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CENTER FOR INTERNATIONAL TRADE EXPOSITIONS AND MISSIONS

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**QUALITY MANUAL**

CENTER FOR INTERNATIONAL TRADE EXPOSITIONS AND MISSIONS

	<b>QUALITY MANUAL</b>	<b>CITEM.100.MN.01</b>	Version 01
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## 1. Introduction

This Quality Manual provides guidance on the operation of Center for International Trade Expositions and Missions (CITEM) Quality Management System (QMS) which was primarily established to provide administrative support (Human Resource, Procurement and Controllershship) for local and international trade fairs, expositions, and industry development programs for export products & services.

Furthermore, the policies and procedures within this manual have been implemented to ensure that the requirements for a QMS of CITEM ensure compliance with the requirements of the internationally recognized ISO 9001 Standards.

The contents of this Manual are reviewed on an as required basis. Maintenance of this Quality Manual is the responsibility of CITEM's Quality Management Representative. All questions regarding this document should be directed to:

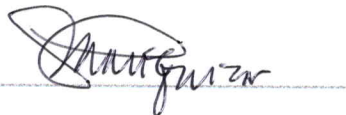
**Atty. Eva Marie C. Mariquina**  
Quality Management Representative  
Center for International Trade Expositions and Missions  
Pasay City

The approving officer and issuing authority for this Manual and its subsequent amendments is the Executive Director of CITEM.

The appointed Document Controller is responsible for the registration and distribution of this Manual.

### Issuing Authority:

Signed:



Name:

**ATTY. EVA MARIE C. MARIQUINA**  
QMR

Date:

22 March 2025




2. Quality Manual Document Control Information

Revision Summary

Revisions made to this document are summarised below:

Date	Pages	Description
13 Novermber 2015	All	Version 00
21 March 2025	All	Change in scope




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3. CITEM Profile

The Center for International Trade Expositions and Missions (CITEM) is the export promotions arm of the Philippine Department of Trade and Industry (DTI). CITEM is committed to developing, nurturing, and promoting globally-competitive small and medium enterprises (SMEs), exporters, designers, and manufacturers by implementing an Integrated Approach to Export Marketing in partnership with other government and private entities.

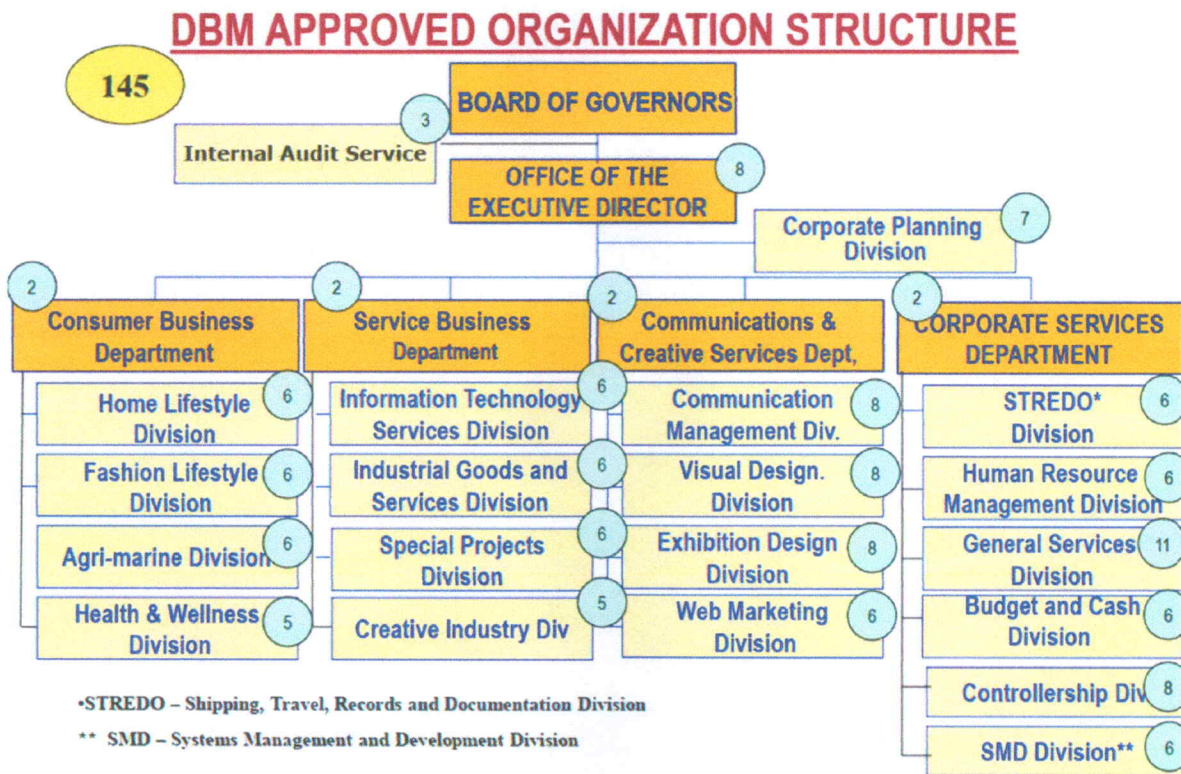
CITEM's core function is the promotion of Philippine products and services in the world market. This includes export expansion and branding the Philippines as an exporting nation. Our message is that the Philippines is a reliable source of quality products and services that are at par with global standards. CITEM works closely with other DTI agencies in the performance of its mandate.


- Careful selection of international trade fairs and missions
- Sustained presence in traditional markets while opening up new markets
- Regular provision of market updates and merchandise design trends
- Sourcing and coordination of technical and merchandise consultancies
- Development and promotion of new export industries
- Organization of incoming trade missions timed with exhibitions
- Participation in overseas special exhibitions

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Our Organizational Structure

CITEM advocates a lean approach in managing its human resources. Our organization is structured as described below:



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### **Our Policy for Quality**

CITEM is committed to delivering efficient, effective, and high-quality Administrative Support Services (Human Resource, Procurement, and Controllershship) that enable the successful implementation of local and international trade fairs, expositions, and industry development programs for export products and services.

To achieve this, CITEM shall:

- Provide timely, accurate, and efficient administrative support services that meet and exceed stakeholder expectations and applicable requirements.
- Establish and maintain streamlined and innovative administrative processes that enhance efficiency, accuracy, and compliance.
- Foster a culture of professionalism, accountability, and continuous learning to ensure a competent and well-trained workforce.
- Ensure full compliance with relevant legal, regulatory, and international standards requirements in all administrative support activities.
- Implement proactive risk and opportunity management strategies to ensure operational resilience and service excellence.
- Promote transparency, integrity, and ethical conduct in all administrative operations.
- Continually improve the Quality Management System related to administrative support to enhance performance and stakeholder satisfaction.

## **4. Scope and Field of Application**


CITEM utilizes a QMS that embodies the human resource, accounting and procurement processes, techniques, skills and professional expertise required to support an efficient and effective trade fairs both local and international.

Our established QMS adopts the process-based approach which satisfies the requirements related to human resource, accounting and procurement.

## **5. Quality Management System Model – The Process Approach**

The management of CITEM recognizes that for an organization to function effectively, it must determine and manage numerous linked activities. Therefore, CITEM promotes the



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adoption of a process approach when developing, implementing and improving the effectiveness of its QMS, to enhance administrative support (Human Resource, Procurement and Controllershship) for local and international trade fairs, expositions, and industry development programs for export products & services.

Our QMS processes are classified into two groups as follows:

**A. Management Processes**

These include processes relating to setting objectives, providing communication mechanisms including feedback management, internal auditing, and gathering data for performance analysis and improvement of the effectiveness and efficiency of CITEM QMS during management reviews.

**QMS Planning**

The annual strategic planning at CITEM is the mechanism for formulating the organization's strategy, operational programs, short and long-term goals, targets, and action plans. This process serves as a forum to define strategic thrusts, establish commitments, and ensure resource availability.


During this process, Division Chiefs, including those from administrative support services, assess the performance of previous targets and action plans and commit to new objectives. These objectives typically encompass strategies for administrative and support improvements, quality objectives for service innovation, and initiatives to enhance customer service.

Reference: Takeaways/ Minutes of Meeting

**Performance Reviews**

Periodic reviews are integral to our commitment to the continual improvement of the effectiveness and efficiency of our Quality Management System (QMS). These reviews aim to optimize administrative support (Human Resources, Procurement, and Controllershship) for local and international trade fairs, expositions, and industry development programs for export products and services.

The suitability, adequacy, and performance of our QMS are evaluated through the annual QMS Review Meeting, supplemented by other management meetings. These reviews assess the need for changes to our QMS, including the Quality Policy, Quality Objectives, and strategic plans. They also identify improvement opportunities based on the analysis of performance trends.

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Effective reviews rely on the compilation of meaningful performance data, encompassing program, service, process, and personnel performance, to enable data-driven decision-making. Reviews include information on:

- a) Results of internal and external audits;
- b) Customer feedback, including complaints;
- c) Process performance, including the status of established targets;
- d) Status of corrective and preventive actions;
- e) Follow-up actions from previous management reviews;
- f) Changes that may affect the QMS;
- g) Recommendations for improvements.

The annual QMS Review Meeting is convened and chaired by the Executive Director, with participation from the Executive Committee and Management Committee. The review is fully documented, and, to a minimum, generates formal conclusions and recommendations for improvements across all organizational levels, as relevant to the performance reviewed.

Reference: Minutes of the Meeting

### **Internal Quality Audit**


CITEM's top management ensures the established QMS consistently meets the requirements for administrative support services (Human Resources, Procurement, and Controllanship), aligns with quality objectives, and adheres to planned arrangements. To verify the adequacy, conformity, effectiveness, and efficiency of QMS processes, systematic internal audits are conducted by qualified internal auditors. These audits provide management with feedback to drive continuous improvement of QMS processes.

Internal audits encompass the entire Quality Management System and its processes. Audits are scheduled according to a yearly audit plan, considering the status and importance of activities, as well as the results of previous audits.

Auditors are assigned to ensure objectivity and impartiality throughout the audit process. Auditors do not audit their own work.

A summary of internal audit results is reviewed as part of the annual QMS Review Meeting. Following each audit, results are documented and communicated to personnel responsible for the audited activity.



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## **Feedback Management**

### ***External Feedback***

CITEM recognizes the value of external feedback in enhancing our administrative support services. While our primary focus is on internal stakeholders, we also consider feedback from external parties who interact with our administrative functions.

Examples of external feedback sources may include:

- a. Feedback on procurement processes, payment procedures, and communication.
- b. Recommendations and observations related to accounting and financial reporting.
- c. Feedback on compliance with HR and procurement regulations.
- d. Feedback on the speed and accuracy of administrative support in collaborative efforts.

Methods for capturing external feedback include:

- a. Vendor/Supplier surveys and feedback forms.
- b. Review of external audit reports.
- c. Communication with government agencies.
- d. Formal and informal feedback from partners.

External feedback is reviewed and analyzed during management review meetings to identify opportunities for improvement in our administrative support processes.

### ***Internal Feedback***

Internal feedback is facilitated through departmental meetings and various communication channels, including email, notice boards, and direct communication. Key feedback mechanisms include:

- a) Requests for corrections, corrective, and preventive actions on identified or potential nonconformities within administrative processes;
- b) Review of process performance against established targets;
- c) Management reviews to determine necessary decisions, actions, and resources for improving CITEM's administrative support processes;
- d) Results of QMS audits, monitoring, and measurement of administrative processes.

Reference: Survey Forms



## **Actions for Improvement Management**

### ***Nonconformity and corrective action.***

CITEM's improvement management ensures that planned administrative support services (Human Resources, Procurement, and Accounting) meet relevant internal and external specifications. To achieve this, CITEM is committed to eliminating nonconformities.

A matrix is available to guide immediate corrections and assign responsibility for the disposition of nonconforming administrative support services.

### ***Corrective Action.***

Within CITEM's QMS, a distinction is made between correcting nonconformities and implementing corrective actions. Correcting nonconformities involves resolving immediate issues through rework, replacement, or other actions as detailed in the procedure or matrix. Corrective actions focus on identifying the root cause of nonconformities to prevent recurrence.

The need for corrective action could be indicated by several factors, some of which could be:

- a) Stakeholder feedback (internal and external);
- b) Nonconformities in administrative support services or processes;
- c) Vendor/supplier issues;
- d) Audit findings

Corrective actions are documented and followed up within a reasonable timeframe to verify their effectiveness. Successful corrective actions may necessitate revisions to the quality manual, documented procedures, instructions, or other relevant documentation.


## **B. Support/ Administrative Processes**

### **Human Resource Development**

#### ***Personnel Qualification and Recruitment***

It is the responsibility of the Department Heads to identify qualification requirements of functions or personnel assigned to defined activities that affect quality of product and services. Qualification requirements include education, training, skills and experience as indicated on the requisition records for additional personnel.



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Prior to hiring, applicants are adequately screened by subjecting them to qualifying tests and interviews. New hires are provided with induction the company's policies, quality system and job specific functions.

Reference: CITEM Citizen's Charter

### ***Training and Competency***

To maintain competency of our personnel, needed competency interventions are determined during the preparation of the Annual Training Calendar. CITEM appointed the Education and Training Team to lead the company in identifying training and seminars necessary for skills and knowledge enhancement.

Other relevant training specific to assigned positions are also identified during the periodic employee performance appraisals. The organization has delegated the responsibility to its department heads to recommend actions, such as personnel training, whenever weaknesses are identified on CITEM's personnel during their appraisal.

Training and seminars, where results are expected to benefit the company in terms of improved performance, are evaluated during the employees' performance evaluation.

Reference: CITEM Citizen's Charter

### **Documentation Management**


CITEM's documented Quality Management System provides the framework for consistent approach to the issues of our organization and our client relationships and is an ever changing and evolving approach to ensure its suitability with the requirements.

#### ***Document Control***

Document control is about making sure that the document in use is the "right" document. A controlled document will be the latest approved and applicable version for the work to be done. This is particularly important if personnel are to have the information they need to do the job correctly.

A document control procedure was developed for all documents that are part of the QMS to ensure that:

- a) pertinent issues of appropriate documents only are available at all locations where operations essential to the effective functioning of the quality system are performed;
- b) obsolete documents are promptly removed from all points of issue or use;

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- c) documents are regularly reviewed for applicability; and

CITEM's Document Controller maintains an electronic document register that identifies all controlled documents and their revision status.

### ***Records Management***

Records exist in all areas within CITEM and are required to provide evidence of conformance with requirements and of effective operation of the quality management system. Records are produced following the procedures in CITEM QMS documents. Records provide CITEM with information to help manage the organization better and enable us to "show how we did it".

The agency follows the rules and procedures of the National Archives of the Philippines in terms of retrieval and disposition of records and documents.

### **Financial Management**

Our Finance Office provides timely and accurate financial information to the top management. The Finance Office is responsible for analysing and reporting expenditures resulting from the operations. They are also responsible for identifying, analysing and reporting key sales and operational trends and, ensures adequate internal controls exists over the company's assets.

In addition, the head of the Finance Office ensures assets and liabilities are properly stated and valued in financial reports; prepares accurate financial reports for internal (top management) and external (e.g. BIR) interested parties. Our Finance Officer strives to maximize return on assets and equity; and, ensures the company operates to drive value for our shareholders, customers and employees.

Reference: CITEM Citizen's Charter

### **Procurement**

CITEM's policy and procedures for the procurement of products and services, in accordance to the RA9184 - Government Procurement Reform Act, necessary to support its operations and the quality of its services. This includes the procurement of goods, materials, equipment, and services from external providers.

Reference: CITEM Citizen's Charter