



Office of the President of the Philippines
GOVERNANCE COMMISSION
FOR GOVERNMENT OWNED OR CONTROLLED CORPORATIONS
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21 July 2017

DTS 17-E-251
07 August 2017

MR. CLAYTON H. TUGONON

Executive Director

CENTER FOR INTERNATIONAL TRADE

EXPOSITIONS AND MISSIONS (CITEM)

Golden Shell Pavillion, ITC Complex, Roxas Blvd. cor.

Sen. Gil J. Puyat Ave., Pasay City

RE : TRANSMITTAL OF CY 2017 PERFORMANCE SCORECARD

Dear Executive Director Tugonon,

This is to formally transmit the Charter Statement and Strategy Map (**Annex A**) and 2017 Performance Scorecard (**Annex B**) of CITEM.

The CITEM proposed Charter Statement, Strategy Map and Performance Scorecard submitted last 28 March 2017 were **MODIFIED** based on the discussions made during the technical working group (TWG) meeting last 18 April 2017. During the TWG meeting, the CITEM was requested to revise its submission to reflect the discussions and agreements reached. On 05 May 2017, CITEM submitted the revised documents however further revision was submitted on 19 June 2017.

The Governance Commission takes this opportunity to remind that the CY 2017 Charter Statement, Strategy Map and Performance Scorecard shall take effect **IMMEDIATELY**. CITEM is reminded to submit the applicable quarterly monitoring reports and upload the same in the GOCC website.

FOR YOUR COMPLIANCE.

Very truly yours,

SAMUEL G. DAGPIN, JR.
Chairman

MICHAEL P. CLORIBEL
Commissioner

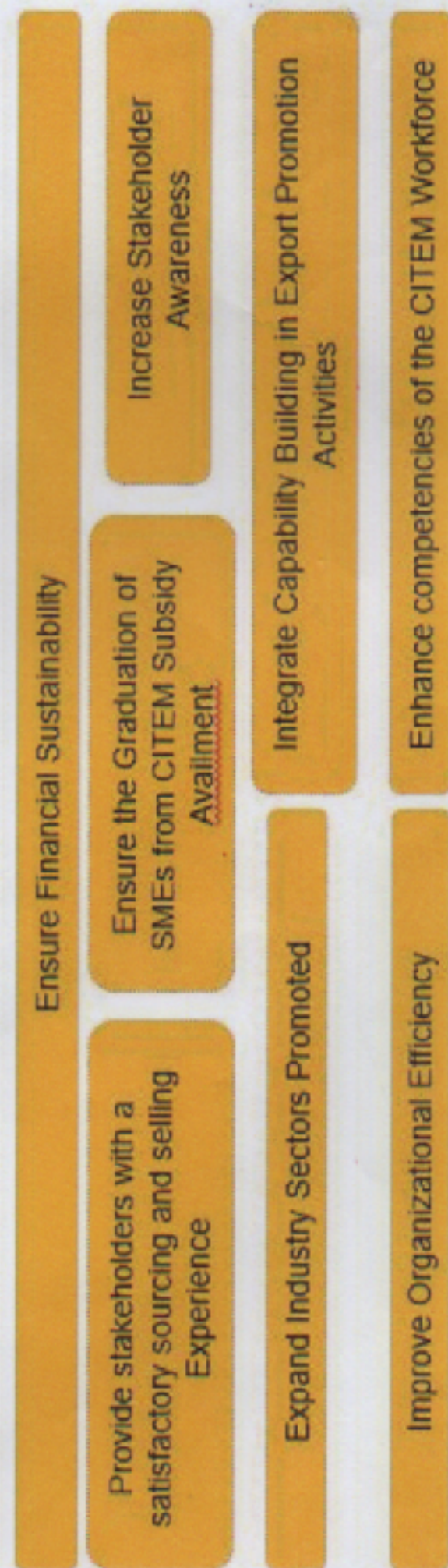
MARITES CRUZ DORAL
Commissioner



By 2023, CITEM is a globally recognized export promotion authority that brings Philippine products and services in priority markets.

I-CaRe

Innovate Capacitate Resonate



We enable Philippine companies to become global champions through sustainable export promotion programs and activities.

Stakeholder centric, Excellence, Resource stewardship, Versatility, Empowerment

VISION

THEMES

FINANCE

STAKE-HOLDERS

INTERNAL PROCESS

LEARNING & GROWTH

MISSION

CORE VALUES

CENTER FOR INTERNATIONAL TRADE EXPOSITIONS AND MISSIONS

Component		Baseline Data					Target		
Objective/Measure	Formula	Weight	Rating System	2013	2014	2015	2016	2017	
SO 1 Ensure Financial Sustainability									
SM 1	Cost Recovery Ratio	Total Income from Promotional Events Organized and Participated / Total Project Cost	15%	30% and below = 0% 31% to 34% = 3% 35% to 37% = 5% 38% to 41% = 10% 42% and above =15%	37%	26%	40.85%	28.81%	42%
		Sub-total	15%						
SO 2 Provide Stakeholders with a Satisfactory Sourcing and Selling Experience									
SM 2	Percentage of Returning Exhibitors in Signature Events	Returning Exhibitors / Total Exhibitors	15%	(Actual/Target) x Weight	N/A	N/A	46.37% (531 out of 1,145 exhibitors)	47.76% (309 out of 647 exhibitors)	50% (637 out of 1,274 exhibitors)

Component			Baseline Data				Target	
Objective/Measure	Formula	Weight	Rating System	2013	2014	2015	2016	2017
SM 3 Customer Satisfaction Rating		10%	(Actual/Target) x Weight	N/A	N/A	N/A	Satisfied Rating for the following drivers: Exhibitors: Quantity of Buyer Export Sales Generated – VIB: Variety Pricing Non-VIB: Reception at the Airport Pricing	Achieve Very Satisfactory Rating for the following drivers: Exhibitors: Quantity of Buyer Export Sales Generated VIB: Variety Pricing Non-VIB: Reception at the Airport Pricing
SO 3	Increase Stakeholder Awareness							
SM 4	Percentage of buyers attending	Number of actual buyers attended /	10%	(Actual/Target) x Weight	N/A	N/A	N/A	90% ³

³ Target buyers: 5,816 with IFEX

Component			Baseline Data					Target	
Objective/Measure		Formula	Weight	Rating System	2013	2014	2015	2016	2017
	Signature events (Manila FAME and IFEX)	Total number of target buyers							
SO 4	Ensure the Graduation of SMEs from CITEM Subsidy Availment								
SM 5	Craft the Optimal Policy for Exhibitor Graduation		10%	All or Nothing	N/A	N/A	N/A	N/A	1 Board Approved Policy Matrix for Exhibitor Graduation
		Sub-total	45%						
SO 5	Expand Industry Sectors Promoted								
SM 6	Number of New Sectors Assisted	Absolute Number	10%	(Actual/Target) x Weight	N/A	N/A	N/A	N/A	6 (Health and Wellness; Organic; Animation; Visual Arts; Graphic Arts; and Game Development)
SO 6	Integrate Capability Building in Export Promotion Activities								
SM 7	No. of SMEs Benefitting from Capacity-Building Programs	Absolute Number	10%	(Actual/Target) x Weight	-	404	500	453	475

INTERNAL PROCESS

