



Why Philippine Exporters Join the Manila FAME Trade Fair?

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Abstract: The Manila FAME is a trade fair organized by the Philippine Department of Trade and Industry through the Center for International Trade Exhibitions and Missions Inc. (CITEM); an agency under the Philippine Department of Trade and Industry. It is part of the country's national export promotion strategy. Held twice a year, it is one of the longest trade shows in Asia-Pacific, which is approved by the Global Association of the Exhibition Industry (CITEM Brochure, 2013). The 58th edition was held last October 17-20, 2013 at the SMX Convention Center in Manila, Philippines.

In recent years, the number of exporters who joined Manila FAME has decreased. This study is an attempt to find out the factors that will entice Philippine exporters to join Manila FAME. One hundred thirty exporters based in the Philippines were interviewed using person-assisted questionnaires during the Manila FAME. The survey results were subjected to factor analysis using the principal factor method. Equamax rotation was used to extract a simpler structure of the factor analysis. The factors that will encourage Philippine exporters to join are as follows: Factor 1 Sales and Buyers, Factor 2 Information-Gathering, Factor 3 Locating Distribution Channels, Factor 4 Image-Building and Factor 5 Country Promotion.

Keyword: Trade Fairs; Trade Shows; Trade Exhibitions; Export Marketing; Export Strategies