

TO : EXHIBITORS OF **WOFEX MANILA**  
FR : PEPTARSUS CORP.

Dear Exhibitors :

### **Greetings from WOFEX!**

**2020 was supposed to be the 20<sup>th</sup> anniversary of WOFEX Manila.** We certainly had grand plans to make this year's edition very special. Unfortunately, the pandemic and government regulations disallowing events up to September has forced us to postpone WOFEX 2020.

### **HOWEVER, from problems come opportunities!**

Similar to 2010 when we fully-booked World Trade Center and we had more inquiries, we made the difficult decision to open a 2<sup>nd</sup> venue with only 6 months left. No other food show has ever done World Trade Center and SMX Convention Center simultaneously before us. And so with much courage and calculated risks, we went ahead and did what nobody thought was possible. **The success of our 2-venue event is proof that we have turned adversity into an opportunity to serve the industry.**

We have also ventured in **territories where no major trade show has ever gone before** such as WOFEX editions in Boracay, Palawan, Vigan, Baguio, General Santos and more. These have proven to be effective means of bringing new customers to your existing clientele.

When we were having problems bringing into the show the hoteliers and restaurateurs, we came up with **The Philippine Culinary Cup**, an enormous undertaking (and risk) that has now become one of our strongest brands.

We were also challenged to find ways to not only bring in the trade visitors but to make them come back several days to create maximum exposure between our exhibitors and their target clients. We created **WOFEX University** which became such an effective means to have them come back almost every day into WOFEX events.

**As we have done in the past, from this adversity comes new opportunities for us to serve you even better.**

NOW, the pandemic has challenged us to **FAST FORWARD** our plans to have **2-editions every year of WOFEX** – something that a lot of our exhibitors has been asking us to do for many years now. What the pandemic has done is allow us to **rise to the challenge**.

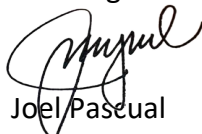
THEREFORE, we are proud to give you an update of our plans for WOFEX MANILA:

1. WOFEX 2020 will be postponed to February 2021 and shall hence be referred to as **WOFEX HoReCa**;
2. WOFEX in August 2021 will proceed, referred to moving forward as **WOFEX Trade**;
3. WOFEX shall then continue to be a BIENNIAL event (twice a year, 6 months apart);
4. All contracts/payments for WOFEX 2020 shall be applied to **WOFEX HoReCa**;
5. As a gesture of goodwill, we shall extend a 10% discount from the contract price and will be applied to the balance;
6. Further, we shall extend the payment of the balance to 90 days prior to event proper

Much like the past when the country experienced economic hardships, our experience shows that companies found it beneficial to fight harder, to do marketing more aggressively and to continue building relationships with both existing and new clients. **An exhibition as effective as WOFEX shall continue to be a marketing medium that brings buyers and sellers together.**

We are hopeful that, just as you have been doing in the past 20 years of PEPTarsus Corp., you allow us to bring your products to your target markets. We continue to be committed to offer the same kind of studied strategies to help you meet your targets.

Best Regards



Joel Pascual  
President