

FULL-TEXT REPORT

MANILA FAME

APRIL 2019

69TH EDITION

World Trade Center, Metro Manila

25-27 April 2019

V. CAPABILITY BUILDING PROGRAM

PRODUCT DEVELOPMENT

DESIGN TALKS:
DESIGNING DESIGNING
HERITAGE

EXPORT COACHING:
EXPORT COSTING &
PRICING

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 Alanon 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.

over **700**
new products developed by

92
participating compaies

Design Team



VINCE
UY



STANLEY
RUIZ



NIX
ALANON



ANDRE
CHANG



MACO
CUSTODIO



PJ
ARANADOR

Summary of Survey Results

The primary objective of the companies in participating in the Product Development Program is to develop new designs/products (87%).

97% of the companies said that their objectives were met in joining the program.

100% of the companies are satisfied with the quality and quantity of the products that were developed.

10% of the companies responded "Somewhat Satisfied" in terms of the marketability of the products. These companies expressed that they hoped to get exports from the developed products but only got domestic sales.

6% of the companies responded "Somewhat Satisfied" in terms of the time spent with the company of the consultants. Said companies mentioned that they wish that the consultants had more visits. Because of time constraints, the consultants were only able to do just one visit to all participating companies.

100% of the companies were satisfied with the consultants' ability to develop new and innovative designs.

3% of the companies responded "Somewhat Satisfied" in terms of the capability of the consultants in product merchandising. Their reason for this is because their products weren't displayed in the setting.

10% of the companies responded "Somewhat Satisfied" in terms of the program being able to open new markets and segments for them. These companies expressed that they really wanted to get exports from the developed products, but they only got domestic sales.

32% of the participating companies reported that 76-99% of their TOTAL SALES were generated from the products that were developed under the program.

Majority of the sales were generated from the Fashion sector and Artisan's Village, followed by Furniture and home.

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.