

PROJECT BRIEF

**BUYING MISSION PROGRAM
March 2012 Manila FAME**

The Buying Mission Program is designed to provide a delightful experience to Very Important Buyers (VIBs) in their visit to Manila FAME, whether they are new or returning buyers, or loyal/regular buyers. The warm and friendly Manila FAME Project Management Team guarantees that VIBs receive enhanced services upon their registration and until their last day in Manila FAME, or even after the show should they need assistance pertaining to their visit to Manila FAME.

Mechanics of the Program:

Who could organize a Buying Mission to the March 2012 Manila FAME?	<ul style="list-style-type: none"> • Philippine Trade and Investment Center (PTIC) • Foreign trade associations and trade promotion organizations • Foreign embassies in the Philippines
Qualifications of a Buying Mission Delegate	<p>Delegate of the Buying Mission should represent any of the following: importers, wholesalers, distributors, trading firms, merchandising agents, buying offices, department stores, retailers, online/ mail-order houses, architects, interior designers, facilities managers, property developers, fashion designers.</p> <p>Further, the Buying Mission Delegate should be an influential figure in the company's purchasing decision-making, i.e., final decision maker, recommendatory, or researcher of products that the company will purchase.</p> <p><i>Note:</i> Only one (1) representative per company may apply for the Program. CITEM, however, may consider accepting other applicants from the same company, e.g., in case of big corporations/ conglomerate where several Managers hold different accounts/sectors.</p>
Target Number of Delegates per Buying Mission	<p>At least eight (8) delegates</p> <p><i>Note:</i> To avail of the incentives of this program, there should be at least eight (8) delegates in the Buying Mission.</p>
How to apply	<ol style="list-style-type: none"> 1. The Buying Mission Organizer should submit the duly accomplished Manila FAME Registration and Business Matching forms of at least eight (8) delegates to CITEM or through the Philippine Trade and Investment Center (PTIC) that has jurisdiction over the country of the Buying Mission organization not later than 15 February 2012 for evaluation and confirmation of the Manila FAME Client Management Director. Forms maybe downloaded from www.manilafame.com. 2. Applications shall undergo screening and evaluation. Incomplete forms as well as incomplete number of application forms (at least 8) will not be processed/evaluated. 3. Once applications are approved, the Buying Mission Organizer will receive a formal notification of confirmation together with the Hotel Booking Form from the Manila FAME Buyer Services group. The Hotel Booking Form should be accomplished individually by each delegate. <p><i>Note:</i> Applicants who will not qualify for the Buying Mission program can still register as regular buyers or apply in the Nominated Buyer Program.</p>
Incentives/ Entitlement	<p>The Head of the Buying Mission (representative of the Buying Mission Organizer) together with the delegates will be provided each with a Buyer Kit (event bag with exhibitor catalogue) and will enjoy the following amenities:</p> <ul style="list-style-type: none"> • Free 3D/2N accommodations in the Manila FAME Partner Hotel

	<ul style="list-style-type: none"> • Hassle-free arrangement of one-on-one meetings with event exhibitors • Arrangement of plant/ showroom visits • Unlimited access to the Buyers Lounge • Complimentary shuttle service to and from the exhibition venue for delegations booked at any of our Partner Hotels • Complimentary airport-hotel transfer for delegations booked at any of our Partner Hotels • Airport assistance • Assistance of a Liaison Officer pertaining to business activities during the event, if needed by the buying mission • Assistance of an Interpreter, if needed by the buying mission • Assistance in the arrangement of R & R activities
Undertaking of the Buying Mission Delegate	<p>Buyers under the Program should:</p> <ul style="list-style-type: none"> • Participate in the Business Matching and attend at least five (5) pre-arranged meetings with exhibitors, either at the Business Matching Lounge or at the exhibitor's booth. • Visit the booths and meet with at least ten (10) exhibitors during the event. • Submit the duly accomplished Buyer's Evaluation Form to the Manila FAME Buyer Services Secretariat on the last day of visit to the show. <p><u>Note:</u> The Head of the Buying Mission will be held responsible for the non-compliance of the buying mission delegation. Expenses incurred in hosting the buying mission where any member will be non-compliant with CITEM's requirements will be charged to the Head of the Buying Mission.</p>
Important Dates	<p>Deadline for submission of the application forms for the Buying Mission is on 15 February 2012.</p> <p>Deadline for cancellation of hotel reservations is on 02 March 2012; beyond this date, bookings shall be assumed as confirmed.</p> <p><u>Note:</u> In the event of a no-show without due notice, the hotel bookings shall be charged to the Delegate/Head of the Buying Mission.</p>

For more information on how to apply in any of the Programs under the Manila FAME Buyers Support Program, please contact **(+63 2) 831 2201 locals 203 and 242**, or email:

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