

10 March 2026

H.E. NIYAZI EVREN AKYOL

Ambassador
Embassy of the Republic of Türkiye in Manila

Dear Ambassador Akyol:

The Center for International Trade Expositions and Missions (CITEM), the export promotions agency of the Department of Trade and Industry (DTI), is pleased to announce that we are now accepting international exhibitors to the upcoming Manila FAME to be held on 15-17 October 2026 at the World Trade Center Metro Manila, Pasay City, Philippines.

Manila FAME is the Philippines' premier trade show for quality lifestyle products. Since 1983, Manila FAME has been showcasing Philippine micro, small, and medium enterprises and artisan communities from the home decor, furniture and furnishings, fashion, holiday and gift sectors through various capacity-building efforts, collaborating with international design figures, and networking activities with buyers from around the world.

Market outlook and show opportunities

This year, the Philippines is projected to be the second fastest growing economy in Southeast Asia with expected growth rate of 5.3%. This is supported by the broadening of manufacturing within the ASEAN allowing the infusion of foreign direct investments and establishment of more businesses in the region. This positive outlook on the country coupled with the influx of foreign investments is attributed to strong domestic consumption, creating a window for international brands to consider the Philippines for business expansion and market opportunities.

Meanwhile, the overall growth rate for the ASEAN is seen at 8% anchored on the increasing prosperity and rapid development in the region. This calls for better integration within the region to highlight its position as a global business hub. In our own efforts to encourage regional collaboration, Manila FAME welcomed two ASEAN pavilions last year specifically, Thailand and Indonesia, who successfully showcased jewelry and apparel. As we open the show to more international brands and country participation, we anticipate increased linkages and bolstered trade collaboration within the region and beyond as we welcome more foreign exhibitors.

As a partner in international trade, we request your support to invite and disseminate the following exhibit opportunities for enterprises in your country to join Manila FAME:

Individual companies

PACKAGE	SIZE	RATES
Space only	Min. of 9 sqm	USD 280/sqm
Space with Booth system		USD 320/sqm

For individual companies with 36 sqm and above space, 10% discount shall apply on the overall fee.

Country Pavilions

PACKAGE	SIZE	OCCUPANCY	HOTEL ACCOMMODATION	RATES
Space with booth system	18 sqm	Up to 6 companies	N/A	USD 6,200
	36 sqm	Up to 10 companies	Up to 5 companies	USD 11,200
	45 sqm	Up to 12 companies	Up to 8 companies	USD 13,700
	54 sqm	Up to 15 companies	Up to 10 companies	USD 16,200

CENTER FOR INTERNATIONAL TRADE EXPOSITIONS AND MISSIONS

For Country Pavilions, the following benefits shall be provided as part of the package:

- Complimentary hotel accommodation for 4 nights (with at least 36 sqm. pavilion space).
- Inclusion of country flag in the pavilion, as applicable.
- Collective FAME+ storefront with list of participating companies
- Marketing and promotions

For your reference, please find our [official campaign material](#) for foreign exhibitors. Interested companies may register through [FAME+](#). Note that exhibitor applications are subject to screening.

For more information on the above, our Project Officer for foreign exhibitors, Mr. Peter Joseph Tapang, may be reached through his email address at exhibitorservices@citem.com.ph and pjtapang@citem.com.ph or through Viber/WhatsApp number: +63 945 4256116. We would also be glad to present the above at your most convenient time.

Thank you and we look forward to your acceptance of our invitation.

Sincerely,



LEAH PULIDO OCAMPO
Executive Director

Att: a/s