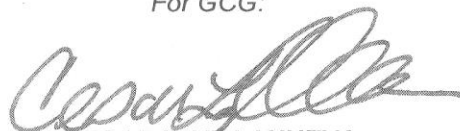


Performance Evaluation System Agreement
Governance Commission for GOCCs (GCG) and Center for International Trade Expositions and Mission (CITEM)

Review of OPIF LogFrame

| | GOCC's Submission | | | Agreement | | | | |
|----------------------------|--|---------|------|---|--|---------|------|------|
| 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. | | | 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. | | | | |
| Vision | By 2016, CITEM would have created a distinct “Philippines” brand that is widely accepted and recognized in the global export market signifying QUALITY, VALUE, AND RELIABILITY . | | | By 2016, CITEM would have created a distinct “Philippines” brand that is widely accepted and recognized in the global export market signifying QUALITY, VALUE, and RELIABILITY . | | | | |
| Societal Goal | Inclusive Growth and Poverty Reduction through Export Promotion | | | Inclusive Growth and Poverty Reduction through Export Promotion | | | | |
| Sector Outcome | Globally competitive and innovative industry and services sector achieved | | | Globally competitive and innovative industry and services sector achieved | | | | |
| Organizational Outcome | Expand Exports | | | Expand Exports | | | | |
| Major Final Outputs (MFOs) | | Weights | | Major Final Outputs (MFOs) | | Weights | | |
| | | 2013 | 2014 | | | 2013 | 2014 | |
| MFO 1 | Trade and Investment Promotions Services | | 90% | 90% | Trade and Investment Promotions Services | | 90% | 90% |
| GAS | Learning and Growth | | 10% | 10% | Learning and Growth | | 10% | 10% |
| TOTAL | | | 100% | 100% | | | 100% | 100% |

For GCG:


CESAR L. VILLANUEVA
 Chairman

For CITEM:


ROSARIO VIRGINA C. GAETOS
 Executive Director

| Agreement Performance Measures | | | | Agreement Targets | |
|--|--|--------|------|----------------------|--------|
| | Formula | Weight | | 2013 | 2014 |
| | | 2013 | 2014 | | |
| MFO 1: Trade and Investment Promotions Services | | 90% | 90% | | |
| Quantity 1a: No. of promotional events organized overseas | Absolute Number | 0% | 5% | | |
| Quantity 1b: No. of promotional events organized in the Philippines | | 10% | 5% | | |
| Financial 1a: Cost Recovery Ratio for Promotional events Organized Overseas | Total income from the Overseas events over Total Project Cost | 0% | 5% | 20% | 25% |
| Financial 1b: Cost Recovery Ratio for Promotional events organized in the Philippines | Total income from the Manila FAME and IFEX over Total Project Cost | 10% | 5% | 46% | 58% |
| Quality 1a: No. of <u>total</u> foreign buyers attending Manila FAME, IFEX and overseas trade fairs participated in | | 10% | 10% | 9,900 | 10,400 |
| Quality 1b: No. of local exhibitors that joined promotional events organized by CITEM | | 10% | 10% | 1,225 | 1,090 |
| Quality 1c: No. of international exhibitors that joined promotional events organized by CITEM | | 10% | 10% | 161 | 161 |
| Quality 1d: Sales generated from the promotional event (in \$ Million) | | 10% | 10% | 220 | 236 |
| Quality 1e: % of exhibitors satisfied with services of CITEM as the organizer of the event | | 5% | 5% | 98% | 40% |

| Agreement Performance Measures | | | | Agreement Targets | |
|---|-----------------------------|------------|------------|----------------------|------|
| | Formula | Weight | | 2013 | 2014 |
| | | 2013 | 2014 | | |
| Quality 1f: % of foreign and local buyers satisfied with services of CITEM as the organizer of the event | | 5% | 5% | 90% | 75% |
| Quantity 2: No. of overseas promotional activities participated in | | 10% | 10% | 14 | 22 |
| Quantity 3: No. of companies availing of Design for Export Program (Home and Food) | | 10% | 10% | 147 | 241 |
| | Subtotal of Weights: | 90% | 90% | | |

For GCG:


CESAR L. VILLANUEVA
 Chairman

For CITEM:


ROSARIO VIRGINIA C. GAETOS
 Executive Director

| Agreement | | | | Agreement | |
|----------------------------------|-------------------------|-------------|-------------|---|--|
| Performance Measures | | | | Targets | |
| | Formula | Weight | | 2013 | 2014 |
| | | 2013 | 2014 | | |
| Learning and Growth | | 10% | 10% | | |
| Manualization of Core Processes | | 10% | 10% | CITEM Cares Program, Enhanced Export Coaching Program, Standards for Trade Fair Participation, and Integrated Marketing Communications Plan | Customized Procurement Plan, Project Management Manual, CITEM Trade Portal |
| | Subtotal Weight: | 10% | 10% | | |
| Accumulated total Weight: | | 100% | 100% | | |

ISO 201

For GCG:


CESAR L. VILLANUEVA
 Chairman

For CITEM:


ROSARIO VIRGINIA C. GAETOS
 Executive Director

Strategy Map

