



MANILA
FAME

VIB
INFORMATION GUIDE

www.manilafame.com



It's all about
YOU.

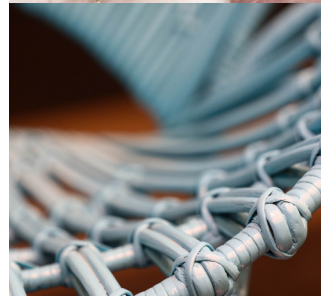
**MANILA
FAME**

VERY IMPORTANT BUYER PROGRAM

www.manilafame.com

BE A FAME BUYER

Held bi-annually, Manila FAME is a well-curated showcase of the finest of Philippine design and craftsmanship. Featuring the latest innovations and product offerings from the country's furniture and home furnishings, holiday gifts and décor, fashion accessories, health and wellness, and gourmet gifts sectors, it makes a fine spectacle of Philippine designers and exporters' capability to respond to the demands of the ever-changing global market.



AM I QUALIFIED?

IF YOU ARE:

1. An **OVERSEAS-BASED PROFESSIONAL** engaged in identification, sourcing/purchasing of materials, product components, or finished products for the home, fashion, and other consumer, lifestyle-related industries, including malls, department stores, chain and retail stores (physical and online), boutiques, and resorts; including but not limited to the following: importer, trader, distributor, retailer, hospitality and interior designer, visual merchandiser, and specifier, with annual sales volume or project value over US \$ 500,000 USD;

OR

2. **ANY BUSINESS DELEGATE/HEAD OF DELEGATION** identified, and/or endorsed by the Philippine Trade Office, Embassy, or other CITEM partner and/or Business Support Organization to represent or managed a business mission to Manila FAME





HOW DO I JOIN?

| | NOMINATED BUYER | SELF NOMINATED |
|---------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| STEP 1 | PTIC, Philippine and Foreign Embassies, Business Support Organization and Manila FAME Exhibitors to screen prospective buyers <i>*All nominated buyers must register online as a trade buyer (http://www.manilafame.com/Registration/Trade-Buyer)</i> | Register online as a trade buyer (www.manilafame.com/Registration/Trade-Buyer) |
| STEP 2 | Nominator to submit to the Manila FAME Buyer Services Team (MF BST) via email, names of pre-registered nominated buyers together with: 1. Copy of passport page with picture and complete name 2. Company profile / portfolio (electronic or scanned copy) | Registered Trade Buyer to email the MF BST to request for upgrade to VIB status and submit the following: 1. Copy of passport page with picture and complete name 2. Company profile / portfolio (electronic or scanned copy) |
| STEP 3 | MF BST to evaluate and validate the application upon receipt of complete requirements within 3 working days | MF BST to evaluate and validate the application upon receipt of complete requirements within 3 working days |
| STEP 4 | Successful applicants will receive a Confirmation Email and other pertinent information regarding VIB's MF participation | Applicant will receive a Confirmation Email and other pertinent information regarding VIB's MF participation |



WHAT ARE THE PERKS?

| RETURNING VIBS | NEW VIBS | REGULAR TRADE BUYER |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------|
| Complimentary Two (2) Nights Accommodation in Manila FAME Partner Hotel for the first 30 RETURNING VIBs from the last 6 Manila FAME edition | Complimentary One (1) Night Accommodation in Manila FAME Partner Hotel for the first 30 NEW VIBs . | Complimentary access to Serenity Spa onsite |
| Pre-arranged Design / Destination Tour | Pre-arranged Design / Destination Tour | Access to buyers lounge with complimentary snack and beverages |
| Complimentary access to Serenity Spa onsite | Complimentary access to Serenity Spa onsite | Unlimited Wi-Fi and internet access in the venue |
| Access to buyers lounge with complimentary snack and beverages | Access to buyers lounge with complimentary snack and beverages | Airport Welcome Reception |
| Airport Welcome Reception | Airport Welcome Reception | Translator/Interpreter |
| Hotel-Venue-Airport transfer | Hotel-Venue-Airport transfer | |
| Translator / interpreter services | Translator / interpreter services | |
| Exclusive buyer perks coupons (with Manila FAME partner establishments or service providers) | Exclusive buyer perks coupons (with Manila FAME partner establishments or service providers) | |
| Unlimited Wi-Fi and internet access in the venue | Unlimited Wi-Fi and internet access in the venue | |

Disclaimer:

- Limited slots for complimentary hotel rooms and tours, **priority shall be given to the first 30 Returning VIBs from the last 6 Manila FAME editions**; and/or the **first 30 NEW VIBs who registered early**. Buyer registration will be open on 15 January 2018.
- In the event of no-show without notice, the hotel booking shall be charged to the buyer's account.
- Deadline for submission of VIB nominations is on 30 March 2018.
- Regular Trade Buyers who will register onsite are required to present business cards for validation of assigned registration officer.



WHERE DO I GET MORE INFORMATION?

For more information on the Manila FAME VIB program, please contact the Manila FAME Buyer Services Team, through email at manilafamebuyers@citem.com.ph or landline at (+632) 833 1258.

Manila FAME is organized by the Center for International Trade Expositions and Missions (CITEM), the export promotion arm of the Philippines' Department of Trade and Industry (DTI). For over three decades, CITEM has established the country's image as the premier destination for quality export products and services. It continues to set the highest standards of creativity, excellence, and innovation to achieve export competitiveness in the international market.

As the prime mover in export promotion, CITEM provides export-driven programs, spearheads official participation in overseas trade fairs, and organizes signature events in the Philippines and high-profile promotional activities in key markets abroad.



Center for International Trade Expositions and Missions (CITEM)

Golden Shell Pavilion, Roxas Blvd. cor. Sen. Gil J. Puyat Ave.

Pasay City 1300, Philippines

Telephone: (+632) 831.2201 / 832.3956

Fax: (+632) 834.0177 / 832.3965



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