

H.2. CENTER FOR INTERNATIONAL TRADE EXPOSITIONS AND MISSIONS

STRATEGIC OBJECTIVES

SECTOR OUTCOME

Economic opportunities in industry and services expanded

ORGANIZATIONAL OUTCOME

Increased Trade Promotion Activities

PERFORMANCE INFORMATION

ORGANIZATIONAL OUTCOMES (OOs) / PERFORMANCE INDICATORS (PIs)

BASELINE

2020 TARGETS

Increased Trade Promotion Activities

EXPORT / TRADE PROMOTION PROGRAM

Outcome Indicators

- 1. Percentage increase in number of SMEs in Export Promotion activities
- 2. Percentage of returning SMEs in Signature Events
- 3. Percentage increase in the amount of potential export orders

5% per annum
46%
5% per annum

5% per annum
47%
5% per annum

Output Indicators

- 1. Total export orders
- 2. Number of SMEs participating in Export Promotions
- 3. Number of Trade Inquiries in Export Promotion Events
- 4. Number of Trade Buyers attending Export Promotion Events

US \$320.00M
1,267
16,563
9,052

US \$336.00M
1,330
18,040
9,505