

# PHILIPPINE TRAVEL EXCHANGE (PHITEX) / **MICECONNECT 2025** 08 TO 15 SEPTEMBER 2025 CONRAD MANILA, PASAY CITY

## INDICATIVE PROGRAM OF ACTIVITIES

(as of 08 September 2025)

Date / Time	Activity	Remarks
<b>06 to 07 September 2025 (Saturday – Sunday)</b>		
Whole Day	Arrival of PHITEX Buyers in Manila Registration of Buyers	
<b>07 September 2025 (Sunday)</b>		
01:30 PM – 06:00 PM	Registration of PHITEX Sellers	
<b>08 September 2025 (Monday)</b>		
<b>PHITEX Opening Ceremony</b>		
07:00 AM	Registration of PHITEX Sellers	
09:00 AM – 09:10 AM	Welcome/Arrival at the B2B Area	Forbes Ballroom, Conrad Manila
09:11 AM – 09:15 AM	Delegates and guests to settle down	
09:16 AM – 09:20 AM	Philippine National Anthem	
09:21 AM – 09:25 AM	Invocation	
09:26 AM – 09:30 AM	Opening Remarks <b>MARIA MARGARITA MONTEMAYOR NOGRALES</b> <i>Chief Operating Officer</i> <i>Tourism Promotions Board</i>	
09:31 AM – 09:40 AM	Keynote Address <b>SECRETARY CHRISTINA GARCIA FRASCO</b> <i>Department of Tourism</i>	Attire: Business
	Performance by Arnis de Abanico and UPEEPZ	
	Ceremonial Act with DOT Secretary and COO	
09:40 AM – 10:00 AM	Reminders / Announcements / Signal the start of B2B	
<b>Travel Exchange (TRAVEX) Day 1</b>		
10:00 AM – 10:45 AM	Business-to-Business Meetings	Forbes Ballroom, Conrad Manila
10:45 AM – 11:00 AM	AM Snacks	
11:01 AM – 12:00 PM	Continuation of B2B Meetings	
12:01 PM - 01:30 PM	Lunch	
01:31 PM - 03:15 PM	Continuation of B2B Meetings	

03:16 PM – 03:30 PM	PM Snacks	Attire: Business
03:31 PM – 05:00 PM	Continuation of B2B Meetings	
	End of TRAVEX Day 1	
05:00 PM – 06:00 PM	Freshen-up	
Welcome Cocktails		
06:01 PM – 07:00 PM	Proceed to Welcome Cocktails	C Lounge, Conrad Manila  Attire: Business Casual
07:01 PM – 07:30 PM	Arrival of guests	
07:31 PM	Start of the Welcome Cocktails	
10:30 PM	End of the Welcome Cocktails	
09 September 2025 (Tuesday)		
Travel Exchange (TRAVEX) Day 2		
09:30 AM – 10:30 AM	Business-to-Business Meetings	Forbes Ballroom, Conrad Manila  Attire: Business
10:31 AM – 10:45 AM	AM Snacks	
10:46 AM – 12:00 NN	Business-to-Business Meetings	
	End of TRAVEX Day 2	
PHITEX + MICECONnect Collaboration Lunch		
12:01 PM – 12:10 PM	Proceed to the PHITEX + MICECONnect Collaboration Lunch	Program: Forbes Ballroom, Conrad Manila  Lunch: Taft Ballroom, Conrad Manila  Attire: Business
12:10 PM to 12:20 PM	Arrival at the reception area	
12:20 PM to 12:25 PM	Welcome Remarks MARIA MARGARITA MONTEMAYOR NOGRALES Chief Operating Officer, Tourism Promotions Board	
12:26 PM to 12:30 PM	Keynote Address SECRETARY CHRISTINA GARCIA FRASCO Department of Tourism	
12:30 PM to 01:30 PM	Collaboration Lunch	
01:30 PM	End of the Collaboration Lunch	

MICE B2B Day 1		
02:00 PM - 03:30 PM	Start of MICE B2B Meetings	Forbes Ballroom, Conrad Manila  Attire: Business
03:30 PM – 04:00 PM	Networking Break	
04:00 PM – 05:00 PM	Continuation of B2B Meetings	
05:00 PM	End of MICE B2B Day 1	
06:00 PM – 06:30 PM	Freshen-up	
06:31 PM - 06:45 PM	Assembly at the hotel lobby	
Philippine Reception for PHITEX + MICECONnect 2025		
06:46 PM – 07:00 PM	Proceed to <b>Philippine Reception for PHITEX + MICECONnect 2025</b>	Forbes 2 and 3 Ballroom, Conrad Manila  Attire: Business Casual
07:01 PM – 07:15 PM	Arrival at the reception area	
07:15 PM	Invocation	
07:20 PM - 07:30 PM	Message of Gratitude <b>MARIA MARGARITA MONTEMAYOR NOGRALES</b> <i>Chief Operating Officer, Tourism Promotions Board</i>	
07:30 PM	Dinner	
10:00 PM	End of the Philippine Reception for PHITEX + MICECONnect 2025	
10 September 2025 (Wednesday)		
MICE B2B Day 2		
09:30 AM – 10:30 AM	Business-to-Business Meetings	Forbes Ballroom, Conrad Manila  Attire: Business
10:30 AM – 10:45 AM	Networking Break	
10:45 AM – 12:00 PM	Continuation of B2B Meetings	
12:01 PM - 01:30 PM	Lunch	
01:30 PM - 03:00 PM	Continuation of B2B Meetings	
03:00 PM – 03:30 PM	Networking Break	
03:30 PM – 05:00 PM	Continuation of B2B Meetings	
	End of MICE B2B Day 2	
05:00 PM – 06:00 PM	Freshen-up	
MICE Farewell Cocktails		

06:15 PM - 06:45 PM	Proceed to the Farewell Cocktails venue	
07:00 PM - 09:00 PM	<b>MICE B2B Farewell Cocktails for MICECONnect Buyers</b>	Cove Manila-Beach Club, Okada Manila  Attire: Business Casual or Modern Filipiniana
<b>10-14 September 2025 (Wednesday-Sunday)</b>		
	Post-tours of PHITEX Buyers	
<b>14 September 2025 (Sunday)</b>		
	Arrival of PHITEX Buyers from Post-tours	
7:00 PM - 10:00 PM	Farewell Cocktails for PHITEX Buyers	
<b>11-15 September 2025 (Thursday-Monday)</b>		
	Post-tours of MICECONnect Buyers	
<b>15-16 September 2025 (Monday-Tuesday)</b>		
	Departure of PHITEX Buyers	
<b>16-17 September 2025 (Tuesday-Wednesday)</b>		
	Departure of MICECONnect Buyers	
<b>End of PHILIPPINE TRAVEL EXCHANGE (PHITEX) / MICECONNECT 2025</b>		

***\* INDICATIVE PROGRAM AND SUBJECT TO CHANGE\****