flagged finding reliable suppliers and partners — and those same themes showed up as top areas of interest. This alignment means attendees didn't just browse; they came with specific, urgent problems to solve, making the expo floor a genuine marketplace rather than a passive showcase.



Food & Beverage, Technology, and Retail emerged as the expo's three anchor verticals, reflecting the broader Philippine SME economy. These three sectors consistently ranked at the top across industry profile, areas of interest, and company representation. Their dominance signals that the 18th Expo has become a meaningful platform for the country's most active SME segments — and that future editions doubling down on these verticals, alongside matchmaking for suppliers and buyers, would further strengthen the event's commercial value and repeat attendance.



PHILSME BUSINESS MAGAZINE LAUNCH HIGHLIGHTS

One of the defining milestones of the **18th PHILSME Business Expo & Conference** was the successful launch of the inaugural **PHILSME Business Magazine**, marking PHILSME's expansion from a business event platform into a year-round publishing and storytelling ecosystem.

Led by **Magazine Editor Angie Quadra-Balibay** and officially unveiled during the opening program, the publication introduces a new platform dedicated to documenting the lives, decisions, challenges, and defining moments behind Filipino enterprise. The launch drew entrepreneurs, exhibitors, media partners, featured personalities, writers, and business leaders to the magazine exhibit, which became a focal point for networking, conversations, and photo opportunities throughout the two-day event.

The debut issue is anchored by the cover story, ***Holding What Was Built***, which chronicles PHILSME CEO and Managing Director **Trixie Esguerra-Abrenilla's journey** following the passing of her husband, **David Abrenilla, founder of PHILSME**. More than a story about succession, it is a portrait of how grief, responsibility, and conviction shaped the next chapter of a platform built to serve Filipino entrepreneurs.

The launch edition also features contributions from respected business voices including **Chinkee Tan** on financial resilience, **Francis Kong** on courageous leadership, and **Mon Abrea** on entrepreneurship and responsibility, alongside founder stories, industry insights, and entrepreneurial portraits that reflect the realities of building businesses in the Philippines.

Positioned as a **premium, portrait-led publication**, **PHILSME Business Magazine** extends the organization's mission beyond the expo floor by preserving and amplifying the stories behind Philippine enterprise. Its successful debut established a new platform for thought leadership, meaningful storytelling, and long-term engagement within the country's entrepreneurial community.



PRESS BUTTON TO WATCH AND KNOW MORE ABOUT THE MAGAZINE



TESTIMONIALS: WHAT THEY SAY ABOUT PHILSME

Here's what our sponsors and exhibitors shared about their experiences and outcomes at the 18th Philippine SME Business Expo and Conference

"We are grateful to be part of the 18th PHILSME Business Expo. One of the highlights for us was **the quality of attendees and the meaningful networking opportunities**. The expo provided an excellent platform to engage with SMEs, connect with fellow business leaders, and showcase our solutions."

— **Palawan Group of Companies**

"This is a very important event for Skyro that we look forward to every year. **We've seen very good results, and we're looking forward to even better outcomes** because of what PHILSME brings."

— **Skyro**

"Having participated in various expos and events, we know that strong coordination between organizers and exhibitors is critical to success. **PHILSME excelled in this area**, with a team that responded promptly to our needs and provided continuous support from preparation through the event itself."

— **JCE Industries, Inc. / Luxetech**

"PHILSME continues to create a space where entrepreneurs and industry leaders can discover innovations, share ideas, and explore opportunities together."

— **GCash for Business**

"**This event is our thermometer for understanding the landscape of MSMEs** in the country. There's no better way to put your brand out there and make your presence known to customers, vendors, and other businesses."

- **Esquire Financing Inc.**

"You guys are awesome! Thank you as well for the **smooth coordination and execution**. Congratulations!"

- **Lalamove Philippines Inc**

"Thank you, PHILSME and the entire team! We truly appreciate all your efforts and support in assisting iDCP from the very beginning up to the actual event day."

- **IDCP Systems**

"It was super duper amazing! We will keep on joining! **I've closed 5 clients and contracts po, and still nurturing more of them**. Your event is our yearly priority! And truly maximize our value and effort."

- **Virtulink Digital Marketing Services**

We had fun. We also got so much clients. **It really boosted the credibility of our business.**

- **Amari's**



MESSAGE FROM THE CEO

The 18th Philippine SME Business Expo & Conference is now behind us and yet, I am still in awe of what we built together. Yes, we. As you my dear reader, are also a part of PHILSME.

Under the theme Legacy in Motion: Empowering Growth to the Nation, this edition was, without question, our biggest yet.

This edition was, without question, our biggest yet.

We occupied two halls at SMX Convention Center Manila, welcomed more than 10,000 visitors over two days, and hosted 180 exhibitors offering over 260 business solutions. These are numbers worth celebrating but for me, what they represent matters far more than the figures themselves.

What we created on May 22 and 23 was a living, breathing community of Filipino entrepreneurs who chose to show up, connect and believe. I said it during the opening ceremony and I'll say it again: we keep getting better because of you and for you. Every edition of this Expo is proof of what becomes possible when a community truly believes in one another.

This 2026, we went beyond the expo floor. We launched the first-ever PHILSME Business Magazine, a publication built around the lives, decisions, and defining moments behind Filipino enterprise.



It is something I am deeply proud of, because it means that the stories of Filipino Entrepreneurs will now live beyond the two days of the event.

Our conference stage brought together voices that matter while our Meet Up Space became a genuine hub for community, collaboration and sector conversations. We also shone a light on MSMEs and overseas Filipino entrepreneurs and what global experience teaches us about nation-building - a conversation close to my heart as someone who runs this ecosystem across two countries.

While the 19th edition awaits us in May 2027, the journey continues. This November 2026, I invite you to be part of our newest venture, the first-ever eCommerce Expo Philippines, dedicated to scaling Filipino businesses in the digital economy.

Trixie Abrenilla-Esguerra
CEO & Managing Director
Philippine SME Business Expo and Network



OPENING CEREMONY

The 18th PHILSME Business Expo formally opened with an inspiring ceremony that set the tone for two days of learning, collaboration and opportunities.



HIGHLIGHTS

WELCOME ADDRESS

Delivered by PHILSME leadership, highlighting our mission to empower SMEs and drive inclusive economic growth

CEREMONIAL OPENING

The official opening symbolizing the start of an exciting journey filled with knowledge, opportunities and connections

VOTE OF THANKS

Gratitude extended to our exhibitors, sponsors, partners, speakers, and attendees for making the event possible



Opening Ceremony hosted by David Celdran



Ribbon Cutting led by 26 Thought Leaders and Keynote Speakers



CEO Opening Remarks by Trixie Abrenilla



Together, let's continue to boost businesses, create opportunities, and build a stronger future for Filipino entrepreneurs.

Trixie Abrenilla-Esguerra

CEO & Managing Director
PhilSME Business Expo and Network





PLATINUM SPONSORS

We extend our heartfelt gratitude to our Platinum Sponsors for their unwavering support and partnership in making the 18th PHISME Expo a remarkable success.



GCash is one of the Philippines' leading mobile payment service, transforming the way millions of Filipinos pay, send money, and manage their finances.



Esquire Financing Inc. is a leading non-bank financing company in the Philippines that offers fast, hassle-free, non-collateral business loans tailor fit to the needs, goals, and cash flows of each small and medium-sized business owners.



Adobe is one of the world's most established productivity and creativity software provider, giving businesses the creative power to stand out, communicate better, and operate smarter.



Skyro is a fintech company that provides simple, accessible, and flexible financing solutions to help Filipinos meet everyday needs and achieve their goals.



Benchmark offers comprehensive online marketing and sales solutions designed for businesses of all sizes, built around an automated, integrated feature.



Outcomm has mastered the art of making brands impossible to ignore. Bridging the street and the screen to ensure every campaign delivers maximum visibility and measurable brand growth.





GOLD SPONSORS

We are grateful to our Gold Sponsors for their valuable support in making the 18th PHILSME another meaningful and impactful experience for entrepreneurs, partners and communities



AC Mobility has brought Isuzu's proven lineup of dependable, powerful, and business-ready vehicles to entrepreneurs and enterprises across the country.



Malayan Savings Bank makes banking simpler, more accessible, more personal, and truly empowering.



Arthaland is the only real estate developer in the Philippines with a residential and commercial portfolio 100% certified as sustainable by both local and global organizations.



CargoBoss is a Philippine-based freight forwarding company specializing in fast, reliable, and affordable cargo imports from China to Philippines.



Cebuana Lhuillier delivers accessible pawnshop, remittance, insurance, and digital financial solutions to empower Filipinos nationwide. They have been the financial partner that shows up where it matters most.



Kyzen is the exclusive distributor of Haier Commercial and Industrial Laundry Machines in the Philippines — bringing world-class laundry solutions to businesses of all sizes.



The Palawan Group of Companies offers trusted financial solutions nationwide through Palawan Pawnshop, the country's most trusted sanglaan with 3,500+ branches





SILVER SPONSORS

Our Silver Sponsors played an important role in the success of 18th PhilSME Business Expo. Their support helps empower SMEs and drive inclusive growth across the Philippines



Security Bank delivers financial solutions that move with your business — backed by personalized service and digital platforms that keep you in control at every stage of growth.



Globe Business is a trusted, strategic partner to enterprises and SMEs, enabling intelligent transformation through technology, insight, and human expertise.



AutoCount is trusted by over 240,000 companies and 600,000 users across Southeast Asia — backed by a network of 300+ authorized dealers.



Sterling International Consulting is the largest provider in the Philippines of comprehensive ISO consulting, training, implementation, and certification services.



RCBC has spent over six decades building a reputation for exceptional customer experience, award-winning digital banking, and pioneering financial innovation.



60+ apps. 150 million+ users. Hundreds of thousands of companies worldwide. Zoho can power your day-to-day operations and long-term growth.



MyVIPtayo is a streamlined Digital Loyalty, VIP membership & Rewards Platform designed to simplify customer engagement.



One of the Philippines' leading full-range property developers, Filinvest Land has developed over 3,000 hectares of land into homes and communities spanning the entire archipelago.



iDCP Systems is a Malaysia-based technology company purpose-built for real retail and distribution operations across Southeast Asia.



Finest Media PH is a reputable media service provider trusted by local businesses, multinational corporations, and government offices across the Philippines.



Lalamove is an on-demand delivery platform built to make delivery fast, simple, and affordable for businesses of all sizes. Whether you're moving products, documents, or supplies.



Sprout Solutions, a trusted HR tech company in the Philippines, offers a cloud-based platform that automates and simplifies HR processes.



LANDBANK is a government financial institution that strikes a meaningful balance between its social mandate of promoting countryside development and remaining financially viable.



Sine Haraya transforms ordinary ingredients into extraordinary visual narratives. Approaching every project with malasakit to make sure your brand's vision comes to life exactly as you imagined it.



BEHIND EVERY GREAT EVENT ARE GREAT PARTNERS



TO OUR EXHIBITORS
THANK YOU

Your dedication, creativity, and support help strengthen the SME ecosystem and inspire business growth across the Philippines



WELCOME TO THE PHILSME BUSINESS NETWORK

We were happy to welcome our newly awarded members to the growing PHILSME Network Community. Their membership marks the beginning of new opportunities, meaningful connection and collaborative growth.



35 NEW MEMBERS



HERE'S TO YOUR JOURNEY AHEAD!

As part of the PHILSME Network Community, you join a movement that empowers SMEs, fosters meaningful connections, and helps shape the future of Philippine business. We look forward to growing together.



VOICES THAT INSPIRE. IDEAS THAT DRIVE GROWTH

Our speakers shared valuable insights, practical strategies, and real world experiences that empowered entrepreneurs and sparked meaningful conversations throughout the 18th Philippine SME Business Expo



Great ideas become greater when shared. Thank you to our 30+ speakers for empowering our business community

INDUSTRY LEADERS



MORE OF WHAT TRANSPIRED AT THE EXPO



RELIVE THE EXCITEMENT

Two days of inspiration, learning, and connections.

Here are the highlights

DAY 1

HIGHLIGHTS

A day filled with powerful insights, meaningful connections and exciting opportunities



PRESS BUTTON TO PLAY



18th PHILIPPINE SME BUSINESS EXPO HIGHLIGHTS

DAY 2

HIGHLIGHTS

Another day of innovation, collaboration, and business growth in action



PRESS BUTTON TO PLAY



18th PHILIPPINE
SME
 BUSINESS EXPO
 BOOST YOUR BUSINESS

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

MAY 22, 2026

MEDIA PRESSER



MEDIA PARTNERS

P25M

Total Estimated Media Value

P75M

Total Estimated PR Value

THE PHILSME BUSINESS NETWORK



The Home of Philippines' Top Business Solution Providers
Empowering SMEs



The **PHILSME Network** extends member visibility beyond the expo through year-round media exposure, helping brands reach thousands of SMEs, startups, entrepreneurs, and business decision-makers.



01

MEMBER POST ON PHILSME FACEBOOK PAGE

Promote your business to our growing online community

Over **200,000** monthly reach



02

NEW MEMBER NEWSLETTER ANNOUNCEMENT

Get featured in our Newsletter sent to thousands of business contacts

Sent to **90,000+** Business contacts



03

MEMBER FEATURE PHILSME MAGAZINE

Be featured in our digital magazine read by thousands of business professionals

Read by over **18,000+** Business contacts



04

MEMBER INTERVIEW ON PHILSME BUSINESS SHOW

Be interviewed and showcase your business on our Youtube Channel

With over **100,000** views on YouTube

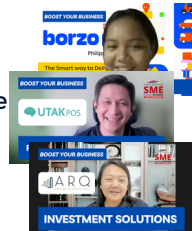


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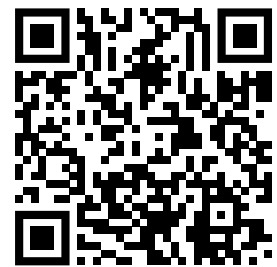
MEMBER SPOTLIGHT IN MONTHLY PHILSME NETWORK MEETING

Get the opportunity to present your business to active members

With **80+** active participants



CHECK THE OTHER 7 BENEFITS HERE



philsme.com/network

**BECOME A
PHILSME MEMBER**
& ENJOY ALL THESE
BRAND PROMOTIONS



CONNECT
with the right people



COLLABORATE
for more opportunities



GROW
your business together

PHILIPPINES' BIGGEST

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

SEE YOU MAY 2027!



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MAY 2027

EVENT DATE



10:00AM - 06:00PM

OPENING HOURS



**SMX CONVENTION CENTER
MANILA**

LOCATION

[f](#) [@](#) [v](#) [in](#) @philippinesmebusinessexpo | #PHILSME

Apply Now to Exhibit With Us!

www.philsme.com/exhibit

**PHILIPPINES' BIGGEST
E-COMMERCE EXPO, CONFERENCE & NETWORKING EVENT
FOR ENTREPRENEURS, ONLINE SELLERS & DIGITAL INNOVATORS**

E-COMMERCE EXPO PHILIPPINES



NOV 20-21, 2026

10:00AM - 06:00PM

SMX CONVENTION CENTER AURA

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