

WORLD BEX SERVICES INTERNATIONAL



MANILA International
AUTO SHOW

POST EVENT REPORT

2
0
2
3



SHAPING
MOBILITY

APRIL 13 - 16 2023

10:00AM - 9:00PM

WORLD TRADE CENTER METRO MANILA



manilaautoshow.com



inquire@worldbexevents.com



+ 632 8656 9239



EVENT OVERVIEW

This 2023, as we moved towards the endemic, MIAS has once again staged the biggest and grandest annual automobile event back on-ground. This auto show symbolized the resurgence of the economy as well as a forward outlook for the continuous growth of the automotive industry.

Shaping Mobility

This year's Manila International Auto Show (MIAS) showcased new and innovative vehicle models from the leading car brands locally and internationally. Aside from its car launches, MIAS continued to stage renowned onground activities across its 4-day event.

CO-PRESENTED BY



CO-PRESENTED BY



PARTNER ASSOCIATION



FOR THE BENEFIT OF



CUSTOM & CLASSIC CAR COMPETITION SPONSOR



SUPPORTED BY



OFFICIAL MEDIA PARTNER



PARTICIPATING VEHICLE BRANDS



PARTICIPATING BRANDS



MEDIA PARTNERS



SERVICE PROVIDERS



MESSAGE

“

This year, MIAS drives to step forward and continue to shape the future of MOBILITY. Through the theme “Shaping Mobility”, MIAS, along with the rest of the industry, has shown a desire for progress and a sustainable future.

Shaping mobility is more than just moving people from one place to another, it is also about moving the economy forward. With the Philippines’ growing population and urbanization, the need for efficient and reliable transportation has become increasingly important.

The automotive industry plays a crucial role in meeting this demand by providing a range of vehicles that cater to different needs and preferences. Our mission every year is to showcase this fast-paced industry, and we shall continue this legacy through the next generations.

MIAS continues to be the biggest and largest automotive show in the country today - a gateway for people to witness mobility in action.




JOSEPH L. ANG
Founding Chairman
Worldbex Services International



MANILA International AUTO SHOW



MORE THAN
149,000
FOOT TRAFFIC



MORE THAN
90
EXHIBITORS



26,500 SQM
EXHIBIT AREA

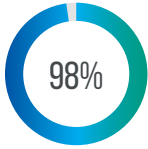


208
CAR DISPLAYS



EVENT IN NUMBERS

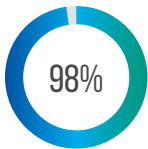
VISITOR SURVEY RESULTS



98% satisfaction rating from its visitors



100% agreed that MIAS is the leading automotive event in the country



98% will definitely recommend MIAS to others



100% saw adequate amount of publicity

VISITOR DEMOGRAPHICS

GENDER



MALE
77.5%



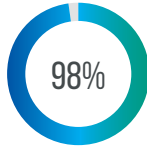
FEMALE
16.7%



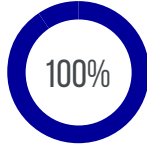
NO ANSWER
5.8%

Most of MIAS visitors are from the age 18-40 years old

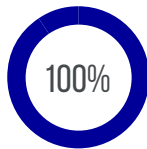
EXHIBITOR SURVEY RESULTS



98% of the exhibitors had an excellent performance on MIAS 2023



100% of the exhibitors were satisfied with the management and organizational support of the organizers



100% were satisfied with the marketing efforts initiated by the organizers



Congratulations MIAS for celebrating 17 years of shaping the mobility. Your unparalleled contributions in the industry is truly commendable. Just always keep on providing World-Class expositions for all Filipinos.”

— Senator JV G. Ejercito
Senator House of Representatives of the Philippines

TOP 5 HIGHLIGHTS

- Mobility Marathon - The 2023 Latest Car Debuts
- Petron Custom & Classic Car Competition
- Die-Cast Car Collection
- Russ Swift Stunt Show
- Test Drive Avenue

MAIN PRODUCT INTERESTS

- Cars
- Car Accessories
- Automotive services

HOW DID YOU LEARN ABOUT MIAS 2023?

- Online (Website, Social Media, Email)
- Word-of-mouth (Friends, Exhibitor Invite)
- Traditional (Posters, Billboard, TV, Radio, Newspaper)

EVENT HIGHLIGHTS

GRAND OPENING



MOBILITY MARATHON - THE 2023 LATEST CAR DEBUT



BYD



CHANGAN AUTO



MG



FORD



GAC



GEELY



GWM



HYUNDAI



JETOUR



NISSAN



PEUGEOT



SUBARU



CHERY AUTO

To Worldbex Services International, congratulations for successfully putting this Auto Show and for celebrating your 18 years of Shaping Mobility. Keep on sharing your vision across the industries, not just here in the country, but across a world-wide platform."

— Hon. Mayor Wes Gatchalian
Valenzuela City

EVENT HIGHLIGHTS



THE TRUCK ZONE



TEST DRIVE AVENUE



RUSS SWIFT STUNT SHOW DIE-CAST CAR COLLECTION



PETRON CUSTOM AND CLASSIC CAR COMPETITION



MIAS is an event that you should never miss. Every year it tells you what lies ahead in the future. So please do come and enjoy the show!"

— Mr. Joe D. Ferreria
President of the
Automobile Association
of the Philippines (AAP)

MEDIA EXPOSURE

CELEBRITIES SPOTTED



BLACKLIST INTERNATIONAL



CARL MACAISA



GAB PANGILINAN AND GIAN MAGDANGAL



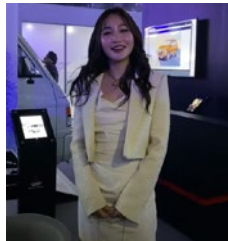
JEJOMAR BINAY



RAMON BAUTISTA



RON POE



SAZNA LAPARAN



MAR ROXAS



KRAMER FAMILY



NOMER THE MIND MASTER



OTHERS

ONLINE

OFFLINE



“With your company that organizes almost everything, that’s a big boost to our car company.”

— Former Gov. Chavit Singson
Ilocos Sur

MEDIA EXPOSURE



Attack of the Chinese car brands

DON'T DRINK AND DRIVE

BY VERNON S. SARNE

If you're a Filipino car enthusiast who's been following the automotive scene for the past decade, you're probably familiar with the words "China is the enemy".

For a while, it's been said that the top five car brands in the Philippines are Toyota and Mitsubishi, followed by Ford, Honda, Suzuki, and Isuzu. But now, the list for new players and challengers has changed.

It's all thanks to Chinese automakers. If you haven't noticed, they're getting in there. What used to be the stronghold of the industry 15 years ago are now being taken over by newcomers. It's hard to believe that you used to see Chinese cars in 2007 and the door handles would fall off. Now, the cars that were once a joke are now being sold in the city.

Remember when you'd roll for a couple of hours and find a Chinese car? It's like a distant memory now, isn't it? That's why you need to be very aware of the word "China" in the word "China" in the word "China".

It's not just the cars, it's the people. In 2012, the Manila International Auto Show (MIAS) was held at the Araneta Center. It was a success. But it was also a challenge. The Chinese brands were already in the country. They were competing with the established brands. But they were winning.

What's going on? It's the importance of a good name. In any relationship, whether personal or professional, you need to be seen as a good person. The Chinese brands are doing this. They are showing that they are trustworthy and that they are here for the long run.

It's not just the cars, it's the people. In 2012, the Manila International Auto Show (MIAS) was held at the Araneta Center. It was a success. But it was also a challenge. The Chinese brands were already in the country. They were competing with the established brands. But they were winning.

What's going on? It's the importance of a good name. In any relationship, whether personal or professional, you need to be seen as a good person. The Chinese brands are doing this. They are showing that they are trustworthy and that they are here for the long run.

It's not just the cars, it's the people. In 2012, the Manila International Auto Show (MIAS) was held at the Araneta Center. It was a success. But it was also a challenge. The Chinese brands were already in the country. They were competing with the established brands. But they were winning.

What's going on? It's the importance of a good name. In any relationship, whether personal or professional, you need to be seen as a good person. The Chinese brands are doing this. They are showing that they are trustworthy and that they are here for the long run.



TOTAL MEDIA VALUE

PHP 287,480,000

Newspaper, Online News, Posters, Billboard, Radio and TV from March 1 to June 30, 2023, Social Media Mentions in YouTube, TikTok, Instagram and Twitter



WORLD BEX SERVICES INTERNATIONAL



Hailed as the most anticipated motoring and driving event in the country, the **Manila International Auto Show (MIAS)** debuted in April 2005.

MIAS takes pride in showcasing not only the most dynamic and extensive automotive display but also, in organizing the most thrilling automotive events that never fail to impress and excite auto enthusiasts and industry professionals throughout the country.

SAVE THE DATE

APRIL 4 - 7, 2024

10:00 AM - 9:00 PM

WORLD TRADE CENTER METRO MANILA &
SMX CONVENTION CENTER MANILA

For more information, please contact **Ms. Charlotte Tabara:**
☎ (Manila) (632) 8656.9239 Loc. 129 or ✉ charlotte.worldbex@gmail.com

ORGANIZED BY:

WORLD BEX SERVICES INTERNATIONAL

Suite 1203 BTTC Centre 288 Ortigas Ave. cor. Roosevelt St., Greenhills San Juan 1502 Philippines.