

PHILIPPINE WOODMAC 2026

INCORPORATING
**PHILIPPINE
WOOD EXPO**

7 - 9 MAY 2026

NORTH EDITION SUBIC

INTERNATIONAL WOOD & WOODWORKING EXHIBITION

 **SUBIC BAY EXHIBITION &
CONVENTION CENTER**
Subic Bay Freeport Zone,
Philippines

 www.philippinewoodmac.com

ORGANISED BY:



CHAMBER OF
FURNITURE
INDUSTRIES OF THE
PHILIPPINES, INC



PABLO
PUBLISHING
& EXHIBITION
PTE LTD



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ABOUT PHILIPPINE WOODMAC 2026

SHAPING THE FUTURE OF THE PHILIPPINE WOOD AND FURNITURE INDUSTRIES—TOGETHER

Philippine Woodmac 2026 - North Edition, Subic will make its debut on **7-9 May 2026** at the **Subic Bay Exhibition & Convention Center** as the first national event dedicated exclusively to the Philippines' wood and furniture industry.

Organised by the Chamber of Furniture Industries of the Philippines (CFIP) and Pablo Publishing & Exhibition, this inaugural edition will bring together manufacturers, exporters, suppliers, and innovators from across the entire value chain. This event also incorporates the Philippine Wood Expo, organized by the Philippine Wood Producers Association (PWPA).

Positioned at the intersection of craftsmanship and innovation, Philippine Woodmac 2026 serves as a launchpad for emerging trends, sustainable design solutions, and cross-industry collaboration. Set to become Southeast Asia's premier wood and furniture platform, the event offers a unique opportunity to shape the future of the industry from the ground up.



WHY THE PHILIPPINES?

The Philippines is a rising hub for the wood and furniture industry, fueled by a booming export market, growing demand for sustainable materials, and strong government support—making it a prime destination for investment and business growth in Southeast Asia.

An Expanding Industry



US\$1.54 billion (2024) with projected 20-25% growth into 2025



US\$279.83 million (2024); on track for US\$3 billion by 2033



WORKFORCE:
Over 2.1 million jobs (direct and indirect)

Import-Driven Supply Chain



With local wood processing capacity limited to 2 million m³ per year, the country relies heavily on imports of:

- Timber, MDF, plywood from Malaysia, China, Vietnam, and Papua New Guinea
- Woodworking machinery, nearly 100% imported, primarily from Italy, Germany, China, and Taiwan

Government Incentives & Support



The **Investment Priorities Plan (IPP)** recognizes furniture and wood processing as priority sectors. Eligible enterprises—especially those **exporting ≥50% of output** or using **local natural materials like bamboo or rattan**—can benefit from:

- ✓ **Income Tax Holiday (ITH):** 4-6 years
- ✓ **Reduced tax rate:** 5% on gross income after ITH
- ✓ **Duty-free imports:** For machinery and raw materials not available locally
- ✓ **Access to preferential loans:** Via BOI and DTI programmes



Over 70% of production is export-bound, with top destinations including the United States, Japan, South Korea, and the European Union.

WHY YOU CAN'T MISS PHILIPPINE WOODMAC 2026 ?

- **Be First, Be Seen:** Showcase your brand at the first-ever national exhibition dedicated to the Philippines' wood & furniture industry.
- **Access a high-growth market:** Industry valued at US\$1.98B and projected to reach US\$2.5B by 2025, with over 70% export-driven.
- **Expand Your Network:** Connect with manufacturers, processors, importers, and government agencies—all in one place.
- **Showcase sustainable solutions:** Align with rising demand for eco-friendly materials like bamboo and rattan.
- **Import Opportunities** - Over 80% of wood & machinery are imported—be the supplier they're waiting for.
- **Leverage government support** - Benefit from tax holidays, duty exemptions, and financing schemes.



VISITOR PROFILE

- Architecture, Consultancy & Design Institutions
- Building & Construction
- Carpenter and Contractor
- Construction and Building Companies
- Distributors, Traders, Importers & Exporters
- Furniture and Interior Designers
- Furniture Components
- Furniture Suppliers
- Government Agencies and Industry Associations
- Testing, Research & Development
- Wood & Panel Processing Companies
- Wood-based Panels Manufacturers
- Wooden Furniture Manufacturers
- Wooden Product Manufacturers (Door & Window, Flooring, Pallets, Cases, Picture Frames, etc.)

STANDARD SHELL SCHEME BOOTH RATES:

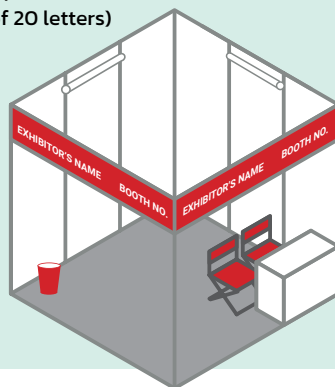
BLUE STANDARD BOOTH	YELLOW STANDARD BOOTH
One-sided opening USD1,800/9m ²	One-sided opening USD2,200/9m ²
Two-sided opening USD1,900/9m ²	Two-sided opening USD2,300/9m ²

*Rates quoted above are subject to 12% Philippine VAT Tax where applicable.

SPACE WITH STANDARD SHELL ITEMS (MINIMUM OF 9 SQM)

The standard shell scheme comes with:

- Booth partition walls (rear and side walls) as per stand space
- 1 x company fascia board on all open sides (maximum of 20 letters)
- Laying of carpet
- 1 x power socket (4 Amp)
- 2 x fluorescent lights (2 x 40W)
- 1 x lockable desk
- 2 x foldable chairs
- 1 x waste basket
- 1 x digital show directory listing
- 24 hours security



RAW SPACE RATES:

BLUE LABEL
USD180/m ²
YELLOW LABEL
USD200/m ²

*Rates quoted above are subject to 12% Philippine VAT Tax where applicable.

SPACE WITH RAW SPACE ITEMS (MINIMUM OF 18 SQM)

Raw space includes:

- Space area booked
- Exclude booth construction, booth furniture, lighting, electricity and carpet
- 1 x digital show directory listing

SPONSORSHIP PACKAGES

GOLD SPONSOR: US\$4,000

- Inside Front Cover and Page 1 advertisement in Digital Show Directory
- Logo on Lanyard
- Logo on Stage Backdrop
- Logo on Visitor's Badge
- Logo on Show Bag
- Logo on PHILIPPINE WOODMAC Website & promotion materials

SILVER SPONSOR: US\$3,000

- Two pages advertisement in digital show directory
- Logo on Stage Backdrop
- Logo on Show Bag
- Logo on PHILIPPINE WOODMAC Website & promotion materials

BRONZE SPONSOR: US\$2,000

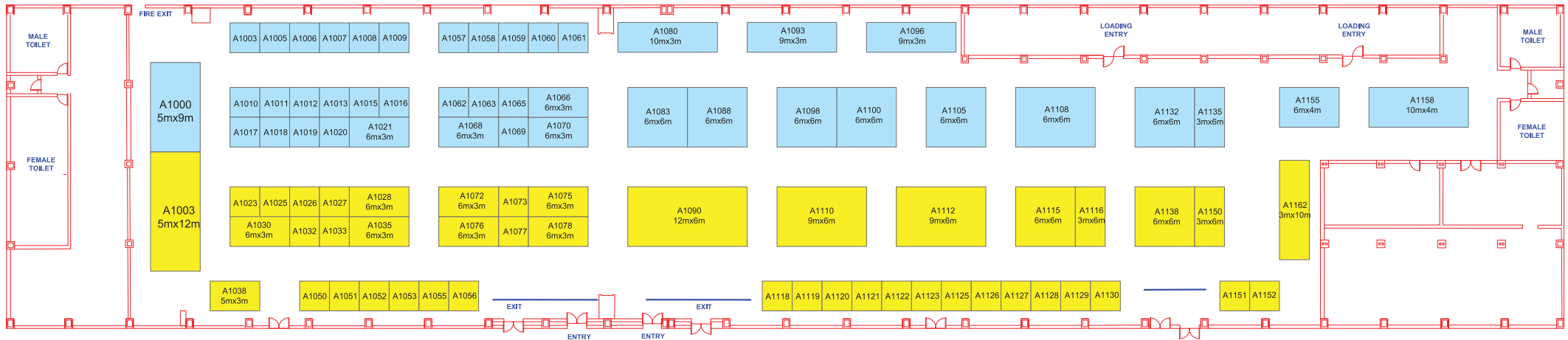
- One page advertisement in digital show directory
- Logo on Stage Backdrop
- Logo on Show Bag
- Logo on PHILIPPINE WOODMAC Website & promotion materials

PHILIPPINE WOODMAC 2026

INCORPORATING PHILIPPINE WOOD EXPO

7-9 MAY 2026 • 2026年5月7-9日

**SUBIC BAY EXHIBITION
& CONVENTION CENTER**
Subic Bay Freeport Zone, Philippines



Raw Space Rates:

- Raw Space (minimum 18 sqm) USD200/sqm
- Raw Space (minimum 18 sqm) USD180/sqm

光地展位价格:

- 光地展位 (最小18m²) USD200/sqm
- 光地展位 (最小18m²) USD180/sqm

Standard Shell Scheme Booth Rates

- 9 sqm Booth (One-side Frontage) USD2,200 per booth
- 9 sqm Booth (Two-side Frontage) USD2,300 per booth
- 9 sqm Booth (One-side Frontage) USD1,800 per booth
- 9 sqm Booth (Two-side Frontage) USD1,900 per booth

标准展位价格:

- 9m² (单开口) USD2,200
- 9m² (双开口) USD2,300
- 9m² (单开口) USD1,800
- 9m² (双开口) USD1,900

* Rates quoted above are subject to 12% Philippine VAT Tax where applicable.

* 以上报价不包含12%菲律宾增值税