

F.2. CENTER FOR INTERNATIONAL TRADE EXPOSITIONS AND MISSIONS

STRATEGIC OBJECTIVES

MANDATE

To market and promote the Philippines as a reliable source of quality export products and services in the global market through trade fairs and missions and other export promotions programs.

VISION

By 2016, Center for International Trade Exhibitions and Missions (CITEM) will have created a distinct "Philippines" brand.

MISSION

CITEM is committed to develop and nurture globally competitive Philippine SMEs, exporters, designers, and manufacturers by implementing an integrated approach to export marketing in partnership with other organizations.

622 GENERAL APPROPRIATIONS ACT, FY 2015

KEY RESULT AREAS

Rapid, Inclusive and Sustained Economic Growth

SECTOR OUTCOME

Increment change in the export orders reported by participating companies

ORGANIZATIONAL OUTCOME

Export Promotions Enhanced

PERFORMANCE INFORMATION

KEY STRATEGIES

- Optimize use of public funds for SME development
- Expand revenue generating capability for financial sustainability
- Provide a unique sourcing and selling experience
- Provide SME professional and global platform
- Offer products known for quality, design, and craftsmanship
- Reinvent the CITEM brand as the 'Quality Seal' for Philippine exporters
- Develop globally competitive SME's through holistic Export Coaching Program(ECP)
- Strengthen relationship with exhibitors and buyers through Total Service Guarantee
- Attain flexibility in the implementation of trade promotion activities
- Create organizational synergies through a CITEM promotional blue print
- Build competencies starting with strategic units
- Establish a fixed yet adaptive organizational structure
- Support process improvement with appropriate technologies
- Establish effective mechanism to ensure implementation of planned IMC

ORGANIZATIONAL OUTCOMES (00s) / PERFORMANCE INDICATORS (PIs)	BASELINE	2015 TARGETS
Export Promotions Enhanced		
Percentage of participating SMEs in export promotion activities increased	953	Without IFEX - 5% (1,000)
	1,526	With IFEX - 5% (1,602)
Percentage of new participating SMEs increased	127	Without IFEX 5% (133)
	544	With IFEX 5% (571)
Percentage increase in potential export orders increased	US\$ 179.8 million	Without IFEX 5% (US\$ 188.44)
	US\$ 311.75 million	With IFEX 5% (US\$ 327.34)
MAJOR FINAL OUTPUTS (MFOs) / PERFORMANCE INDICATORS (PIs)		2015 Targets

MFO 1: TRADE PROMOTION ACTIVITIES

% increase in export order	5%
% increase in number of SMEs participating in Export Promotions	5%
% increase in trade buyers attending export promotions events	5%