

# 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 sectors, it makes a fine spectacle of Philippine designers and exporters' capability to respond to the demands of the ever changing global market.



04 APR MANILA FAME

10 OCT MANILA FAME

## HOW CAN I QUALIFY?

To become part of the Manila FAME VIB Incentive Program you must be:

- An established and reputable individual involved in businesses, or government agencies and associations that make strategic purchase decisions related to services, raw materials, product components, or finished goods for delivery or supply (e.g.: importers, wholesalers, retailers, distributors, specifiers, bulk buyers, etc.)
- Have a well-established distribution network for Manila FAME products in your country of origin or targeted markets.
- Holds a position in a company that is at least two (2) years in operation.
- Sustain an interest in meeting new potential suppliers and manufacturers, and expansion of product lines being sourced from the Philippines.
- Have no past written complaint/s from a Manila FAME exhibitor.

## HOW DO I JOIN?

### STEP 1 NOMINATION AND APPLICATION

Philippine Trade and Investment Centers (PTIC), Philippine and Foreign embassies, and other partner agencies of CITEM shall screen and recommend prospective buyers who may apply for the program. A buyer may also be nominated by Manila FAME exhibitors and marketing agents, or s/he may opt to apply for self-nomination, upon satisfying all the prerequisite qualifications.

The following documents should be submitted to the assigned CITEM Buyer Marketing Officer (BMO) upon nomination:

- Accomplished Manila FAME VIB Application Form with Indicated Buyer Category and Endorsement of Partner Proponent
- Photocopy of passport page with picture and complete name
- Company Profile (electronic or scanned copy)
- List of Manila FAME suppliers if any (with previous or existing partnership)

### STEP 2 SCREENING OF APPLICANTS

Upon submission of requirements, CITEM's Buyer Marketing Team will evaluate and validate the application. Those with incomplete submissions will not be processed.

### STEP 3 APPROVAL/DISAPPROVAL OF APPLICATION

After evaluation by CITEM's Buyer Marketing Team, the application shall be routed for approval of the Head of Agency. The final approval of the application shall come from the Head of Agency.

### STEP 4 NOTIFICATION OF RESULTS

The Trade Buyer Applicant will be notified of the status/result of the application via e-mail. Should he/she be accepted in the program, a Confirmation Letter and a Hotel Booking form will be issued to the Buyer for accomplishment.

For the complete mechanics of the Manila FAME VIB Buyer Program, visit [www.manilafame.com](http://www.manilafame.com).



The Center for International Trade Expositions and Missions is the export promotion arm of the Philippines' Department of Trade and Industry (DTI).

As the prime mover in export marketing, 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.

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## WHAT ARE THE PERKS?

A trade buyer nominated to the Manila FAME VIB Incentive Program can be classified into three (3) categories with corresponding incentive packages:

MANILA FAME VIB CATEGORY	INCENTIVE PARTICULARS (During Fair dates)		
	MANILA FAME BUYER CARE SERVICES	AIRFARE INCENTIVE Long Haul Airfare Cap: USD1200 Short Haul Airfare Cap: USD500	FREE ACCOMMODATION (at a Manila FAME Partner Hotel)
<b>Guest Luminary</b> <i>Industry Authorities; Notables; or Heads of Business Associations that influence or shape industry or public opinion.</i>	YES	YES	Three (3) nights stay
<b>Top Level Buyer</b> <i>Final Decision Maker of a retail/specialty store chain, independent or major wholesale distribution channel who retain the following annual sales volume:</i>	YES	YES	Three (3) nights stay
<i>a. For Buyers under the Furniture and Furnishings, Home Accents Product Category - USD 5M - Above</i>			
<i>b. For Buyers under the Gifts, Holiday Decor, Fashion Accessories, Apparels, and Textiles Product Category - USD 1M - Above</i>			
<b>Head of Delegation (HoD)</b> <i>Primary Organizer/ Coordinator of an overseas Buying Mission composed of at least 10 independent retailers of handmade products; Designers with projects connected to Real Estate sectors; Purchasers or Contractors for FFNE (Furniture, Fixtures, and Equipment) sectors, etc.</i>	YES	YES	Three (3) nights stay
<b>Regular VIBs</b> <i>Individuals from Retail and Contract Markets who retain the following annual sales volume:</i>	NO	NO	Two (2) nights stay
<i>a. For Buyers under the Furniture and Furnishings, Home Accents Product Category - USD 1M - USD 5M</i>			
<i>b. For Buyers under the Gifts, Holiday Decor, Fashion Accessories, Apparels, and Textiles Product Category - USD 300,000 - USD 1M</i>			

Note: Awarding of Incentives is subject to the approval of CITEM Management. Visit [www.manilafame.com](http://www.manilafame.com) for the complete details and mechanics of the Manila FAME VIB Incentive Program.

## MORE PRIVILEGES FOR FAME BUYERS!



Enjoy a suite of privileges that will enhance your sourcing experience at Manila FAME:

#### \* Hassle-free transportation services for the entire duration of the Fair.

Enjoy complimentary transport services upon your arrival at the airport (Welcome Reception, and Airport to Partner Hotel transfers), during (Scheduled Pick-ups from Partner Hotel to Fair Venue and V/V), and after the Fair dates (Partner Hotel to Airport transfers).

#### \* Priority access to Manila FAME's show features and promos.

Get priority access to Manila FAME Connect, the Fair's online Business Matching portal; admittance to Manila FAME events; and a chance to join the Luxe Escape Raffle Promo, a 4-day, 3-night getaway in one of the Philippines' premier island resorts with complimentary round-trip flight arrangements.

#### \* Complimentary use of Manila FAME Buyers Lounge and other exclusive services.