

[CITEM CIRCULAR NO. 95-1, February 10, 1995]

GUIDELINES FOR PARTICIPATION IN INTERNATIONAL TRADE FAIRS AND TRADE MISSIONS

The following guidelines for participation in international trade fairs and trade missions are hereby promulgated for adoption by participants effective February 20, 1995.

A.

Financial Obligation of Participant

1. Participant must pay the fees stated in the Contract of Participation on or before the scheduled deadline. The regular participation fee is P10,000 while deposit fee is P4,000. A 15% surcharge on the participation fee will be imposed for late payment. The deposit fee is refundable after submission of post project requirements.

2. In addition to the participation and deposit fees. PARTICIPANT will shoulder the following expenses:

- 2.1 plane fare;
- 2.2. hotel accommodation, daily allowance and representation expenses;
- 2.3. company promotional materials and project brochures;
- 2.4. cost of shipment of samples and customs clearance, if applicable;
- 2.5. share in the cost of stand rental, if applicable;
- 2.6. share in the cost of booth construction and props, if applicable;
- 2.7. service fees for additional stand assistants and/or interpreter, if applicable;
- 2.8. food and refreshment during the fair, if applicable;
- 2.9. communication expenses at the fair site (telex, fax, photocopying services, etc.); and
- 2.10 catalogue entry.

Deadline for payment of the private sector's share in project expenses should be strictly followed; otherwise, a 15% surcharge will also be imposed.

B.

CITEM Assistance to Participants

1. CITEM shall provide financial assistance, as follows:

- 1.1. venue rental (with cost sharing scheme);
- 1.2 share in the cost of booth construction;
- 1.3 communication and administrative expenses;
- 1.4. services of stand assistants and interpreters, if any;
- 1.5 fair/mission brochure preparation (camera ready form).

2. CITEM shall also provide marketing and other forms of assistance, as follows:

- 2.1 updated market/product information;
- 2.2 promotions and publicity;
- 2.3 arrangements for consolidated shipment of samples;

2.4 advice on effective trade fair/mission participation; and

2.5 over-all project management and implementation.

C.

Eligibility of Products for Promotion

1. Participant shall comply with the requirements in the selection and development of products eligible for exhibit.
2. Participant shall promote only product lines/categories properly defined and agreed upon with CITEM and shall adhere strictly to the approved product lines.
3. Participant shall agree in writing to set minimum price levels in case of similarity or overlapping in the product lines to be exhibited.
4. Participant shall recognize and respect the originality of designs of the other participants, and shall refrain from exhibiting products which are copied or reproduced from another's design or are confusingly similar to other exhibit items in order to prevent unfair competition.
5. Participant shall submit to CITEM his certification of patent and/or copyright registration, if applicable, for purposes of verification and recording, thereby protecting the originality of designs.
6. CITEM reserves the right to exclude a product from being exhibited due to inferior quality, duplication or other justifiable reasons.

D.

Company Representative/s

1. Participant is entitled to two (2) official representatives to assist in the project.
2. The company representative/s should be (a) decision-maker/s, knowledgeable in export marketing and able to negotiate competently with buyers. He/She should preferably be the President, General Manager or Marketing/Export Manager of the company.
3. In the event that the originally assigned representative has to be replaced by another official, CITEM should be immediately notified in writing for approval. The alternative representative should likewise meet said qualifications.
4. Since participation in this project is an official undertaking of the Department of Trade and Industry, the representative/s shall observe the rules for proper decorum. Professionalism, tact, courtesy and punctuality shall be the watchwords in projecting a favorable national image.
5. Participant undertakes to send company representatives who are, at the time of the fair/missions, in good physical condition. Pregnant women are discouraged from joining trade fairs/missions for health reasons.

E.

Briefings and Meetings

1. Upon confirmation of participation, CITEM shall conduct regular meetings and briefings with participants to discuss procedures/requirements for the project and to provide assistance for effective participation.
2. Participant shall personally attend all the briefings and meetings scheduled by the Project Managers, and shall abide by whatever decision/s agreed thereat. All requirements shall be submitted on time to prevent delay in project preparation.

F.

Withdrawal from Participation/Sanctions for Violations

1. Regardless of the reason/s or the time period when the withdrawal notice is submitted, the deposit and participation fees shall be forfeited in favor of CITEM.
2. For withdrawal from participation, as well as for other violations committed by a participant found valid by CITEM, the participant shall be subjected to the sanctions hereunder enumerated;

VIOLATION	: OCCURRENCE AND PENALTY		
	: 1st	2nd	3rd
a. Non-payment of accounts (Cost-Sharing Scheme of CITEM, travel, freight/shipment/hotel, etc.)	1 & 4	1 & 5	--
b. No-show during the trade activity	3	4	5
c. Fair representatives arriving late or leaving earlier than the prescribed time	2	3	4
d. Late withdrawal from the trade activity	1 & 3	1 & 4	1 & 5