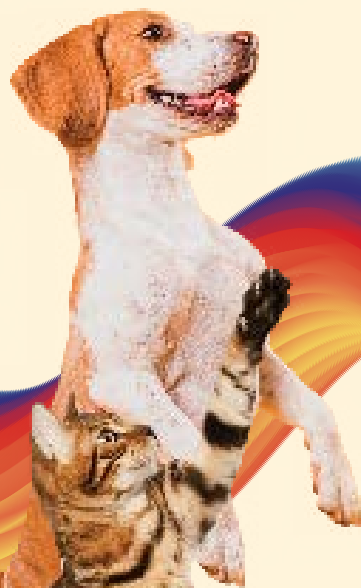


WORLD BEX SERVICES INTERNATIONAL



World PET Expo



*The Fur-fect
Partner*



SEPT.
25-28,
2025

10:00 AM - 7:00 PM



WORLD TRADE CENTER®
METRO MANILA

POST EVENT REPORT



worldpetexpo.ph



inquire@worldbexevents.com



+ 632 8656 9239



EVENT OVERVIEW

The World Pet Expo 2025 was established to create a unified platform that celebrates the growing pet industry while promoting responsible ownership and animal welfare. As the Philippines' first and largest all-inclusive pet expo, it brought together pet owners, enthusiasts, industry leaders, and organizations in one vibrant space filled with exhibits, competitions, and educational talks. The event served as a hub for discovery, connection, and innovation—highlighting the latest trends, products, and practices that strengthen the bond between humans and animals.

Organized by Worldbex Services International (WSI), a trusted leader in world-class trade events, the World Pet Expo 2025 embodied WSI's mission to expand industries through meaningful engagement. With over 35,000 attendees and 16,000 pets, the event's success underscored the thriving enthusiasm of the pet community and the importance of collaboration within the sector. Beyond being a celebration, it marked the beginning of a lasting legacy—one that inspires compassion, advocacy, and continued growth in the ever-evolving world of pets.

ABS-CBN
FOUNDATION

SPONSORS



2025

“

MESSAGE



It is a privilege to start this new venture with you all and open a brand new chapter in WSI's history. As we saw the growing pet industry in the Philippines, we aimed at giving a world-class expo experience highlighting the best of the industry, and so the World Pet Expo was created. We hope that this new event will bring in pet lovers, entrepreneurs, and key players from all over the world to connect and work together in elevating the pet industry.

JOSEPH L. ANG
 Founding Chairman
 Worldbex Services International



World **PET Expo**

OVERVIEW



MORE THAN
35,780
FOOT TRAFFIC



MORE THAN
122
EXHIBITORS



8,230 SQM
EXHIBIT AREA



229
NO. OF
BOOTHES



16,840
TOTAL PETS



ACTIVITIES & HIGHLIGHTS

SUMMIT

Expert-led talks, seminars, and workshops on the latest trends, issues, and innovations in the pet industry.



Superdogs for humankind by **Dr. Abel Manalo, Faizal Tangote and Clarence Lumoyan** of Manila K9



Disaster Resiliency and Volunteerism by **Mr. Abraham Castro** of Metro Manila Dog Association K9 Corps.



Stray management and responsible pet ownership: Building a better world for animal and humans by **Ms. Ilde Osias and Ms. Jackie Moulard** of BF Homes Animal Welfare Advocates



Pet ownership talks by **Dr. Maricris Alcantara** of Philippine Animal Hospital Association (PAHA)



Pet wellness by **Dr. Ralp Espinosa** of Pilmico Animal Nutrition



Developing a SAR dog by **Mervyn Alarcon** of Philippine Emergency Canine Response Team Inc. (PECRT)



Mind of a dog - Real talk real training by **Ms. Princess Lireanne Guia D. Arca** of Animaless



Community cat management by **Ms. Irannie G. Labangon** of CARA Welfare Philippines



Ann Ong of Club Bouledogue Francias PH Inc



Responsible pet ownership and how to choose your fur babies diet by **Mr. Jazer Abellano**, DVM-Technical Extension Services Veterinarian and **Mr. John Raphael Aniñon**, Feed Formulator of Pet Food Business



Community cat management by **Ms. Irianne G. Labangon** of CARA Welfare Philippines



Rabies is 100% Fatal but 100% preventable by **Ms. Deseree Marie Lavilla**, R.N of Animal Bite Center



The Innovation of raw feeding by **Animal Haven Ph.**, Vet-approved and backed by science



Why aspins would make great pets by **Ms. Andy Sermonia** of Philippine Animal Welfare Society (PAWS)



Training problem dogs on the spot by **The Pinoy Dog Whisperer Lestre Zapanta**



A mini display of the latest and most innovative pet products.



Artsel Project PH
Pawsome Mugs



Avli Biocare Inc.
LC Vit Syrup
Multivitamins + Lysine



Liansin Pets Global Inc.
Farmina



Yamac Trading Co.
Bowl Booster



999 Tier Infinity Group Inc.
Pet Deodorizer



The Philippines Elite Import Inc.
Elite Dog Food



Happy Hounds
Furrificent Collection



Euro Dog
Euro Dog Natural Premium Dog Food



Palapro
PALAPRO Pet Food Palatants



BUSINESS Lounge

A B2B platform focused on business matching, providing pet entrepreneurs with opportunities to network, connect, and build partnerships.



A live segment featuring the products and services offered by the exhibitors in the pet industry.

ACTIVITIES & HIGHLIGHTS

PETCARE ZONE

is the designated area where professionals provide expert advice, demonstrations, and products focused on pet health, grooming, and wellness, promoting responsible care and improved well-being for pets.



INTERNATIONAL PAVILION

featured a curated selection of global pet brands and innovations. It provided attendees with insights into the latest trends and advancements in the international pet industry.



STARTUP ZONE

showcased emerging pet industry entrepreneurs and innovative new businesses. It provided a platform for start-ups to present their products, network with industry professionals, and gain exposure to potential partners.



AVIARY PAVILION

showcased birds and avian products, offering a specialized space for enthusiasts and professionals to explore bird care and related innovations.



DOG ACTIVITY AREA

A dynamic playground where dogs can play, socialize, and enjoy with other dogs or with their fur parents.



CAT ACTIVITY AREA

A sleek play and activity area dedicated to cats and their fur parents.



World Pet Expo 2025 Best Booth winner: J Essentialz Marketing Corp.

BEST BOOTH

recognized exhibitors who demonstrated excellence in booth design, creativity, and effective presentation. This accolade highlighted outstanding efforts in engaging attendees and enhancing the overall event experience.

ACTIVITIES & HIGHLIGHTS



FUR All Nations PCCI Fashionista Pooch

In collaboration with the Philippine Canine Club Inc. (PCCI), this competition highlights the impressive fashionista look of dogs.



PAW-NALISA Paint your Pet Workshop

Paint your Pet Workshop - In partnership with Cathartic PH, this pet painting workshop is the perfect bonding activity for pet parents and their fur babies.

Yum! Paw-shion Show

In collaboration with YumYum Dog Food, this fur family event seeks to showcase dazzling fashion of fur babies with their fur parents. This event comes with Pet Blessing Ceremony and Pet Parade before the main show.



PET BLESSING

A special ceremony to bless pets and strengthen the bond between them and their owners before the main show begins.



Doggo Pawfectly Made! Cat and Dog Costume Contest

In partnership with Doggo, this fur family event seeks to showcase dazzling fashion of fur babies with their fur parents.

Doggo Pawfectly Made! Doggo Dash

In partnership with Doggo Philippines, it is a fun-filled yet challenging contest that names the ultimate Doggo Dash champ.

Doggo Pawfectly Made! Hotdog Eating Contest

In collaboration with Doggo, this tag-team event seeks the pair up of puppies with their hoomans for a fast-paced food frenzy.



BEST BULLY 2023

Three shows, one giant event. In partnership with the Philippines Best Bullies Registry (PBBR), Philippine Bully Kennel Club (PBKC), it is an exciting showcase of strength, style, and distinction featuring American, French, and Exotic Bully breeds.



THE CAT SHOWDOWN

In partnership with The Breeders Club (TBC), this competition highlights the elegance and charm of felines.



"Of practical finds and innovative ideas for our fur babies, we are honored to be the home of the first-ever World Pet Expo. As always, we give our much-deserved congratulations to Worldbex for yet another successful expo, where the whole world of pet-related innovations is brought to Pasay City, making it accessible, attainable, and affordable."

MR. ERIC PARDO
PASAY CITY CHIEF OF STAFF representing
HON. IMELDA "EMI" CALIXTO-RUBIANO
PASAY CITY MAYOR

EXHIBITORS' SURVEY RESULTS



"It is a great honor to be a part of this special event, the very first World Pet Expo 2025. This is truly an important event that brings together pet-lovers, industry leaders, advocates, and families to share one thing in common: our deep love for animals."

HON. DR. CHRISTIAN DAQUIGAN,
OIC DIRECTOR OF THE PHILIPPINE BUREAU OF ANIMAL INDUSTRY.



of the Exhibitors meet their company's target market.



of the exhibitors rated the performance, support, and service of the event organizer as "Excellent".



of the Exhibitors will Participate again in the World Pet Expo (WPE) 2026.



of the Exhibitors meet their company's target market.



of the Exhibitors rated the overall company performance and participation as "Excellent".



of the Exhibitors rated the overall outcome of the expo as "Excellent".

OBJECTIVE OF PARTICIPATION

- Promote awareness of Products **98%**
- Market Exposure **98%**
- Generate / increase businesses **97%**
- Market / test new products **96%**
- Explore joint venture possibilities **96%**
- Explore new businesses **94%**
- Appoint new agents/distributors **94%**



TRADE BUYERS' SURVEY RESULTS



There is a bigger picture here. Every bag of pet food you buy, and every basic supplement, lahat tumutulong sa industriya. At ngayon, ang industriyang ito, ang pet industry ay hindi na maliit, it is thriving. Now, we have local companies that are preparing to benchmark with regional and global players. Overall, these local companies are laying the groundwork for the pet industry. "

MR. BONG CASTRO,
CHIEF POLITICAL
AFFAIRS representing
HON. SEN. JV EJERCITO
SENATOR, REPUBLIC OF
THE PHILIPPINES

98%

of the attendees rated the
Interior and Exterior
"Excellent"

98%

of the attendees rated the
Activities and Show
Highlights "Excellent"

96%

of the attendees rated the
safety and security
"Excellent"

97%

of the attendees gave the
registration process an
excellent rating

96%

of the attendees rated the
venues "Excellent"

98%

rated the over-all exhibits
"Excellent"

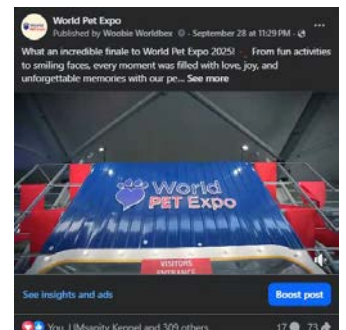


MEDIA



TOTAL MEDIA VALUE
PHP 16,395,361.312

NEWSPAPER, ONLINE NEWS, POSTERS, BILLBOARDS,
RADIO AND TV STATIONS, AND SOCIAL MEDIA
MENTIONS ON YOUTUBE, INSTAGRAM, AND TIKTOK





World PET Expo

SAVE THE DATE

SEPTEMBER 24-27, 2026

10:00 AM - 7:00 PM

WORLD TRADE CENTER METRO MANILA

Please refer to the Organizer for Major and Minor Sponsorship Packages:

For more information, please contact **Mr. JC CALIAO:**

☎ (Manila) (632) 8656.9239 loc. 127 📞 +63918 934 7789 or ✉ joelcaliao.worldbex@gmail.com

ORGANIZED BY:



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