

WORLD BEX SERVICES INTERNATIONAL

MANILA International AUTO SHOW

POST EVENT REPORT



BRIDGING THE FUTURE

APRIL 4-7, 2024

10AM - 9PM



WORLD TRADE CENTER[®]
METRO MANILA



CONVENTION CENTER
MANILA

NOV 4 2024



manilautoshow.com



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EVENT OVERVIEW

The **Manila International Auto Show (MIAS)** is an annual show for car buyers and enthusiasts alike to look, observe and learn more about the latest models and significant concepts from the Philippines' premiere auto makers. It is the Philippines' biggest motor show in terms of car debuts, visitor count, cars on display, and exhibitors.

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.



The government expresses great confidence that the automotive industry will continue to drive and accelerate progress towards the realization of our shared objectives. Inclusive environment for businesses to thrive. I trust that our continuing partnership and dialogue will result in increased confidence and further investments in the industry. So we wish you success in this event and in all your endeavors

— ASEC. KRISTINE JOY DIAZ-TESTON
OFFICE OF THE SPECIAL ASSISTANT TO THE PRESIDENT
FOR INVESTMENT AND ECONOMIC AFFAIRS



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PARTNER ASSOCIATION



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CUSTOM & CLASSIC CAR COMPETITION SPONSOR



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MESSAGE

Welcome to the **19th Manila International Auto Show: Bridging the Future** or simply **MIAS 2024**. it's an honor to stand before you today as we celebrate innovation, sustainability, and progress.

As we gather here, we're not merely spectators; we're participants in shaping the future of mobility. the theme "Bridging the Future" encapsulates our collective commitment to forging pathways towards a brighter tomorrow.

In an ever-evolving world, bridging goes beyond connecting points; it symbolizes our determination to bridge gaps in technology, sustainability, and accessibility. the automotive industry stands at the forefront of this endeavor, offering solutions that transcend mere transportation, but pave the way for economic growth and societal advancement.

With each passing year, the **MIAS** serves as a beacon of excellence, showcasing the latest innovations, trends, and visions that drive our industry forward. it's a testament to our excellence and our relentless pursuit of a better future.

Thank you for being a part of **MIAS 2024**, together let us all be part of bridging the future!

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

EXHIBITOR SURVEY RESULTS

OBJECTIVE OF PARTICIPATION

- 98% to generate sales
- 97% to expose to the target market
- 100% to the promotion of products/services
- 99% to test the market for new products

100% of the exhibitors rated MIAS 2024 as overall excellent

100% of exhibitors exceeded the expectations of participation this 2024

100% of exhibitors were very much impressed with this year's foot traffic.

99.6% of MIAS 2024 exhibitors gave excellent approval to the management and organizers

98.6% of MIAS 2024 exhibitors rated the overall structural aesthetics as "Excellent"

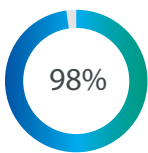
98.6% of exhibitors were impressed with the line-up of activities and highlights in this year's MIAS



In order, we can work together in putting in place regulations for safe use of electric vehicles encourages all of you to all work together using your respective capabilities and technologies in achieving a safe, affordable, and efficient road to our land in the Philippines.

— ASEC. JAMES MELAD OF ROAD TRANSPORT AND INFRASTRUCTURE REPRESENTING HON. SEC. JAIME BAUTISTA | SECRETARY OF THE DEPARTMENT OF TRANSPORTATION (DOTR)

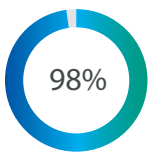
VISITOR SURVEY RESULTS



satisfaction rating from its visitors



agreed that MIAS is the leading automotive event in the country



will definitely recommend MIAS to others



saw adequate amount of publicity

MAIN PRODUCT INTERESTS

- Cars
- Car Accessories
- Automotive services

TOP 5 HIGHLIGHTS

- Mobility Marathon - The 2024 Latest Car Debuts
- Petron Custom & Classic Car Competition
- Die-Cast Car Collection
- Russ Swift Stunt Show
- Test Drive Avenue

EVENT HIGHLIGHTS

MOBILITY MARATHON THE 2024 LATEST CAR DEBUT



BAIC



CHANGAN AUTO



CHERRY



CHEVROLET



JETOUR



LYNK & CO



MG



MITSUBISHI



SUBARU

BEST BOOTH DESIGN



SMX CONVENTION CENTER - ASTARA



WORLD TRADE CENTER - HYUNDAI



For years, The Manila International Auto Show has cemented itself as a strong pillar in the field of machinery, and technology. Every year, we realize how special MIAS truly is. It has set amazing, great, from different places, backgrounds, and perspectives brought together by an electric love for the audience. Somehow they said it gives everyone the opportunity to de-stress and just enjoy the peace of the eyes and all senses through the amazing craftsmanship and understanding. What sets this year apart, however, is the trust towards being smart, sustainable, and eco-friendly.

— MR. EDUARDO RUBIANO
FIRST GENTLEMAN OF PASAY
CITY PHILIPPINES

EVENT HIGHLIGHTS

THE TRUCK ZONE



TEST DRIVE AVENUE



RUSS SWIFT STUNT SHOW



DIE-CAST CAR COLLECTION



MIAS PETRON CUSTOM AND CLASSIC CAR COMPETITION



MIAS - Petron Custom and Classic Car Competition Grand Champion - Autoplus Sports

Miss Mias 2024 winner



Now, in terms of bridging the gap, I'd like to say something very important. Because if there's any single thing that develops a country, it is transportation. If you look at the history of Europe, if you look at the history of the United States, cars, trains, and planes, because of its ability to move people from one place to another, is a great catalyst for commerce. So when you come to MIAS you are actually seeing the future. People move from place to place and what they will see when they go from place to place. So, I think you are doing a great service by actually encouraging people to see what lies ahead in the area of automobile transport. I congratulate you, Mr. Ang.

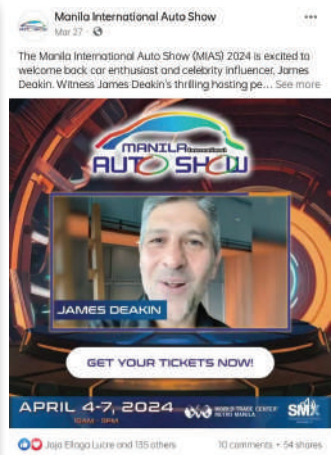
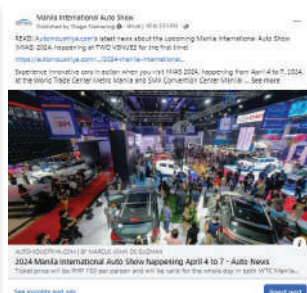
— MR. JOE FERRERIA |
PRESIDENT OF AUTOMOBILE
ASSOCIATION PHILIPPINES
(AAP)

MEDIA EXPOSURE



TOTAL MEDIA VALUE
PHP 290,067,320

Newspaper, Online News, Posters, Billboard, Radio and TV, Social Media Mentions in YouTube, Tiktok, and Instagram



TRADITIONAL MEDIA

MIAS 2024

NEW EV MODELS DOMINATE THE MIAS 2024 EXHIBITION

JETOUR MAKES GRAND MIAS ENTRANCE; A 'T2 FOR A TITO' AS TRUSTED CELEBRITY BECOMES 1ST OWNER OF 4X4 SUV

NEW TRUCKS AND OFF-ROADERS ON THE BLOCK

MOTORING

HYUNDAI

BETTER DRIVING PERFORMANCE. WHAT EVER THE FUEL.



MG GEARS UP FOR HUGE, ELECTRIFYING ANNOUNCEMENTS AT MIAS 2024

REVOLUTIONIZING MOBILITY: SUZUKI'S TECH AND VEHICLES AT MIAS 2024

ASTARA PH PLAVELKS TO SHOWCASE PEUGEOT, GAC, JMC AND JAC

ONODA, JACZHO GET TO DEBUT AT MIAS 2024

MEN'S WATCHES SALE ANY 2 FOR 999

The 2024 Manila International Auto Show opens today

Your MIAS Guide

PHILA. NUMBER COILING SA HYENULES SAITO SUSPENDIDO SA BINUMBER COILING SUSPENDIDO SIMILA BUKAS NANGANG SA 6YENES

ITO ANG BALITA

MANILA INTERNATIONAL AUTO SHOW 2024, BUKAS NA SA PUBLIKO HANGGANG LINGGO

UNT

WORLD BEX NAGBIGAY NG DONASYON SA ABS-CBN FOUNDATION PARA MAS MAKATULONG SA MGA NANGANGAILANGAN

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MOTORING

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ITO ANG BALITA

UNT

09:26 PM | 11 SAN JUAN 1734-4338 | TAGUIG 879-3200 | KALENZUELA 8333-0081 | 8292-1460 | UNTV DIGITAL C | 04-05-24

UAAGI-VERSE UNLOCKED

THE NEW FOTON TUNLAND DIESEL HYBRID

V9

STARTS AT P1,758,000

V7



ALVIN UY | CO-FOUNDER, MANILA INTERNATIONAL AUTO SHOW

THE XL EXPERIENCE AWAITS

THE NEW FOTON TUNLAND DIESEL HYBRID

V9

STARTS AT P1,758,000

V7

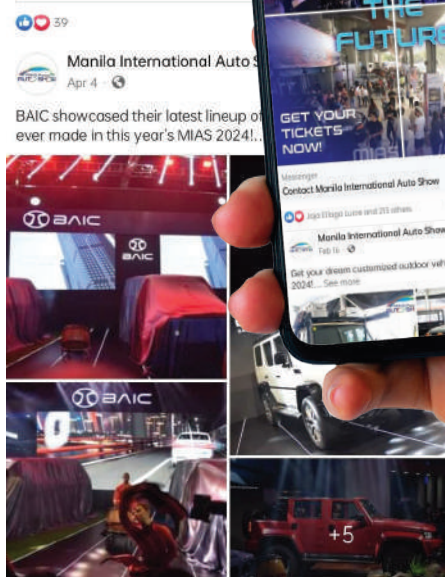
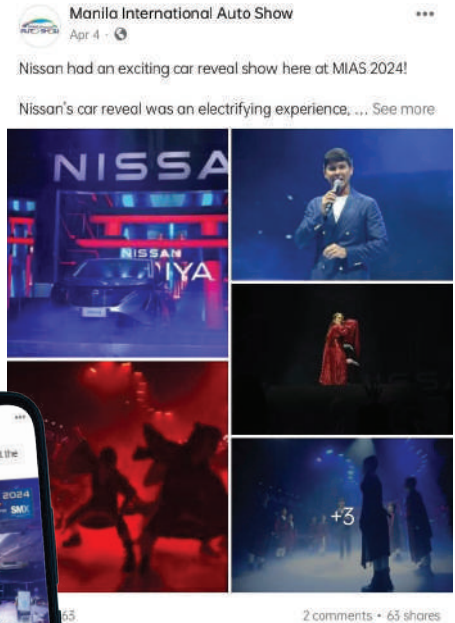
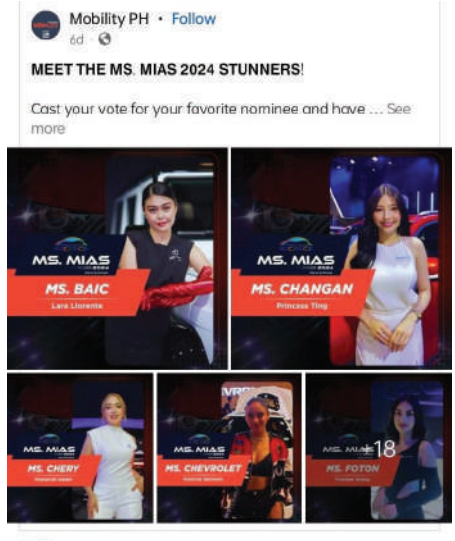
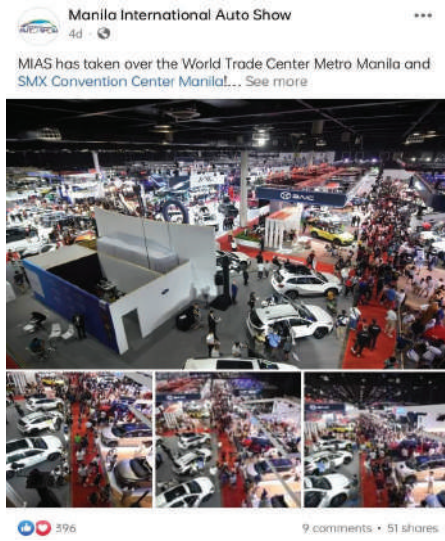
FOTON

17

150,000 KMS

DIKIP

ONLINE MEDIA



WORLD BEX SERVICES INTERNATIONAL



2025

SAVE THE DATE

APRIL 10 - 13, 2025

10:00 AM - 9:00 PM

**WORLD TRADE CENTER METRO MANILA &
PHILIPPINE INTERNATIONAL CONVENTION CENTER**

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

ORGANIZED BY:



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