



OCTOBER 2023

**第二届  
菲律宾华人线下招聘会**

**2<sup>ND</sup> FILIPINO-CHINESE JOB FAIR  
IN MANILA EVENT PACKAGES**



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RECRUITING EXHIBITORS



# **EVENT BACKGROUND**



# EVENT BACKGROUND

## 2022 1<sup>ST</sup> FILIPINO-CHINESE JOB FAIR IN MANILA OVERVIEW

"The largest gathering of Fil-Chi businesses and jobseekers in 1 day."

In October 16, 2022, PDMN launched the 1st edition of the Filipino-Chinese Job Fair in SMX Manila.

The event garnered over 1000 attendees, with nearly 40 Fil-Chi recruiting companies providing hundreds of jobs, while over 500 jobseekers were able to find job vacancies they were interested in and submitted their resumes.

The event was organized with the purpose of helping companies search for multilingual talents and professionals so they can better promote their business in the Fil-Chi market, and provide a legitimate and high quality platform for the Fil-Chi community in the Philippines to look for job opportunities.

1000+ ATTENDEES  
500+ JOBSEEKERS  
35+ COMPANIES



SCAN TO WATCH WHAT HAPPENED  
AT THE 2022 FIL-CHI JOB FAIR





# 2022第一届华人线下招聘会

## Filipino-Chinese Job Fair in Manila

活动日期 Date: 10/16/ 2022 10:30am-7:30pm  
地点 Address: Function Room 3, SMX Convention Center Manila



# #filchijobfair2022



# ABOUT ORGANIZER



"The largest and most influential Chinese online media platform in the Philippines."

Philippine Dragon Media Network regularly organizes activities (such as Community Events, Sports Tournaments, Esports Events, and Concerts etc.) With the largest Chinese audience base in the Philippines, PDMN and its sister brands offer the best one-stop platform for brands to reach this target market.

## **1 MILLION+ ORGANIC REACH ACROSS PLATFORMS**

- ☑ 300,000+ Subscribers Across WeChat Platforms
- ☑ 350,000+ Website Users
- ☑ 150,000+ Mobile App Users
- ☑ 40,000+ Followers Across Video Platforms
- ☑ 10,000+ Followers Across Local Social Media Platforms
- ☑ 150,000++ Other Users & Clients



# PDMN'S CLIENTS & PARTNERS OVER THE PAST DECADE



\* Only portion shown



## **EVENT DETAILS**





# EVENT OVERVIEW

2<sup>nd</sup> Edition of the Fil-Chi Job Fair in Manila



**DATE:** OCTOBER 15, 2023 (1 DAY)

**VENUE:** SMX MANILA

**ESTIMATED ATTENDEES:** 2000+

**TARGET EXHIBITORS:** 70+ COMPANIES



A background image showing two people in business attire shaking hands, with a diagonal white line crossing over it.

# EVENT HIGHLIGHTS

**"Philippines's largest gathering for Fil-Chi businesses and jobseekers."**

Are you looking for a new platform to grow and expand your business? The Fil-Chi Job Fair not only links companies to Fil-Chi multilingual talents and local Filipino professionals, it also is a place for you to build new business relationships and learn more about the newest trends in the Fil-Chi market.

## **SPONSORS & EXHIBITORS BENEFITS**

- ☑ Reach Thousands of Fil-Chi Jobseekers Online and On-site.
- ☑ Brand Exposure to 1,000,000+ Target Audience.
- ☑ Hire Talents. Generate Leads. Meet & Network.

## **JOBSEEKERS BENEFITS**

- ☑ Hundreds of legitimate and accredited job vacancies from top Philippine and local Chinese companies to apply for.



# DRAFT PROGRAM FLOW

00:00-10:00	STAGE AND BOOTHS INGRESS
8:00-10:00	EXHIBITORS INGRESS TO DECORATE BOOTHS
10:00-10:30	ATTENDEES REGISTRATION
10:30	OPENING FOR AM SESSION
10:50 - 11:30	GUEST SPEAKER
11:30-14:00	JOB MATCHING SESSION
14:00	OPENING FOR AFTERNOON SESSION
14:20-15:00	GUEST SPEAKER
15:00-19:30	JOB MATCHING SESSION
19:30	CLOSING OF EVENT
19:30-23:00	EGRESS



# WHY JOIN US?



2nd  
**FILIPINO  
CHINESE**  
JOB FAIR 2023  
RECRUIT & NETWORK  
OCTOBER 15, 2023 . SMX MANILA

70+

Top  
Recruiters

1000+

Promising  
Jobs



**FREE REGISTRATION  
FOR ASPIRING PROFESSIONALS**

[www.filchi-jobfair.com](http://www.filchi-jobfair.com)

"The largest gathering of Fil-Chi Businesses & Jobseekers in 1 day."

ORGANIZER



CO-  
ORGANIZER

**Bossjob**

GOLD  
SPONSOR



SILVER  
SPONSOR



PARTIAL  
EXHIBITORS



FOLLOW US FOR UPDATES @filchijobfair

FOR BOOTH BOOKING & OTHER INQUIRIES

EMAIL [filchijobfair@flw.ph](mailto:filchijobfair@flw.ph)

DIAL 0966 637 6696



# WHY JOIN US?

## TOP HIRING & ADVERTISING PLATFORM

### QUALITY ATTENDEES

- For **JOBSEEKERS**: Only registered & qualified corporations can join the Job Fair
- For **EXHIBITORS**: Over 1000+ Fil-Chi bilingual/multilingual talent pool online and on-site, as well as Filipino professionals, and fresh graduates

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### REASONABLE PRICING

The Chinese market is one of the largest markets in the Philippines and worldwide. PDMN provides a recruitment platform for multilingual talents at reasonable pricing, as well as an advertising platform to promote the partner brands.

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04

### HIGH INTENSITY PUBLICITY

- The job fair will be promoted on all PDMN platforms for three months before the event. This will generate **at least 1M+ organic reach** for your brand, with additional exposure and boost through event ads. This is followed by more reach during and after the event itself.
- Sponsors & Exhibitors can customize their booth to display their corporate culture.
- Direct brand exposure for sponsors, direct promotion of job openings for exhibitors.

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### WIN-WIN COOPERATION

- Strengthen the connection between Fil-Chi jobseekers, employers, and brands.
- Create a quality and safe atmosphere for employment in the Philippines.
- Provide a convenient and efficient platform for talent exchange.

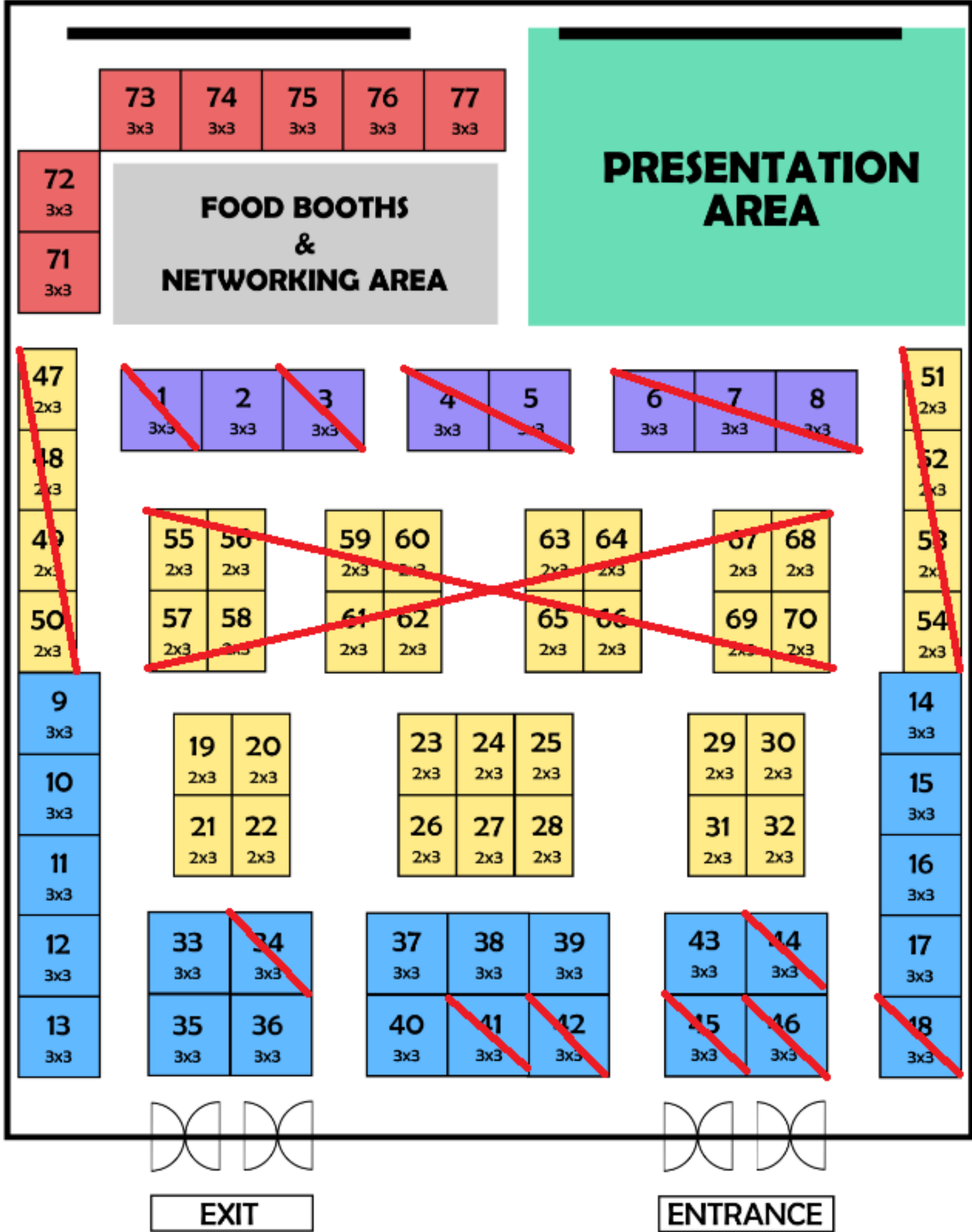




# **SPONSORSHIP & EXHIBITOR PACKAGES**



# 2023 FILIPINO-CHINESE JOB FAIR IN MANILA FLOOR PLAN



# BOOTH LAYOUT AND RATES

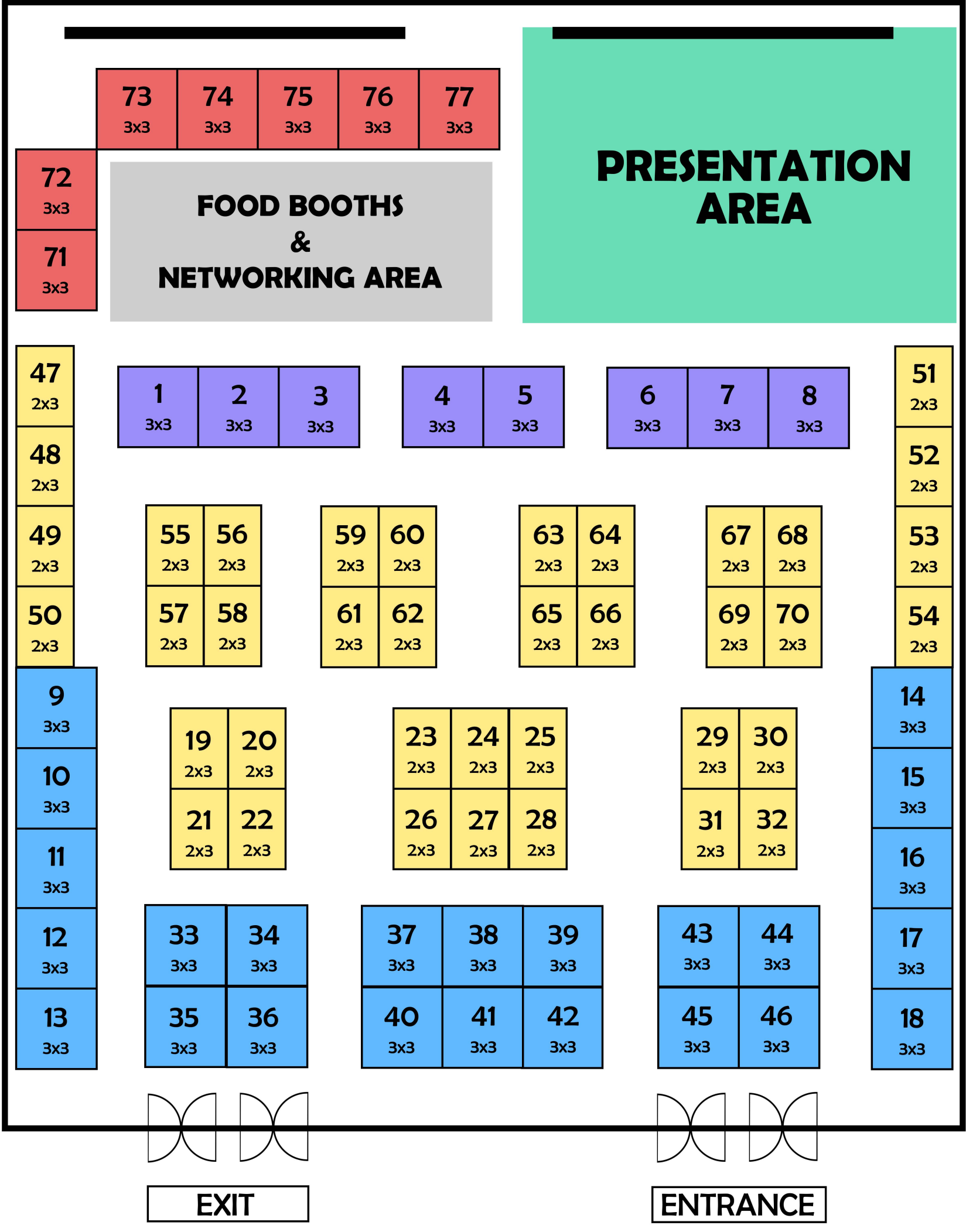
BOOTH SPACE	RATE
<b>2X3M BOOTH SPACE</b> (#19-32, 47-70) Table, Chair, Carpet, Convenience Outlet, 2x3m Standard Booth	PHP: 45,000
<b>3x3M BOOTH SPACE</b> (#1-8) Table, Chair, Carpet, Convenience Outlet, 3x3m Standard Booth	PHP:75,000
<b>3x3M BOOTH SPACE</b> (#9-18, 33-46) Table, Chair, Carpet, Convenience Outlet, 3x3m Standard Booth	PHP:90,000
<b>FOOD BOOTH</b> (#71-77) Table, Chair, Carpet, Convenience Outlet, 3x3m Standard Booth	PHP: 20,000

\*Note: Rates are exclusive of all taxes.

**GOLD SPONSOR - PHP 250,000**  
**SILVER SPONSOR - PHP150,000**



# 2023 FILIPINO-CHINESE JOB FAIR IN MANILA FLOOR PLAN



## BOOTH INCLUSIONS

TABLE

CHAIR

CARPET

CONVENIENCE OUTLET

MAX 25 CHARACTORS FOR COMPANY NAME ON FACADE

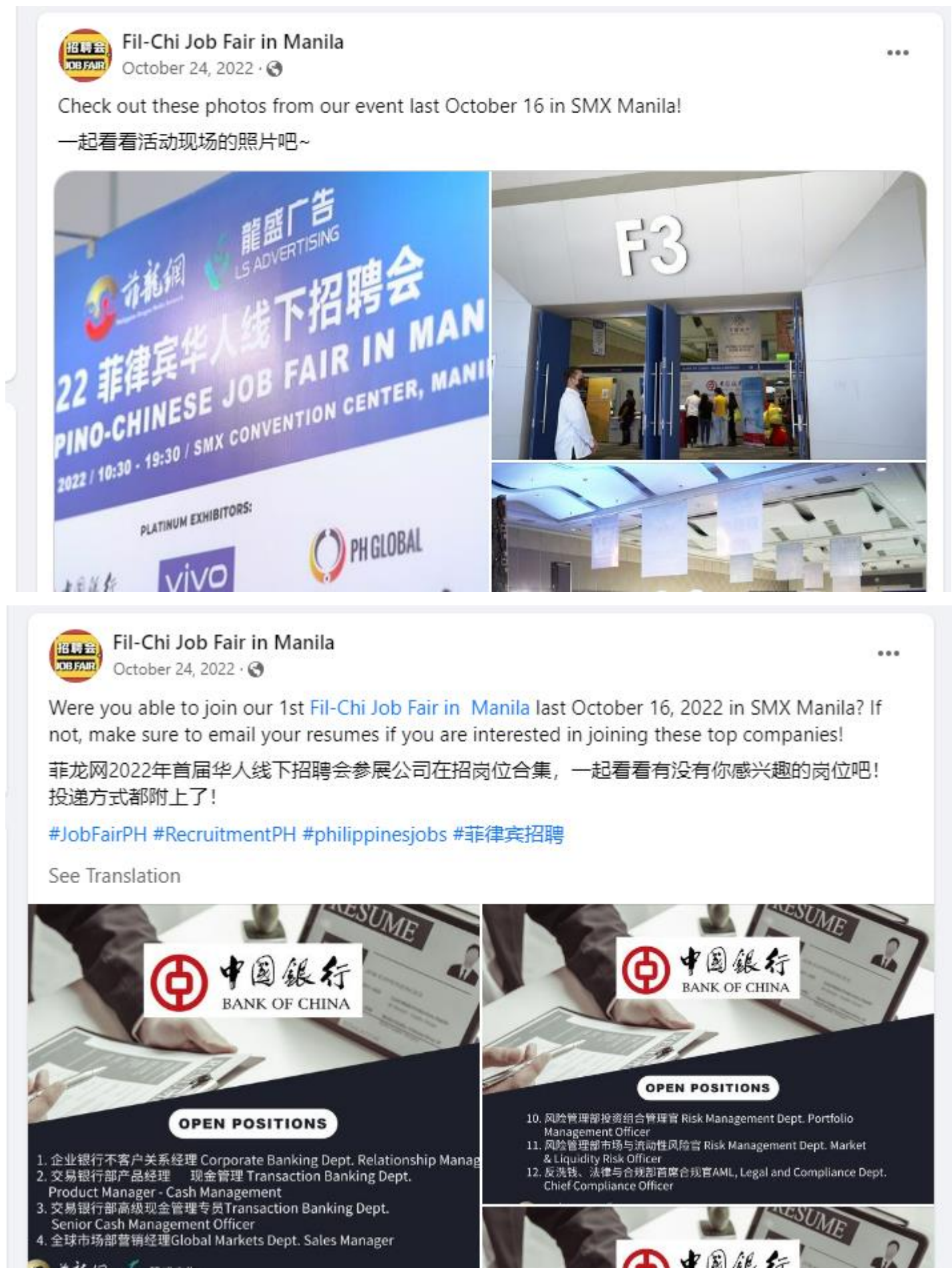




SPONSORSHIP AND EXHIBITION BENEFITS <small>*PACKAGES ARE FLEXIBLE, RATES ARE EXCLUSIVE OF ALL TAXES.</small>					GOLD SPONSOR Php 250,000	SILVER SPONSOR Php 150,000	3X3 EXHIBITOR Php 90,000 / 75,000	2X3 EXHIBITOR Php 45,000
PRE-EVENT BENEFITS								
1. Recognition as Sponsor, and Exhibitor Respectively					✓	✓	✓	✓
2. Brand Mention in Event-Related Post (including but not limited to Job Vacancies Post, Event Promotions)					✓	✓	✓	✓
3. Branded WeChat Platform (PDMN Jobs) Article Blast (Recruitment Post)					✓	✓	✓	✓
4. Brand Mention in Event-Related SMS Blast (50,000 Contacts)					✓	✗	✗	✗
5. Logo Inclusion in All Event-Related Email Blast Sent to Pre-Registered Attendees					Large	Large	Medium	Small
6. Logo Inclusion in All Official Event-Related Content (Online and Printed Advertisement)					Large	Large	Medium	Small
7. Branded Email Blast					2 Emails	1 Email	✗	✗
8. Branded Post (Facebook, Twitter, PDMN Website, PDMN Mobile App, PDMN Jobs Website)					2 Posts	1 Post	1 Post (Recruitment Post only)	1 Post (Recruitment Post only)
9. Branded WeChat Platform (PDMN News) Article Blast (Advertisement/Recruitment Post)					2 Posts	1 Post	1 Post (Recruitment Post only)	✗
10. Branded Video Post of 20-30sec Video to be Provided by the Brand (Facebook, Twitter, PDMN Website, PDMN Mobile App, YouTube, WeChat Video Platform)					2 Posts	1 Post	✗	✗
EVENT DAY BENEFITS								
1. Booth Space					3x3 Booth	3x3 Booth	3x3 Booth	2x3 Booth
2. Brand Mention during Organizer’s Welcome Message					✓	✓	✓	✓
3. Logo Inclusion in Event’s Stage Background/LED Display					Large	Large	Medium	Small
4. Logo Inclusion in All Official Event-Related Printed Material					Large	Large	Medium	Small
5. TVC Playback Loop before the Event Start and during Transition					30 Seconds	25 Seconds	15 Seconds	✗
6. Guaranteed 30mins Speaking Slot in the Program (Deadline of Confirmation shall be in September)					✓	✓	✓	✗
7. Branded Drop Down Banner inside Event Hall (design c/o brand, production c/o PDMN)					1 Banner	1 Banner	✗	✗
8. Branded Pull-up Banner at Event Hall Entrance(design c/o brand, production c/o PDMN)					2 Banner	1 Banner	✗	✗
9. Provision for Products as Raffle Prizes and Voucher during the Event					✓	✓	✓	✓
10. Provision To Give-away flyers, vouchers, souvenirs and etc. to Attendees					✓	✓	✓	✓
POST EVENT								
1. Brand Inclusion Video Interview					✓	✓	✓	✓
2. 1 Year Complimentary Membership to Fil-Chi Job Fair (Access to Member Rates for Succeeding Edition)					✓	✓	✓	✓
3. Brand Mention and Logo Inclusion in Official Event-Related Content					✓	✓	✓	✓



# ONLINE MILEAGE SAMPLES



Brand Mention and Logo Inclusion in Official Event-Related Content



# ONLINE PROMOTION MILEAGE SAMPLES

## – PDMN PLATFORMS



**WeChat Platform  
Article Blast**  
(Information to be provided  
by the brand)



**Mobile App  
Event Pop-Up Banner**



**Website Promotions  
(Articles and Ad Placements)**



# ONLINE PROMOTION MILEAGE SAMPLES

## – PDMN VIDEO CHANNELS



菲龙网“很高兴遇见你”群星演唱会艺人ID (完整版)

290,759 views

10 2 SHARE ...

YouTube and Facebook Ads



Tiktok (Chinese ver.)



WeChat Video Platform



# ONLINE PROMOTION MILEAGE SAMPLES

## – OTHER CHANNELS

短信  
2021年5月10日 下午8:26

【菲龙网】提醒：您的验证码为：183927，请在五分钟内使用，感谢您下次使用！ :-)

【菲龙网】提醒：您的验证码为：191626，请在五分钟内使用，感谢您下次使用！ :-)

2021年9月22日 下午5:23

您好，恭喜您在本届菲龙网与菲律宾中国商会联合举办的中秋线上博饼活动> 唐宋水果店获奖！请移步专区或者总榜查看排名，添加专区商家微信兑奖~

Email and SMS Blast

CNTV 菲中新闻台  
01/02/2018  
185 views · 8 months ago

CNTV 菲中新闻台  
12/29/2017  
187 views · 8 months ago

CNTV 菲中新闻台  
12/29/2017  
80 views · 8 months ago

CNTV 菲中新闻台  
12/27/2017  
108 views · 8 months ago

CNTV 菲中新闻台  
12/26/2017  
112 views · 9 months ago

CNTV 菲中新闻台  
12/25/2017 (Year End...)  
83 views · 9 months ago

exchange between China and the Philippines

Facebook post about 'Nice To Meet You' concert

YouTube video of 'Nice To Meet You' concert

Media Partner/s Event Promotion

Hotline: 02-7425668

2017-12-20 WED 19:32:02

郭志博 "Nice To Meet You" 群星演唱会

G.E.M. 邓紫棋

大家好 我是邓紫棋  
Hi, This is G.E.M., Gloria Tang Tsz-Ke

门票发售中 MUA Arena January 17 Philippines 2018

MANILAWELIVE MEDIA TECHNOLOGY INC

Elevator Ads



# ON-GROUND MILEAGE SAMPLES – DURING THE EVENT



STAGE LED DISPLAY



EVENT ENTRANCE PULL-UP BANNER



INFORMATION WALL

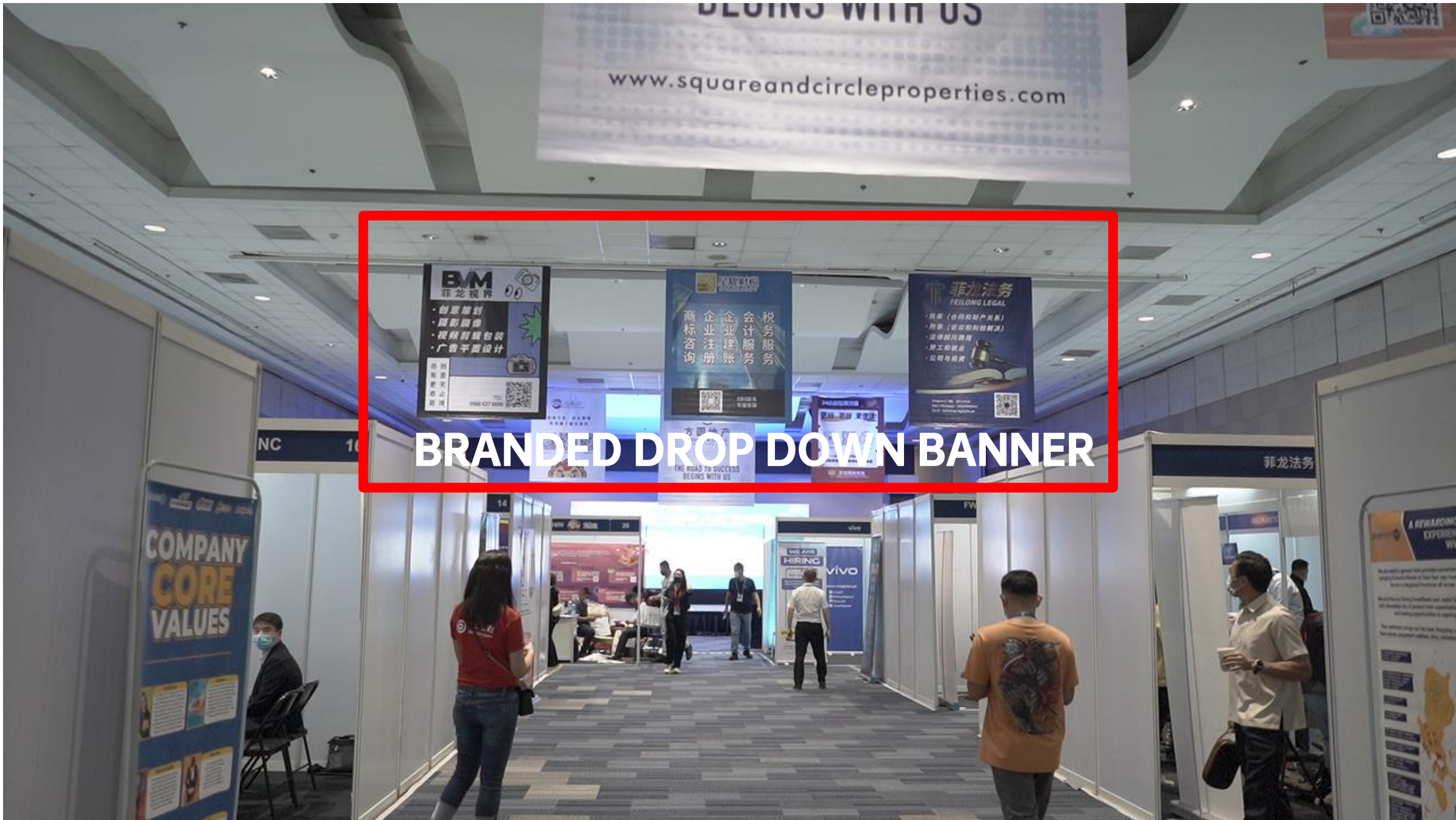
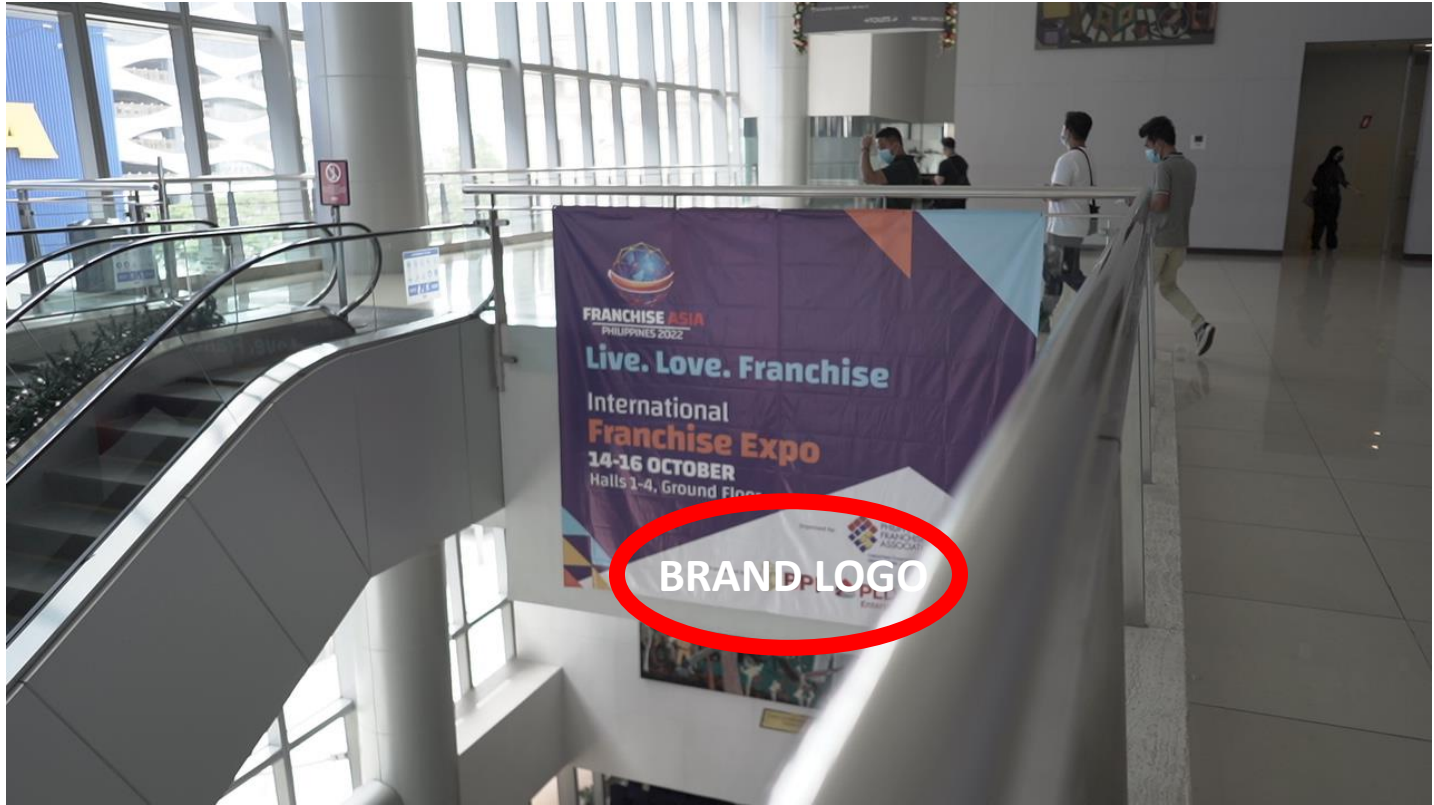


DESIGNATED BOOTH SPACE



# ON-GROUND MILEAGE SAMPLES

– DURING THE EVENT





# ONLINE PROMOTION MILEAGE SAMPLES

– OTHERS



**EVENT INTERVIEW CONTENT**





04

# **OTHER REQUIREMENTS FOR RECRUITING EXHIBITORS**





## **E-COPIES OF THE FF. DOCUMENTS:**

- 1. SEC**
- 2. BIR2303**
- 3. BUSINESS PERMIT**
- 4. DOLE PERMIT**
- 5. CERTIFICATE OF NO PENDING CASE**
- 6. PHILJOBNET CERTIFICATION  
(SCREENSHOT)**
- 7. LIST OF JOB VACANCIES**

**(AS PER DOLE's REQUIREMENT)**



# GOT QUESTIONS?

REACH OUT NOW TO THE FIL-CHI JOB FAIR TEAM

## (CHINESE CONTACT)

SUNNY YANG

 0917 678 7898

## (ENGLISH CONTACT)

DANPING CAI / DENISE LIM

 0966 637 6696



filchijobfair@flw.ph



<https://www.filchi-jobfair.com>



5th Floor, Salustiana D. Ty Tower,  
104 Paseo de Roxas, Legazpi Village, Makati City





**THANK YOU**

**LOOKING FORWARD  
TO OUR PARTNERSHIP**