

MANILA FAME 68TH EDITION

19-21 October 2018 | World Trade Center

ARTISANS VILLAGE

The Artisans Village program aims to provide a holistic package of assistance to boost the capabilities of provincial MSMEs from the handicrafts and fashion sectors which manufacture home, fashion and gifts products that use raw materials sourced from their localities.

The program enables provincial MSMEs to explore new ways to upgrade their product design and manufacturing practices, learn the movement of their target markets, expand their networks, and eventually grow into qualified Philippine exporters.

In Manila FAME October 2018, CITEM, in collaboration with DTI - Regional Operations Group, Local Government Units, and Design Center of the Philippines, were able to tap the provinces of Albay, Antique, Bohol, Cebu, Negros Occidental, Negros Oriental, the City of Marawi, and the Northern Mindanao region, providing an extensive showcase of products representing Luzon, Visayas and Mindanao.

A total of 61 MSMEs from the identified areas presented their products in their respective huts at Manila FAME.

Aside from providing a trade and promotions platform for the MSMEs, Manila FAME's Artisans Village Program also offered product development assistance to a total of thirty companies from Cebu, Bohol, and Negros Oriental (ten MSMEs per province) through the Design Center of the Philippines.

The product development program followed the Design Commune directions of NUDE+. Some of the developed products were displayed at the main special setting



Feedback from Exhibitors:

Everything is perfect and organized. – Bath and Brew House

Continue supporting the artisans. – Antique Development Foundation

None. It was well done. Maybe more personnel and computer during egress clearance process. – Tisoy

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MARAWI SHOWCASE AT MANILA FAME

The Marawi showcase at Manila FAME was organized by the DTI Special Concerns Group.

The participation of Marawi at Manila FAME served as one of the platforms in reviving the livelihood of our Maranao brothers affected by the Marawi siege. The Marawi Artisans Village featured 3 companies run by Maranaoans who aim to promote their culture and crafts to the world.

With the collaboration of DTI SCG, Folded & Hung and the Maranaoans, a special collection featured the traditional Maranaoan icon, the sarimanok, on F&H apparel..

