

BE AN EXHIBITOR!

MANILA FAME

Considered as the country's premier design and lifestyle event, Manila FAME is a bi-annual showcase of Philippine craftsmanship, design, and innovation. It serves as a sourcing platform for Home, Fashion, and Lifestyle products designed and crafted in the Philippines for the global market.

www.manilafame.com



*“It was the **best FAME** for us, so far. Good orders for negotiation and we met quality buyers. Thank you very much, CITEM!”*

- Lolita Cabanlet, CDO Handmade Paper



**MANILA
FAME**

www.manilafame.com

“Because of CITEM’s support, we get recognized all over the world. Generally speaking, this is the only Philippine exhibition that we have. I hope everybody is with me in saying that we start from here and, of course, we can always participate in other international fairs. But Manila FAME is already a good start. There’s a lot of small people like me who can easily join the show because it’s not so expensive.”
-- Ramir Bonghanoy, Bon-Ace Fashion Tool, Inc.

“We would like to extend our heartfelt gratitude to CITEM for the opportunity to showcase our works at the recently held Manila FAME. The event definitely opened up countless opportunities for the company and its people.”
- Candice Arboleda, Cubo Sustainable Furnishings



Mabuhay MANILA

Manila, the Capital of the Philippines, is located in the heart of Asia.

The Philippines’ bullish economy in 2016 was ranked as the fastest among Asia’s emerging economies contributing to the influx of investments, improved agriculture, and manufacturing performance, as well as strong consumer spending.

There is no shortage of Filipino creativity and ingenuity. The international market acknowledges the beauty behind every design crafted by Filipinos from thriving industries like furniture, fashion accessories, or the new-age digital format like game development, animation, and literature.

Come visit Asia’s most exciting sourcing destination and discover the myriad options and rich experiences it offers.

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MANILA FAME

FAST FACTS



Product Profile:

Furniture & Furnishings
Home Accent
Gift Items
Lamps & Lighting
Festive Seasonal Décor
Fashion Accessories & Wearables
Handwoven & Converted Items
Interior & Architectural Components
Visual Arts
Health & Wellness
Gourmet Gifts
Creative Industry

Location:

World Trade Center Metro Manila
Pasay City, Philippines

Hours:

9:00am – 7:00pm

Exhibitor Profile:

Local & International
Manufacturers
Exporters
Home Builders
Business Support Organizations
Designers
Artisans

Buyer Profile:

International & Local Retailers
Wholesalers
Specialty Stores
Importers
Buying Agents

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YOUR DESIGN & LIFESTYLE HAVEN

MANILA FAME

Every edition, Manila FAME brings to you an ever-growing showcase of Philippine design creations for the home, holiday, and fashion sectors. It promises to be a one-stop source for high-concept products represented in a holistic yet multi-faceted product strands.

www.manilafame.com

Manila FAME is a brand show.

Manila FAME features export brands, retail brands and designer brands all under one roof.



Manila FAME is a crafts show.

It is a go-to venue for small craft producers and makers that are unique, creative, functional, and current.



Manila FAME is a designer show.

Manila FAME collaborates with product designers for crafts, home, fashion, holiday, gifts, food, and other lifestyle products.



Manila FAME is a materials show.

Features the widest range of Philippine indigenous materials for home, fashion, holiday, architectural components, and interior design.

MANILA
FAME

REASONS

WHY BE A MANILA FAME
EXHIBITOR?

2

Showcase of the
Philippines' Best.

Manila FAME is the go-to sourcing destination for all things soulful, inspiring, innovative, and functional, featuring unique and locally made products in the home, holiday, and fashion sectors. Filipino design talents and manufacturers offer local and international buyers a one-of-a-kind sourcing experience where the Philippines' best design creations are showcased under one roof.

1

Strong Support for
Philippine MSMEs.

Manila FAME assists Philippine MSMEs in building a fruitful partnership with local and overseas trade buyers. Each show edition paves the way to a profitable networking and business-matching opportunities between exhibitors and buyers via a conducive and exclusive business environment.

3

Special Programs for Business
Growth and Merchandise
Development.

In partnership with the Design Center of the Philippines (DCP), Manila FAME taps local & global experts to share their expertise in merchandise development, export marketing, and social and environmental compliances. It also provides educational platforms for entrepreneurs, design talents, and industry practitioners such as knowledge-sharing activities for MSME business improvement, programs for young design talents and entrepreneurs, product development, and export coaching.

MANILA
FAMEPRODUCT
CATEGORIES

1

FURNITURE & FURNISHINGS. Luxury items that connote sophistication, elegance, and style. Top of the line in design, quality, and craftsmanship befitting prestige brands, these limited-edition items cater to a niche market with discriminating taste.

2

FASHION ACCESSORIES AND WEARABLES. Fresh, artisanal, and consistently evolving creations of the Philippine fashion industry. It reflects the expertise of the country's 's brightest talents, delivering a confident statement to the growing globalization of the Philippine fashion design sector that marries artisanal crafts and contemporary sensibilities for every piece.

ANATOMY
PRODUCT SECTORS

3

ARTS & CRAFTS. Hand-made products that embody the Philippines' distinct character and rich inventory of traditions and talents. It includes the work of local artisans and master craftsmen highly skilled in weaving, wood carving, metal forging, marquetry, and other various forms of traditional crafts.

4

HOLIDAY & HOME DÉCOR. Decorative items that reflect the creative excellence, global prominence and competitiveness of the Philippines' holiday and home décor industry. It includes various collections of colorful figurines, gift boxes, and other home decor, adding warmth and vibrance for every home.



LET THE WORLD KNOW

DESIGN SCENOGRAPHIES



5

HEALTH & WELLNESS. A diverse selection of handcrafted soap products, personal care products, including health and wellness items manufactured by local companies.



6

GOURMET GIFTS. A selection of fine food products offers the world a taste of local flavors ranging from never-before-seen food gift items to superior quality Filipino favorites.



ANATOMY PRODUCT SECTORS



7

VISUAL ARTS. An engaging and provocative showcase of novel, avant-garde creations and contemporary art hand-picked from the progressive art galleries in the country, propelling local artists to the international scene.



8

CREATIVE INDUSTRY. Design- and innovation-driven industries come together in one venue to create an ecosystem for creative thinking and exchange. Manila FAME brings together creative visionaries from diverse backgrounds and disciplines that celebrate design and artistry, fostering creativity and spurring innovation.



BE AN EXHIBITOR

MANILA FAME



LET THE WORLD SEE YOUR PRODUCTS.

The show will bring together in one venue, buyers from all over the world to see the Filipino creativity.



BE FEATURED

Local and global media will be covering the event. Expose your products to the world, and let them know your brand.

GET MATCHED

The Manila Fame helps you match your products with the buyers in our business match-making program.

IT'S YOUR PLACE TO DO BUSINESS

Meet your local and international customers. Do your sales pitch. Close the deal.



AVENUES OF BUSINESS GROWTH

Meet new business partners and agents who will help you do the distribution of your products.

EXPAND YOUR NETWORK

Get a chance to be associated with the industry. Learn the best business practices.



SHOW ORGANIZER



The Center for International Trade Expositions and Missions (CITEM) is the export promotion arm of the Philippine Department of Trade and Industry (DTI). CITEM is committed to develop and nurture globally competitive Philippine small and medium enterprises (SMEs), exporters, designers, and manufacturers by implementing an integrated approach to export promotion in partnership with other government and private entities.

www.citem.com.ph

For more information, contact:

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REGISTER NOW

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DEPARTMENT OF
TRADE & INDUSTRY
PHILIPPINES



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