

For MSMEs

CITEM help exhibitors improve their products through product development sessions and design collaborations with local and international designers. These activities are strategically scheduled before each show to ensure that MSMEs have time to incorporate their new learnings and ideas during the show.

Product Development

To support CITEM's goal of positioning the Philippines as a top-sourcing destination of quality products, Manila FAME ensures that new products are continuously being developed through the product development program. The program encourages a dynamic collaboration between designers and manufacturers to be able to produce well-designed and executed items for the home, furniture, lamps & lighting, and fashion sectors.

The Design Team was led by creative director Vince Uy, who is also responsible for the re-branding of Manila FAME. The product development designers involved in this edition are Stanley Ruiz for home and lighting; Nix Alañon for furniture and lighting; André Chang for fashion; and PJ Arañador and Maco Custodio for the home and fashion sectors of the Artisans Village. These designers have established formidable names in the design and lifestyle sectors and now are giving back to the community by helping MSMEs penetrate and go further in the international market.



VINCE
UY



STANLEY
RUIZ



NIX
ALANON



ANDRE
CHANG



MACO
CUSTODIO



PJ
ARANADOR

CITEM CSR ACTIVITIES 2019

MANILA FAME APRIL 2019

CAPABILITY BUILDING PROGRAMS

over **700**
new products developed by

92
participating compaies

Design Team

Design Talks: **Designing Designing Heritage**

As part of the capability and capacity-building program of Manila FAME, Marian Pastor-Roces -- most senior curator, author, and co-founder of the Philippines' museum developer TAO, Inc. -- was invited to deliver a talk on Designing Designing Heritage to Manila FAME exhibitors during the Exhibitors' Briefing. The Manila FAME Exhibitors' Briefing was conducted in Manila, Cebu, and Davao.

During the first part of the talk of Marian Pastor-Roces, she covered topics on understanding the history of the first men on the Philippine islands, including anthropology, linguistics, and social system among others. She then proceeded to discuss Philippine traditional art and presented artifacts to highlight distinct Filipino design aesthetics, which she described as: refined, austere, and sophisticated.

The attendees of the briefing found the talk fascinating, interesting, and inspiring in their own design processes. Overwhelmed by the positive feedback, Marian Pastor-Roces was to deliver a more in-depth seminar focusing on Philippine Traditional Art to local designers, creatives, and select exhibitors.

Export Coaching: **Export Costing and Pricing**

Most of the participating companies in the Fashion E-tailers section, the newest show feature of the 69th edition of Manila FAME, have had no prior experience in exporting. Together with other interested companies and designer/s, they attended a free seminar on Export Costing and Pricing conducted by Celeste Peralta at the Philippine Trade Training Center. The whole day seminar covered all basic knowledge in the topic. Exhibitors were taught the essential concepts, different methods of pricing, and even creating cost sheets for their participation in the international trade show.



Bahay Tuluyan Foundation expressed their gratitude to whole CITEM Family for providing them the following:

- ✓ 3 boxes of toys
- ✓ Toiletries
- ✓ 4 bags of Christmas Package

Items were brought to the foundation last December 23, 2019 with the assistance of the CITEM Employees Association.

