Press Release: Lifestyle

**LifestylePhilippines brings Tarlac as first Partner Artisan Community in top German lifestyle trade fair**

* Tarlac will highlight their design expertise to capture the EU market in Ambiente 2020.



*Pascasio Pottery, one of Tarlac delegates in Ambiente 2020*

**MANILA, Philippines; January 2020 –** The Philippine furniture and home décor sector is set to showcase their design and material manipulation skills in Ambiente 2020 to be held at Messe Frankfurt, Germany on 7-11 February 2020.

Out of the 24 participating companies, eight are homegrown manufacturers from Tarlac who aim to present their diverse strengths and specialties to the world. The province will be introduced as the very first Partner Artisan Community in the history of the Philippine delegation in Ambiente led by the Department of Trade and Industry (DTI) through the Center for International Trade Expositions and Missions (CITEM) and in partnership with the Philippine Trade and Investment Center– Berlin.

“We wish for Tarlac to be known not just as an agricultural province of the Philippines, we also want to highlight our design capabilities that are at par with global standards,” said Tarlac Governor Susan Yap.

“The best way to achieve this goal is to harness the special skills of the micro- small- and medium- enterprises in our province. We saw their potential through the creative products they make that is why we made it a part of our initiatives to push them even further. Assisting them in joining events like Ambiente will put us in the global marketplace,” Yap further shared.

The Tarlac-based companies going to Ambiente are Pumice, Red Slab, Oricon, Northshine, Betis Crafts, Pascasio Pottery, Wood Inspirations and Southeast Metro Arts.

“We are proud to be joined by Tarlac, one of the emerging centers of craftsmanship and design here in the Philippines. Their products are worthy to be showcased in an international event,” said Center for International Trade Expositions and Missions Executive Director (CITEM) Pauline Suaco-Juan.

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*Stool by Southeast Metro Arts*

The participation is led by DTI-CITEM through the LifestylePhilippines banner, the industry branding initiative of CITEM focused on bringing the product design sector towards greater global recognition by participating in overseas trade fairs.

“Hands That Work,” the main theme of the 2020 Philippine participation in Ambiente is conceptualized to highlight Filipino craftsmanship. The theme is also centered on social sustainability and how a strong exports industry can help generate jobs and uplift lives among its local community.

Under the LifestylePhilippines brand, a total of 24 manufacturers from the furniture and home décor sector will be flying to Germany to present the country’s competence in the design and lifestyle landscape. Celestial Arts, Marketex Handmade Craft Corp., Arte Cebuana, Arden Classic, More than a Chair, South Sea Veneer, Artisan Craftmill, TADECO, Klassy Collections, Finali, Chanalli, Natures Legacy, Tuy Arts & Designs, Corzo Crafts of Tamuco, Starcrest Asia Corp. and JM Handicrafts will be joined by the Tarlac artisan community.

“We are bringing a vibrant mix of old and new exhibitors to Ambiente. Together, they embody expertise in the export business and out-of-the-box ideas that will surely captivate the discerning taste of the international market,” Suaco-Juan added.

Ambiente is a trade fair recognized as a meeting point for buyers and suppliers from all over the world. The event magnets over 136,000 buyers from 167 countries attracting decision-makers and international trade buyers.

The Philippine delegation is joined by new and long-time exhibitors of Manila FAME, ([www.manilafame.com](http://www.manilafame.com)) the country’s foremost design and lifestyle trade show. As the home and launching pad of Filipino artisans, designers and manufacturers, Manila FAME earned its name as the Philippines’ premier sourcing destination for high-quality export products.

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

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