Press Release: Business & Lifestyle

**Filipino craftsmanship to be highlighted in a series of international events starting with Germany’s Ambiente.**

* Manila FAME jumpstarts 2020 international trade fair participations with Ambiente in Germany.

**MANILA, Philippines -** True to the promise of bringing forth a dynamic approach to the Philippines’ premier design and lifestyle trade show, Manila FAME is firming up its initiatives in capturing the international market this year. The Center for International Trade Expositions and Missions (CITEM), the export promotion arm of the Department of Trade and Industry is leading the efforts in intensifying the participations in international events.

This year, the country will raise its banner in some of the world’s leading lifestyle trade fairs before ultimately coming home to a stronger, more comprehensive Manila FAME experience on 15 - 17 October.

Manila FAME is expected to be a bigger show that will feature more products from diverse sectors such as furniture, home décor and fashion as it transitions into an annual event happening every October. This will give exhibitors ample time to create and design new ideas that will excite the global market.

CITEM is encouraging all Filipino artisans, manufacturers and exporters to be part of Manila FAME’s new beginning. The agency will also tap some Filipino design luminaries who will be sharing their expertise in product development and creative showcase in the trade show floor.

“Joining our international participations will surely bolster brand exposure in these key markets. That is why we enjoin all Filipino medium- small- and micro- enterprises to partner with us in any or all these events to expand their market reach globally,” said Pauline Suaco-Juan, CITEM Executive Director.



*Oricon is one of the delegates in the upcoming Philippine participation in Ambiente.*

1. **First stop – Ambiente in Messe Frankfurt, Germany**

Twenty-four experienced and up-and-coming Manila FAME exhibitors will represent the country in Ambiente on 7 - 11 February. Known as the world’s most important consumer goods trade fair, Ambiente features a diverse range of buyers and suppliers from various markets including lifestyle, gifts, HORECA, (Hotel, Restaurant and Café), contracts business and ethical style, that promise profitable contacts and amazing opportunities for 2020.

Filipino craftsmanship will be highlighted through this year’s theme, “Hands that Work.” Tarlac, in addition, will be introduced as the very first Partner Artisan Community as they aim to present their unique strengths and specialties to the world.

1. **Fuorisalone at Milan Design Week, Milan, Italy**

The Philippine participation in Fuorisalone 2020 will bring the country’s design to the fore through a highly curated installation. This will serve as a window into the country’s material culture and craftsmanship at the world’s most important design event. Fuorisalone is slated on 21 - 26 April 2020.

1. **South by Southwest in Texas, USA**

South by Southwest (SXSW), slated on 13 - 22 March 2020 is a world-renowned annual experiential showcase and festival, featuring the latest innovations and ideas from around the globe.

This year, CITEM will be bringing for the first time, Philippine creative businesses, forward-thinking startups and established industry movers from the country’s technology, interactive, film/TV and music industries to the SXSW trade show platform.

1. **Maison & Objet in Paris, France**

The Philippines is preparing for a highly-curated participation in Maison & Objet as the event is a strategic business touchpoint for world-class design and lifestyle products happening during the Paris Design Week. It is open to design-oriented Philippine home and furniture manufacturers (including premium textiles) and design companies that cater to the mid to high-end markets. Maison & Objet is slated on 04 - 08 September 2020.

1. **Interior Lifestyle China in Shanghai, China**

Participated predominantly by foreign brands, this trade show is an effective platform for international brands to penetrate or intensify their businesses in China, the world’s fastest growing economy.

Interior Lifestyle China is the foremost and trendsetting international event for China’s mid-to high-end consumer goods market. Filipino manufacturers offering children’s furniture, green home décor, outdoor furniture and accessories, and luxury lifestyle products are encouraged to join. The event is set on 10 - 12 September 2020.

1. **Premiere Classe in Paris, France**

Located in Jardin des Tuileries, Premiere Classe is a must-attend platform for designers in the accessories industry. Known for its high-quality selection, the show features upcoming trends from established and young designers who are helping shape the future of fashion.

Get a chance to meet independent retailers, trendsetters, communication agencies, stylists and commercial agents through this event scheduled on 02 – 05 October. Premiere Classe is open to top Filipino fashion brands with a proven track record of design excellence and strong brand identity.

To know more about the country’s upcoming participation in these events, please visit [manilafame.com.ph](http://www.citem.com.ph/ambiente).

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