

Manila FAME 2026



October 15-17, 2026



Pasay City, Philippines

Premier Design & Lifestyle Trade Event



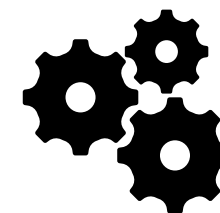


CENTER FOR INTERNATIONAL TRADE
EXPOSITIONS AND MISSIONS

The Center for International Trade Expositions and Missions (CITEM) is the export promotion arm of the Philippine Department of Trade and Industry (DTI). It is dedicated to empowering MSMEs by providing comprehensive support and resources. Through integrated approach to Export Promotion, in collaboration with esteem government and private entities, CITEM foster the growth, nurture innovation, and promote products and services to the global market.



Organization of
Signature Events and
Trade Expositions



Participation in
Select International
Trade Fairs & Missions



Development
and Promotion of New
Export Industries

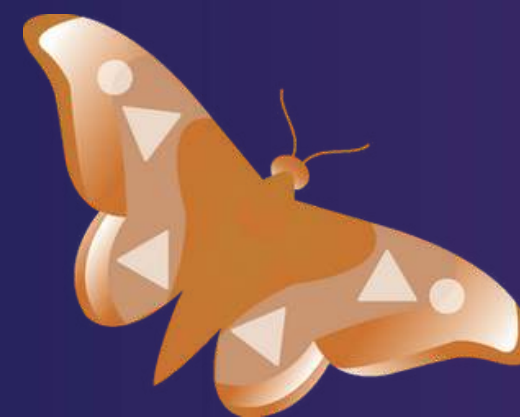
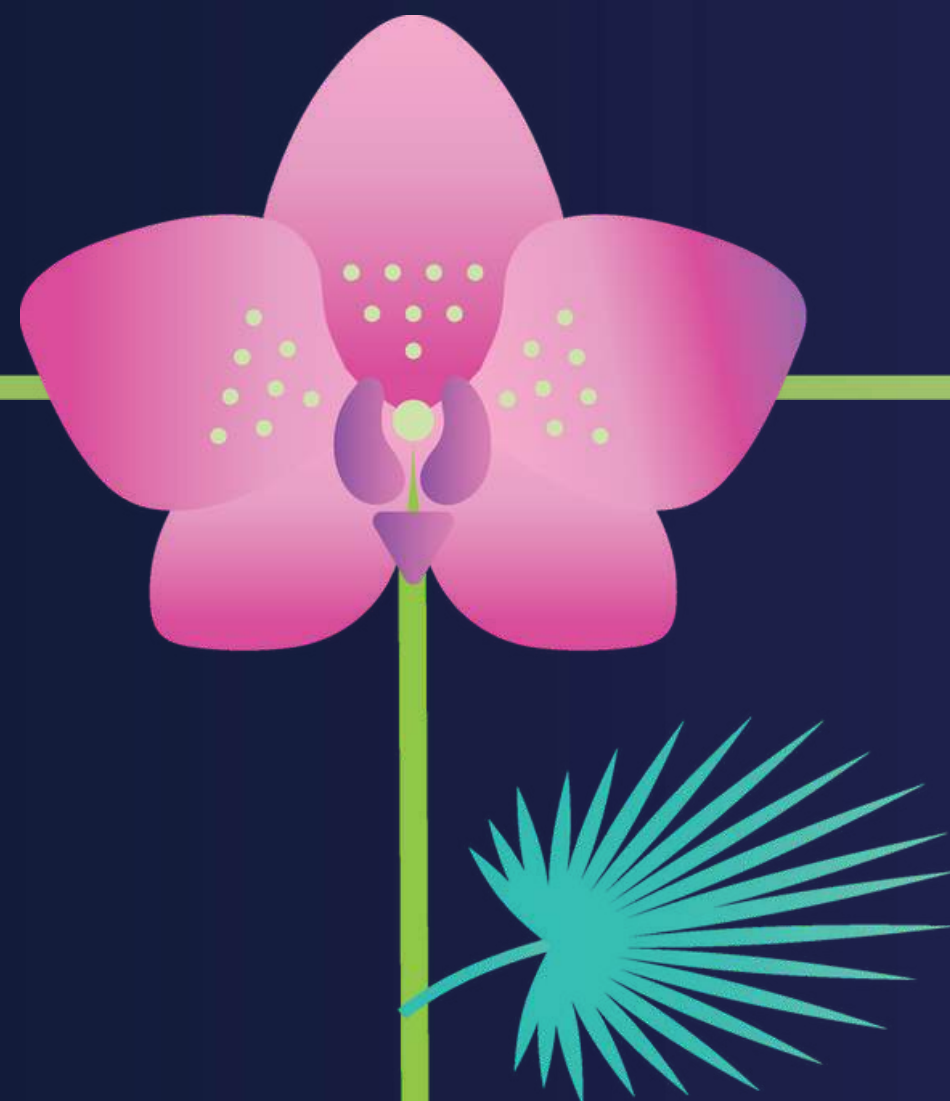
SIGNATURE EVENTS



MANILA FAME

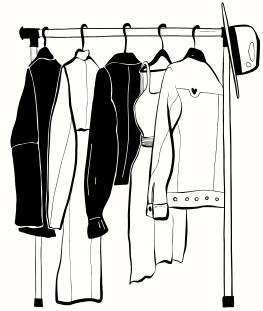
HOME, FASHION, AND
LIFESTYLE TRADE SHOW

October 15 - 17, 2026



Manila FAME is the Philippines' premier trade show for quality lifestyle products. Since 1983, Manila FAME has been showcasing Philippine micro, small, and medium enterprises and artisan communities from the **home decor, furniture and furnishings, fashion, holiday and gift sectors** through various capacity-building efforts, collaborating with international design figures, and networking activities with buyers from around the world.

Exhibitor Profile



Fashion



Furniture



Beauty & Wellness
(Cosmetics)



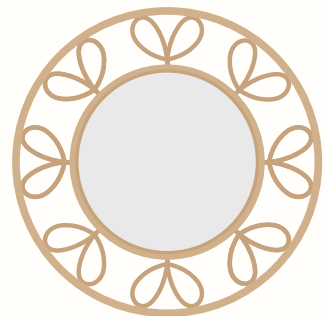
Lamps and
Lighting



Christmas &
Seasonal Decor



Souvenirs & Corporate Gifts



Home decor &
houseware



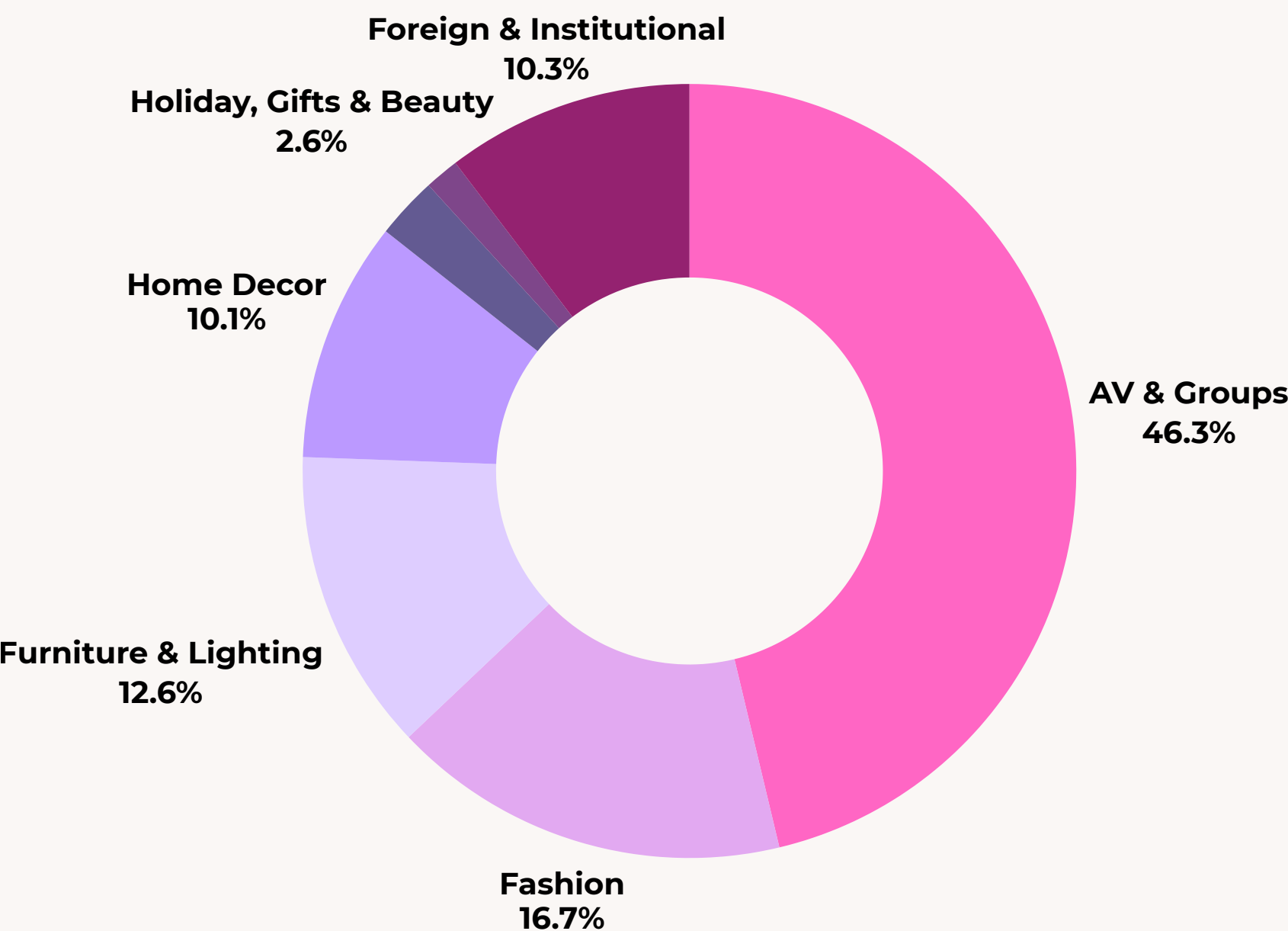
Premium gifts &
personal care



Components



Manila FAME 2025 IN NUMBERS

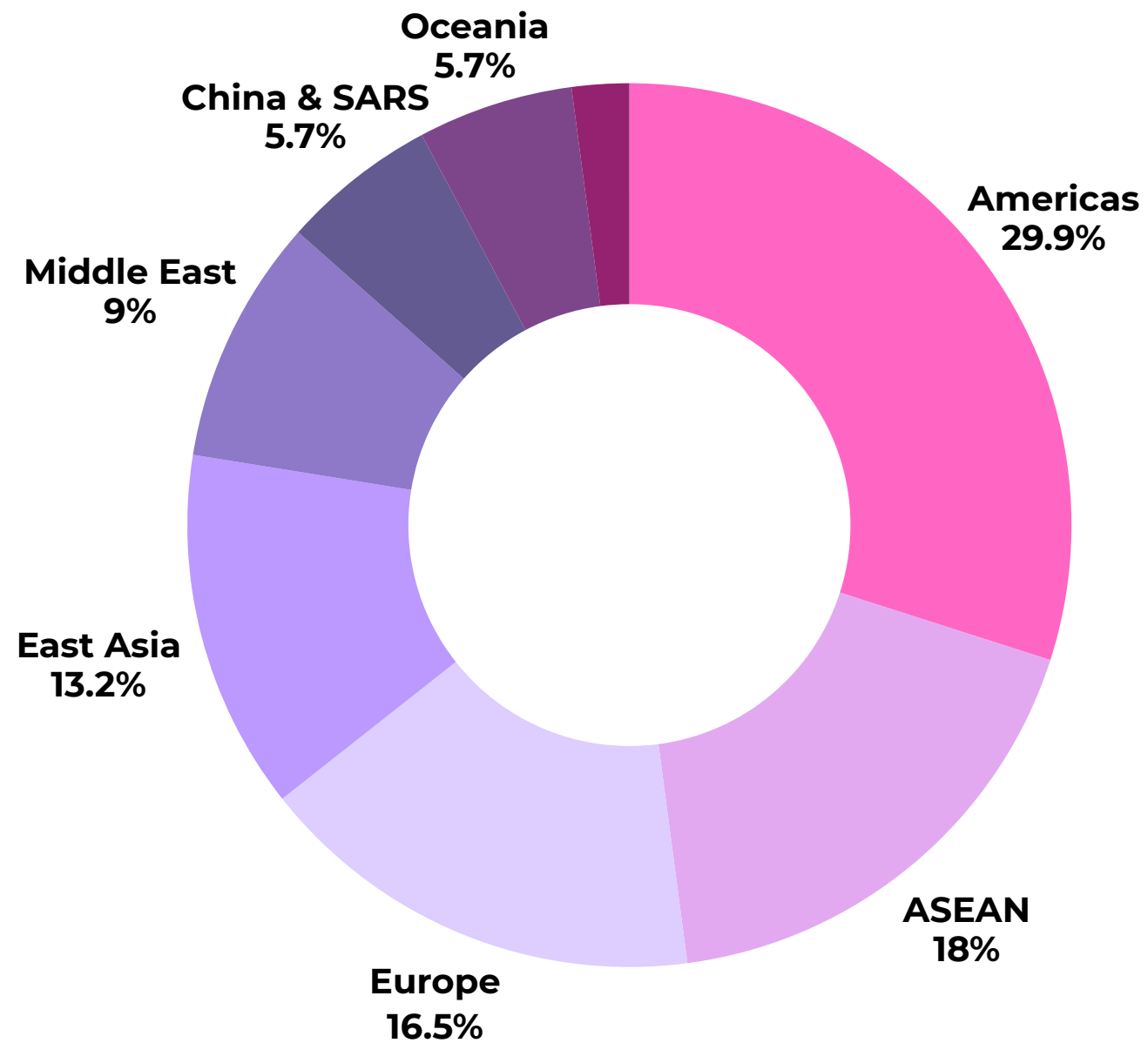


358 Exhibitors

6,782
Total Unique Visitors

2,005
Total Trade Visitors

VISITORS PER MARKET

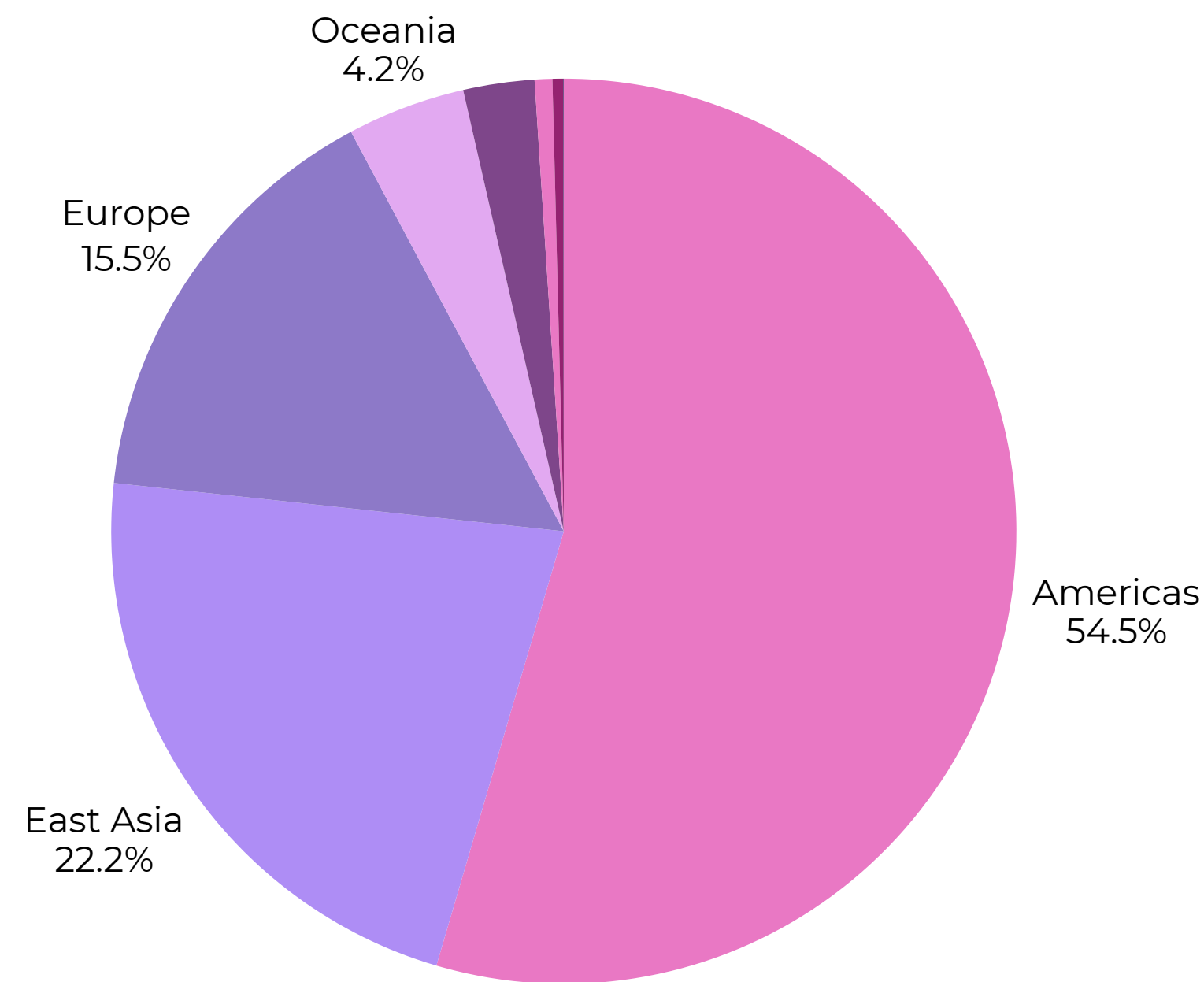


TOP VISITING COUNTRIES

USA
JAPAN
SINGAPORE
MALAYSIA
AUSTRALIA
UNITED ARAB EMIRATES
UNITED KINGDOM
CANADA
TAIWAN
HONG KONG



EXPORT SALES PER MARKET



TOP CONTRIBUTORS TO EXPORT SALES

COUNTRY	PERCENTAGE OF TOTAL EXPORT SALES
UNITED STATED	47%
JAPAN	22%
SPAIN	9%
BRAZIL	7%
AUSTRIA	4%



SHOW FEATURES

DESIGN COMMUNE

A curated showcase and culmination of **CITEM's PRODUCT DEVELOPMENT PROGRAM**, featuring home & holiday decor, furniture & lighting, and fashion pieces shaped by the collaboration of participating companies and product specialists.



A dedicated platform showcasing Philippine manufacturers of coverings, parts, and fittings as a growing export source for sustainable and innovative interior and architectural solutions.



A curated selection of artfully crafted pieces from Philippine communities, celebrating local craftsmanship on the global stage.



A business support initiative under CREATEPhilippines offering creative and branding services to participating companies.



FAME TALKS

A series of talks during Manila FAME featuring dynamic sessions, case studies, and panel discussions on design innovation, market access and industry trends.





BUYER PROGRAMS



BUYER PROFILES

CURRENT BUYERS



Retailers
E-commerce
Specifiers
Contract Markets
HoReCa

BUYER EXPANSION

- Galleries, museums, cultural institutions
- Wellness retreats and spas
- Specialty lifestyle and concept stores
- Cruise lines
- Educational institutions, Sports, & leisure facilities
- Co-living and co-working spaces
- Media production designers
- High-end event planners
- Senior living and healthcare facilities
- Government projects and public spaces
- Corporate offices



VERY IMPORTANT BUYER (VIB)

The Very Important Buyer (VIB) Program provides exclusive incentives for top-tier buyers recognized for their strong sourcing potential.

WHO IS ELIGIBLE TO BE A VIB

✓	An overseas-based professional from a reputable company with a decision-making or recommendatory role in identifying and sourcing products. The VIB may be a wholesaler, retailer, distributor, consolidator, or specifier.
✓	The company must be in operations for at least two (2) years
✓	May be a new or regular buyer of Manila FAME
✓	Must have an annual sales volume indicated below: • Furniture and Furnishings, Home Decor and Accessories: USD2M and above • Fashion, Gifts, Holiday Decor, Textiles, Components, Lighting: USD300K and above

INCENTIVES

- **Exclusive trade fair access on October 14**
- 3D/2N hotel accommodation at our Partner 5-star Hotel - CONRAD MANILA
- 2-way airport transfers
- Daily shuttle services from hotel to venue and vice versa
- Buyer care services
- Priority slots to events and activities



APPLICATION PROCESS

STEP 1: Interested buyer to comply with/submit the requirements to the market officer:

- ✓ FAME+ Trade Buyer Registration
- ✓ Company Profile
- ✓ Passport of Trade Buyer
- ✓ Business Card
- ✓ Pre-Scheduled B2B Meetings with at least 3 Exhibitors

STEP 2: Once requirements are received, market officer will send them to the Post for review, vetting, and endorsement.

STEP 3: Buyer will be notified of the approval of VIB application and shall submit the *Hotel Booking Form* before the deadline.

ASIAN TRADE FAIR CIRCUIT BUYER PROGRAM

We want to attract buyers traveling across Asia in October, following the international trade fair calendar, to include Manila FAME in their itinerary.

WHO IS ELIGIBLE

- New or dormant **(last attendance is at least 5 years ago)** international buyer of Manila FAME
- Visiting a trade fair anywhere in Asia in October
- From an established and reputable company with a minimum of 5 (five) years in operation and a gross annual sale of at least USD 2 Million (Furniture & Furnishings, Home Accents) or USD 300k (Gifts, Holiday Décor, Fashion Accessories, Apparel, Textiles)
- Specialize in sourcing or distributing home, fashion, crafts, holiday gifts, and products and services from allied industries
- Decision maker (e.g., CEO, Sourcing/ Merchandise Manager) or a related position who plays a key role in sourcing products



| INCENTIVES

Airfare Incentives

Enjoy airfare reimbursement for your roundtrip flight, up to **USD 500.**



Priority Event Access

Be among the first to access exclusive Manila FAME events such as FAME Talks, Design Tours, Buyer Networking, and more.



Manila FAME Buyer Care Services

Feel the Filipino hospitality at every touchpoint - from airport reception to a personalized itinerary

REQUIREMENTS:

- Company Profile
- Copy of Passport
- Business Card/Company ID
- Itinerary
- Airfare receipt

LIMITED SLOTS ONLY!

After registration, our Market Officer will reach out to you if you're eligible for the incentive. If you have any questions, you may reach us at manilafamebuyers@citem.com.ph.

**The buyer may send its intent to apply for the VIB Program separately to avail of the 3D/2N hotel accommodation.*

BUYER DELEGATION PROGRAM

This program is designed to support buyers in discovering unique sourcing opportunities. It offers exclusive travel benefits for organized delegations with a **minimum of 10 qualified trade buyers**. It is ideal for sourcing managers, retailers, importers, distributors, and other decision-makers looking to discover the best of Philippine craftsmanship, innovation, and design.

BUYER DELEGATION CRITERIA

Organized delegations of **at least 10 buyers** under one association, chamber, or organization. The group **must designate a Head of Delegation** to coordinate with the Manila FAME team.



EXCLUSIVE INCENTIVES



GROUP AIRFARE INCENTIVES

Reimburse for the whole delegation

- Asia – USD 5,000
- MEA & Oceania – USD 8,000
- Europe & Americas – USD 10,000



CURATED VISITS

Beyond business-matching activities and access to exclusive events, customized site visits to showrooms, ateliers, and creative hubs can also be arranged upon request to enrich the sourcing and cultural experience.

■ REQUIREMENTS FOR EACH MEMBER OF THE DELEGATION

- Copy of passport
- Copy of business card
- Company profile
- Profile of the association (for HOD) and Certification of membership

Buyer Care Services



- Year-round business matching assistance
- Airport Welcome Reception
- Point-to-point shuttle
- Complimentary transport services or Grab Partnership (Credits or Promo)
- Manila FAME buyer care kit
- Liaison Officer (by request)*
- Complimentary use of Buyers' Lounge with free snacks, beverages and exclusive activities
- Priority admittance in Manila FAME events
- Curated cultural and creative tours outside the venue
- Airfare reimbursement through wire transfer*

FREQUENTLY ASKED QUESTIONS

Q: Can an endorsed buyer apply for the VIB Program?

A: Yes, as long as he reaches the qualifications and is approved.

Q: If I tap a buying delegation composed of 10 or more buyers, will I be paid for each member of the delegation?

A: Yes, if each member is a qualified trade buyer.

Q: Can an endorsed buyer apply for the Asia Trade Fair Circuit Swing incentive?

A: Yes, as long as the buyer is qualified for the incentive.

Q: Can I qualify as the Head of Delegation?

A: Yes, if you are able to bring in 10 or more qualified and confirmed trade buyers.



THANK YOU!