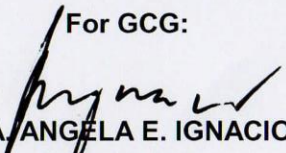




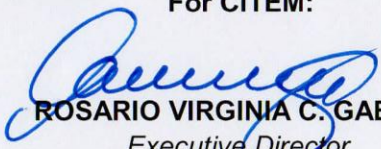
SUMMARY OF AGREEMENTS
CENTER FOR INTERNATIONAL TRADE EXPOSITIONS AND MISSIONS
2015

AGREED 2013-2014	PROPOSAL	PAN AGREEMENT
Mission Statement	Mission Statement	Mission Statement
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, nurture, and promote globally-competitive Philippine SMEs, exporters, designers, and manufacturers through an integrated approach to export marketing	To develop, nurture, and promote globally-competitive Philippine SMEs, exporters, designers, and manufacturers through an integrated approach to export marketing
Vision Statement	Vision Statement	Vision Statement
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 will have created a distinct Philippines brand	By 2016, CITEM will have created a distinct Philippines brand
	Core Values	Core Values
	Design Craftsmanship Value Hope	To be revised by CITEM

For GCG:


MA ANGELA E. IGNACIO
Commissioner

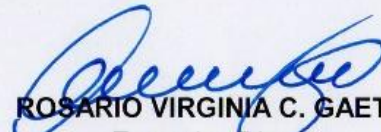
For CITEM:


ROSARIO VIRGINIA C. GAETOS
Executive Director

SUMMARY OF AGREEMENTS
CENTER FOR INTERNATIONAL TRADE EXPOSITIONS AND MISSIONS
2015




MA. ANGELA E. IGNACIO
Commissioner


ROSARIO VIRGINIA C. GAETOS
Executive Director

SUMMARY OF AGREEMENTS
CENTER FOR INTERNATIONAL TRADE EXPOSITIONS AND MISSIONS
2015

	PAN AGREEMENT					Remarks
No.	Component					
			Weight	Rating Scale	2015 Full Year	
	SO 1	Create a "PHILIPPINES FIRST" Mindset Among Stakeholders				
Social Impact/ Stakeholders	SM 1	Publicity Mileage generated (local and international)	10%			30-50 million pesos to implement other projects as replacement of IFEX, from DTI. CITEM to look at the baseline and provide data. TWG to determine target
	SM 2	Increase Number of SMEs participating in events organized	10%		1000	CITEM to provide status of DTI funded projects. Target to be revised upon submission of CITEM of the status.
	SM 3	Sales Generated per Peso of Subsidy	10%		\$1.37 for every peso spent	Based on the approved budget. Excludes subsidy from DTI
	SO 2	To Provide Sustainable Marketing Platforms for SME Development				
	SM 4	Life Plans for SMEs under branding program	10%		Submit 2 Board-approved Life Plans for Food and Fashion Brands to be submitted by the end of 3rd and 4th quarter	done before and after trade fairs. SMEs are coached
	SO 3	To provide stakeholders with a unique sourcing and selling experience				
	SM 5	Percentage of Stakeholders Satisfied (Third Party)	10%		75% of stakeholders are Very Satisfied	

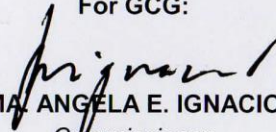
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		PAN AGREEMENT				Remarks
No.	Component					
			Weight	Rating Scale	2015 Full Year	
		Sub-total	50%			
Finance	SO 4	Generate Reasonable Return on Subsidy				
	SM 6	Cost Recovery Ratio for Promotional Events Organized and Participated	10%		40%	
	SO 5	Grow Revenues				
	SM 7	Increase Revenues to Cover PS Cost	10%		₱55.1 Mn	
		Sub-total	20%			
Internal Process	SO 6	Institutionalize a CITEM Cares Program for Exhibitors				
	SM 8	Percentage of SMEs under the Home Program with good performance	10%			CITEM to submit Home Life Plan. Target shall be based on the submitted plan
	SO 7	Build and Institute an Effective Customer Relations Management System				
	SM 9	Percentage of buyers engaged in the system	10%		1,500 companies scrubbed/ cleaned. 30% of which have been engaged in on-going conversation	100,000 names To be conducted in-house Starting from most recent
		Sub-total	20%			
	SO 8	Build Organizational Competencies				

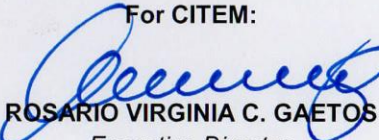
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	PAN AGREEMENT					Remarks
No.		Component				
			Weight	Rating Scale	2015	
					Full Year	
Learning and Growth	SM 10	Establish Board-approved Competency Framework	5%		Board approved framework on or before 31 December 2015	
	SO 9	Institutionalize Quality Management System				
	SM 11	Attain ISO Certification	5%		Approved QMS Procedures	Based on IATF guidelines
			Sub-total	10%		
		TOTAL	100%			

For GCG:


MA ANGELA E. IGNACIO
Commissioner

For CITEM:


ROSARIO VIRGINIA C. GAETOS
Executive Director