

# IHGF Delhi Fair promoted in leading Filipino trade show

Manila Fame, Manila, Philippines; 17<sup>th</sup>-19<sup>th</sup> October 2019

EPCH set up a promotional booth at the October 2019 edition of Manila Fame, held at the World Trade Center Metro Manila. This show, a bi-annual showcase of craftsmanship in Philippines products features finely selected furniture, home furnishings, holiday gifts and accessories, designed and crafted in the Philippines for the global market. Organised by the Philippines' Department of Trade and Industry (DTI), through the Center for International Trade Expositions and Missions (CITEM), Manila FAME is considered as the Philippines' premier design and lifestyle event. The fair has over 100+ exhibitors as well as local artisans. Now on its 70th edition, Manila FAME 2019 once again showed the spotlight on export quality home, holiday, workspace and lifestyle products designed and made by Filipinos. With each run, the event is said to attract a growing number of local and international buyers alike who believe in and have experienced the potential of Filipino craftsmanship.

Considering the size of the show, the buyers' turnout in the show on the first two days was reasonable. The visitors who visited the EPCH booth were mainly from Philippines with some exceptions of buyers from France, USA, Italy, Japan, Taiwan and Spain. The promotion of the 49th IHGF Delhi Fair-Spring 2020 was carried out with visitor interaction and distribution of promotional material as well as information brochures. The EPCH representative at the show, also took a tour of the fair and had one-to-one discussions with many exhibitors. Fair promotional material was also distributed amongst the them. ■



*Above: Visitors gather information on IHGF Delhi Fair and its upcoming Spring 2020 edition*

*Right: Mr. P.J. Aranador, Filipino international lifestyle designer (seen left) at the EPCH promotional booth along with a visitor*

