

**CENTER FOR INTERNATIONAL TRADE EXPOSITIONS AND MISSIONS  
1ST QUARTER 2020 MONITORING REPORT**

Component					Target		1st Quarter 2020 Accomplishments	Remarks	
Objective/Measure	Formula	Weight	Rating System	2019	2020				
<b>Financial</b>	<b>SO 1</b>	<b>Ensure Financial Sustainability</b>							
	SM 1	Cost Recovery Ratio	Total Revenue from Promotional Events / Total Project Cost	20%	(Actual / Target) x Weight If less than 40% = 0%	54.00%	44.83%	49.27% (As of 30 March) =PhP17.199 M / PhP34.908 M	Preliminary figures for 1st Quarter 2020 computed for completed projects only
	SM 2	Budget Utilization Rate	Budget Utilization Rate = Total Obligations (net of PS) / DBM-Approved Corporate Operating Budget (net of PS)	10%	All or Nothing	Not lower than 90% but not exceeding 100%	Not lower than 90% but not exceeding 100%	90.08% (As of 30 March) = PhP21.749 M/ PhP24.144 M	We respectfully clarify that the formula used herein for the computation of the Budget Utilization Rate (BUR) is as follows:  BUR = Total Obligations (net of PS) / DBM approved Corporate Operating Budget (net of PS)  For the 1st quarter, we computed the BUR based on obligated cost of completed projects.
	<b>Sub-total</b>			<b>30%</b>					
	<b>SO 2</b>	<b>Improve Stakeholders Satisfaction</b>							
	SM 3a	Percentage of Satisfied Customers (Exhibitors)	Number of Respondents who gave a rating of at least Satisfactory / Total Number of Respondents <sup>1</sup>	5%	(Actual / Target) x Weight If less than 80% = 0%	95%	90%	N/A	No Signature Event was implemented in 1Q2020
	SM 3b	Percentage of Satisfied Customers (Attendees)		5%		90%	N/A		
	<b>SO 3</b>	<b>Increase Stakeholder Awareness</b>							

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Stakeholders	SM 4	Number of Trade Buyers Attending Export Promotion Events	Actual Accomplishment	10%	(Actual / Target) x Weight	Minimum of 16,363	6,416 (buyers only, unique count)	917	CITEM connected its exhibitors to 917 trade buyers for 1st quarter 2020 which represents only <b>58% of the projected no. of trade buyers</b> for 1Q2020 and <b>14.3% of targeted</b> trade buyers for FY2020. The shortfall for the quarter was due to the cancellation of 2 projects (due to the outbreak of Covid-19 globally) scheduled in March 2020 namely, the Foodex Japan (Tokyo, Japan) and South by South West (Austin, Texas, USA).
	SM 5	Increase PR Value	Total PR Value for CITEM's 2020 Projects	10%	(Actual / Target) x Weight	-	₱200M	₱108.15 M	As of end March, CITEM generated a total media mileage of P108.15 Million representing <b>54.24% of the targeted PR Value</b> of P200 Million for FY 2020. Fifty-six percent (56%) of this value was generated for by CITEM's Signature Events (Sustainability Solutions Expo, IFEX Philippines NXTFOOD Asia, Manila FAME, including Corporate Communications) while the remaining 43.85% was accounted for by CITEM's completed Overseas Trade Fairs (Ambiente, Biofach, Chocoa and Gulfood) in 1Q2020. By type of medium, 73.35% of media value came from online releases 26.41% were from print releases, while 0.23% came from radio media promotion.
	<b>SO 4</b>	<b>Accelerate the Growth and Development of SMEs</b>							
SM 6	Increase Designs Developed	Actual Accomplishment	5%	(Actual / Target) x Weight	-	600	N/A	As of end March, the design specialist for the Merchandise Development Program for FY2021 has not yet been hired.	

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SM 7	Implementation of the Subsidy Graduation Policy (SGP)	Actual Accomplishment	5%	All or Nothing	Submission of the Recommendation Report, based on the result of Roll-out and consultations made to the Board	Full Implementation and Evaluation	N/A	In the CITEM Board Meeting held on 14 August 2019, the Board of Governors approved the Matrix of Calculation for Subsidy Graduation for Exhibitors that was developed by the CITEM SGP Technical Working Group in preparation for its implementation in 2020. For FY2020, CITEM committed to the full implementation of this policy across its Signature Events.	
<b>Sub-total</b>			<b>40%</b>						
<b>Internal Process</b>	<b>SO 5 Institutionalize Measures to Enhance Systems and Processes in Export Promotion, including the Development of a Robust Digital Promotion Structure</b>								
	SM 8	Percentage Completion of the ISSP	Number of Deliverables Attained / Total Number of Deliverables	15%	(Actual / Target) x Weight	-	100% Attainment of 2020 Deliverables (based on DICT-approved ISSP 2019-2020).  CITEM's DICT-approved ISSP already includes, among others, the developmen tof the Digital Trade and Community Platform System	1) Exhibitors Profile System - 100% complete 2) Visitors Registration System - 100% complete 3) Project Management System - 100% complete 4) Online Ticketing - 100% 5) IT Resources Management System - 50% complete 6) Human Resources Information System - 33% complete 7) Digital Trade and Community Platform - 30% complete  <u>Subscriptions</u> 1) Microsoft Office 365 E - done 2) Adobe CS - done 3) Web Security - done 4) Tablet PC Data Subscription - done 5) Leased Line Subscription(Primary) - done 6) Leased Line Subscripition(secondary) - done	Awaiting approval of CAPEX Budget as part of CITEM 2020 COB.
	<b>SO 6 Improve Organizational Efficiency</b>								
	SM 9	Improve Processes to Quality Management System	Actual Accomplishment	5%	All or Nothing	Pass Surveillance Audit for ISO 9001:2015 Standards	ISO 9001:2015 Recertification	Internal Audit for the ISO 9001:2015 Standards is scheduled in the 2H2020.	Internal Audit for the ISO 9001:2015 is scheduled in the 2H2020.
<b>Sub-total</b>			<b>20%</b>						
<b>SO 7 Enhance the Competencies of the CITEM Workforce</b>									

Component					Target				
	Objective/Measure		Formula	Weight	Rating System	2019	2020	1st Quarter 2020 Accomplishments	Remarks
Learning & Growth	SM 10	Percentage of Employees Meeting the Required Competencies	Actual Accomplishment	10%	All or Nothing	Improvement in the Competency Baseline of the Organization	Establish Competency Baseline	A first batch of baseline competency assessment was administered to and completed by all employees in February 2020 to compute for the Organization Competency Baseline. This only covers the CORE AND LEADERSHIP COMPETENCIES.  A total of 83 permanent employees and 23 service providers were assessed on their required core and leadership competencies.	
		<b>Sub-total</b>		<b>10%</b>					
		<b>TOTAL</b>		<b>100%</b>					


<sup>1</sup>Respondents shall include exhibitors and attendees from the locally-organized events by CITEM such as Manila FAME October, SSX: F&B and Create Philippines

<sup>2</sup>CITEM's DICT-approved ISSP already includes, among others, the development of the Digital Trade and Community Platform System

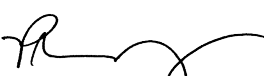
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