

**Center for International Trade Expositions and Missions (CITEM)  
2017 MAJOR PROGRAMS, SMEs ASSISTED AND IMPLEMENTATION STATUS**

| <b>A. Signature Events</b>                        |                        |   |                              |
|---|------------------------|---|------------------------------|
| <b>Total SMEs Assisted /Beneficiaries : 1,264</b> |                        |   |                              |
| <b>Event</b>                                      | <b>Date</b>            | <b>Venue</b>  | <b>Implementation Status</b> |
| 65th Manila FAME                                  | 21-23 April            | World Trade Center and Philippine Trade Training Center, Pasay City, Manila | DONE                         |
| International Food Exhibition (IFEX) Philippines  | 19-21 May              | World Trade Center and Philippine Trade Training Center, Pasay City, Manila | DONE                         |
| 66th Manila FAME                                  | 20-22 October          | World Trade Center and Philippine Trade Training Center, Pasay City, Manila | DONE                         |
| CREATE Philippines                                | 20-22 October          | CITEM HallOne and Philippine Trade Training Center, Pasay City, Manila      | DONE                         |
|   |                        |   |                              |
| <b>B. Overseas Promotional Events</b>             |                        |   |                              |
| <b>Total SMEs Assisted /Beneficiaries : 187</b>   |                        |   |                              |
| winter Fancy Food Show                            | 22-24 January          | San Francisco, USA  | DONE                         |
| Ambiente  | 10-14 February         | Frankfurt, Germany  | DONE                         |
| Gulfood   | 26 February - 02 March | Dubai, UAE  | DONE                         |
| Foodex  | 7-10 March             | Chiba, Japan  | DONE                         |
| Salone Internazionale del Mobile                  | 4-9 April              | Milan, Italy  | DONE                         |
| International Contemporary Furniture Fair (ICFF)  | 21-24 May              | New York, USA   | DONE                         |
| Taipei International Food Show                    | 21-24 June             | Taipei, Taiwan  | DONE                         |
| Maison et Objet Paris                             | 8-12 September         | Paris, France   | DONE                         |
| China-ASEAN Expo                                  | 12-15 September        | Nanning, China  | DONE                         |
| Anuga   | 7-11 October           | Cologne, Germany  | DONE                         |
| International Furniture Fair Tokyo                | 20-22 November         | Tokyo, Japan  | DONE                         |
|   |                        |   |                              |
| <b>CITEM Capability Building Programs</b>         |                        |   |                              |
| <b>Total SMEs Assisted / Beneficiaries : 885</b>  |                        |   |                              |
| Product Development                               | January - October 2017 | Philippines   | DONE                         |
| Export Coaching                                   | January - October 2017 | Philippines   | DONE                         |
| Exhibitors Briefing with Export Coaching Seminars | 2017                   | Philippines   | DONE                         |
| HallONE   | Year-round             |   | DONE                         |

**OVERALL SMEs ASSISTED/BENEFICIARIES: = 2,336**