

The Philippines' Top Design and Lifestyle Brands Take Centre Stage at the 68th Edition of Manila FAME

Vancouver, Canada – Canadian buyers are invited to the 68th edition of the Manila FAME, which will gather the country's most promising micro, small and medium enterprises (MSMEs) on October 19-21, 2018 at the World Trade Center, Pasay City, Philippines.

Manila FAME stands as a canvas for the country's skillful artisans, providing a platform that nurtures creative freedom among entrepreneurs and presents accurate reflection of the Philippines' vibrant and multi-layered cultural heritage.

It is the second longest-running trade show in the Asia-Pacific and is the only trade event in the country that is approved by Union des Foires Internationales (UFI), or the Global Association of the Exhibition Industry, a Paris-based association of trade fair organizers founded 90 years ago in Milan, Italy in April 1925.

The bi-annual trade show brings together exporters, designers and retail brands from all over the country under one roof to highlight Filipino artistry in the global marketplace. Manila FAME features finely selected products designed and crafted by homegrown MSMEs in the home, furniture, lighting, holiday and gifts, fashion, visual arts and "food as gifts" sectors for the global market.

Organized by the Center for International Trade Expositions and Mission (CITEM), the export promotions arm of the Department of Trade and Industry, Manila FAME aims to strengthen the country's position as a viable source of high-quality, and design-forward home décor and houseware products.

“Manila FAME has always been a platform to showcase the country’s best, from acclaimed artisans to up-and-coming young designers. It gives the opportunity to international buyers to experience Filipino design and source unique and innovative pieces from local MSMEs. With the Philippine Department of Trade and Industry’s strengthened capacity building programs for Filipino enterprises, exporters are more equipped than ever to cater to the global market,” said Senior Trade Commissioner Maria Roseni Alvero.

Manila FAME provides international entrepreneurs a venue for direct business transactions with buyers from the Philippines and from all over the world. Buyer Care Services, including assistance in travel arrangements, complimentary transportation from the airport and to the trade show venue, and pre-arranged appointments with exhibitors, are available for registered foreign buyers. A line-up of additional incentives are also available for overseas trade buyers accepted into the Very Important Buyer (VIB) Program, including airfare incentives and complimentary hotel stays.

“Through Manila FAME, we hope to recognize exceptional products and designers who continue to innovate and redefine the Philippine design imprint and elevate the Philippine brand internationally,” Senior Trade Commissioner Alvero said.

For any inquiries about this event, please contact the Philippine Trade Office at (416) 855-1775 or at toronto@dti.gov.ph. For more information about Manila FAME, please visit: <http://www.manilafame.com/>.



19-21
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DESIGN & LIFESTYLE SHOW

2018 MANILA FAME

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PHILIPPINES

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