

## 經濟部國際合作處 函

機關地址：10015 臺北市福州街15號  
承辦人：張玉燕  
電話：(02)23212200分機:599  
傳真：(02)23213275  
電子信箱：yychang1@moea.gov.tw

受文者：台灣區照明燈具輸出業同業公會

發文日期：中華民國102年08月20日

發文字號：經國處字第10203058760號

速別：最速件

密等及解密條件或保密期限：

附件：說明暨報名表

主旨：菲律賓貿工部訂於本(102)年10月17至20日在馬尼拉舉行全球設計展(Design Global)，邀請我國廠商參展，請轉知貴會會員廠商，有意參展者請逕洽駐菲律賓代表處經濟組，請查照。

說明：

- 一、依據駐菲律賓代表處經濟組102年8月15日台菲經字第10218023410號函辦理。
- 二、旨揭展係由菲國貿工部國際貿易展團中心(CITEM)於本年10月17日-20日舉行，與馬尼拉名品家具展(Manila FAME Furniture Show)之合辦展，展場面積計2,000平方公尺。FAME徵集菲國國內業者展出精品，全球設計展則適合外商參加。該展標準攤位9平方公尺，每平方公尺租金200美元，報名截止日期為本年8月30日，惟可略為延後，歡迎有意願之業者參加，目前已有我燈具業者FELIX INC.報名參展。
- 三、有意參展業者請逕洽駐菲律賓代表處經濟組蔡偉淦商務秘書，聯絡電話：(632)887-6688、電子郵件:weikan@moea.gov.tw或將報名表逕送Design Global，並副知駐菲律賓代表處經濟組。該展覽主辦單位CITEM將提供攤位設計、旅館訂房、商

機媒合及拜訪行程等優惠服務。

四、檢附Design Global之說明暨報名資料如附件，該展覽網址為  
[www.designglobal.com](http://www.designglobal.com)，請參考。

正本：台灣區照明燈具輸出業同業公會、台灣區家具工業同業公會、台北市景觀工程商業同業公會、台灣區木工機器工業同業公會、台灣區木工機械發展協會、台灣省家具商業同業公會、台灣區藝品禮品輸出同業公會、台北市服飾設計職業工會、桃園縣服飾設計業職業工會、台北市成衣服飾整理加工業職業工會、新北市服飾設計職業工會、台灣創意設計中心、高雄市廣告創意協會、中華民國室內設計協會、中華民國美術設計協會、中華平面設計協會、台灣設計創新管理協會、台灣變形蟲設計協會、中華民國設計師協會、中華民國設計協會、台灣數位媒體設計協會、中華色彩協會、財團法人中國生產力中心、中華民國工業設計協會

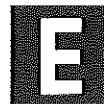
副本：經濟部國際貿易局、駐菲律賓代表處經濟組、中華民國對外貿易發展協會



經濟部國際合作處



**FREIGHT FORWARDER SERVICES REQUEST FORM**  
 FOR FREIGHT HANDLING VIA OFFICIAL FREIGHT FORWARDER  
 DEADLINE OF SUBMISSION: 06 September 2013



**FILL IN LEGIBLY AND ACCURATELY.**

Please send the accomplished Form E-Freight Forwarder Services Request Form back to the Organizer through fax number +63-2 834 0177 (Attn: DEXIGN GLOBAL Philippines Secretariat) or via dexignglobal@citem.com.ph email with subject line **FORM E (COMPANY NAME)**.

COMPANY NAME		CONTACT PERSON/DESIGNATION	
PHONE (OFFICE)	FAX	PHONE (MOBILE)	E-MAIL
HALL AND BOOTH NUMBER		FORM OF TRANSPORTATION REQUIRED <input type="checkbox"/> HANDCARRIED <input type="checkbox"/> by SEA <input type="checkbox"/> by AIR	
BOOTH SIZE: _____ SQM		REQUESTED DATE / TIME OF DELIVERY: _____	
DESCRIPTION OF CONTENT AND QUANTITY		SUBMITTED BY:	
		NAME OF AUTHORIZED COMPANY REPRESENTATIVE HERE SIGNATURE OVER PRINTED NAME	

**APPLICATION FOR FREIGHT FORWARDER SERVICES**

To ensure proper control and coordination of freight including the delivery of exhibition cargoes (e.g., boxes of merchandise, pieces of furniture, et. al.), please course your forwarding and cargo handling requirements to **AGILITY FAIRS AND EVENTS**, the official freight forwarder services company of DEXIGN GLOBAL Philippines.

**AGILITY FAIRS AND EVENTS**

Ninoy Aquino Avenue, Paranaque City, Metro Manila, Philippines  
 Phone: +63-2 784-3982 — Fax: +63-2 879-4479  
 Contact Person: ROWENA JOCSON, Manager

Exhibitors who will **NOT** avail of the services of **AGILITY FAIRS AND EVENTS** must advise its contracted forwarder/s to pay the Show's official freight forwarder the **HANDLING / TRANSITION FEE**. Contact **AGILITY FAIRS AND EVENTS** for listing of rates. **AGILITY FAIRS AND EVENTS's** representatives will conduct inspection during exhibition set-up / Ingress to ensure strict compliance.

<b>CERTIFICATION</b>	
The undersigned _____ requests <b>AGILITY FAIRS AND EVENTS</b> , the official freight forwarder of DEXIGN GLOBAL Philippines, to issue _____ passes for entry to _____ for delivery of our products to the DEXIGN GLOBAL Philippines Hall, Booth _____.	
<b>SUBMITTED BY:</b>  _____ SIGNATURE OVER PRINTED NAME and DESIGNATION of AUTHORIZED COMPANY REPRESENTATIVE HERE	<b>ENDORSED BY:</b>  _____ SIGNATURE OVER PRINTED NAME and DESIGNATION of CITEM / PTIC REPRESENTATIVE HERE
<b>RECEIVED AND APPROVED BY:</b>  _____ SIGNATURE OVER PRINTED NAME and DESIGNATION of AGILITY FAIRS AND EVENTS REPRESENTATIVE HERE  (PLEASE INDICATE DATE AND TIME OF RECEIPT)	





# BUSINESS MATCHING SCHEDULING FORM



DEADLINE OF SUBMISSION: 06 September 2013

**FILL IN LEGIBLY AND ACCURATELY.**

Please send the accomplished Form D-Business Matching Scheduling Form back to the Organizer through fax number +63-2 834 0177 (Attn: DEXIGN GLOBAL Philippines Secretariat) or via [dexignglobal@ctem.com.ph](mailto:dexignglobal@ctem.com.ph) e-mail with subject line **FORM D (COMPANY NAME)**.

The Business Matching Program is a dedicated service of DEXIGN GLOBAL Philippines that is designed to help you search, screen, and introduce your businesses to the Philippine buyers and potential commercial partners.

In order for us to better understand the type of business partnership that you have in mind, please specify your requirements in the spaces below to help us match your enterprise with appropriate companies. Once we identify the suitable partners for your business, we will contact and introduce you to prospective companies for your business matching appointment.

Participation in the Business Matching Program is FREE OF CHARGE.

COMPANY NAME	
AUTHORIZED REPRESENTATIVE	DESIGNATION
PHONE (OFFICE)                                  FAX	PHONE (MOBILE)
E-MAIL/WEBSITE	COUNTRY

**TICK THE OPTION THAT BEST CORRESPONDS TO YOUR ANSWER.**

**NATURE OF BUSINESS**

<input type="checkbox"/> TRADING	_____ Consolidator	_____ Distributor
<input type="checkbox"/> MANUFACTURER	_____ Direct Exporter	_____ Indirect Exporter
<input type="checkbox"/> INSTITUTIONAL	_____ Government/TPO	_____ Trade Association/Business Support Organization
	_____ NGO/Cooperative	_____ Others (PLEASE SPECIFY) _____

**CLASSIFICATION OF COMPANY**

<input type="checkbox"/> SINGLE PARTNERSHIP	<input type="checkbox"/> PARTNERSHIP
<input type="checkbox"/> CORPORATION	<input type="checkbox"/> OTHERS (PLEASE SPECIFY) _____

**PRODUCT CLASSIFICATION**

<input type="checkbox"/> ARTISANAL CRAFTS	<input type="checkbox"/> CONTEMPORARY PRODUCTS
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**TYPE OF BUYERS YOU INTEND TO MEET**

<input type="checkbox"/> IMPORTER / DISTRIBUTOR	<input type="checkbox"/> VENTURE CAPITALIST
<input type="checkbox"/> RETAILER	<input type="checkbox"/> INVESTOR
<input type="checkbox"/> WHOLESALER	<input type="checkbox"/> OTHERS (PLEASE SPECIFY) _____
<input type="checkbox"/> MARKETING REPRESENTATIVE	

**PRODUCT CATEGORY**

<input type="checkbox"/> FURNITURE/FURNISHINGS	<input type="checkbox"/> APPAREL / FASHION
<input type="checkbox"/> HOUSEWARE	<input type="checkbox"/> OTHERS (PLEASE SPECIFY) _____
<input type="checkbox"/> GIFTS & PREMIUM ITEMS	

**MEETING SCHEDULE**

Should you have specific buyers in mind, please indicate below. You may also wish to have one-on-one meetings with the Manila FAME Exhibitors during the Show. For complete exhibitor listing, check out [http://www.manilafame.com/en/index.php?idpg=exhibitorlist\\_mfia2013](http://www.manilafame.com/en/index.php?idpg=exhibitorlist_mfia2013)



TARGET COMPANY/IES TO MEET	PREFERRED SCHEDULE OF MEETINGS	
	DATE	TIME

**FOR FURTHER INQUIRIES**

Kindly specify requirements you would need from the companies you intend to meet (i.e., price range, preferred terms of payment/s, type of business partnership, etc.) or other details / concerns you wish to address. Please use the other side of this page. Thank you.

## HOTEL ACCOMMODATIONS

### GOLD Partner Hotels

 <p><b>ROOM RATE PER NIGHT</b> Php5,800net (Single / Twin)</p> <p><b>MS. CEZCA P. ESTRADA</b> Sales Account Manager</p> <p><b>Address</b> 2702 Roxas Boulevard 1300 Pasay City, Metro Manila, Philippines</p> <p><b>Phone :</b> +63-2 902 0100 <b>E-mail :</b> corporate_sales1@mldashotelandcasino.com</p> <p><b>Distance from SMX:</b> 1.5 km</p>	 <p><b>ROOM RATE PER NIGHT</b> Php5,500net (Single) Php 6,500net (Double)</p> <p><b>MS. MICHELE CASTRO</b> Sales Manager</p> <p><b>Address</b> 3001 Roxas Boulevard 1305 Pasay City, Metro Manila, Philippines</p> <p><b>Phone :</b> +63-2 708 4888 <b>E-mail :</b> michele.castro@tradershotels.com</p> <p><b>Distance from SMX:</b> 4.4 KM</p>
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 <p><b>ROOM RATE PER NIGHT</b> Php7,500net (Single) Php 8,200net (Double)</p> <p><b>MS. MADELENE GRACE TAN-SY</b> Sales Manager</p> <p><b>Address</b> CCP Complex, Roxas Boulevard 1300 Pasay City, Metro Manila, Philippines</p> <p><b>Phone:</b> +63-2 551.5555 <b>E-mail :</b> H6308-SL10@softel.com</p> <p><b>Distance from SMX:</b> 3.9 KM</p>	 <p><b>ROOM RATE PER NIGHT</b> Php6,500net (Single / Twin]</p> <p><b>MR. NOMER RENA</b> Senior Account Manager</p> <p><b>Address</b> Roxas Boulevard corner Dr. J. Quintos Street 1000 Manila, Philippines</p> <p><b>Phone :</b> +63-2 528.3000 <b>E-mail :</b> NRena@diamondhotel.com</p> <p><b>Distance from SMX:</b> 6.6 KM</p>	 <p><b>ROOM RATE PER NIGHT</b> Php6,500net (Single/Twin]</p> <p><b>MS. JENNIE SERRANO</b> Assistant Sales Manager</p> <p><b>Address</b> M. Adriatico corner Gen. Malvar Streets Malate, 1004 Manila, Philippines</p> <p><b>Phone :</b> +63-2 536.0788 / 318.0788 <b>E-mail :</b> jennie.serrano@panpacific.com</p> <p><b>Distance from SMX:</b> 4.3 KM</p>
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### SILVER Partner Hotels

 <p><b>ROOM RATE PER NIGHT</b> Php7,500.00net (Single / Twin]</p> <p><b>MONICA IRA G. GATMAITAN</b> Account Executive</p> <p><b>Address</b> 119 L P Leviste Street, 1227 Makati City Metro Manila, Philippines</p> <p><b>Phone :</b> +632 828,4774 <b>E-mail :</b> ira@picassomakati.com</p> <p><b>Distance from SMX:</b> 5.3 KM</p>	 <p><b>ROOM RATE PER NIGHT</b> Php4,000net (Single / Twin]</p> <p><b>MS. FRANCES ALYSSA FAGUTAO</b> Sales and Marketing Executive</p> <p><b>Address</b> Coral Way Avenue corner Seaside Boulevard, Mall of Asia Complex 1308 Pasay City, Metro Manila, Philippines</p> <p><b>Phone :</b> +632 403.3333 <b>E-mail :</b> affagutao@microtel.ph</p> <p><b>Distance from SMX:</b> 350 M</p>
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### AMENITIES

- |  |   |  |
|--|---|--|
| <ul style="list-style-type: none"> <li>• Daily buffet breakfast</li> <li>• Welcome drink*</li> <li>• Welcome fruit platter*</li> <li>• Complimentary coffee / tea making facilities</li> <li>• Two (2) bottles of mineral water replenished daily</li> </ul> | <ul style="list-style-type: none"> <li>• Complimentary flight reconfirmation</li> <li>• Daily newspaper</li> <li>• Complimentary use of safety box</li> <li>• Complimentary use of health club facilities</li> <li>• Complimentary internet access</li> </ul> | <ul style="list-style-type: none"> <li>• Scheduled shuttle service to and from show venue</li> <li>• Roundtrip airport transfer*</li> </ul> <p><b>*ALL EXCEPT FOR MICROTEL</b></p> |
|--|---|--|



HOTEL



# HOTEL BOOKING FORM

DEADLINE OF SUBMISSION: 06 September 2013



FILL IN LEGIBLY AND ACCURATELY.

Please send the accomplished Form C-Hotel Booking Form back to the Organizer through fax number +63-2 834 0177 or via dexignglobal@citem.com.ph with subject line **FORM C (COMPANY NAME)**.

COMPANY NAME		BOOTH NUMBER
		BOOTH SIZE
AUTHORIZED REPRESENTATIVE		DESIGNATION
PHONE (OFFICE)	FAX	PHONE (MOBILE)
EMAIL/WEBSITE		COUNTRY

DATE/TIME OF ARRIVAL	DATE / TIME OF DEPARTURE
FLIGHT NUMBER	FLIGHT NUMBER
CHECK-IN DATE	CHECK-OUT DATE

Below are the accredited hotels of DEXIGN GLOBAL Philippines. Please check your preferred hotel. SEE HOTEL RATES AT THE OVERLEAF.

**GOLD PARTNER HOTELS**

SOFTEL LUXURY HOTEL    
  DIAMOND HOTEL PHILIPPINES    
  PAN PACIFIC MANILA  
 MIDAS HOTEL    
  TRADERS' HOTEL

**SILVER PARTNER HOTELS**

THE PICASSO BOUTIQUE SERVICED RESIDENCES    
  MICROTEL BY WYNDHAM

**ROOM TYPE**

SINGLE    
  TWIN    
  DOUBLE

**GUIDELINES FOR HOTEL BOOKING**

- DISCOUNTED RATES ARE AVAILABLE TO DEXIGN GLOBAL PHILIPPINES PARTICIPANTS (BUYERS, EXHIBITORS, AND VISITORS). THE HOTELS MAY PROVIDE AIRPORT TRANSFER AND SHUTTLE SERVICES FOR THE DURATION OF THE ACTIVITY, WHEN APPLICABLE.
- FOR CHANGES AND CANCELLATION/S IN BOOKING ARRANGEMENT/S, DEXIGN GLOBAL PHILIPPINES PARTICIPANTS SHOULD CONTACT THE HOTEL DIRECTLY AND NOTIFY CITEM. CANCELLATION SHOULD BE MADE WITHIN THREE (3) DAYS BEFORE THE CHECK-IN DATE.



DO NOT WRITE BELOW THIS LINE • FOR OFFICIAL USE ONLY		
DATE POSTMARKED	DATE RECEIVED	REFERENCE NUMBER
HOTEL RECEIVED	NUMBER OF ROOMS	NUMBER OF PAX/ROOM
PROCESSED BY	SIGNATURE	



**FILL IN LEGIBLY AND ACCURATELY.**

Please send the accomplished Form B-Booth Order Form back to the Organizer through fax number +63-2 834 0177 (Attn: DEXIGN GLOBAL Philippines Secretariat) or via [dexignglobal@ctem.com.ph](mailto:dexignglobal@ctem.com.ph) e-mail with subject line **FORM B (COMPANY NAME)**.

**STANDARD BOOTH SIZE: 9 SQM (BOOTH SYSTEM RENTAL IS US\$30.00/SQM)**


**COMPANY NAME**  
FOR BOOTH FASCIA REQUIREMENT - PLEASE USE BLOCK LETTERS.

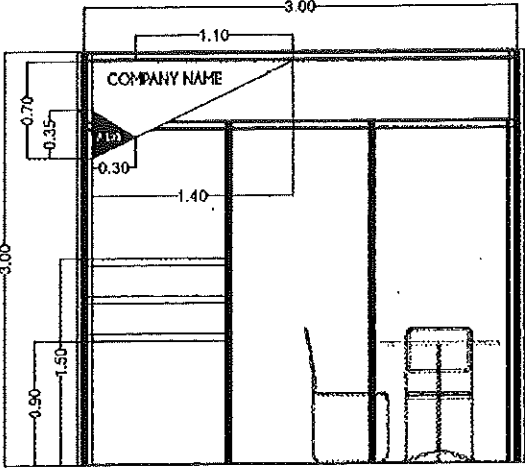
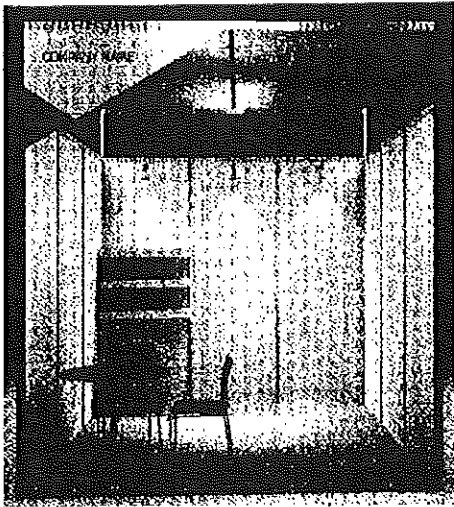
AUTHORIZED REPRESENTATIVE	DESIGNATION
ADDRESS	
PHONE	FAX
MOBILE	E-MAIL

**STANDARD 9 SQM BOOTH SPECIFICATIONS**

- Gray needle punch carpet
- Aluminum booth system with 3.00M height (Wall height: 2.50M)
- White stretched fabric ceiling
- Custom fascia board provision for company name and booth number
- One (1) round system negotiation table with glass top
- Two (2) standard chairs
- Three (3) floating shelves
- Three (3) 100-watt spotlights
- One (1) 2-gang convenience outlet
- One (1) waste basket

**NOTES**

1. Additional orders for other booth requirements such as lighting and electricity, fixtures, and furniture pieces such as tables and chairs, and the like, will be covered under a separate Order Form.
2. At the conclusion of the Exhibition, the booth / stand space occupied by the Exhibitor must be left in the same condition in which it was provided.
3. All repair costs from any alterations / damages incurred will be the responsibility and at the expense of the Exhibitor.



FRONT ELEVATION



**SPACE APPLICATION FORM**  
DEADLINE OF SUBMISSION: 30 August 2013



**FILL IN LEGIBLY AND ACCURATELY.**

If you have more than one (1) co-exhibitor in your space/stand, make copies of this Form. Please send the accomplished Space Application Form to the Organizer through fax +63-2 834 0177 (ATTN: DEXIGN GLOBAL Philippines SECRETARIAT) or via dexignglobal@citem.com.ph e-mail with subject line **SPACE APPLICATION (COMPANY NAME)**.

COMPANY NAME	CORPORATE ADDRESS
CONTACT PERSON	DESIGNATION
PHONE (OFFICE) FAX	PHONE (MOBILE)
E-MAIL	WEBSITE

TICK THE OPTION THAT BEST CORRESPONDS TO YOUR ANSWER.	
<b>NATURE OF BUSINESS</b> <input type="checkbox"/> TRADING _____ Consolidator _____ Distributor <input type="checkbox"/> MANUFACTURER _____ Direct Exporter _____ Indirect Exporter <input type="checkbox"/> INSTITUTIONAL _____ Government/TPO _____ Trade Association/Business Support Organization _____ NGO/Cooperative _____ Others (PLEASE SPECIFY) _____	
<b>PRODUCT CLASSIFICATION</b> <input type="checkbox"/> ARTISANAL CRAFTS <input type="checkbox"/> CONTEMPORARY PRODUCTS  <b>PRODUCT CATEGORY</b> <input type="checkbox"/> FURNITURE/FURNISHINGS <input type="checkbox"/> APPAREL/FASHION <input type="checkbox"/> HOUSEWARE <input type="checkbox"/> OTHERS (PLEASE SPECIFY) _____ <input type="checkbox"/> GIFTS & PREMIUM ITEMS	<b>OTHER MARKETS ASIDE FROM THE PHILIPPINES</b> LIST COUNTRIES YOU ALREADY HAVE A PRESENCE IN  _____ _____
<b>SPACE OPTION</b> <input type="checkbox"/> RAW SPACE <input type="checkbox"/> BOOTH/S (95QM per BOOTH)	<b>TOTAL SPACE (IN SQUARE METERS)</b> _____

This is to certify that the information provided in this Space Application Form are true and correct and that we agree to abide by the rules and regulations set by the Organizer and Exhibition Venue Owners.		This Space Application Form is accepted subject to the participant's compliance to the Terms & Conditions, as attached, as well as those to be issued by the Organizer in the circulars, bulletins, and special announcements, among others.	
<b>FOR AND IN BEHALF OF THE APPLICANT COMPANY:</b>		<b>FOR AND IN BEHALF OF CITEM:</b>	
NAME OF AUTHORIZED COMPANY REPRESENTATIVE HERE (Signature Over Printed Name)		NAME OF AUTHORIZED COMPANY REPRESENTATIVE HERE (Signature Over Printed Name)	ROSARIO VIRGINIA C. GAETOS
DESIGNATION		DESIGNATION	Executive Director
WITNESS (Signature Over Printed Name)		WITNESS (Signature Over Printed Name)	MA. LOURDES D. MEDIRAN
DESIGNATION		DESIGNATION	Deputy Executive Director, Operations Group 3

**NOTICE OF ACCEPTANCE**  
TO BE FILLED UP BY CITEM-DEXIGN GLOBAL SECRETARIAT

We accept the participation of this Company in DEXIGN GLOBAL Philippines subject to its compliance to the rules and regulations of the Show.

PARTICIPATION FEE	OFFICIAL RECEIPT NUMBER	DATE	REMARKS
BASIC FEES			
EARLY BIRD SPECIAL RATE			
NET PAYABLE AMOUNT			





# RESERVE YOUR SPACE NOW!



## FAIR PARTICIPATION RATES

Rates below apply to RAW SPACE COST ONLY. Additional 5% of participation fee shall apply for corner booths. Booth rental rates and detailed description of the available stand packages are available upon request.

### REGULAR RATE

MINIMUM OF 9 SQM

US\$200.00 / SQM

Space Application Form and other documents required.

### DISCOUNT PACKAGES

#### EARLY BIRD SPECIAL (10% OFF)

Space Application Form and required documents submitted with 50% DOWNPAYMENT on or before 30 July 2013

US\$180.00/SQM

#### ENTITLEMENTS (FOR A MINIMUM OF 27 SQM ORDER)

1. FREE booth design service.
2. FREE full-page/full-color ad in the fair directory
3. Online banner ad in the DEXIGN GLOBAL Philippines website with hyperlink to Manila FAME site.

DISCOUNT TO BE APPLIED ON THE LAST PAYMENT MADE NO LATER THAN 30 AUGUST 2013.

#### THREE - ONE PACKAGE MULTIPLE SPACE APPLICATION (25% OFF)

MINIMUM OF 36 SQM with 50% DOWN PAYMENT

US\$150.00/SQM

#### ENTITLEMENTS

BOOK FOUR (4) BOOTHS (9 SQM per booth) at the price of three (3) booths!

1. FREE booth design service
2. FREE full-page/full-color ad in the fair directory
3. Online banner ad in the DEXIGN GLOBAL Philippines website with hyperlink to Manila FAME site.

Space Application Form and required documents submitted with 50% DOWN PAYMENT on or before 30 July 2013

DISCOUNT TO BE APPLIED ON THE LAST PAYMENT MADE NO LATER THAN 30 AUGUST 2013.

MINIMUM OF 72 SQM

US\$140.00/SQM

#### ENTITLEMENTS

Space Application Form and required documents submitted with 50% DOWN PAYMENT on or before 30 July 2013

1. Free booth design service.
2. Free full-page/full-color ad in the fair directory
3. Online banner ad in the DEXIGN GLOBAL Philippines website with hyperlink to Manila FAME site.

DISCOUNT TO BE APPLIED ON THE LAST PAYMENT MADE NO LATER THAN 30 AUGUST 2013.

For Inquiries, contact:

DEXIGN GLOBAL Philippines Secretariat c/o Ms. Rowena Mendoza, Chief - Business Events  
Center for International Trade Expositions and Missions (CITEM)  
Golden Shell Pavilion, ITC Complex, Roxas Boulevard corner Sen. Gil Puyat Avenue, Pasay City 1300 Philippines  
Telephone: (+63 2) 831.1268 / 831.2201 ext. 227 / 257 | Fax: (+63 2) 832.3965 / 834.0177  
Email: dexignglobal@citem.com.ph / rmendoza@citem.com.ph / citem.dgp@gmail.com



WHAT IS  
**MANILA FAME**  
 THE DESIGN & LIFESTYLE EVENT



17 - 20 OCTOBER 2013  
 SMX CONVENTION CENTER  
 METRO MANILA, PHILIPPINES

Since 1983, Manila FAME has proven itself as a trade show to be reckoned with, showcasing 100% Philippine made products that utilize and manipulate indigenous and sustainable materials in an environmentally sound and interesting approach to shape, form, material and end use. It has successfully catered to foreign buyers and importers, wholesalers, distributors, retailers, trading firms, merchandising agents, buying offices, department stores, mail-order houses, facilities managers, architects and interior designers from many parts of the world.

Manila FAME, The Design and Lifestyle Event is the country's premier trade platform for exports and design, providing opportunities for small and medium scale entrepreneurs to showcase their products in the world market. Manila FAME is one of the longest running trade shows in the Asia-Pacific, featuring the latest Philippine-made creations from artisans and manufacturers and is the only trade event in the country approved by UFI, the Global Association of the Exhibition Industry.

DeXign Global is the newest addition to a roster of events organized during the Manila FAME to bring more excitement and a wider range of choices for both exhibitor and buyer.

The Manila FAME is headlined by the following special features and events, aside from DeXign Global:

**Design Week Philippines 2013** is a celebration of DESIGN through programs and events that foster creativity among Filipinos to strengthen the country's positioning as Asia's Design Destination.

Proclamation No. 277 signed by President Benigno Aquino III on October 20, 2011 declares the third week of March and October of each year as Design Week Philippines.

**Special Setting**. Manila FAME continues its strong design directions with a Special Setting that transcends the boundaries of product innovation, Philippine style. A select group of established manufacturers tie up with seasoned and young designers to produce works of exceptional quality and craftsmanship under the direction of Design Icon Budji Layug.

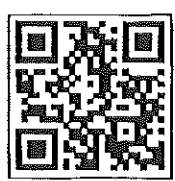
**Manila Wear** is a branding initiative for apparel and fashion accessories that aims to create a design sensibility that is purely Filipino yet synonymous with tropical/resort wear. International fashion icon Josie NATORI leads a select group of Philippine fashion designers to create extraordinary Manila Wear pieces for the global market.

**Marketplace** is a showcase of products and crafts that gives a glimpse of the various indigenous materials and craft skills of the Philippine countryside. Presented in collaboration with Philippine local communities and micro, small, and medium enterprises (MSMEs). The Marketplace emphasizes sustainability and employment of earth-friendly resources and methods.

**Living Traditions** features the arts and crafts of 12 Schools of Living Traditions (SLT) and 16 Weaving Centers that seek to preserve the country's distinct cultural heritage.

**Artists' Showcase**. Manila FAME sets the stage for the next generation of creative entrepreneurs via special installations by some of Manila's notable creative communities.

**Traditional Weaving**. The Philippines' varying craft forms are demonstrated live by artisans, giving life to centuries-old disciplines in craftsmanship that has been passed down from generation to generation. Utilizing the country's natural and indigenous materials, local craftsmen create extraordinary shapes and forms that merge deeply rooted tradition, culture, and contemporary design.



www.manilafame.com

