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			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	that is widely accepted and recognized in the global export market			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		Maior Final Outputs (MEOs)	Weights		
		2013	2014	Major Final Outputs (MFOs)	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%	ž.	100%	100%	

For GCG:

ESAR L. WILLANUEVA

Chairman

For CITEM:

ROSARIO VIRGINA C. GAETOS

Executive Director

Agre	Agreement					
Performance	Targets					
	EI-	Weight		2013	2014	
	Formula	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 total 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%	

Agreeme	Agreement Targets				
Performance M					
	Formula	Weight		2013	2014
	Formula	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:

For CITEM:

CESAR L. VILLANUEVA Chairman

ROSARIO VIRGINA C. GAETOS Executive Director

Agreement Performance Measures				Agreement			
				Targets			
	Formula	Weight		2013	2014		
	Formula	2013	2014	2013	2017		
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	ISO 2	
	Subtotal Weight:	10%	10%				
A Charles III A	ccumulated total Weight	100%	100%				

For CITEM:

For GCG:

Chairman

ROSARIO VIRGINA C. GAETOS

Executive Director

Strategy Map

By 2016, CITEM will have created a distinct Philippines brand. VISION Optimize use of public funds Expand revenue generating FINANCE for SME development capability for financial sustainability Provide stakeholders with a unique sourcing STAKEand selling experience HOLDERS Provide SMEs with a professional Offer products known for quality, and global business platform design, and craftsmanship Reinvent the CITEM brand as the "Quality Seal" for Philippine exporters Attain flexibility in the Develop globally Strengthen relationship with CORE exhibitors & buyers through implementation of trade PROCESS. competitive SMEs through a holistic ECP Total Service Guarantee promotion activities Create organizational synergies through a CITEM promotional blueprint Establish a fixed Support process LEARNING **Build** competencies Strengthen impact improvement with yet adaptive & GROWTH starting with of promotional tools organizational appropriate strategic units technologies structure CORE **PURPOSE** To develop and nurture globally competitive Philippine SMEs, exporters, designers, and manufacturers through an integrated approach to export marketing. **VALUES** Exploration . Caring . Performance