

Republic of the Philippines  
Department of Trade and Industry  
**CENTER FOR INTERNATIONAL TRADE EXPOSITIONS AND MISSIONS**  
Golden Shell Pavilion, Roxas Blvd. Cor. Gil Puyat Ave., Pasay City

Solicitation No.: CITEM-2019-0263

**REQUEST FOR QUOTATION  
(NEGOTIATED PROCUREMENT – SMALL VALUE PROCUREMENT)**

The Center for International Trade Expositions and Missions (CITEM) invites all interested parties to submit quotation for:

**“HIRING OF EXPERIENTIAL MARKETING COMPANY FOR  
MANILA FAME SPECIAL EVENTS”**

Approved Budget	: PHP 980,000.00
Deadline of Submission of Eligibility Documents, Financial Bid and Documentary Requirements for the Qualitative Evaluation	: 07 October 2019, 05:00PM
Opening of Bid	: 08 October 2019, 02:00PM

The Notice of Award shall only be issued to the lowest calculated bidder who has complied with the following documentary requirements below, enclosed on a sealed and properly labeled envelope:

*Eligibility Documents (1<sup>st</sup> Envelope)*

1. Mayor's Permit for the current year or for individuals, BIR Certificate of Registration
2. Valid PhilGEPS Registration Number (evidenced by a certificate or screen shot)

*PhilGEPS Certificate of Platinum Membership may be submitted in lieu of Mayor's Permit and PhilGEPS Registration Number.*

3. Latest Income or Business Tax Return stamped and received by BIR
4. Notarized Omnibus Sworn Statement
5. Notarized Special Power of Attorney, Notarized Secretary's Certificate or Board/Partnership Resolution for partnership, corporation, cooperative, or joint venture, whichever is applicable

*Financial Bid (2<sup>nd</sup> Envelope)*

- Quotation using the attached Request for Quotation (RFQ) Form duly signed by the authorized representative.

*Qualitative Evaluation Documents (3<sup>rd</sup> Envelope)*

1. Company Profile reflecting the length of service in the industry
2. List of clients / projects in the last five (5) years
3. List of clients / projects with government agencies
4. Concept Brief
5. List of event requirements (equipment and roster of performers and personnel)

Kindly submit these documents to the BAC Secretariat, CITEM, Golden Shell Pavilion, Roxas Blvd. cor. Gil Puyat Ave., Pasay City on the above stated date and time.

**A payment of non-refundable fee of Five Hundred Pesos (Php 500.00) may be paid at the CITEM Cashier Office for the bidding documents.**

CITEM-BAC reserves the right to reject any or all bids disadvantageous to, waive any formality or accept such bids as may be considered advantageous to the government. Further, CITEM-BAC assumes no obligation whatsoever to compensate or indemnify the bidders for expenses or losses that may be incurred in participating in this bidding.

For inquiries, please contact the CITEM Bids and Awards Committee Secretariat, at telephone no. 8312201 local 309 or email at [citembac@citem.com.ph](mailto:citembac@citem.com.ph).

**ATTY. ANNA GRACE I. MARPURI**  
Chairman, Bids and Awards Committee



## REQUEST FOR QUOTATION

- Shopping with ABC of Php 50,001 and above  Small Value Procurement with ABC of Php 50,001 and above  
 Lease of Real Property and Venue  Others : \_\_\_\_\_

Date: 3-Oct-19

RFQ No: 2019-0263

Company Name: \_\_\_\_\_  
 Address: \_\_\_\_\_  
 Contact No.: \_\_\_\_\_

Gentlemen:

Please quote hereunder your lowest possible price(s) for the following article(s)/work(s) which are urgently needed by this office. It is requested that the quotation be sealed, signed and stamped in an envelope and submitted to CITEM BAC.

Schedule of Pre-Bid Conference: N/A Time: N/A Venue: N/A  
 Schedule of Opening of Bids: 08 October 2019 Time: 2:00PM Venue: Meeting Room 1

QUANTITY	UNIT	ARTICLE / WORK / DESCRIPTION / SPECIFICATION	UNIT PRICE	AMOUNT
		<b>Hiring of an Experiential Marketing Company for Manila FAME Special Events</b>		
		Venue: World Trade Center Metro Manila, Pasay City		
		Duration: 17-19 October 2019, 9:00AM - 7:00PM		
		<i>Please see attached Terms of Reference for more details.</i>		
		<b>Approved Budget : Php 980,000.00</b>		
		<b>Deadline of Submission of Eligibility Documents, Financial Bid and Qualitative Eval. Document. : 07 October 2019, 05:00PM</b>		

### Terms and Condition:

- 1.) Delivery period: \_\_\_\_\_ working days upon acceptance of Purchase/Job Order.
- 2.) Bid price must be **Inclusive of Value Added Tax**.
- 3.) Payment will be processed after receipt of invoice. Other terms of payment will be based on the Contract agreed by the Purchaser and Supplier.
- 4.) Any alterations, erasures or overwritings shall be valid only if they are signed or initialed by the bidder or his/her authorized representative.
- 5.) Required documents, if any, must be submitted within 3 Days after receipt of notice.

The CITEM-BAC reserves the right to reject any or all bids offer and waive any defects therein and accept bid/s it may consider advantageous to the government.

  
**ATTY. ANNA GRACE I. MARPURI**  
 BAC Chairman

TO: CITEM Bids and Awards Committee:

Per your request, I/we have indicated the prices of the above mentioned article(s)/work(s) on the unit price/amount column above. I/We also certify that we have read, understood and shall conform with the terms and conditions of this requirement.

\_\_\_\_\_  
 Date Submitted

\_\_\_\_\_  
 Signature over printed name of the Authorized Company Representative  
 Designation: \_\_\_\_\_  
 Telephone no.(s) \_\_\_\_\_  
 E-mail: \_\_\_\_\_

## TERMS OF REFERENCE

### Hiring of an Experiential Marketing Company for Manila FAME Special Events



#### I. EVENT BRIEF

<b>Title of Event</b>	Hiring of an Experiential Marketing Company for Manila FAME Special Events
<b>Date</b>	17-19 October 2019
<b>Time</b>	09:00 PM – 07:00 PM
<b>Venue</b>	World Trade Center Metro Manila
<b>Budget</b>	PHP 980,000.00

#### II. RATIONALE

Manila FAME is the Philippines' premier sourcing event for premium-quality artisanal products for the home, fashion, and lifestyle. It is more than a business platform and a venue to showcase Filipino design and ingenuity. It is a catalyst for inclusive growth supporting local micro, small and medium enterprises (MSMEs), women-led businesses, and creative communities. Manila FAME tells the more than the story behind the brands and the products, it narrates the culture and traditions of the Filipinos.

This October 2019, the umbrella theme and over-all direction for Manila FAME, Heritage Reimagined, shall continue to be followed for the product development program under Design Commune, and for the conceptualization of all promotional materials and other essentials for Manila FAME.

The upcoming Manila FAME this October 2019 marks the 70<sup>th</sup> edition, a milestone not only for CITEM as the organizer, but for all the relevant stakeholders that have supported Manila FAME through the years. In order to celebrate this milestone, special events shall be organized.

With this, CITEM shall engage the services of an Experiential Marketing Company that will conceptualize the program of the Manila FAME Special Events, manage the events to provide the exhibitors, buyers and guests with a unique experience, and coordinate with all suppliers needed in relation to the successful mounting of the Special Events.

The Manila FAME Special Events include the Official Opening Ceremony of Manila FAME, management of all activities, performers, design and styling of the stage at the lobby, and the Networking Cocktails.

#### III. OBJECTIVES

1. To engage the services of an Experiential Marketing Company for Manila FAME October 2019;
2. To define the selection process in choosing the Experiential Marketing Company for Manila FAME October 2019;
3. To identify the qualifications of the prospective bidder; and
4. To enumerate the requirements from the Experiential Marketing Company.

#### IV. EVENT REQUIREMENTS

##### A. Manila FAME Official Opening Ceremony

Date : 17 October 2019

Venue: WTCMM Lobby

Time : 09:00 AM – 11:00 AM

##### 1. Creative Concept and Program of Events (For CITEM's approval)

- Creative concept must be based on Heritage Reimagined and must keep in mind the milestone of Manila FAME's 70<sup>th</sup> edition.
- Program of Events that must include the following required events/announcements:
  - Opening Remarks from CITEM Executive Director
  - Keynote Speeches from Department of Trade and Industry Secretary and other distinguished guests
  - Announcement of the other special features and showcases at Manila FAME
  - Acknowledgement of partners and sponsors

- Spiels and script based for host and voice over talent based on Program of Events

## 2. Technical Requirements

- Experiential Marketing Company must be able to deliver the following:
  - LED Video Wall with dimensions no less than 9ft x 12ft
  - Professional disc jockeys' equipment and performance table/booth
  - Mobile lights and sounds systems enough to light the event, with audible and clear-quality sound system and coverage system
  - All required cabling for electrical, fire safety, etc.
  - Gen set and fuel charge (if deemed necessary)

## 3. Performers, Talents and Personnel Requirements

- Experiential Marketing Company ensure delivery of service of the performers, hosts, talents and other personnel. Performers and talents to be provided by the Experiential Marketing Company must be approved by CITEM.
  - Creative and Production Director with Production Assistants
    - Must ensure the efficient management and coordination of the technical, logistical, and creative requirements of the activities
  - Ushers/Usherettes (3)
  - At least one (1) Professional disc jockey (DJ)
    - Must have expertise in producing and remixing music for at least five (5) years
    - Must have experience in mixing music for local and international events
  - Professional Voiceover (1)
    - Must have experience in hosting TV / radio programs and corporate events for at least three (3) years

## B. Manila FAME Stage Management

Date : 17-19 October 2019

Venue: WTCMM Lobby

Time : 09:00 AM – 7:00 PM

### 1. Stage Design and Styling (For CITEM's approval)

- Conceptualize stage design and styling that reflects the approved color schemes and graphics of Manila FAME October 2019 edition.
- Specifications: Acrylic Stage with dimensions no less than 11.811ft x 19.685 x 3ft

### 2. Technical Requirements

- Experiential Marketing Company must be able to deliver the following:
  - LED Video Wall with dimensions no less than 9ft x 12ft
  - Professional disc jockeys' equipment and performance table/booth
  - Mobile lights and sounds systems enough to light the event, with audible and clear-quality sound system and coverage system
  - All required cabling for electrical, fire safety, etc.
  - Gen set and fuel charge (if deemed necessary)

### 3. Performers, Talents and Personnel Requirements

- Experiential Marketing Company ensure delivery of service of the personnel.
  - Creative and Production Director with Production Assistants
    - Must ensure the efficient management and coordination of the technical, logistical, and creative requirements of the activities
  - At least one (1) Professional disc jockey (DJ)
    - Must have expertise in producing and remixing music for at least five (5) years
    - Must have experience in mixing music for local and international events
  - Professional Voiceover (1)
    - Must have experience in hosting TV / radio programs and corporate events for at

- least three (3) years
- Must provide voice recording announcements to be played during Manila FAME

**C. Manila FAME Networking Cocktails**

Date : 17 October 2019  
 Venue: WTCMM Lobby  
 Time : 04:00 PM – 8:30 PM

**1. Creative Concept and Program of Events (For CITEM’s approval)**

- Creative concept must be based on Heritage Reimagined and must keep in mind the milestone of Manila FAME’s 70<sup>th</sup> edition.
- Program of Events that must include the following required events/announcements:
  - Brief Opening Remarks from CITEM Executive Director
  - KATHA Awards Announcement
  - Acknowledgement of partners and sponsors
- Spiels and script based for host and voice over talent based on Program of Events

**2. Technical Requirements**

- Experiential Marketing Company must be able to deliver the following:
  - LED Video Wall with dimensions no less than 9ft x 12ft
  - Professional disc jockeys’ equipment and performance table/booth
  - Mobile lights and sounds systems enough to light the event, with audible and clear-quality sound system and coverage system
  - All required cabling for electrical, fire safety, etc.
  - Gen set and fuel charge (if deemed necessary)

**3. Performers, Talents and Personnel Requirements**

- Experiential Marketing Company ensure delivery of service of the performers, hosts, talents and other personnel. Performers and talents to be provided by the Experiential Marketing Company must be approved by CITEM.
  - Creative and Production Director with Production Assistants
    - Must ensure the efficient management and coordination of the technical, logistical, and creative requirements of the activities
  - Two (2) Professional disc jockeys (DJ)
    - Must have expertise in producing and remixing music for at least five (5) years
    - Must have experience in mixing music for local and international events
  - Band / Performance Group (Music and Dance)
    - Must have experience in performing in networking events
  - Professional Host (1)
    - Must have experience in hosting TV / radio programs and corporate events for at least three (3) years
  - Professional Voiceover (1)
    - Must have experience in hosting TV / radio programs and corporate events for at least three (3) years

**V. TENTATIVE SCHEDULE**

	<b>DATES</b>	<b>TIME</b>
<b>INGRESS / TECH REHEARSAL</b>	16 October 2019	08:00 AM – 12:00 AM
	17 October 2019	12:01 AM – 02:00 AM
<b>PROGRAM PROPER</b>	17-19 October 2019	04:00 PM – 07:00 PM
<b>EGRESS</b>	19 October 2019	07:00 PM – 09:00 PM

#### IV. QUALIFICATION REQUIREMENTS AND SELECTION PROCESS

CRITERIA	DOCUMENT/S TO BE SUBMITTED	VALUE POINT
1. The company should be at least 20 years in the experiential marketing industry, including experience in brand activation, events management, guest management, production and stage design and styling. <ul style="list-style-type: none"> <li>i. More than 20 years experience - 15 points</li> <li>ii. 20 years experience - 10 points</li> <li>iii. Less than 20 years experience - 5 points</li> </ul>	Company Profile must reflect length of service in the industry	15
2. The company must have handled at least five (5) similar projects in the last five (5) years. <ul style="list-style-type: none"> <li>i. More than five (5) projects - 10 points</li> <li>ii. At least five (5) projects - 5 points</li> <li>iii. Less than five (5) projects - 2 points</li> </ul>	List of clients / projects in the last five (5) years	10
3. Experience with any government agency in organizing Special Events or similar projects. <ul style="list-style-type: none"> <li>i. With government experience - 15 points</li> <li>ii. With no government experience - 5 points</li> </ul>	List of clients / projects with government agencies	15
4. The company must submit proposed Concept Brief for CITEM's Evaluation.	Concept Brief	45
5. The company must send a list of equipment, roster of performers and personnel based on the listed Event Requirements above.	List of Event Requirements	20
<b>TOTAL</b>		<b>100</b>

Only those who receive a passing score of 90 shall proceed to the opening of financial bid. The lowest calculated and most responsive bidder shall be declared the winner of the contract, subject to post-qualification, if required.

#### V. ESTIMATED BUDGET

Total Budget - PHP 980,000.00 (inclusive of taxes)  
 Procurement Mode - Small Value Procurement

#### VI. CONDITIONS OF PAYMENT

The contracted Experiential Marketing Company, which will be engaged as soon as awarded, and shall be compensated Nine Hundred Eighty Thousand Pesos (PHP 980,000.00) only, inclusive of taxes.

Prepared by:

  
 Estelle Louise F. Uy  
 TIQS, Fashion Lifestyle Division

Recommending Approval:

  
 Atty. Anna Grace Marpuri  
 OIC-Department Manager, Operations 1

Noted by:

  
 Marjo F. Evio  
 Division Chief

Approved by:

  
 Paulina Suaco-Juan  
 Executive Director

# Manila FAME Schedule of Events

Schedule as of  
10/1/2019

## DAY 1 | 17 October

TIME		TOPIC / ACTIVITY	VENUE
9:00 AM	- 7:00 PM	<b>MANILA FAME</b> (Open to Foreign & Local Trade Buyers, Invited Guests, and Consumers)	World Trade Center (Exhibit Halls A to E)
10:00 AM	- 10:10 AM	Keynote Message from DTI Secretary Ramon M. Lopez	WTC Lobby
10:10 AM	- 10:30 AM	Manila FAME Official Opening Ceremony	WTC Lobby
10:30 AM	- 11:00 AM	Tour of the Exhibit with Honored Guests	World Trade Center (Exhibit Halls A to E)
11:00 AM	- 11:30 AM	Manila FAME Opening Cocktails with VIPs	WTC Lobby
11:00 AM	- 5:00 PM	Live Craft Demonstrations at the Artisans Village	Artisan Village
11:30 AM	- 8:30 PM	Live Musical Entertainment	WTC Lobby
4:00 PM	- 8:30 PM	Manila FAME Networking Cocktails with Live Musical Entertainment Katha Awards Winners Announcement	WTC Lobby/Design Commune

## DAY 2 | 18 October

TIME		TOPIC / ACTIVITY	VENUE
9:00 AM	- 7:00 PM	<b>MANILA FAME</b> (Open to Foreign & Local Trade Buyers, Invited Guests, and Consumers)	World Trade Center (Exhibit Halls A to E)
9:00 AM	- 6:30 PM	Live Musical Entertainment	WTC Lobby
10:00 AM	- 5:00 PM	Live Craft Demonstrations at the Artisan Village	Artisan Village
11:00 AM	- 12:00 PM	Tour of the Exhibit with Honored Guests	World Trade Center (Exhibit Halls A to E)
2:00 PM	- 3:00 PM	Culminating Program at the Digital Artisans setting	Design Center of the Philippines Booth
2:00 PM	- 6:00 PM	Design Tours in partnership with the Design Center of the Philippines North of the Metro Tour (Marikina and Quezon City)	
2:00 PM	- 6:00 PM	Design Tours in partnership with the Tourism Promotions Board Half-day Old Manila Tour	
3:00 PM	- 4:00 PM	Tour of the Exhibit with Honored Guests	World Trade Center (Exhibit Halls A to E)
3:00 PM	- 3:30 PM	LUXE Escape Dream Destination Raffle Draw	WTC Lobby

## DAY 3 | 19 October

TIME		TOPIC / ACTIVITY	VENUE
9:00 AM	- 7:00 PM	<b>MANILA FAME</b> (Open to Foreign & Local Trade Buyers, Invited Guests, and Consumers)	World Trade Center (Exhibit Halls A to E)
9:00 AM	- 6:30 PM	Live Musical Entertainment	WTC Lobby
10:00 AM	- 5:00 PM	Live Craft Demonstrations at the Artisans Village	Artisan Village



WORLD TRADE CENTER  
METRO MANILA  
55N. GIL PUYAT AVE. 5<sup>TH</sup> FLOOR  
PASAY CITY

**MANILA OF FAME**

1949-2019

O C T  
17-19  
2019

## SHOW INFORMATION

**EDITION**

70<sup>TH</sup>

**FAIR DATES**

17 - 19 September 2019  
(Thursday to Saturday)

**EXHIBITION HOURS**

09:00AM - 07:00PM

**VENUE**

World Trade Center Metro Manila, Pasay City

**SECTORS COVERED**

Houseware & Home Furnishings, Furniture, Lighting, Gifts & Holiday Decor, Apparel, Fashion Accessories, Visual Arts, Food as Gifts, Beauty & Wellness, Personal Care



What is  
**MANILA OF FAME?**

The Philippines' premiere  
**design and lifestyle** event

A **meeting point**  
for the Philippine home & lifestyle industry

A platform for Philippine manufacturers  
and designers to showcase their products  
to the **local and international market**

An **endless source**  
of **inspiration and creativity**  
for the next generation  
of Philippine designers and entrepreneurs



## WHO VISITS THE SHOW?

### International and local

- Retailers and Wholesalers
- Department stores,
- Specialty stores,
- Distributors,
- Specifiers and contract market,
- Buying offices,
- Home builders
- Media
- VIPs/Government Officials
- Diplomatic Corps





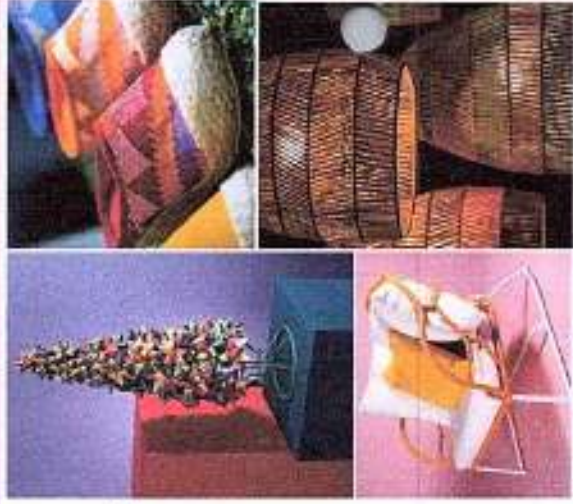
## WHO JOINS MANILA FAME?

Manufacturers, traders, homegrown brands, designers and artisans who are currently exporting or looking to expand to the global market



## PRODUCT CATEGORIES

- Home Decor and Houseware
- Fashion
- Furniture
- Lamps & Lighting
- Festive & Seasonal Decor
- Gift Items
- Beauty & Wellness
- Sustainable Products



## MANILA FAME EXHIBITORS

To access the list of Manila FAME Exhibitors, click on the link below

<http://www.manilafame.com/Exhibitors/Catalog>



## ADMISSION

Local & International

### BUYERS

#### Free of charge

- Present printed email confirmation and/or business card at the registration counter

### GUESTS

With complimentary pass

#### Free of charge

- Present complimentary pass at the registration counter

### VISITORS

Regular Rate	PHP 500.00
Pre-registered Rate	PHP 400.00
Senior Citizen	PHP 400.00
Students	PHP 250.00

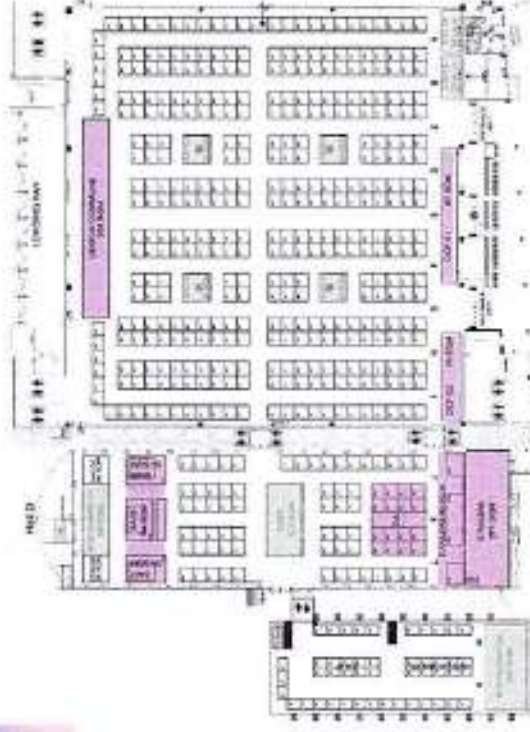
# MANILA FAME 2024

## SHOW FEATURES & SPECIAL AREAS

### FLOOR PLAN

**Show Features**  
Design Commune  
Artisans Village  
DA Pavilion  
Fashion E-Tailers  
DCP

**Services A:**  
Furniture  
Culinary, Retail  
Exhibitions  
CAFÉ



## DESIGN COMMUNE

**57 participating  
companies, 350  
developed products**

The Design Commune is a merchandise development program and curated exhibition space that aims to nurture a community of creative prime retailers and their collaboration with manufacturers. It is designed to encourage and promote a constant output of well-designed products that meet the demand of the international market. The unifying theme of this upcoming edition is "Heritage Reimagined" with particular focus in intertwining lines presented in a setting of angular drabery.



MANILA  
FAME

## HERITAGE REIMAGINED

### A Legacy of Design Excellence

Manila FAME has been positioned over the years as synonymous to the intangible yet highly distinct Filipino design sensibility. It is a celebration of exquisite craftsmanship, mastery over sustainable materials and world-renowned quality that catapulted the careers of Filipino product designers to the global scene.

The archives of FAME exhibitors are rife with talent and ideas—a goldmine of inspiration formed under the tectonic influence of Manila FAME's stewardship. To commemorate thirty years of cultural inheritance, the well-loved design show will unleash the most iconic and forward-looking pieces from its collection and infuse them with the vision of the new. Creating an exciting amalgamation that honors a legacy of Filipino design excellence.

MANILA  
FAME

## THE MANILA FAME DESIGN TEAM



**MIX ALARION**  
Furniture



**KITTY BUNAG**  
Jewelry Product  
Specialist for Home



**STANLEY RUIZ**  
Senior Product  
Specialist for Home



**ANDRE CHANG**  
Fashion



**VINCE UY**  
Creative Director

## ARTISANS VILLAGE



MARAWI

A showcase of the most promising MSME's from Antique, Marawi, and women-led enterprises from the Great Women Project 2, in partnership with the DTI ROGs and Regional / Provincial Government offices.

## BEAUTY & WELLNESS



A variety of locally-made cosmetics and personal care products.

## ECO-LIFESTYLE



A special showcase of sustainable and eco-friendly lifestyle products.

# 2019 MANILA FAME

# SPECIAL EVENTS

MANILA FAME  
DESIGN CONCEPT: WEAVING LINES



## Manila FAME Schedule of Events

### DAY 1 | 17 October

TIME	MANILA FAME TOPIC / ACTIVITY	VENUE
9:00 AM - 7:00 PM	MANILA FAME (Open to Foreign & Local Trade Buyers, Invited Guests, and Consultants)	World Trade Center (Exhibit Halls A to E)
10:00 AM - 10:30 AM	Keynote Message from DTI Secretary Ramon M. Lopez	WTC Lobby
10:30 AM - 10:50 AM	Manila FAME Official Opening Ceremony	WTC Lobby
11:00 AM - 11:00 AM	Tour of the Exhibit with Honoree Guests	World Trade Center (Exhibit Halls A to E)
11:00 AM - 11:30 AM	Manila FAME Opening Cocktail with V&A	WTC Lobby
11:30 AM - 5:00 PM	Live Craft Demonstrations at the Artisan Village	Artisan Village
1:30 AM - 5:30 PM	Live Musical Entertainment	WTC Lobby
4:00 PM - 8:00 PM	Manila FAME Networking Cocktails with Live Musical Entertainment Come Attend Women's Announcement	Talk WTC Lobby/ Design Community



## Manila FAME Schedule of Events

### DAY 2 | 18 October

TIME	MANILA FAME TOPIC / ACTIVITY	VENUE
9:00 AM - 7:00 PM	MANILA FAME (Open to Foreign & Local Trade Buyers, Invited Guests, and Consultants)	World Trade Center (Exhibit Halls A to E)
9:00 AM - 9:30 PM	Live Musical Entertainment	WTC Lobby
10:00 AM - 5:00 PM	Live Craft Demonstrations at the Artisan Village	Artisan Village
11:00 AM - 12:00 PM	Tour of the Exhibit with Honoree Guests	World Trade Center (Exhibit Halls A to E)
2:00 PM - 3:00 PM	Culminating Program at the Digital Artisans Center	Design Center of the Philippines Booth
3:00 PM - 6:00 PM	Design Tours in partnership with the Design Center of the Philippines (North of the Metro Tour, Quezon and Quezon City)	
3:00 PM - 6:00 PM	Design Tours in partnership with the Tourism Promotions Board (Half-day Old Manila Tour)	
8:00 PM - 4:00 PM	Tour of the Exhibit with Honoree Guests	World Trade Center (Exhibit Halls A to E)
8:00 PM - 3:00 PM	LUXE Escape (Breakfast, Cocktails, Dinner)	WTC Lobby



## Manila FAME Schedule of Events

### DAY 3 | 19 October

TIME	TOPIC / ACTIVITY	VENUE
8:00 AM - 1:00 PM	<b>MANILA FAME</b> Open to Foreign & Local Trade Buyers, invited Clients, and Consultants	Wang Taoze Center Dahab Hall A 101 E5
9:00 AM - 5:30 PM	Live Musical Entertainment	NETC Lobby
10:00 AM - 5:00 PM	Live Craft Demonstration at the Artisan Village	Artisan Village



## KATHA Judges

April 23, December 2019



**George Magpantay**  
Chairman, President  
of the Philippine Advertising



**Mikhaela Mendiola**  
SVP, Director  
Creative Services



**Randy Fernandez**  
Executive Director  
Media Planning



**Alice Cadyby**  
Executive Director  
Brand Strategy  
Creative



**Riz Alvarez**  
SVP, Director  
Sales Service



**Anah Lisa Angeles**  
Creative Director  
Media Planning  
Creative



**Dany Alvarez**  
Managing Director  
Media Planning



## KATHA Awards

### Best Product Design

Fashion  
Furniture  
Home Decor  
Lamps & Lighting

Festive / Seasonal Décor, and Gifts & Premium

### Best Booth Display

Special Citation:  
Eco-design Award

"Made You Look, Made You Like"  
People's Choice Award



## KATHA Awards

### Prizes

1. One (1) 9 sqm space only booth which can only be redeemed in the next edition of Manila FAME
2. KATHA Awards Trophy
3. Publicity / promotional exposure through CITEM's media network channels
4. Exclusive privilege to use the KATHA Awards Logo in company's advertising and promotion of the winning product to highlight the achievement

## KATHA Awards

### Prizes

1. One (1) 9 sqm space only booth which can only be redeemed in the next edition of Manila FAME
2. KATHA Awards Trophy
3. Publicity/ promotional exposure through CITEM's media network channels
4. Exclusive privilege to use the KATHA Awards Logo in company's advertising and promotion of the winning product to highlight the achievement



58th Manila FAME (October 2017)



57th Manila FAME (April 2016)

## MANILA FAME EVENTS

### RIBBON-CUTTING AND OPENING CEREMONY



59th Manila FAME (October 2018)



60th Manila FAME (October 2017)

## MANILA FAME EVENTS

### PERFORMERS / ENTERTAINMENT



62nd Manila FAME (October 2014)



63rd Manila FAME (April 2015)

## MANILA FAME EVENTS

### NETWORKING COCKTAILS & AWARDS CEREMONY