WHY BE AN IFEX PHILIPPINES

HOSTED BUYER

The IFEX Philippines Very Important Buyer (VIB) Incentive Program offers many privileges and perks that will enhance your sourcing experience at IFEX Philippines.

1 BUYER CARE SERVICES

- Transportation Services
- Priority Access to IFEX Philippines Buyer's Lounge

2 AIRFARE INCENTIVES

- Long-haul Airfare Cap: USD1200
- Short-haul Airfare Cap: USD500

3 FREE ACCOMMODATION

at IFEX Philippines Partner Hotel during fair dates.

VIB CATEGORY

BUYER CARE SERVICES | AIRFARE INCENTIVES | FREE ACCOMMODATION

1 GUEST LUMINARY

This includes celebrity chefs, heads of retail or importers association, food experts, and brand ambassadors featured as IFEX Philippines' resource/industry speakers.

TOP-GROCER BUYER

Fast-moving consumer goods' (FMCG) retail and contract buyers seeking own brand or private label manufacturers.

$10M & ABOVE

FMCG Retail include major supermarkets, hypermarkets, drug chains, supercenters, mass merchandisers, club warehouses, online retailers, drugstores, exporters, wholesalers, discounters, and military exchange
Category: USD 10M & Above

$5M & ABOVE

Top Sourcers are expected to prioritize meetings with SMART Program participants/exhibitors during IFEX Philippines
Category: USD 5M & Above

2

3 HEAD OF DELEGATION

Primary Organizer/Coordinator of an incoming Buying Mission composed of, at least, 10 buyers representing different companies.

TOP-LEVEL BUYER

Trade Buyers who are not necessarily seeking private label manufacturers as their suppliers and have the following annual sales volume:

$10M & ABOVE — Importer Wholesaler Distributor

$5M & ABOVE — Contract Hospitality

4

5 REGULAR VIB AND MISSION MEMBERS

Trade Buyers from Retail and Contract Markets who have annual sales volume of:

$5M — FMCG Retail

$5M — Contract Hospitality

HOW TO QUALIFY

ANATOMY OF A VIB

1. Have no past written complaint/s from an IFEX Philippines exhibitor.
2. Have a well-established distribution network for IFEX Philippines products in country of origin or targeted markets.
3. Holds a position in a company that is, at least, two (2) years in operation.

   Sustain an interest in meeting new potential suppliers and manufacturers, and expansion of product lines being sourced from the Philippines.
4. An established and reputable individual involved in businesses or government agencies and associations who make strategic purchase decisions related to services, raw materials, product components, or finished goods for delivery or supply (e.g., importers, wholesalers, retailers, distributors, specifiers, bulk buyers, etc.)

HOW TO JOIN

STEP 1 NOMINATION & APPLICATION

NOMINATED BY

IFEX PHILIPPINES

Exhibitors
Trade Attaches
Philippine Embassies/ Consulates

OR

SELF NOMINATION

APPLICATION REQUIREMENTS

- Accomplished IFEX Philippines Very Important Buyer (VIB) Invitation Buyer Category and Endorsement of Partner Proponent
- Photocopy of passport page with picture and complete name
- Company Profile (electronic or scanned copy)
- List of IFEX Philippines suppliers, if any, with previous or existing partnership

STEP 2 SCREENING

IFEX PHILIPPINES

Upon submission of requirements, the IFEX Buyer Marketing Team will evaluate and validate the application. Applications with missing or incomplete submissions will not be processed.

STEP 3 APPROVAL / DISAPPROVAL

IFEX PHILIPPINES

After evaluation by CITEM's Buyer Marketing Team, the application shall go through the approval process.

STEP 4 NOTIFICATION

IFEX PHILIPPINES

The Trade Buyer Applicant will be notified via e-mail on the status of the application via e-mail. Should he/she be accepted in the program, a Welcome Letter and a Hotel Booking form will be issued to the Buyer Applicant for accomplishment.

REGISTER NOW

IFEX PHILIPPINES

Scan the QR code to know more about IFEX Philippines.

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