

**DEPARTMENT OF TRADE AND INDUSTRY  
CENTER FOR INTERNATIONAL TRADE EXPOSITIONS AND MISSIONS**

The Center for International Trade Expositions and Missions (CITEM) is an export promotions agency of the Philippine Department of Trade and Industry (DTI). It is tasked to market and promote the Philippines as a reliable source of quality export products and services in the global market through trade fairs, missions and other export promotion programs.

**Export Promotion Program Profile**

CITEM actively supports the government's goals of rapid growth and inclusive development. It is identified as one of the agencies contributing to the goal of increasing overall export revenues and developing Philippine exporters under the home, fashion and food sectors, which translates to employment generation and economic growth.

**2018 MAJOR PROJECTS, PROGRAMS AND ACTIVITIES**

With the aim of expanding the global presence of SMEs through export trade platforms and capability building programs, CITEM will organize Philippine participation in 13 overseas trade fairs for FY 2018, six Signature Events in Manila, and the new event for the Creative Industry Sector.

*Overseas promotional activities.* For 2018, CITEM will organize country participation in 13 carefully selected overseas trade events based on certain considerations such as product sectors anchored on the Philippine Export Development Plan (PEDP), results of previous participations, recommendation of Trade Representatives based in key export markets, assessment of a fair's importance and trade buyers and visitors' profile.

Generally, overseas trade fair participation offers opportunities for Philippine exporters to promote their companies abroad. It gives them a venue to know the market and analyze competition better which eventually help them realize the importance of what CITEM does in assisting them to build their image, positioning and brand. At the same time, overseas fairs are vehicles for participating exhibitors to introduce their new products and services, initiate sales, manage relationships with existing and future customers, and build up their confidence through increased market exposure.

These overseas trade fairs are : *Winter Fancy Food Show, USA; Ambiente, Germany; Gulfood, UAE; Foodex, Japan; INDEX Dubai, UAE; and Taipei International Food Show, Taiwan; Maison et Objet Paris, France; Automechanika, Germany; China-ASEAN Expo, China; SIAL Paris, France; International Furniture Fair Tokyo, Japan; China International Import Expo, China; and, Electronica, Germany.*

*Signature Events.* CITEM will organize six signature events for 2018: the bi-annual Manila FAME, IFEX Philippines Special Edition: IFEX Philippines Seafood Show and the International Hall each of Manila FAME April & October editions and IFEX Philippines.

*New Event under the Creative Industry Sector.* CITEM, likewise, will organize the new event for the Creative Industry Sector, *the CREATE Philippines*. On its second year, the CREATE Philippines is envisioned to be the Manila FAME of the creative industry, with special focus on creative startups. It will gather together under one roof, budding Creative Entrepreneurs whose talents, ideas, concepts, products and services need a marketing platform to showcase their work and creative output.