



**MANILA
COFFEE
FESTIVAL**



**COFFEE
EXPOMANILA**



BIYAYÀ
SUSTAINABLE LIVING FESTIVAL

JULY 17 - 19 2026
SM MEGATRADE HALL 1 TO 3



SM MEGAMALL, EDSA CORNER
DOÑA JULIA VARGAS

IN PARTNERSHIP WITH:



**COFFEE
HERITAGE
PROJECT**





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X



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BRIEF OVERVIEW

The 2026 edition of Manila Coffee Fest, Coffee Expo Manila, and Biyaya Festival brings together three powerful platforms into one dynamic destination – creating the Philippines’ largest celebration of coffee, culture, and sustainable living. This landmark event merges trade, lifestyle, and heritage, showcasing the latest in coffee innovation, equipment, artisanal products, and creative experiences from leading local and international brands. Visitors can discover cutting-edge industry solutions, engage with award-winning coffee producers, and experience immersive spaces that connect business with culture.

Driven by the rapid growth of the Philippine coffee industry and the rising demand for authentic, experience-driven events, the combined expo serves as a vibrant hub where entrepreneurs, buyers, creators, and communities converge. It offers businesses a unique opportunity to launch new products, build strategic partnerships, and expand their reach within both professional and consumer markets. Beyond commerce, the event celebrates the stories behind coffee – from farmers and artisans to innovators shaping the future of the industry. With its strong blend of trade opportunities, lifestyle engagement, and cultural storytelling, the 2026 combined expo is set to redefine the coffee event landscape in the Philippines and establish a new benchmark for Southeast Asia.

WHO JOINS?

BUSINESS AND OTHER INDUSTRY SECTOR:

- ❖ Retail Coffee Chains & Pop-Up Cafés
- ❖ Wholesale Roasting Companies
- ❖ Hotels & Restaurants
- ❖ Grocery Chains & Convenience Stores
- ❖ Colleges & Universities
- ❖ Food & Coffee Distributors
- ❖ Kiosks & Franchisers
- ❖ Bakeries
- ❖ Agribusiness Farming
- ❖ Non-Profit Organizations
- ❖ Social enterprises
- ❖ Media / Press
- ❖ Young Entrepreneurs
- ❖ International Participants
- ❖ Importers & Exporters
- ❖ Institutional Buyers
- ❖ Owners & Founders
- ❖ Managers
- ❖ Farm Producers
- ❖ Coffee Roasters
- ❖ Wholesalers & Distributors
- ❖ Coffee Chains & Independent Cafés
- ❖ Foodservice Institutions and Organizations
- ❖ Baristas

LIFESTYLE & CONSUMER AUDIENCE:

- ❖ Coffee Enthusiasts & Home Brewers
- ❖ Café Hoppers & Lifestyle Consumers
- ❖ Content Creators & Influencers
- ❖ Food & Beverage Explorers
- ❖ Cultural & Sustainable Living Advocates

CREATIVE & CULTURAL COMMUNITY:

- ❖ Local Artisans & Makers
- ❖ Sustainability Advocates
- ❖ Designers & Artists
- ❖ Cultural Storytellers & Community Leaders



300+
BRANDS



150+
BOOTHS



15000+
PARTICIPANTS



3 IN 1 EVENT



Manila Coffee Fest is the Philippines' premier coffee lifestyle celebration, where the richness of local coffee and culture takes center stage. It showcases award-winning Philippine coffees and heritage beans—from Barako to highland Arabica—highlighting the country's diverse coffee regions.

Bringing together farmers, roasters, baristas, and creators, it creates an immersive experience rooted in tradition and innovation. With a strong following among young professionals and café enthusiasts, it offers brands a unique platform to connect with a highly engaged audience. More than a festival, it is a celebration of Filipino identity through coffee.



Coffee Expo Manila is one of the country's leading coffee trade events, driven by a new generation of young entrepreneurs and coffee enthusiasts. It provides a dynamic platform where emerging MSME coffee brands and startup cafés stand alongside industry veterans, fostering collaboration and growth. The expo brings together key players across the value chain—from roasters and equipment suppliers to distributors and buyers—creating real business opportunities. It also hosts competitions and industry programs that elevate standards and spotlight top talent. More than an expo, it is a launchpad for the next generation of coffee businesses.



Biyaya Festival is a celebration of Filipino heritage, sustainability, and craftsmanship, bringing together farmers, artisans, and purpose-driven brands. Rooted in authenticity and community, it highlights stories of origin and ethical production through immersive cultural experiences.

From artisan markets to talks and performances, it connects audiences with the richness of Philippine traditions. With strong media reach and a growing following, it has become a powerful platform for brands that stand for impact and sustainability. More than a festival, it is a movement that honors culture, community, and conscious living.



BENEFITS OF BEING AN EXHIBITOR

The combined Manila Coffee Fest and Coffee Expo Manila for 2026 is going to give the country's biggest coffee event for the year. This event bringing together a nationwide audience with international participation from across different regions. The expo highlights opportunities within the Philippine coffee industry by showcasing a wide range of products, services, innovative concepts, and business solutions. It serves as a dynamic platform where brands can connect, collaborate, and grow within an evolving market.



OPPORTUNITIES

Showcase your products and services to decision-makers and buyers, both locally and internationally.



NETWORKING

Engage in cost-effective networking with customers and industry professionals, building valuable connections to grow your business.



DISCOVER

Explore new markets, channels, and opportunities to expand the reach of your products and services across different locations and industries.

ATTENDEES ARE LOOKING FOR

- ❖ Coffee Bean Suppliers
- ❖ Espresso Machines
- ❖ Local Roasters
- ❖ Roasting Equipment
- ❖ Syrups & Sauces
- ❖ Cold Brew Equipment
- ❖ Packaging Solutions
- ❖ Marketing Services
- ❖ Point-of-Sale Systems
- ❖ Confectionery Suppliers
- ❖ Cacao Suppliers
- ❖ Tea Suppliers
- ❖ Barista Training
- ❖ Brewing Equipment
- ❖ Milk Suppliers
- ❖ Vegan / Plant-Based Products
- ❖ Café Furniture & Fixtures
- ❖ Café Designers / Kiosk Providers
- ❖ Smallwares & Kitchen Supplies
- ❖ Payment Gateways
- ❖ Business Solutions
- ❖ Equipment Manufacturers
- ❖ Franchising Opportunities
- ❖ New Concepts
- ❖ Coffee Farms
- ❖ Farming Equipment
- ❖ Post-Harvest Facilities



WHO WE HAVE WORKED WITH



OVER 250+ COMBINED BRANDS WORKED WITH



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