Press Release: Business Lifestyle

**Filipino craftsmanship to take centerstage in German lifestyle event**

* The Philippine furniture and home décor sectors are strengthening their bid to get a bigger chunk of Germany’s market through the country’s participation in the upcoming Ambiente 2020.



*Mushroom Lamp by Arden*

**MANILA, Philippines; December 2019 –** The country’s creative edge in producing distinctly designed handcrafted products takes centerstage once again as Philippine manufacturers join Ambiente 2020 this coming February 7-11, 2020, at Messe Frankfurt, Germany.

Under the LifestylePhilippines brand, 24-strong furniture and home décor manufacturers that represent some of the artisan regions in the country will highlight handcrafted and consciously-made products that speak of story and purpose.

The participation’s key messaging for this year is “Hands That Work.” This direction presents a celebration of the innate capabilities of Filipinos to create the most design-driven yet functional pieces from natural and sustainable raw supplies and even from old and considered as waste materials. The participation will highlight the artistic and capable hands of local manufacturers that harnessed different material manipulation techniques to create exquisite products globally used and appreciated today.

“We are a country of artisans. Our ancestors, up to our modern lineage, are weavers, sculptors and artists who produce objects that excite the global market. Therefore, we are strongly rallying behind our exporters and helping them promote in the international arena through trade shows like Ambiente,” said Center for International Trade Expositions and Missions Executive Director (CITEM) Pauline Suaco-Juan.

**As the export promotion arm of the Department of Trade and Industry (DTI), CITEM spearheaded LifestylePhilippines** or the collective branding of creative enterprises that represent the best of the Philippines’ home and fashion sectors.

Ambiente is a trade fair recognized as a meeting point for buyers and suppliers from all over the world, and the participation is expected to enable the country to vie for a slice of the design and lifestyle market in Europe. Germany is the biggest trading partner of the Philippines in the European Union and its 11th global trading partner, with a total trade volume of $7.4 billion in 2018.

The contingent features new and long-time exhibitors of Manila FAME, ([www.manilafame.com](http://www.manilafame.com)) the country’s foremost design and lifestyle trade show. The Philippine participation in Ambiente is an avenue for Manila FAME to continue to make its mark in the global design scene. Recognized as the home of Filipino artisans, designers and manufacturers, Manila FAME is the Philippines’ premier sourcing destination for high-quality export products. The show serves as the cultivating ground and springboard for innovative, top-of-the-line Philippine products and the gateway for designers to break through key international markets.

“The Philippines has gained significant traction in Ambiente and its pool of buyers as evident in our progressive growth throughout the years. I believe that exciting prospects are ahead of us next year because of our intensified efforts to further widen the country's reach in the exports landscape especially in the EU” shares Suaco-Juan.

The country’s participation is organized by DTI, through CITEM, and in partnership with the Philippine Trade and Investment Center– Berlin.

To know more about the country’s upcoming participation in Ambiente 2020, please visit <http://www.manilafame.com/>

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