



18 March 2020

MR. RAMON M. LOPEZ

*Secretary, Department of Trade and Industry (DTI)
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 2020 PERFORMANCE SCORECARD

Dear Secretary Lopez and Executive Director Suaco-Juan,

This is to formally transmit the 2020 Charter Statement and Strategy Map (**Annex A**) and 2020 Performance Scorecard (**Annex B**) of CITEM.

The CITEM-proposed Charter Statement, Strategy Map and Performance Scorecard submitted through its letter dated 25 September 2019¹ were **MODIFIED** based on the discussions made during the Technical Panel Meeting (TPM) held on 19 November 2019 and evaluation of revised documents submitted by CITEM through its letter dated 13 December 2019².

We take this opportunity to **REMIND** CITEM that Item 5 of GCG M.C. No. 2017-02³ 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. CITEM is requested to submit its revised Quarterly Targets based on the attached scorecard upon submission of the 1st Quarter Monitoring Report for 2020.

Finally, with the declared State of Public Health Emergency,⁴ and State of Calamity,⁵ throughout the Philippines due to COVID-19, and the issuance of the Memorandum from Executive Secretary dated 16 March 2020, as well as the public address by President Rodrigo R. Duterte, rest assured that the Governance Commission is evaluating the impact of the current situation on the accomplishment of the GOCCs' targets under their respective 2020 Performance Scorecards. If necessary, the Governance Commission shall issue the corresponding memorandum at the proper time taking into consideration the current situation and factors involved. For the time being, all Circulars and Orders involving the Performance Evaluation System subsist.

¹ Officially received by the Governance Commission on 02 October 2019.

² Officially received by the Governance Commission on 17 December 2019.

³ INTERIM PES FOR THE GOCC SECTOR, dated 30 June 2017.

⁴ Presidential Proclamation No. 922, s. 2020.

⁵ Presidential Proclamation No. 929, s. 2020.

FOR CITEM'S COMPLIANCE.

Very truly yours,


SAMUEL G. DAGPIN, JR.
Chairman


MICHAEL P. CLORIBEL
Commissioner


MARITES C. DORAL
Commissioner

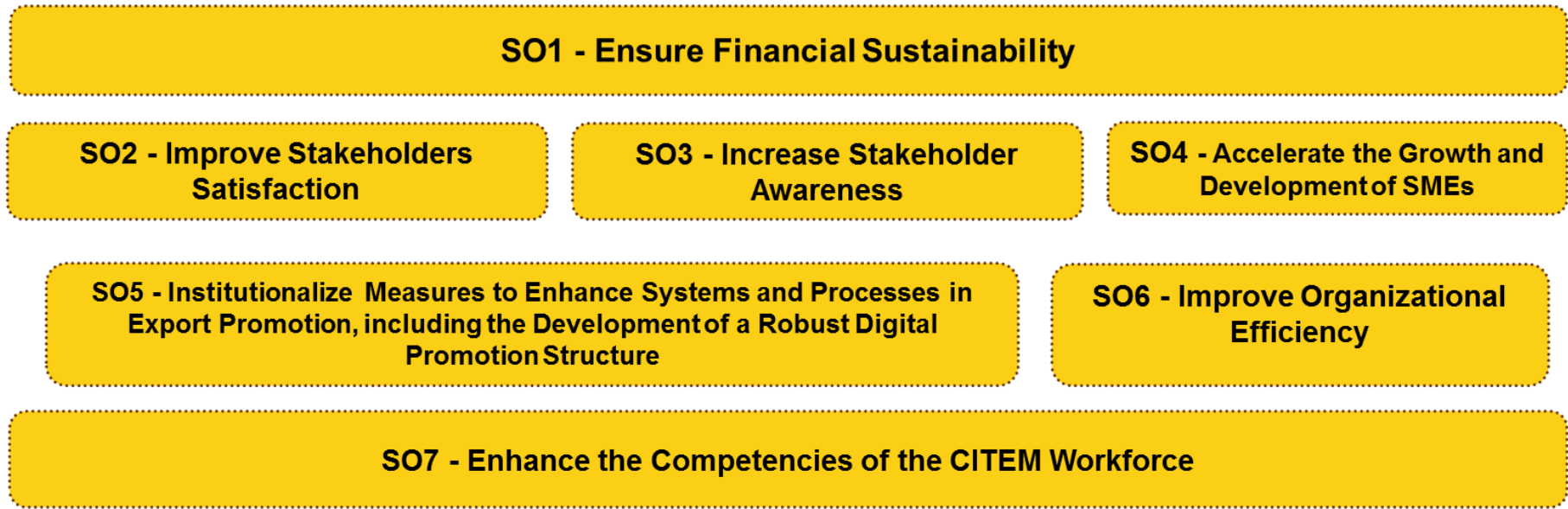
CITEM 2020 CHARTER STATEMENT & STRATEGY MAP



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



I-CaRe
 Innovate Capacitate Resonate



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

**Stakeholder centric, Excellence, Resource stewardship, Versatility, Empowerment
We SERVE.**

CENTER FOR INTERNATIONAL TRADE EXPOSTIONS AND MISSIONS (CITEM)

Component					Baseline Data		Target		
	Objective/Measure	Formula	Weight	Rating System	2017	2018	2019	2020	
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%	42.87%	51.32%	54%	44.83%
	SM 2	Budget Utilization Rate	Total Disbursement (net of PS) / Total DBM Approved Corporate Operating Budget (net of PS)	10%	All or Nothing	N/A	N/A	Not lower than 90% but not exceeding 100%	Not lower than 90% but not exceeding 100%
			Sub-total	30%					
STAKEHOLDERS	SO 2	Improve Stakeholders Satisfaction							
	SM 3a	Percentage of Satisfied Customers (Exhibitors)	Number of Respondents who gave a rating of at least Satisfactory / Total Number of Respondents ¹	5%	(Actual/Target) x Weight If less than 80% = 0%	-	83.74%	95%	90%
	SM 3b	Percentage of Satisfied Customers (Attendees)		5%					90%
	SO 3	Increase Stakeholder Awareness							
SM 4	Number of Trade Buyers Attending Export Promotion Events	Actual Accomplishment	10%	(Actual/Target) x Weight	15,308	5,294	Minimum of 16,363	6,416 (buyers only, unique count)	

¹ Respondents shall include exhibitors and attendees from the locally-organized events by CITEM such as Manila Fame October, SSX: Food and Beverage and Create Philippines

Component					Baseline Data		Target		
	Objective/Measure	Formula	Weight	Rating System	2017	2018	2019	2020	
	SM 5	Increase PR Value	Total PR Value for CITEM's 2020 Projects	10%	(Actual/Target) x Weight	-	-	-	₱200 Million
	SO 4	Accelerate the Growth and Development of SMEs							
	SM 6	Increase Designs Developed	Actual Accomplishment	5%	(Actual / Target) x Weight	-	-	-	600
	SM 7	Implementation of the Subsidy Graduation Policy	Actual Accomplishment	5%	All or Nothing	1 Policy Matrix for Exhibitor Graduation approved by the Board on 21 February 2018	Subsidy Graduation Policy not yet implemented	Submission of the Recommendation Report, based on the result of Roll-out and consultations made to the Board	Full Implementation and Evaluation
			Sub-total	40%					
INTERNAL PROCESS	SO 5	Institutionalize Measures to Enhance Systems and Processes in Export Promotion, including the Development of a Robust Digital Promotion Structure							
	SM 8	Percentage Completion of the ISSP	Number of Deliverables Attained / Total Number of Deliverables	15%	(Actual / Target) x Weight	-	-	-	100% Attainment of 2020 Deliverables (based on DICT-approved ISSP 2019-2020) ²
	SO 6	Improve Organizational Efficiency							
	SM 9	Improve Processes to Quality Management System	Actual Accomplishment	5%	All or Nothing	No ISO 9001:2015 Certification	Continued certification under the ISO 9001:2015 Standards was recommended by the AJA Registrars	Pass Surveillance Audit for ISO 9001:2015 Standards	ISO 9001:2015 Recertification

² CITEM's DICT-approved ISSP already includes, among others, the development of the Digital Trade and Community Platform System.

Component					Baseline Data		Target		
	Objective/Measure	Formula	Weight	Rating System	2017	2018	2019	2020	
						after conduct of the Surveillance Audit			
		Sub-total	20%						
LEARNING & GROWTH	SO 7	Enhance the Competencies of the CITEM Workforce							
	SM 10	Percentage of Employees Meeting the Required Competencies	Actual Accomplishment	10%	All or Nothing	Management – 73% Technical – 59%	Competency Assessment Result not acceptable Competency Gaps of Employees not addressed	Improvement in the Competency Baseline of the Organization	Establish Competency Baseline ³
			Sub-total	10%					
		Total		100%					

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

$$\text{Competency Baseline} = \frac{\sum (\text{Competency Required} \times \text{Total Number of Competencies Required of Position})}{\text{Total Number of Personnel Profiled}}$$

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