Office of the President of the Philippines
GOVERNANCE COMMISSION
FOR GOVERNMENT OWNED OR CONTROLLED CORPORATIONS
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15 January 2019

MR. RAMON M. LOPEZ
DTI Secretary and CITEM Chairman
MS. PAULINA SUACO-JUAN
Executive Director
CENTER FOR INTERNATIONAL TRADE EXPOSITIONS AND MISSIONS (CITEM)
Golden Shell Pavillion, ITC Complex, Roxas Blvd. Cor.
Sen. Gil. J. Puyat Ave., Makati City

RE : TRANSMITTAL OF 2019 PERFORMANCE SCORECARD

Dear Secretary Lopez and Executive Director Suaco-Juan,

This is to formally transmit the 2019 Charter Statement and Strategy Map ***(Annex A)*** and 2019 Performance Scorecard ***(Annex B)*** of CITEM. The same is to be posted in CITEM's website, in accordance with Section 43 of GCG Memorandum Circular (M.C.) No. 2012-07.[1]

The CITEM-proposed Charter Statement, Strategy Map and Performance Scorecard submitted through its letter dated 27 September 2018[2] were **MODIFIED** based on the discussions made during the Technical Panel Meeting (TPM) held on 21 November 2018 and evaluation of revised documents submitted through its letter dated 11 December 2018[3].

We take this opportunity to **REMIND** CITEM that Item 5 of GCG Memorandum Circular No. 2017-02[4] 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.

FOR YOUR COMPLIANCE.

Very truly yours,

SAMUEL G. DAGPIN, JR.
Chairman

MICHAEL P. CLORIBEL
Commissioner

MARITES C. DORAL
Commissioner

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[1] Code of Corporate Governance for GOCCs dated 28 November 2012.
[2] Officially received by the Governance Commission on 28 September 2018.
[3] Officially received by the Governance Commission on 13 December 2018.
[4] INTERIM PES FOR THE GOCC SECTOR, dated 30 June 2017.

VISION

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

THEMES

I-CaRe

Innovate **Capacitate** **Resonate**

FINANCE

Ensure Financial Sustainability

STAKE-HOLDERS

Improve Stakeholders Satisfaction

Increase Stakeholder Awareness

INTERNAL PROCESS

Institutionalize CITEM Program to Enable a Strong and Empowered SME Sector

LEARNING & GROWTH

Improve Organizational Efficiency

Enhance the Competencies of the CITEM Workforce

MISSION

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

CORE VALUES

Stakeholder centric, **E**xcellence, **R**esource stewardship, **V**ersatility, **E**mpowerment

CENTER FOR INTERNATIONAL TRADE EXPOSTIONS AND MISSIONS (CITEM)

	Component					Baseline Data		Target	
		Objective/Measure	Formula	Weight	Rating System	2016	2017	2018	2019
FINANCIAL	SO 1	**Ensure Financial Sustainability**							
	SM 1	Cost Recovery Ratio	Total Revenue from Promotional Events / Total Project Cost	20%	Actual/Target x Weight If less than 40% = 0%	28.50%	42.87%	45%	54%
	SM 2	Budget Utilization Rate	Total Disbursement (net of PS) / Total DBM Approved Corporate Operating Budget (net of PS)	10%	All or Nothing	-	-	-	Not lower than 90% but not exceeding 100%
			Sub-total	***30%***					
STAKEHOLDERS	SO 2	**Improve Stakeholders Satisfaction**							
	SM 3	Percentage of Returning SMEs (Exhibitors) in Signature Events	Returning Exhibitors/Total Exhibitors	10%	(Actual / Target) x Weight 0% = If less than 46%	47.76% (309 out of 647 exhibitors)	54.13%	50%	50%
	SM 4	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%	95.12% of the participants is satisfied	Reported accomplishment cannot be validated	95% of respondents gave a rating of at least Satisfactory	95%

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		Component				Baseline Data		Target	
		Objective/Measure	**Formula**	**Weight**	**Rating System**	**2016**	**2017**	**2018**	**2019**
	SO 3	**Increase Stakeholder Awareness**							
	SM 5	Number of Trade Buyers Attending Export Promotion Events	Number of Actual Trade Buyer Attendees	10%	All or Nothing	16,363	15,308	17,181[1]	Minimum of 16,363[2]
			Sub-total	**30%**					
INTERNAL PROCESS	**SO 4**	**Institutionalize CITEM Program to Enable a Strong & Empowered SME Sector**							
	SM 6	Implementation of the Subsidy Graduation Policy	Actual Accomplishment	10%	5% = Roll out and implementation 10% = Recommendation paper based on the result of roll out and consultations made	-	1 Policy Matrix for Exhibitor Graduation approved by the Board on 21 February 2018	Roll-out Guidelines on the Subsidy Graduation Policy	Submission of the Recommendation report, based on the result of roll out and consultations made, to the Board
	SM 7	Enhanced Integrated Approach to Export Promotion	Actual Accomplishment	15%	All or Nothing	-	-	Board-approved Medium-Term Exhibitors' Development Plan	Implemented 100% of the deliverables in the Medium-Term Exhibitors' Development Plan
			Sub-total	***25%***					

[1] All events targeted in the GAA (local signature and non-signature events and overseas trade fairs)
[2] Based on 2019 National Expenditure Program

		Component				Baseline Data		Target	
		Objective/Measure	**Formula**	**Weight**	**Rating System**	**2016**	**2017**	**2018**	**2019**
LEARNING AND GROWTH	**SO 5**	**Improve Organizational Efficiency**							
	SM 8	Improve Processes to Quality Management System	Actual Accomplishment	5%	All or Nothing	ISO 9001:2008 Readiness Assessment Report	No ISO 9001:2015 Certification	Pass Surveillance Audit for ISO 9001:2015 Standards	Pass Surveillance Audit for ISO 9001:2015 Standards
	SO 6	**Enhance the Competencies of the CITEM Workforce**							
	SM 9	Percentage of Employees Meeting Required Competencies	Actual accomplishment[3]	10%	All or Nothing	Competency Matrix and Position Profiles	Management – 73% Technical – 59%	Address Competency Gap of Employees assessed in 2017 and Complete 100% Assessment of Employees	Improvement in the Competency Baseline of the Organization
		Sub-total		***15%***					
		Total		***100%***					

[3] Improvement in the competency baseline of the organization shall pertain to the average percentage of required competencies met which can be computed using the following formula:

$$\frac{\sum_{b=1}^{B}\left[\frac{\sum_{a=1}^{A}\left(\frac{\text{Actual Competency Level}}{\text{Required Competency Level}}\right)_a}{A}\right]_b}{B}$$

where: a = Competency required, A = Total number of competencies required of position, b = Personnel profiled, B = Total number of personnel profiled