

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

<b>A. Digital Marketing Platforms</b>			
<b>Total Companies Assisted /Beneficiaries : 13 exhibitors participated in CITEM's Digital Marketing Initiative</b>			
<b>Event</b>	<b>Date</b>	<b>Venue</b>	<b>Implementation Status</b>
Maison&Objet and More (MOM) Digital Fair	4-18 September	Online / Digital	Completed
FAME+ (Manila FAME's Digital Platform)	15-30 October	Online / Digital	On Track
<b>B. Overseas Promotional Events</b>			
<b>Total Companies Assisted /Beneficiaries : 67 exhibitors participated in CITEM-organized Philippine participation in overseas trade fairs</b>			
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
China International Fair for Investment and Trade	8-11 September	Xiamen, China	Completed
China International Import Expo	5-10 November	Shanghai, China	On Track
China-ASEAN Expo	27-30 November	Nanning, China	On Track

**EXHIBITORS ASSISTED/BENEFICIARIES: = 80 exhibitors / companies assisted**