

CITEM CARES

Project Management Department



Target Beneficiaries
Tiers 2 & 3 Exhibitors



Conceptual Framework

PEOPLE

PRODUCT

PROCESS

PROMOTION

Objectives

Increase the base of exhibitors for the Manila FAME that are:
export-ready; production efficient; and market compliant

Improve the marketability of Philippine products through **price-sensitive and market-conscious** merchandise development

Expand the variety and range of Products offered in the Manila FAME

Fast Facts

Artisan Village

Partner Province / City Program

Objective:
 Develop more SMEs to become exporters through an intensive program of firm-level interventions with the active involvement of LGUs and other stakeholders.

Proponents:
 CITEM, DTI-RODG (Provincial and Regional offices), Local Government Units, local artisans with manufacturing capabilities and manufacturers tapping local artisans.

Concept:
 Provinces or regions with strong crafting and material resources are the primary target of this program. A collaboration between artisans, manufacturers, government agencies and NGOs is then facilitated by CITEM through a series of hand-holding activities including market coaching, product design and development, and marketing.

CITEM CARES value-added services

Market Coaching

- Export coaching held during the Roadshows and exhibitor campaign;
- In-house seminars through the PTTC;
- Exhibitors briefing and general assemblies with relevant talks on design and business

Design for Exports

- Merchandise selection and product review
- Product design and development

Global Presence

- Participation in the Manila FAME
- On-site booth display assistance

Number of Companies Assisted

Total	: 43
Breakdown	
Albay	: 13
Cagayan Valley	: 11
Laguna	: 09
Davao Region	: 10

Present Stakeholders

LTCATO, Provincial Government of Laguna
 PTCAO, Provincial Government of Albay
 DTI Region 2
 DTI Region 4A, DTI Laguna
 DTI Region 5, DTI Albay
 DTI Region 11, DTI Davao City

Department of Agriculture, AMAS
 Philippine Fiber Industry Development Authority
 Training Partners:
 Foreign Buyers Association of the Philippines
 GoNegosyo

Phase 1-2: October 2015 (done)

Export Coaching + Institutional Promotion

- Consultations
- Seminars and Talks
- Product selection and minor enhancement of existing products
- Initial Presence in the Manila FAME

Phase 3: April 2016 (ongoing)

Merchandise Development + Global Presence

- Material manipulation
- Product development (prototyping)
- Maintaining Presence in the Manila FAME
- Business matching

2014-2015 Seminars and Roadshows

Since the inception of CITEM CARES, export market coaching activities have been conducted regularly through a series of roadshows and exhibitor briefings providing exhibitors with basic knowledge on export costing and pricing, developing marketing plan, developing the entrepreneurial mindset, and more advanced topics such as social compliance and the free-trade agreements and the ASEAN Integration.

2015 Accomplishments

June 2014

Manila FAME Value-added Pre-event service Exporting Made Easy
 16 June 2014, 1-5pm (PTTC)

Costing and Pricing for the Export Market
 17 June 2014, 8am-12nn (PTTC)

Developing an Export Marketing Plan
 19 June 2014, 1-5pm (PTTC)

Sales Excellence Series
 24-27 June 2014, 8:30am-5:30pm (PTTC)

Roadshow Briefing + 2-Day Workshop on Pricing and Costing

Baguio – CAR
 Pampanga (R3)
 Davao (R11)
 Laguna (R4A)
 17-18 June 2014, Vigan, Ilocos Sur (R1)
 19-20 June 2014, Laoag, Ilocos Norte

February 2015

Manila FAME March 2015 Exhibitors Briefing + talks on:

Growing your Business in the Asean Economic Community (AEC) and Maximizing EU-GSP for Philippine Exports

20 February 2015, (Manila)
 24 February 2015, (Cebu)

March-May 2015

Overview on the ASEAN Economic Community (AEC) and Philippine Free Trade Agreements + Maximizing EU-GSP for Philippine Exports
 DWP Design Talks 13-14 March 2015, (SMX CC)
 IFEX Philippines 23 May 2015, (SMX CC)

July 2015

Manila FAME Artisan Village Roadshows
 Laguna
 Albay
 Zamboanga City

Developing the Entrepreneurial Mindset and Spotting Business Opportunities
 Presented by GoNegosyo

Introduction to the Vendor Code of Ethics
 Presented by the Foreign Buyers Association of the Philippines

September 2015

Manila FAME Exhibitors Briefing
 Manila
 Cebu

Primer on Social and Security Compliance
 Presented by SGS Philippines

Funding Assistance for Trade Fair Participation
 Presented by the S.B. Corp. of the DTI

Artisan Village

Partner Province/City Program

- Export coaching held during the Roadshows;
- Visual Merchandising and merchandise selection;
- Pre-event briefing / talks
- Global presence through Manila FAME

Market Coaching

conducted during the Manila FAME exhibitors briefing

- Value-added service to exhibitors attending the briefing assembly in Cebu and Manila
- Talks on relevant topics including Social and Security Compliance, and Financing for Trade Fair Participation
- Do-it-yourself website tutorials

On-site Visual Merchandising assistance

for Manila FAME exhibitors

- Booth design one-on-one consultations
- On-site booth display assistance

2014

Manila FAME Export Coaching Seminars and Provincial Roadshows



Clockwise: Guthrie-Jensen Seminars delivers a Sales Excellence Series at Hall One. Former FOBAP President Delfin Bibat conducts his workshop on Pricing-Costing in Iigan and Laoag City respectively. Group photo of the workshop attendees in Laoag City.

2015 Artisan Village preparatory activities



FOBAP's Nandie Aguilar (left) and Robert Young (right) discuss social compliance during the Artisan Village Roadshow in Laguna and Albay respectively.



GoNegosyo Angelpreneurs Victor Madlangbayan and Butz Bartolome share their insights on creating the entrepreneurial mindset and the exporter attitude to the same audience.



Participants briefing and one-on-one product consultation in Laguna



Factory visit and merchandise selection in Albay

2015

Artisan Village Product showcase Manila FAME October



Summary

Companies Assisted

Export Coaching Roadshow

39 SMEs attended the export coaching roadshows held in Zamboanga City, Albay and Laguna

Merchandise Selection and Product Showcase

43 SMEs benefited from the co-funded participation in the Artisan Village

Product development (ongoing)

45 SMEs underwent product development in preparation for April 2016

Visual Merchandising

At least **30** SMEs assisted in on-site visual merchandising and styling in Manila FAME

Exhibitors Briefing

143 SMEs provided additional export-related information and linkages through the Manila FAME exhibitors briefings

Companies under the HOME sector with good performance :

Out of the **63** companies under the **HOME sector** which availed of CITEM's services in 2015, **59** participated in Manila FAME March and October 2015

RED BOX JUNIOR DESIGNERS



Rachelle Dagnalan
E: rachelledagnalan@gmail.com
rada.designstudio@gmail.com
W: www.rachelledagnalan.com



Lilianna Manahan
E: lilianna@studiomagee.com
W: www.studiomagee.com



Joseph Rastrullo
E: design@rastrullo.com
W: www.rastrullo.com



Red Box is a designer development program which aims to nurture the next generation of Philippine designers. In every edition of Manila FAME, Red Box continues its work with emerging talents by matching them with local manufacturers to create fresh concepts that reflect their unique design sensibilities.

RED BOX DESIGN TALENTS

Red Box Design Talents is a platform to discover and nurture young designers. Taking the stage this October are 14 promising finalists handpicked from over 140 aspirants by a high-caliber jury of design professionals from over 140 aspirants.

Under the mentorship of celebrated design icons Budji Layug and Lulu Tan-Gan, the finalists were thoroughly immersed in a unique design and development process – one involving in-depth industry exposure and close collaboration with manufacturers. The result is a renewed understanding and intimate knowledge of the process of design, material and craft techniques.

Finalists:

Furniture

Viktoria Laguyo
Mariel Lazo
Edward Sibunga

Home Accents

Kristel Blancas
Diana Ramirez
Jim Torres

Apparel

Leby Le Moria
Thian Rodriguez
JM Rosario
Vince Tolentino

Accessories

Jeffrey Manahan
Jelvin Mular
Micki Olaguer
Michelle Sabulao



Red Box Design Talents Winners Kristel Blancas and Jim Torres for home, Micki Olaguer and Thian Rodriguez for fashion with Ms. Lulu Tan-Gan, Sec. Gregory Domingo, Exec. Dir. Rosvi Gaetos and Mr. Budji Layug



KATHA AWARDS

Launched in 1983, Katha Awards is a hallmark of Philippine design excellence. It seeks to inspire and challenge Philippine exporters and designers to constantly innovate and develop designs and products for export.

Awards Ceremony:
15 October 2015, 6:30 PM
Design Philippines Week Area, 2nd Floor
SMX Convention Center, Mall of Asia



BEST BOOTH

Company: TADECO HOME
Designer: Maricris Florendo-Brias

BEST PRODUCT DESIGN FASHION

Product: Victoria Clutch
(from Space Collection)
Company: BEATRIZ ACCESSORIES
Designer: Carissa Cruz-Evangelista



SPECIAL CITATION: PRODUCT DESIGN HOME DÉCOR

Product: Wicked
Company: E. MURIO, INC.
Designer: Tisha de Borja-Samson
and Patricia Perez-Eustaquio



SPECIAL CITATION BEST ECO-DESIGN AWARD

Product: Bambike
Company: BAMBIKE REVOLUTION CYCLES
Designer: Bryan Benitez-McClelland



BEST PRODUCT DESIGN FURNITURE

Product: Louis Lamp Chair
Company: STONE SETS
INTERNATIONAL, INC.
Designer: Vito Selma

MARCH 2015 EDITION WINNERS



PHOTO RELEASE
16 October 2015

Manila FAME recognizes design-forward PH companies at Katha Awards October 2015

Six Philippine SMEs were chosen last night, 15 October 2015, during the Katha Awards for their design excellence and product innovation. The prestigious award is one of the highlights of Manila FAME, a bi-annual design-driven event organized by CITEM, the export promotions arm of the Philippine Department of Trade and Industry (DTI).

In photo, from left: Matthew Brill, P&B Valises et Compagnie; Vanessa Gaston & Evelyn Selma, VITO SELMA; Jinggoy Buensuceso and Wataru Sakuma, MASAECO; Jude Tiotuico, Industria Homes; DTI Secretary Gregory L. Domingo; Janina Firmalo-Herrera, Marmol Stone Work; PhilExport President Sergio R. Ortiz-Luis Jr.; DTI-CITEM Executive Director Rosvi Gaetos; and Georgina Teng, Alchemista, Inc.