

**MANILA
FAME**

THE DESIGN
& LIFESTYLE
EVENT

DESIGN

Philippines
2013

17 - 20 OCTOBER
SMX CONVENTION CENTER
METRO MANILA, PHILIPPINES

FREQUENTLY ASKED QUESTIONS

MANILA FAME

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BACKGROUND ON MANILA FAME

What is Manila FAME?

- Manila FAME is a **bi-annual Design and Lifestyle Event**.
- It is the Philippine's **premier trade platform for exports and design**, providing opportunities for small and medium scale entrepreneurs to showcase their 100% Philippine made products in the world market.
- Manila FAME is the **longest running trade shows in the Asia-Pacific**, featuring the latest Philippine-made creations from artisans and manufacturers.
- Manila FAME is the only trade event in the country **approved by Union des Foires Internationales, the Global Association of the Exhibition Industry**.
- Manila FAME is **co-located with the country's other major sourcing events** – ManilaNow, CebuNext, BijouxCebu – to provide one convenient venue for showcasing furniture & furnishings, holiday & gifts, and fashion.

What is Design Philippines?

- Design Philippines is a positioning that aims **to bring Philippine design at the forefront** and to be carried through all Philippine participation in international trade fairs to present to the world what Philippine design is all about.
- Inspired by the rich culture and textures of the Philippines, the goal of the Design Philippines positioning is to create a total image of the Philippines as the **key sourcing destination for designer products and services in Asia**.
- It aims to **capitalize on the design strength of the Philippines over its competitors in the region**.

Who are the participants in Manila FAME and what do they offer?

- Exhibitors in Manila FAME are Philippine entrepreneurs, representing manufacturers of **furniture and furnishings, holiday decors & gifts, and fashion** for the **export market** and recently catering to **Philippine contract and B2B market**.
- You may visit this link for the listing of participating exhibitors this March 2013: http://www.manilafame.com/en/index.php?idpg=exhibitorlist_mfim2013

What is Manila FAME's unique selling point over other shows?

- **100% Philippine made** – Philippine manufacturers collaborating with creative minds to develop products utilizing the Philippines' **quality craftsmanship, manipulating indigenous and sustainable materials** in an environmentally sound and interesting way that are new in their approach with shape, form, material and end use.
- Manila FAME is Asia's only design and lifestyle event that caters to a wide variety of exceptionally **handcrafted products from furniture and furnishings to holiday décors and gifts and fashion**.
- It brings together the Philippines' major sourcing events, thus, presenting a **more diverse trade exhibition to buyers**.

What can we expect from Manila FAME this October?

DESIGN HOUSES. Renowned and upcoming Filipino designers express their individual design sensibilities at the Manila FAME Design Houses through products that harness the country's indigenous materials.

MANILA WEAR. Brings together the Philippines' fashion icons and rising star designers to showcase fashion wearables and accessories that reflect artisanal crafts and contemporary sensibilities.

CHRISTMAS VILLAGE. The must-see destination for the latest products and freshest ideas that celebrate the holidays and other special occasions.

THE MARKETPLACE. Showcases products created by Philippine local communities and micro, small, and medium enterprises (MSMEs) that exude creativity and craftsmanship while emphasizing sustainability and employment of earth-friendly resources and methods.

The One-Town-One-Product Pavilion. A pavilion featuring various indigenous materials and craft skills of the Philippine countryside.

Green Crafts for the Creative Environment. Highlights local communities' initiatives that transform urban ecologies into self-sustaining and pro-environment society.

CRAFT SPOTS. Live demonstrations by artisans of Philippine traditional craft

THE BOUTIQUE. Freshest offers from exhibitors ready for immediate off-the-shelf purchase

CAFE ELLE DECO + DEDON. A special feature of Manila FAME in collaboration with Elle Decoration Philippines and the world's leading manufacturer of outdoor furniture Dedon.

DESIGN WEEK PHILIPPINES. Celebration of design through events scheduled around Manila FAME to strengthen the Philippines' position as Asia's Design Destination.

Why should buyers consider sourcing products from the Philippines over other Asian countries?

- Although materials and resources in the Philippines are similar with that of neighboring Asian countries, **Philippine designers and manufacturers are able to come up with new uses and manipulation of these indigenous materials from a design point of view.**
- Manila FAME has long emerged from just being an artisan/fair trade/ craft venture and the show is **all about design, better quality and pricepoint**, thus, making it a must-see event in the buyer circuit.
- Philippine manufacturers are **flexible in terms of order quantities and production.** Buyers may book lower minimum order quantities and order versatile products incorporating mixed media and various finishing techniques, from Philippine manufacturers.
- **Communication and coordination between the buyer and exporter is very convenient as English is widely spoken in the Philippines.**

BUYER PROGRAMS & SERVICES

How does a buyer pre-register for the show?

- Buyers may pre-register online at:
http://www.manilafame.com/en/index.php?idpg=buyer_registration
- **After validation of registration, buyer badges will be sent online.**
- Download and print and you can use this as your Official Badge for the fair.

What are the fees?

- Entrance fee for trade buyers is free.

- Entrance fee for non-trade visitors is PhP 500.00. (Guests below 12 years old are not allowed entry.)

Discounts:

- Students can avail of 50% discount*.
- Senior citizens can avail of 20% discount*.

**Visitors must present a valid I.D. to avail of discounts.*

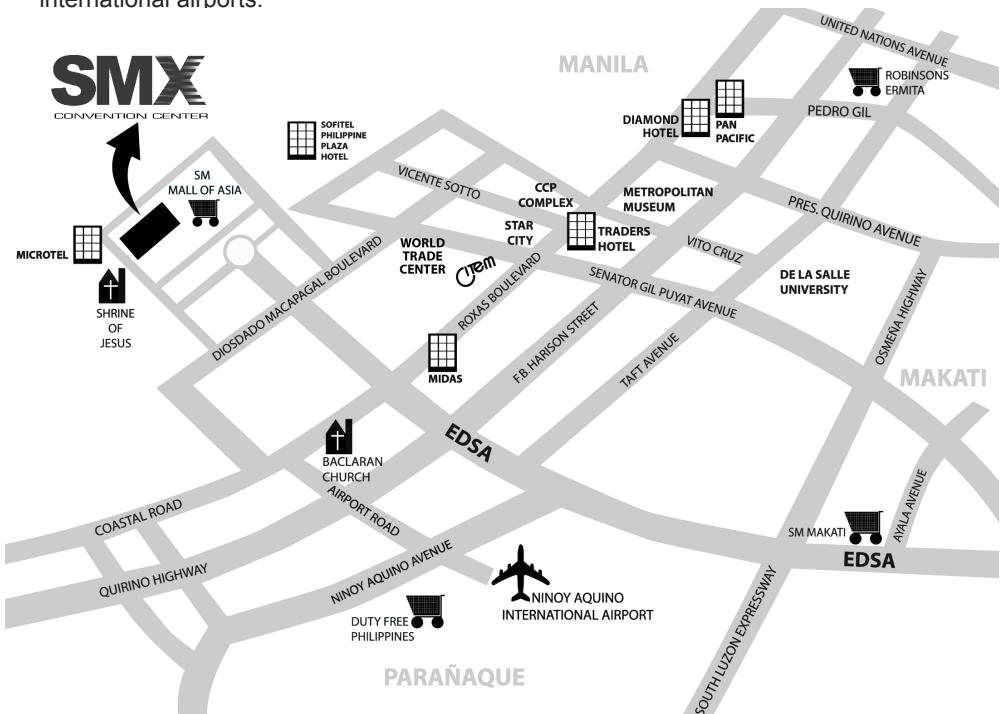
What are the hours of the fair?

- The show is from 17-20 October and the hours are:

9:00AM to 6:00PM on 17-18 October (Thursday & Friday) and;
9:00AM to 7:00PM on 19-20 October (Saturday & Sunday)

Where is the venue of the fair?

- Seashell Lane, Mall of Asia Complex, Pasay City, 1300 Philippines
- Strategically located at the heart of the Mall of Asia Complex in Pasay City, Philippines, the SMX Convention Center is five kilometers away from the domestic and international airports.



What are the buyer services offered?

Manila FAME offers buyer services before, during, and after the show. They are as follows:

BEFORE THE SHOW

- Online registration
- Pre-arranged business itinerary
- VIP assistance in travel arrangements, from airport to hotel to venue

DURING THE SHOW

- Butler-assisted concierge
- Worry-free sourcing with a personal FAME buddy (subject to availability)
- Shuttle services to and from the venue and hotel
- Dedicated Interpreter during business meetings as requested prior to the show
- Pre-arranged appointments to exhibitors' factories and showrooms
- Complimentary refreshments and unlimited use of wi-fi at the Buyers Lounge
- Complimentary assistance for travel arrangements within the Philippines
- Customized tour to selected design destinations – museums, art galleries, special design shops, and restaurant

AFTER THE SHOW

- Follow-up and coordination with suppliers met during the show
- Shipment consolidation
- Updates on Manila FAME
- PLUS: A year-round sourcing venue of the best of Philippine export products at HallONE: *Design for Exports*

Do you have Partner Hotels for the buyers?

Manila FAME has Partner Hotels offering discounted rates for trade buyers. Below are the participating and their rates per night:

GOLD Partner Hotels (5- and 4-Star Hotels)



DIAMOND HOTEL
PHILIPPINES

DIAMOND HOTEL

Single/Twin: Php6,500net
Address: Roxas Boulevard cor. Dr. J. Quintos St.,
Manila City 1000
Distance from SMX: 6.6 km



MIDAS HOTEL

Single/Twin: Php5,800net
Address: 2702 Roxas Boulevard, Pasay City 1300
Distance from SMX: 1.5 km



PAN PACIFIC

PAN PACIFIC MANILA

Single/Twin: Php6,500net

Address: M. Adriatico corner Gen. Malvar Streets, Malate ,
Manila City 1004

Distance from SMX: 4.3 km



SOFITEL PHILIPPINE PLAZA

Single: Php7,500net

Double: Php 8,200net

Address: CCP Complex, Roxas Boulevard, Pasay City 1300

Distance from SMX: 3.9 km



TRADERS HOTEL MANILA

Single: Php5,500net

Double: Php 6,500net

Address: 3001 Roxas Boulevard, Pasay City 1305

Distance from SMX: 4.4 km

SILVER Partner Hotels (3-Star and Boutique Hotels)



MICROTEL HOTEL

Single/Twin: Php4,000net

Address: Coral Way Avenue cor. Seaside Blvd., Mall of Asia
Complex, Pasay City 1308

Distance from SMX: 350 m



THE PICASSO BOUTIQUE HOTEL

Single/Twin: Php7,500net

Address: 119 L P Leviste Street, Makati City, 1227

Distance from SMX: 5.3 km

The above information can also be found in our website:

<http://www.manilafame.com/en/hotels.htm>

What are the amenities offered by the Partner Hotels?

The amenities offered by our Partner Hotels are the following:

- Daily Buffet Breakfast
- Welcome Drink*
- Welcome Fruit Platter*
- Complimentary Coffee or Tea making facilities
- 2 bottles of mineral water replenished daily
- Complimentary flight reconfirmation
- Daily newspaper

- Complimentary use of safety box
- Complimentary use of health club facilities
- Complimentary internet access
- Scheduled shuttle service to and from the exhibition venue
- Roundtrip airport transfers*

**Except for Microtel*

The above information can also be found in our website:

<http://www.manilafame.com/en/hotels.htm>

IMPORTING FROM THE PHILIPPINES

How can trade buyers import from the Philippines?

The process begins once the buyer has identified the products he wishes to purchase from a Philippine manufacturer/exporter.

STEP 1

Buyer writes a Purchase Order and sends it to the Exporter.

STEP 2

Exporter issues a Proforma Invoice which the Buyer must fill up and return to the Exporter.

The Proforma Invoice contains:

- a) Quantity and price of the items
- b) Terms of payment
- c) Delivery schedule
- d) Mode and terms of delivery

**Free on Board (FOB) - Buyer arranges for ocean transport negotiation with the exporter on a case-to-case basis.*

STEP 3

Payment for Exporters are normally made through:

- a) Cash down payment with balance payable on or before shipment
- b) Letter of Credit (L/C)
- c) Wire Remittance upon Shipment

STEP 4

Product inspection/quality control.

STEP 5

The Exporter will provide an Export Declaration form. Proper export commodity clearance/permits must be secured if the products to be imported are included in the list of regulated products for exportation.

STEP 6

Production lead-time is normally 45 days from receipt of signed Proforma Invoice. Shipment from the Philippines to Europe usually takes about a month, while shipment to North America takes about 20 days, and 1 week to Japan.

Do you have buying agents that may assist buyers in the procurement process?

The Foreign Buyers Association of the Philippines may assist foreign buyers of Manila FAME in sourcing from the Philippines - acting as a conduit between the Philippine exporter and the foreign buyer.

Telephone: +632 812.7073 / 892.8492 | Email: fobap1@yahoo.com

CONTACT

Who can we contact for inquiries?

You may direct your queries to the Buyer Services group. Details as follows:

STAFF	MARKET ASSIGNMENTS	EMAIL
Jill Toren-Palmes	Americas, Australia, New Zealand, ASEAN, South Asia	jtoren@citem.com.ph jilltoren@yahoo.com
LP Catly	Europe, Middle East, Africa, East Asia, China and SARs	lpcatly@citem.com.ph lpcatly@gmail.com

Center for International Trade Expositions and Missions (CITEM)

Golden Shell Pavilion, ITC Complex, Roxas Boulevard corner Sen. Gil J. Puyat Avenue , Pasay City 1300, Philippines

Telephone (Buyer Services): +632 832.5033 or 833.1258





Where can we get further information on Manila FAME?

Please visit <http://www.manilafame.com> for more information on Manila FAME.



www.manilafame.com



-  www.facebook.com/manilafame
-  www.twitter.com/themanilafame
-  www.manilafame.wordpress.com
-  www.instagram.com/manilafame