

**Center for International Trade Expositions and Missions (CITEM)
2020 MAJOR PROGRAMS, BENEFICIARIES AND IMPLEMENTATION STATUS**

Event	Date	Venue	Implementation Status
A. Digital Marketing Platforms			
Total Companies Assisted /Beneficiaries : 186 exhibitors participated in CITEM's Digital Marketing Platforms			
Maison&Objet and More (MOM) Digital Fair	4-18 September	Online / Digital	Completed
FAME+ (Manila FAME's Digital Platform)	15-30 October	Online / Digital	Completed
B. Overseas Promotional Events			
Total Companies Assisted /Beneficiaries : 64 exhibitors participated in CITEM-organized Philippine participation in overseas trade fairs			
Ambiente	7-11 February	Frankfurt, Germany	Completed
Biofach	12-15 February	Nuremberg, Germany	Completed
Gulfood	16-20 February	Dubai, UAE	Completed
Chocoa	19-23 February	Amsterdam, Netherlands	Completed
C. Hybrid participation in CIFIT, CAEXPO and CIIE			
Total Companies Assisted /Beneficiaries : 77 exhibitors participated in CITEM-organized Philippine participation in overseas trade fairs			
China International Fair for Investment and Trade	8-11 September	Xiamen, China and Online	Completed
China International Import Expo	5-10 November	Shanghai, China and Online	Completed
China-ASEAN Expo	27-30 November	Nanning, Guangxi, China and Online	Completed

EXHIBITORS ASSISTED/BENEFICIARIES: = 327 exhibitors / companies assisted