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Sikat Pinoy National Arts and Crafts Fair 2017 yields P26.5M



DTI-TIPG Assistant Secretary Rosvi C. Gaetos (third from left) and DTI-BDTP Director Rhodora M. Leaño (second from left) officially open Sikat Pinoy National Arts and Crafts Fair 2017 through a demonstration of handloom weaving performed by a weaver from Maguindanao on 26 October 2017, Megatrade Halls 1-3, SM Megamall, Mandaluyong City.

The Department of Trade and Industry (DTI) showcased select Filipino products in the *Sikat Pinoy* National Arts and Crafts Fair 2017, generating about P26.5M worth of sales, or 81% higher than last year's P14.68M.

The reported sales performance represented P15.5M in cash sales, over P5M in booked orders, and almost P6M worth of deals under negotiation.

Over 260 exhibitors from across the nation participated in the Trade Fair. These include micro, small, and medium enterprises (MSMEs), cooperatives, civic organizations, and other government agencies such as the National Commission for Culture and the Arts (NCCA), Philippine Fiber Industry Development Authority (PFIDA), and the Philippine Textile Research Institute (PTRI), among others.

About 28,000 guests composed of institutional buyers, retailers, and ordinary mall goers, visited the four-day showcase of various Filipino-made fashion accessories, wearables, furniture, and home décor.

Crafts workshops, skills demonstrations, artistic performances, and entrepreneurial lessons were also made available for free. For the first day, demonstrations on food preparation for business were conducted. Discussions on crafts and finances for MSMEs were presented during the second day. Music and Arts Festival, featuring award winning visual, performance, and OPM artists, animated the last day of the event.



One of the exhibitors highlighted the different fibers and various indigenous weaving techniques commonly used by Filipino weavers.

*"I'm very happy to see that our national domestic trade fairs have gone beyond the usual 'flea market'-style bazaars. They are now really presenting us with the best products from all over the Philippines. I'm very happy to know that the National Arts and Crafts Fair is now living up to the theme 'Piling Piling Produktong Pilipino,'" said **DTI-Trade and Investments Promotion Group (TIPG) Assistant Secretary Rosvi C. Gaetos.***

She also noted that with the country's rich cultural heritage and the abundant indigenous materials, Filipino craftsmen and artisan can be competitive, not only in the local but also in the global market.

Sikat Pinoy National Arts and Crafts Fair is an annual exhibition organized by the DTI-Bureau of Domestic Trade Promotion (BDTP) featuring products of the country's MSMEs, which were carefully screened through a stringent set of criteria. It aims to provide Filipino entrepreneurs a platform to expose their products and widen their markets, locally and globally.

With the theme 'A Festival of Senses,' the Fair was held last 26-29 October 2017 at Megatrade Halls 1-3, SM Megamall, Mandaluyong City. This year's edition was organized in partnership with the Department's Regional and Provincial Offices, with the support from the Office of **Senator Loren B. Legarda.**