



CENTER FOR INTERNATIONAL TRADE EXPOSITIONS & MISSIONS

www.citem.gov.ph

1

Organization of
**signature events and
trade exhibitions**



2

Participation in select
**international trade
fairs and missions**



3

Development and
**promotion of new
export industries**



MANDATE

CITEM contributes to the country's export targets by promoting the Philippines as a reliable source of quality export products and services in the global market through trade fairs and missions and other export promotion programs.

CITEM'S ROLE IN EXPORT PROMOTION & MSME DEVELOPMENT

EXCLUSIVE
PRODUCT
LAUNCH



CITEM'S ROLE IN EXPORT PROMOTION & MSME DEVELOPMENT



PRODUCT DEVELOPMENT

A woman with her hair in a bun, wearing a dark, intricately patterned traditional blouse and a colorful plaid skirt, is focused on weaving on a wooden loom. The loom is strung with various colored threads, including red, yellow, and blue. The setting is a rustic wooden structure with large windows in the background, suggesting a traditional weaving workshop.

CITEM'S ROLE IN EXPORT PROMOTION & MSME DEVELOPMENT

**COMMUNITY
EMPOWERMENT
ADVOCACIES**



SIGNATURE EVENTS

MANILA FAME

As the country's premier design and lifestyle event, Manila FAME has worked towards promoting the Philippines as a reliable sourcing destination for home, fashion, holiday, architectural, and interior pieces. Through its shows, it continually supports seasoned and emerging design talents and small and medium enterprises as they present their work to the global exports market.





SIGNATURE EVENTS

IFEX PHILIPPINES NXTFOOD ASIA

IFEX Philippines NXTFOOD ASIA is CITEM's banner food event for Asian and Philippine food champions to showcase a wide and diversified array of food and ingredients uniquely Asian and a one-stop business to business (B2B) platform for leading buyers and top grocers around the world aiming to optimize their sourcing experience.





SIGNATURE EVENTS

CREATE PHILIPPINES

CREATE Philippines is an annual industry development platform that showcases the Philippines' Creative and Content Industries to an international market. It is where creative professionals gather, connect, and catalyze new business through an open system that encourages sharing of innovative business ideas and collaborative opportunities.





SIGNATURE EVENTS

NEW

SSX:F&B SUSTAINABILITY SOLUTIONS EXPO: FOOD & BEVERAGE

The Sustainable Solutions Expo (SSX) aims to become Asia's sourcing platform that showcases global solutions toward sustainability. In its maiden edition, SSX focuses on the Philippines' food and beverage industry—highlighting the latest food-related solutions and technologies and championing local food manufacturers and producers that adhere to environmental and economic sustainability.





Feb

- **Ambiente** | Frankfurt, Germany | 07 - 11 Feb
- **Biofach** | Nuremberg, Germany | 12 - 15 Feb
- **Gulfood** | Dubai, UAE | 16 - 20 Feb
- **Chocoa Chocolate Festival and Business Events**
• Amsterdam, Netherlands | 19 - 23 Feb



Jun

- **Taipei International Food Show** | Nangang, Taiwan | 17 - 20 Jun
- **CREATE Philippines** | Manila, Philippines | 18 - 20 Jun
- **Summer Fancy Food Show** | New York, USA | 28 - 30 Jun



Mar

- **Foodex** | Chiba, Japan | 10 - 13 Mar
- **South by South West** | Austin Texas, USA | 13 - 22 Mar
- **Food Hotel Asia** | Singapore | 31 Mar - 03 Apr



Sep

- **Maison&Objet Paris** | Paris, France | 04 - 08 Sep
- **SIAL Middle East** | Abu Dhabi, UAE | 08 - 10 Sep
- **Interior Lifestyle China** | Shanghai, China | 10 - 12 Sep
- **Index Dubai** | Dubai, UAE | 14 - 16 Sep
- **China-ASEAN Expo** | Nanning, Guangxi, China | 18 - 21 Sept



Apr

- **Malaysia International Halal Showcase**
• Kuala Lumpur, Malaysia | 01 - 04 Apr
- **Creative Expo Taiwan** | Taipei City, Taiwan | 17 - 26 Apr
- **Fuorisalone at Milan Design Week**
• Milan, Italy | 21 - 26 Apr



Oct

- **Premiere Classe** | Paris, France | 02 - 05 Oct
- **Manila FAME** | Manila, Philippines | 15 - 17 Oct
- **SIAL Paris** | Paris, France | 18 - 22 Oct



May

- **Sustainability Solutions Expo (SSX) : Food + Beverage**
• Manila, Philippines | 21 - 23 May
- **Beauty World** | Dubai, UAE | 31 May - 02 Jun



Nov

- **China International Import Expo** | Shanghai, China | 05 - 10 Nov
- **Electronica** | Munich, Germany | 10 - 13 Nov





SUSTAINABILITY SOLUTIONS EXPO

Food and Beverage ↗

MAY 21-23 2020
SUSTAINABILITY INITIATIVES
FOR THE FOOD MSMES

Environmental Challenges in the Philippines



PH is 3rd largest contributor to ocean plastic



PH is among the top 'Sachet Economies' generating plastic waste



Manila among least sustainable cities globally

Issues & Challenges Facing Manufacturing SMEs

- Connectivity to Markets & Conformance to Standards
- Limited knowledge of overseas markets
- **Limited government assistance to international markets**
- Limited financial resources/ working capital for exports
- Poor logistics and supply chain support infrastructure
- Onerous regulatory requirements
- **Poor packaging and labelling**
- **Limited capacity to market and product development**
- **Low capacity to use modern technology**
- **Non-conformance to global standards and best practices**
(i.e. non-conformance to environmental standards, sustainable production, etc.)

Government Thrusts

Philippine Development Plan 2017-2022

Strategies include:

- Intensify **marketing and promotion** of Philippine goods and services, and increase market intelligence
- Encourage and **support innovation** in the country's export-oriented industries through investments
- Support linkages between MSMEs and large corporations to facilitate **increased participation** of the former in **global value chains**

Philippine Export Development Plan

Strategies include:

- Clustering industry road maps
- Sector global value-chain analysis workshops
- **Business-matching**
- **Investment and marketing-promotion programs**
- **Reverse trade fairs for industrial products and branding programs**

Objectives

- To access and take advantage of the USD 9.5 Trillion food and beverages market; the USD 3 Trillion global market for environmental goods, and the USD 400-800 Billion LOHAS market.
- To present and offer sustainable food manufacturing solutions, products, and services to increase productivity, efficiency and optimize their market potentials
- To encourage and support innovation
- To provide an environmentally responsible trade platform that will enable the food industry key players increase their participation in the global value chain



SUSTAINABILITY SOLUTIONS EXPO

Food and Beverage

MAY 21-23 2020

World Trade Center Metro Manila





Refresh. Recycle. Recharge

The show is intended to be a biennial global expo and conference featuring a diverse range of sustainable solutions on food production and packaging, as well as eco-friendly products and allied services, to address requirements for a sustainable environment and responsible consumption.

It is also a key B2B converging place of leading international organizations, influential figures of the green industry, and key player in the food and health and wellness sectors.



It provides expanded opportunities

Make it a holistic and continuing
GREENING program for the SMEs.

It is not just a 3-day event.

It is a PROGRAM.



SUSTAINABLE DEVELOPMENT GOALS





SUSTAINABILITY
SOLUTIONS
EXPO//
FOOD &
BEVERAGE

Show Components 4 Pillars

EXPLORE

EDUCATE

ENABLE

ELEVATE



EXPLORE



SSX: SHOW COMPONENTS: EXPLORE

EXPLORE



ECO FOOD
CHAMPION



ECO-FARM
VILLAGE



INTERNATIONAL
GREEN ZONE



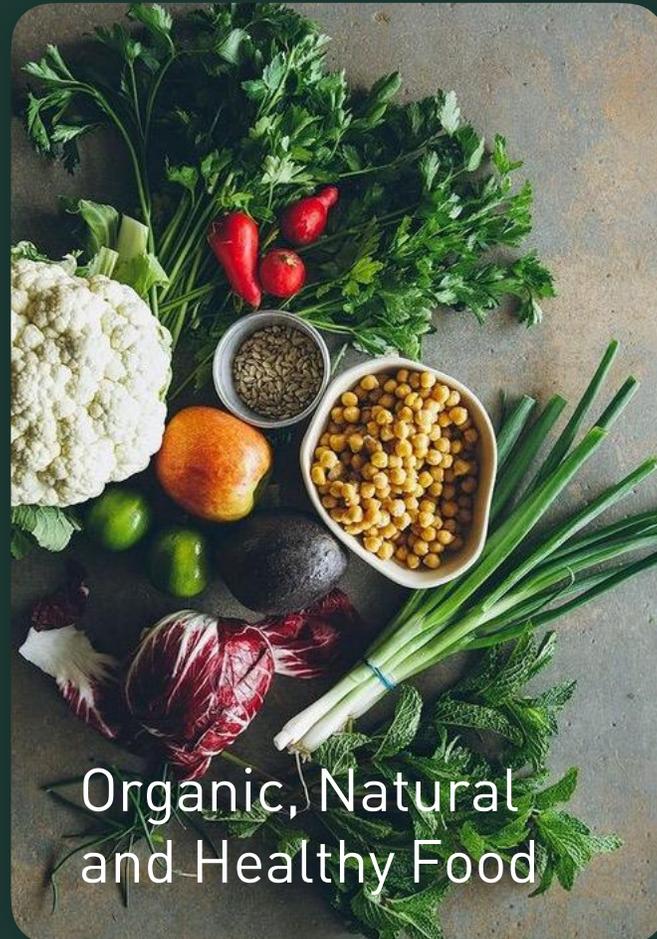
ECO-FEATURES



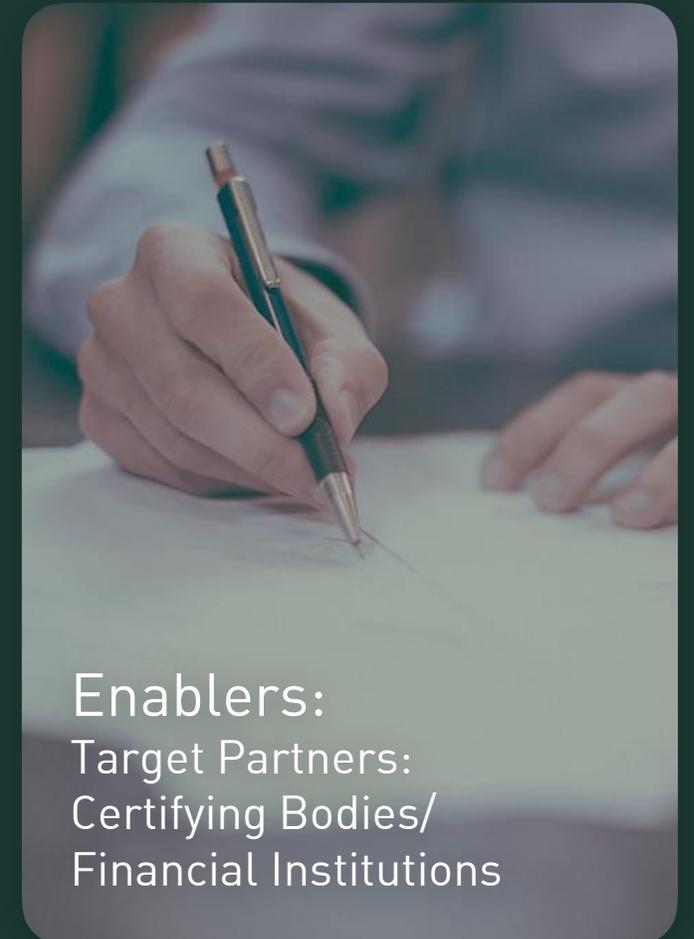
Eco-food Champions



Eco-Farm
Champions /
Best Practices



Organic, Natural
and Healthy Food



Enablers:
Target Partners:
Certifying Bodies/
Financial Institutions



Eco-Farm Village



Farmers Market
Retail/Wholesale Area



Farm Tourism
Retail/Wholesale Area



International Green Zone



Plastic Solutions
and Packaging
Target Partner:
WWF / Distributors



Post-Harvest,
Recycling, Material
Recovery
Target Partner:
CAEXPO / International
Exhibitors



Cold Chain
Target Partners:
UNIDO



TARGET INTERNATIONAL EXHIBITORS

East Asia

China (including Hong Kong and Taiwan), Japan, South Korea

South East Asia

Indonesia, Malaysia, Singapore, Thailand, Vietnam

Middle East

Israel, UAE

Europe

(Scandinavia/Nordic Region, Western Europe, United Kingdom)

OCEANIA/Australasia

Australia, New Zealand



Eco-Feature: Green Inno-ventions





Eco-Feature: SCP Special Setting

12 RESPONSIBLE
CONSUMPTION
AND PRODUCTION



Projects and Programs that support SDG #12



Who can participate as Exhibitor?



PARTICIPATION CRITERIA

COMPANIES WHICH DESIGN / MANUFACTURE / USE / RENDER:

1. Materials made from rapidly renewing resources;
2. Products or services that can improve or protect the environment;
3. Materials that are durable and long-lasting;
4. Parts and components that can be used as replacement parts and components of other equipment, machinery, devices, appliances, vehicles, etc.
5. Materials or products using Ecological Waste Management Principle or Reduce-Reuse-Recycle Philosophy



PARTICIPATION CRITERIA

COMPANIES WHICH:
(ON PRODUCTION PROCESS)

1. Uses less energy and resources;
2. Implements proper waste and/or emission management program;
3. Has environmental labelling certification or environmental group recognition from a reputable accredited body in compliance with the national or international standards and regulations or based on Life-Cycle Assessment;
4. Practices CSR Program for Sustainable Environment; and
5. Adheres to social/ethical practices in the core business for sustainability on Economic, Environment, Social, and Governance (EESG)



EXHIBITION

TECHNOLOGY SOLUTIONS

- Food processing equipment and machineries
- Waste management, recycling and material recovery
- Plastic solutions and alternatives
- Green engineering technology
- Green packaging

Exhibit Profile

FOOD PRODUCTS

- Organic, natural and healthy
- Halal / Kosher / Fair Trade-certified
- Local farm / fresh produce
- Ingredients and raw materials that are not harmful to the environment
- All other eco-friendly-food and beverage products



EXHIBITION Foreign Exhibitor Cost

RAW SPACE

USD 165/sqm

or

USD 1,485/9sqm

Halls A to C

SHELL SCHEME
PACKAGE 1

USD195/sqm

or

USD 1,755/9sqm

Halls A to C



EXHIBITION PH-based Foreign Exhibitor Cost

RAW SPACE

Php 4,500/sqm

or

Php 40,500/9sqm

Halls A to C

SHELL SCHEME PACKAGE 1

Php 6,000/sqm

or

Php 54,000/9sqm

Halls A to C

ECO-FOOD CHAMPIONS

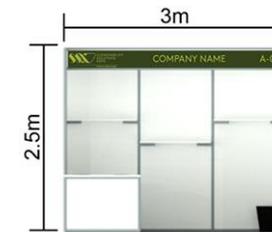
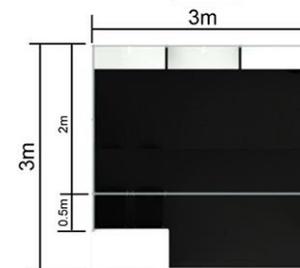
STANDARD ALUMINUM SYSTEM BOOTH 3.00M X 3.00M



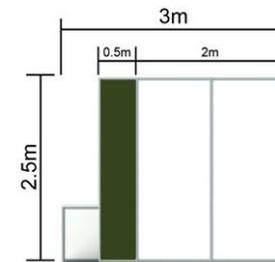
3m X 2.5m X 2.5m(H) walls
3m X 3m X 2.8m(H) total height

- 9 SQ.M. DARK GRAY/BLACK CARPET
- 3 UNITS SHELVINGS
- 3 UNITS SPOTLIGHT
- 2 UNITS NEGOTIATION CHAIR
- 1 UNIT NEGOTIATION COUNTER
- 1 UNIT COMPANY NAME FASCIA BOARD
(COLORED FASCIA WITH SSX:F&B LOGO GRAPHICS)
- 1 UNIT TRASH BIN
- 1 UNIT 3-GANG ELECTRICAL OUTLET
(WITH 300W ALLOTMENT)

PLAN



FRONT ELEVATION



SIDE ELEVATION



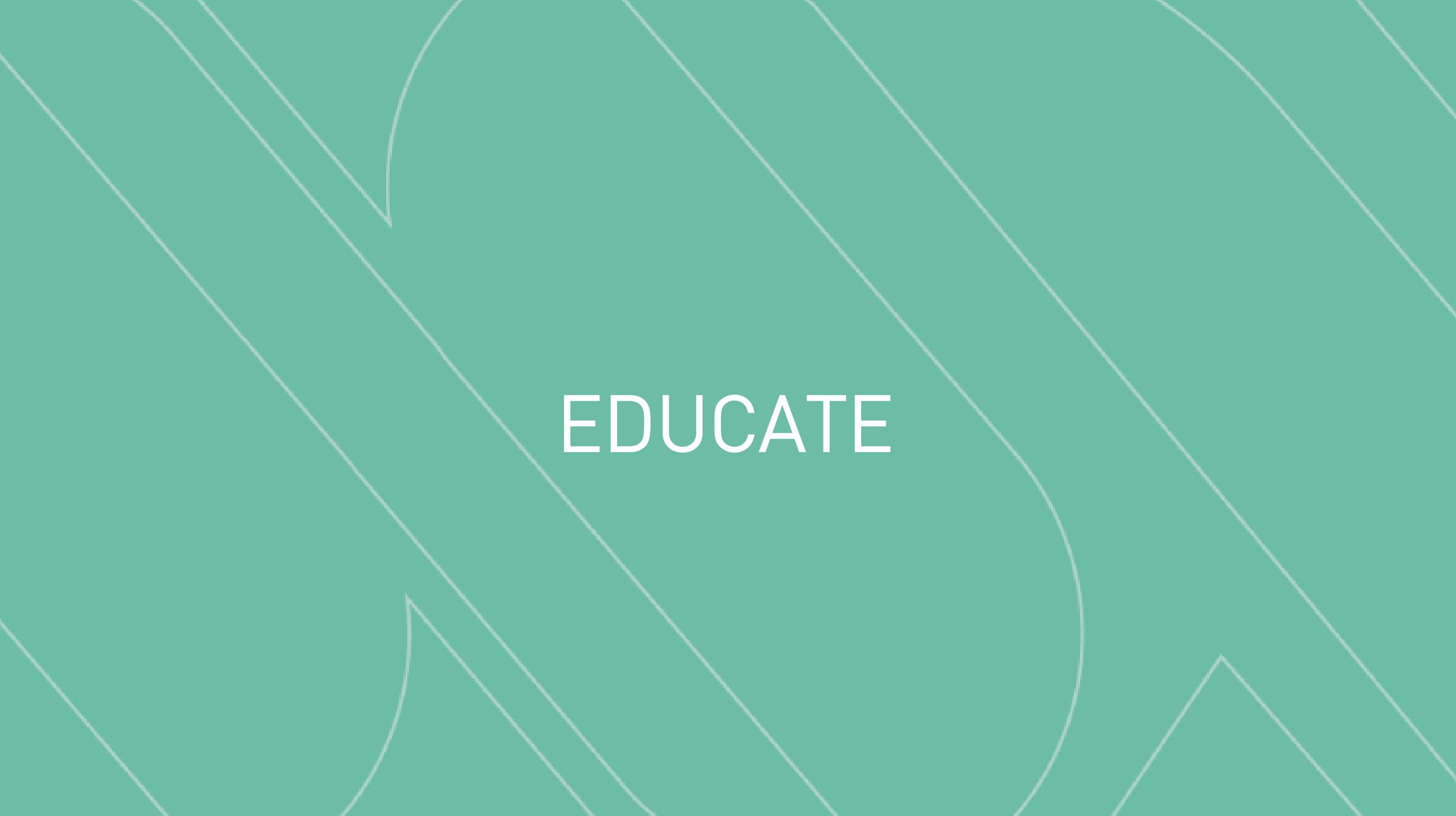
EXHIBITION BLOCK DISCOUNT PACKAGE

10%
discount

With booked space
of 90 sqm or a
total of 10 booths

5%
discount

With booked space
equal to 36 sqm but
lower than 90 sqm

The background is a solid teal color with several thin, white, curved lines that create a sense of movement and depth. These lines are scattered across the frame, some following a diagonal path from the top-left to the bottom-right, while others are more horizontal or vertical, all contributing to a modern, abstract aesthetic.

EDUCATE

EDUCATE

SUSTAINABLE CONSUMPTION
and PRODUCTION

SUSTAINABLE BUSINESS



Sustainability Conference and Business Forum.

Aims to converge the sustainability stakeholders in government (policymakers and government officials), business, communities, international and local civic society organizations and foundations, impact investors and financing institutions, and academe to discuss challenges and opportunities, and how to address the issues surrounding Food & Beverage Sector within the context of Green Growth, sustainable food and water systems and green business.



OBJECTIVES

- ❖ To raise awareness and understanding about sustainable production and consumption.
- ❖ To promote and facilitate engagement among stakeholders by sharing experiences and best practices in green business (sustainable business models, innovations) that may capacitate development of SMEs in the F&B sector;
- ❖ To further facilitate and strengthen access to markets (A2M) of SMEs that practice green business during the conference's networking session;
- ❖ To present objective and evidence-based assessment or reviews of existing policies or past development efforts; and identify future pathways for reform and development to policymakers, government officials, businesses, civic societies, and special interest groups.



PROVISIONAL PROGRAM

THEME

Sustainability in the Food & Beverage Sector

GENERAL (DAY 1. PLENARY SESSION)

Session 1: International and Philippine Perspectives in Sustainable Food and Water Systems

Session 2: A Look at the Green Economy Policy Measures and Development Programs and Efforts

Session 3: Innovations, Business Models, and Best Practices of Green Food Enterprises (FMCG/packaged goods & HORECA/farm or eco-tourism)

Session 4: Market Potential of ECONOMIC, ENVIRONMENT, SOCIAL, GOVERNANCE (EECG) and LOHAS for the F & B Sector



PROVISIONAL PROGRAM

TRACKS (DAYS 2 &3)

Track A: SUSTAINABLE CONSUMPTION and PRODUCTION

Learning sessions on Mindful Living & Conscious Consumption, and Discussion on sustainable and responsible sourcing and production

Track B: SUSTAINABLE BUSINESS

Presentation or pitching sessions on business model innovations in postharvest handling, green drying, green packaging, cold chain, consuming and disposing (waste management/material resource recovery/*recycling*) to investors and potential partners by early startups.

The background is a solid teal color with several thin, white, abstract lines that curve and flow across the frame, creating a sense of movement and depth. The lines vary in thickness and direction, some following a diagonal path while others curve more organically.

ELEVATE



TARGET VISITORS

LOCAL / DOMESTIC

- FOOD SMEs
- FARMER COOPS
- NGOs AND LGUs
- POLICY MAKERS & REGULATING BODIES
- RESEARCHERS & ACADEME

LOCAL AND FOREIGN

- IMPORTERS & WHOLESALERS
- DISTRIBUTORS & RETAILERS
- VENTURE CAPITALISTS
- GREEN PURCHASING NETWORKS

SSX: SHOW COMPONENTS: ELEVATE

ELEVATE



Green Purchasing Village (Business Matching)

The background is a solid teal color with several thin, white, curved lines that create a sense of movement and depth. These lines are scattered across the frame, some following a similar path while others curve in different directions.

ENABLE

SSX: SHOW COMPONENTS: ENABLE



ENABLE



MEDIA PREVIEW



NETWORKING NIGHT



HIGH-LEVEL BUYER RECEPTION



COLLABORATION OPPORTUNITIES
with
EMBASSY OF ISRAEL



Collaboration Opportunities

1. ORGANIZE PARTICIPATION

- *Exhibition.* Campaign and manage the participation of the companies from Israel (either group or individual company)
- *Conference.* Encourage and confirm attendees and partner organizations *(Special conference package, to be advised)*
- *Exploratory and Business Mission.* Identify and send Food companies who are interested to explore; potentially capable of going green, and/or adapting sustainable food production and packaging solutions (either on their own, or through funding/financial institutions) from the Philippine/Foreign exhibitors in the show.



Collaboration Opportunities

2. SUPPLY OF INFORMATION, NETWORKS/LINKAGES

- Identify food SMEs that need to be capacitated through sustainable technology solutions
- Identify prospective partners (organizations/media/advocates/government agencies);
- Provide list of prospective groups/organizations, institutions or individuals, who we can tap to visit the event;



Collaboration Opportunities

3. LEND SUPPORT IN THE PROMOTION OF SSX: F&B

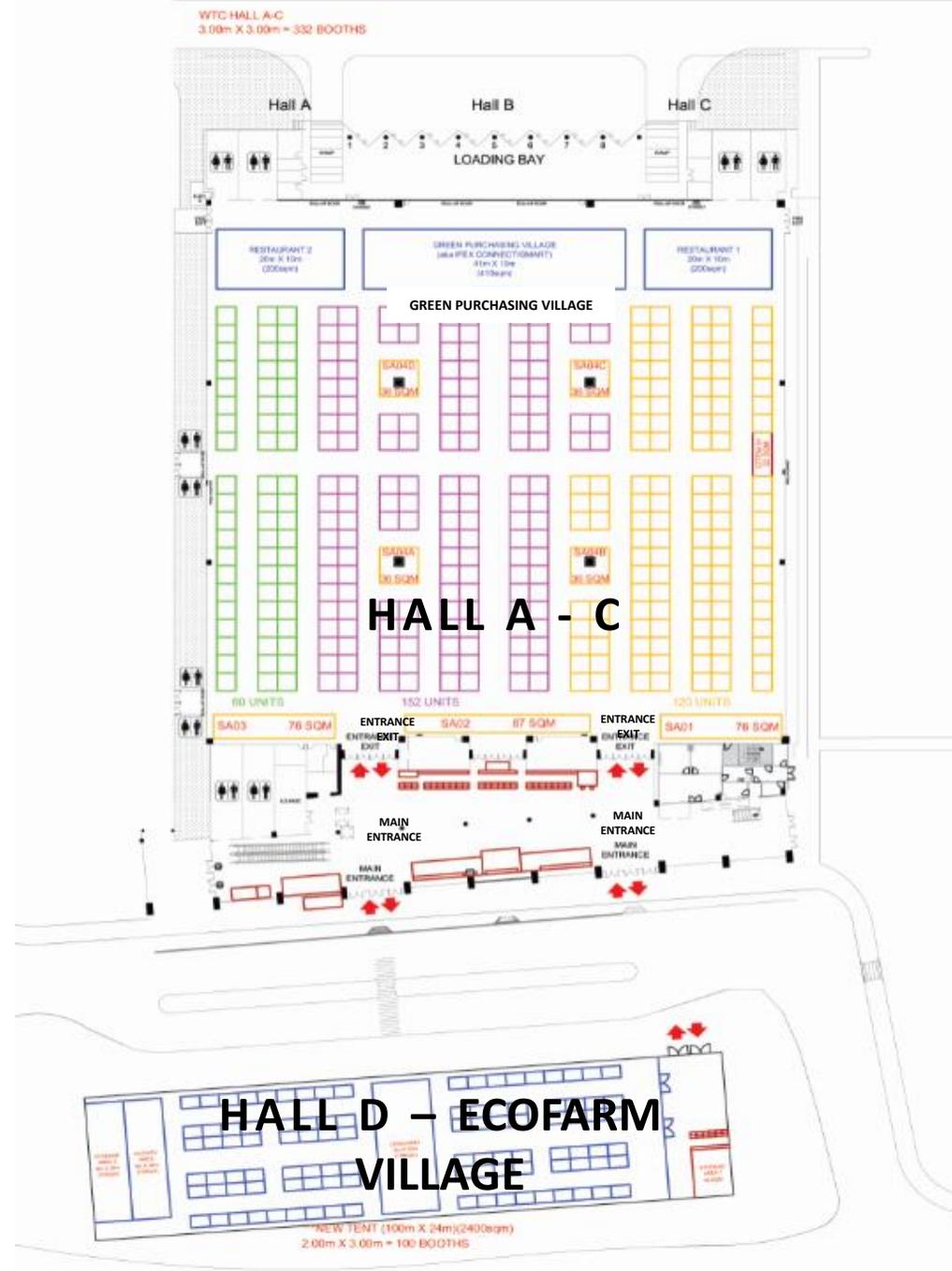
- Send campaign materials (e-cards, fast facts, application kit, etc.) to contacts;
- Promote SSX: F&B in applicable platforms such as social media, websites, bulletins;
- Include SSX: F&B presentation in appropriate sales meetings, etc.



Collaboration Opportunities

4. PROVIDE ACCESS TO FOOD SME PARTICIPATION, through funding, logistical support or other means as the Embassy may deem appropriate;
5. ASSIST CITEM PROJECT TEAM in the CONDUCT OF SSX: F&B Roadshow
 - Arrangements / confirmation of meetings with prospective partner agencies

SSX: F&B 2020 Layout





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REACH US.



THANK YOU.

