## PFFM Opens Tomorrow!

PFFM 2023 is opening its doors tomorrow! Prepare for three days of exciting showcases, featuring the latest furniture and furnishings designs. Attend our enlightening seminars, led by industry experts, offering valuable market insights. Join us at the SMX Convention Center from 5 - 7 July 2023, and mark your calendars for the Official Opening of PFFM on the same day.

The event will be officiated by Mr. Peter Eric D Pardo, Chief of Staff, Office of the City Mayor, Local Government of Pasay, H.E. Dato' Abdul Malik Melvin Castelino bin Anthony, the Ambassador of Malaysia in the Philippines and special guest appearance Miss Universe Philippines 2023, Ms. Michelle Dee, and Miss Charm Philippines 2024, Ms. Krishnah Gravidez. This is an event you won't want to miss!

**Be part of PFFM's diverse showcase - Register Now!**

**Pre-register now!**

## Tomorrow's Event Highlights

# SEMINARS

**MR BENITO C BENGZON, JR**
Executive Director, PHOA
**DATE:** 5 July 2023
**TIME:** 2 pm - 3 pm
**VENUE:** Mabuhay Hall, SMX Hall 4
**TOPIC:** Transformation Shifts in the Philippines Tourism and Hospitality Industry

**MR ALVIN R LIM**
General Manager of Haig and Lee Import Export Corporation and HRAP member
**DATE:** 5 July 2023
**TIME:** 3 pm - 3.30 pm
**VENUE:** Mabuhay Hall, SMX Hall 4
**TOPIC:** Hospitality Furniture Trends: Green is in!

**See you there at PFFM 2023!**

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*Join Us* To Celebrate *The Success* of PFFM 2023

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