



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.

THE MANILA FAME EXHIBITOR EXPERIENCE

Here at Manila FAME, we are more than just a trade fair.

We value your commitment to quality, product development, and your continued loyalty to Manila FAME. Your participation is critical as we re-launch this focused, high-concept boutique edition and re-establish Manila FAME in the spring/summer buying circuit. We believe your products will help define what we hope to showcase this April – exceptional products offerings.

We are committed to make your participation worthwhile.

Buyer Campaign.

We are strengthening our CITEM Care Program for Buyers and expanding our buyer campaign promotions to maximize digital marketing. Our digital marketing team is implementing a tactical plan to expand the visibility of Manila FAME online. We are reinforcing our presence in the calendars of foreign buyers attending similar trade fairs in Asia by designing a special incentive package to entice them to swing their visit to Manila FAME. The Manila FAME Connect will be an important feature of the April show since it will deliver a more focused online business matching between exhibitors and pre-registered buyers.

Product Development.

The Manila FAME Design for Exports program will feature foreign and local product development specialists who will be working with basketwork, lighting, and holiday décor. The program will support Manila FAME exhibitors to design and develop products that will resonate with the needs and requirements of the market, recognizing a worldwide lifestyle trend.

Incentives to Exhibitors.

A more specialized seminar series will be made available to exhibitors. We recognize how busy you are in managing your business so in your own way, we will try to provide you and your people with relevant and inspiring educational topics on design trends, entrepreneurial market, cyber security, social media, and more.

Let us know if there are other topics you would like us to prepare for you.





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.

WHY BE A MANILA FAME EXHIBITOR?

Manila FAME is committed in promoting the business of Philippine MSMEs and assisting them to seek global markets for their products.

Manila FAME's overseas trade buyers include the following:

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| ADEO Group | Kika Style Inc. |
| BENELIC Co. Ltd. | La Maison d'Ivoire |
| Comercio de Artigos de Moda Salsa Ltda | LuLu Group International |
| Crate & Barrel | Napa Home and Garden |
| El Corte Inglés | ÖZARTAŞ AVIZE |
| Elizabeth McAlpin Inc. | Ralph Lauren |
| Galleries Lafayette | Royal Palace Group |
| GARANT Group | Target Corporation |
| Haans Lifestyle | Williams-Sonoma |

Capacity Building and Export Boost Camp.

A series of Export Coaching seminars and workshops that aim to help valued Manila FAME exhibitors to become more responsive to the demands and requirements of the global market and establish the value proposition for the Philippines as a reliable source of high-quality, design-centric, and competitively-priced products.

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.

Special Programs for Business Growth and Product Development.

Manila FAME features special platforms that assist in product development, export marketing, and social and environmental compliances. It also provides educational platforms for entrepreneurs, design talents, and industry practitioners such as seminars for MSME business improvement, programs for young design talents and entrepreneurs, product development, and export coaching.

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 Philippine's best design creations are showcased under one roof.