

The Center for International Trade Exchanges and the Bureau of the Export Promotion of the Ministry of Commerce is committed to develop and maintain a high quality and efficient service for the international trade community. The Center for International Trade Exchanges and the Bureau of the Export Promotion of the Ministry of Commerce is committed to develop and maintain a high quality and efficient service for the international trade community.



MANILA FAME

SHOWS
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ORGANIZED BY:
dti
Cinem

For many generations, the *magbababak*, Kalings held onto their practice of traditional tattooing or "*magbababak*." Their tattoos were a symbol of pride earned by tattooed women and men for their valor and strength, their ability to wield knives embedded with the cultural heritage of their tribe. Considered as a dying art in the form of the culture, the "*magbababak*" now rests on the shoulders of *Magbababak* tattoo artists, the "*magbababak*" of her generation in Kalings and the Philippines' oldest tattoo artists, and her successors, Grace Palacio and Iyeng Wilson.

The essence of our generation, the "*magbababak*" will join the best craftsmen in the country to drive, advance and preserve the art and show the world the Philippine culture as it continues to rise forward without forgetting its past.

A composite image. On the left is a close-up of a woven basket with a dark green upper half and a yellow lower half, resting on a wooden surface. On the right is a black and white portrait of a man with dark hair and a mustache, wearing a white shirt and suspenders.

Under the thematic guidance of multi-awarded and internationally acclaimed designer Tony Gonzalez, Design Concepts, Patterns and Politics marry the strengths of each Merits FINE participant to present a versatile collection made to match a variety of material requirements, technique, and price points. The mixing is framed in four themes in a super-storability showcase of different colors and textures. Blues and Whites, Ethnic Mermaids, Green Teal and Natural Black and White.

Catalyzed by designer Ted Pardo, *Shareholders*, The Caba Project will realize the convergence of Caba's varying lifestyle and culture which will serve as a product showcase for Caba's top main markets. The Caba Project was launched in partnership with the Caba government and OTI-Caba and supported by Caba FAME, Caba Furniture Industries Foundation, Inc., and the Caba-GTH Foundation, Inc.

A staple of Atlanta FAME, the Atlanta World stands as an avenue for local, small and medium enterprises to introduce their regional crafts to the global market while promoting that region's trade, investment and tourism. In this edition, the program will feature contemporary furniture, home décor and fashion pieces with lists of traditions from across Guatemala, Central Luzon, and Bohol.

nature, history, culture, experience and the country's rich cultural heritage as the Gender Responsive Economic Action for the Transformation of (GREAT) Women Project 2 accelerates the convergence of regional creative industries and materials kindly under the direction of globally renowned design firm R1 Annand. With a highlight on natural fiber, the project features a variety of exquisite hand-crafted products from nearly 50 accredited enterprises from across the country.

CITM, in partnership with the Department of Agriculture, through its agency, the Agricultural Marketing Assistance Service (AMAS), will research Health and Wellness as a seasonal category in March. FMNC starting this fall. Featured are local companies that carry food as well as natural, healthy, and organic, handcrafted soaps, natural personal care, and spa products and services.

Haabla Wear looks to develop the fashion industry to become globally competitive and position the Philippines as an advocate of ingenious designs that combine artisanal crafts with contemporary design sensibilities.

The Regional Interactive Platform for Philippine Exporters Plus initiative will feature a selection of national products from 12 of its leading industries under the Home and Overseas sectors. The program has worked towards increasing the number of internationally competitive local product and services exporters with the export information resources at the helm.

Featuring exhibitors from neighboring Asian countries, the International Mall highlights home fashions, gifts and decor and lifestyle pieces from leading lifestyle manufacturers.

Material Spotlight, Sublime Archetype, and Topography as it continues to feature lamps and lighting pieces showcasing the application of manipulated and processed agricultural waste.

The product collection highlights rice hull, peanut shell, corn husk, twined corn husk, water hyacinth, pandan leaves, burlap, scrunched and folded as materials, resulting from Design Center's Materials Research and Development Program. These materials are expressed anew in product designs developed by a select specialist firm.

The Institute + Program further explores bamboo as a material for furniture, furnishings, gifts, decor and houseware. The agency is collaborating with 26 rural craftspeople nationwide, developing modern, more commercially driven, and trend-conscious products that embrace playfulness and personal meaning in its two launching themes of Playful Modern Artisan.

Taking after the youthful energy of today's millennial generation, the Bamboo Extreme program pushes bamboo beyond its norm. Often seen as the main material component of furniture and home furnishings, the program seeks to provide a new interest in bamboo in product application, veering away from the usual and the traditional.

In partnership with the Department of Trade and Industry the MBTERM- Somalia Program showcased in the last edition has diverged into two tracks: Karabo - and Karabo Extreme.