

IFEX PHILIPPINES

NXTF D ASIA



THE NEXT D BIG THING.

The IFEX Philippines Very Important Buyer (VIB) Program

The VIB Program is an institutionalized package of services and benefits for foreign buyers of IFEX Philippines. It is designed to provide a meaningful and rewarding sourcing experience at the show.

The following sectors are covered:

- ▶ Alcoholic and Non-alcoholic Beverages
- ▶ Coffee, Herbal Teas and Cocoa
- ▶ Food Processing Equipment, Packaging, Refrigeration and Storage
- ▶ Fresh and Processed Seafood
- ▶ Fruits and Vegetables
- ▶ Grains, Cereals and Commodities
- ▶ Herbs and Spices
- ▶ Meat and Poultry
- ▶ Natural, Healthy and Organic Products
- ▶ Seafood and Marine Products
- ▶ Specialty, Ethnic and Gourmet Products

Who qualifies as an IFEX Philippines Very Important Buyer?

- ▶ Must be an established and reputable wholesaler, retailer, distributor, or bulk buyer with a well-established distribution network for food products in base country;
- ▶ The company must have at least two (2) years of international buying operation;
- ▶ Must be interested in meeting new potential suppliers and manufacturers, and in the expansion of product lines sourced from the Philippines;
- ▶ Must be a foreign passport holder;
- ▶ Must have no past written complaint from IFEX Philippines exhibitor/s.

VIB Categories and Package Incentives

VIB CATEGORIES	INCENTIVE PARTICULARS		
	BUYER CARE AND SERVICES	AIRFARE* SUBSIDY	HOTEL ACCOMODATION
TOP-GROCER Decision makers, purchasing managers and importer/distributor dealing with major food retail chain operators, such as supermarkets, hypermarkets, convenience stores and wholesale clubs. Top-Grocers must have an annual sales of USD 10M and above if their product line category is under Fast Moving Consumer Goods (FMCG) Retail, or USD 5M and above if their product line category is under Contract or Hospitality markets.	✓	✓	✓ Two (2) nights/stay
GUEST LUMINARY Industry authorities and notables, as well as heads of relevant business associations that influence industry or public opinion. Examples are resource speakers, celebrity chefs, journalists and heads of retail or importer associations. A Guest Luminary must commit to play an active role or be in attendance in any or all IFEX Philippines special events or activities.	✓	✓	✓ Two (2) nights/stay
HEAD OF DELEGATION Primary organizers/companies or coordinators of overseas buying missions composed of at least, 10 buyers including independent retailers and wholesalers. The delegation may also include marketing agents, officials of the Philippine Trade and Investment Center (PTIC) and international trade posts.	✓	✓	✓ Two (2) nights/stay
NOMINATED VIBS Trade buyers that have retained an annual sales between \$1M and \$10M if their product line category is under FMCG Retail, or between \$300,000 and \$5M if their product line category is under Contract or Hospitality markets.	✓	✗	✓ Two (2) nights/stay

*with airfare cap

Program Guidelines



APPLICATION

Submit the following documents to IFEX Philippines:

- ✓ Completely accomplished IFEX Philippines VIB Application Form (which can be downloaded from www.ifexphilippines.com)
- ✓ Scanned copy of passport page with picture and complete name
- ✓ Company profile (electronic or scanned copy)
- ✓ Corporate Annual Report (when required for verification)



ENDORSEMENT

Request endorsement to the VIB Program from the following organizations:

- *Philippine Trade and Investment Centers (PTIC)*
- *Philippine Embassies/Consulates*
- *Foreign Embassies*
- *Trade Promotion Organizations (TPOs) from your country of origin*
- *Business Support Organizations (BSOs) from your country of origin*
- *Direct application of a foreign buyer which is subject to the validation of PTIC and CITEM*



SCREENING

Wait for the IFEX Philippines Buyer Marketing Team to evaluate and validate the submitted requirements. Only complete documents shall be processed for screening and approval.



APPROVAL

Receive confirmation from IFEX Philippines.

Provisions are subject to IFEX Philippines Secretariat's acceptance / approval.

Airfare Reimbursement

▶ AIRFARE CAP:

LONG HAUL. For flights that take, at least, 6 hours and is often non-stop	USD 1,200.00
SHORT HAUL. For flights that take less than 6 hours	USD 500.00

- ▶ Airfare covers only the most direct route. It does not cover visits/transits to other cities/destinations.
- ▶ Airfare is reimbursable on-site. The Buyer Marketing Team/IFEX Philippines Secretariat will process airfare reimbursement only upon submission of these documents:
 - Copy of e-ticket
 - Proof of payment
 - Original boarding pass
 - Photocopy of passport (page with photo and signature)
 - Photocopy of passport (page with entry stamp to the Philippines)
 - Completely filled out Buyer Survey Form (to be accomplished on-site)

** Airfare incentives serve as ceiling guides; refund/reimbursement of actual airfare may be considered whichever is lower.*

As an IFEX Philippines VIB, you are automatically entitled to our Buyer Care Services:

- ▶ Airport welcome reception
- ▶ Complimentary transport services:
 - Upon Arrival: Airport to partner hotel
 - During the Fair: Scheduled pick-ups from partner hotel to fair venue and vice versa
 - After the Fair: Partner hotel to airport
- ▶ Liaison Officer/Language Interpreter (upon request and subject to availability)
- ▶ Access to the Buyer's Lounge with free snacks and beverages
- ▶ Chance to win the Luxe Escape Dream Destination Raffle Promo

As an IFEX Philippines VIB, you are committed to:

- ▶ Attend IFEX Philippines within the specified show dates;
- ▶ Adhere to the schedule of pre-arranged meetings with, at least, 10 IFEX Philippines 2019 Exhibitors, and other activities as may be indicated in the itinerary;
- ▶ Commit to place a minimum purchase order worth USD 2,000.00 during the show;
- ▶ Agree to be the subject of media releases, feature articles and other media platforms to promote IFEX Philippines;
- ▶ Submit the evaluation form and report all orders and transactions* made during the show; and
- ▶ Settle all personal expenses incurred prior to departure and indemnify CITEM of any unsettled personal expenses during the show.

**All submitted reports shall be made confidential and for the organizer's monitoring reference only.*

For more information, connect with us through:

ifexphilippines@citem.com.ph

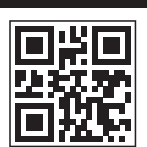
☎ +632 831.2336

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www.ifexphilippines.com



Center for International Trade Expositions and Missions (CITEM)

Golden Shell Pavilion, Roxas Blvd. cor. Sen. Gil J. Puyat Ave.
Pasay City 1300, Philippines
Telephone: (+632) 831.2201 / 832.3956
Fax: (+632) 834.0177 / 832.3965
www.citem.gov.ph

