



Office of the President of the Philippines
GOVERNANCE COMMISSION
 FOR GOVERNMENT OWNED OR CONTROLLED CORPORATIONS
 3/F, Citibank Center, 8741 Paseo De Roxas, Makati City, Philippines 1226



www.bv.com
 ID: 8105090109

22 June 2018

UNDERSECRETARY NORA K. TERRADO

Officer-in-Charge

CENTER FOR INTERNATIONAL TRADE

EXPOSITIONS AND MISSIONS (CITEM)

Golden Shell Pavilion, ITC Complex, Roxas Blvd. Cor.

Sen. Gil J. Puyat Ave., Makati City

Office of the Executive Director

MDM

Corplan

28 JUN 2018

Date: _____

Time: _____ am/pm

No.: 18-EGG 77

RE : TRANSMITTAL OF 2018 PERFORMANCE SCORECARD

Dear Undersecretary Terrado,

This is to formally transmit the 2018 Charter Statement and Strategy Map (**Annex A**) and 2018 Performance Scorecard (**Annex B**) of CITEM.

The CITEM proposed Charter Statement, Strategy Map and Performance Scorecard submitted on 27 September 2017 were **MODIFIED** based on the discussions made during the technical panel meeting (TPM) held on 14 December 2017 and evaluation of revised documents submitted on 28 February 2018. The 2018 Performance Scorecard, as attached, shall take effect **IMMEDIATELY**.

We take this opportunity to inform CITEM that Item 5 of GCG Memorandum Circular No. 2017-02 mandates GOCCs to submit Quarterly Monitoring Reports and upload the same in the GOCC's website within thirty (30) calendar days from the close of each quarter.

In view of the foregoing, CITEM is hereby **DIRECTED** to upload the 1st Quarterly Monitoring Report in its website and submit the same together with validating documents necessary for the review and evaluation of the reported accomplishments. CITEM is given **thirty (30) calendar days** from receipt of this letter to comply with the said directive.

FOR YOUR COMPLIANCE.

Very truly yours,

SAMUEL G. DAGPIN, JR.
Chairman

MICHAEL P. CLORIBEL
Commissioner

MARITES C. DORAL
Commissioner

2018 CHARTER STATEMENT AND STRATEGY MAP (ANNEX A)

CITEM 2018 CHARTER STATEMENT AND STRATEGY MAP



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

Innovate Capacitate Resonate

Ensure Financial Sustainability

Improve Stakeholders Satisfaction

Increase Stakeholder Awareness

Institutionalize CITEM Program to Enable a Strong and Empowered SME Sector

Improve Organizational Efficiency

Enhance the Competencies of the CITEM Workforce

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

2018 PERFORMANCE SCORECARD (ANNEX B)

CENTER FOR INTERNATIONAL TRADE EXPOSITIONS AND MISSIONS

		Component		Baseline Data		Target		
Objective/Measure		Formula	Weight	Rating System	2015	2016	2017	2018
FINANCIAL		Ensure Financial Sustainability						
SO 1	Ensure Financial Sustainability							
SM 1	Cost Recovery Ratio	Total Revenue from Promotional Events / Total Project Cost	20%	(Actual/Target) x Weight 0% = if less than 40%	40.85%	28.81%	42%	45%
	Sub-total		20%					
SO 2	Improve Stakeholder Satisfaction							
SM 2	Percentage of Returning SMEs (Exhibitors) in Signature Events	Returning exhibitors / Total exhibitors	10%	(Actual / Target) x Weight 0% = if less than 46%	46.37%	47.76%	50%	50%
SM 3	Percentage of Satisfied Customers	Number of respondents who gave a rating of at least satisfactory/ Total number of respondents	10%	(Actual / Target) x Weight 0% = if less than 80%	No data	95.12%	Achieve Very Satisfactory Rating for the following drivers: Exhibitors: Quality of buyer, Export Sales Generated V/I/B: Variety, Pricing Non-V/I/B: Airport reception, Pricing	95% of respondents gave a rating of at least Satisfactory

Component		Formula		Weight		Rating System		Baseline Data		Target	
Objective/Measure								2015		2017	
								2016		2018	
SO 3	Increase Stakeholder Awareness										
SM 4	Number of Trade Buyers Attending Export Promotion Events	Number of actual trade buyers attended	10%	(Actual / Target) x Weight	No data	No data	90% (in signature events)	17,181 ¹			
	Sub-total		30%								
SO 4	Institutionalize CITEM Program to Enable a Strong & Empowered SME Sector										
SM 5	Implementation of the Subsidy Graduation Policy	Actual Accomplishment	20%	All or Nothing	No data	No data	¹ Board Approved Policy Matrix	Roll-out guidelines on the subsidy graduation policy			
SM 6	Enhanced Integrated Approach to Export Promotion	Actual Accomplishment	20%	All or Nothing	No data	No data	No data	Board approved Medium-Term Exhibitors' Development Plan			
	Sub-total		40%								

¹ All events targeted in the GAA (local signature and non-signature events and overseas trade fairs)

Component		Formula		Weight	Rating System	Baseline Data		Target	
Objective/Measure						2015	2016	2017	2018
SO 5	Improve Organizational Efficiency								
SM 7	Improve Processes to Quality Management System	Actual Accomplishment	5%	All or Nothing	Approved QMS Procedures / Quality Manual uploaded in CITEM website	No data	ISO Certification 9001:2015	Pass Surveillance Audit for ISO 9001:2015 standards	
SO 6	Enhance the Competencies of the CITEM workforce								
SM 8	Percentage of Employees Meeting Required Competencies	Actual Accomplishment	5%	All or Nothing	Management Approved Competency Framework and Competency Table	Competency Matrix	Competency assessment of 50% Management and 50% Technical	Address competency gap of employees assessed in 2017 and Complete 100% assessment of employees	
	Sub-total		10%						
	TOTAL		100%						
LEARNING AND GROWTH									