

The background of the cover features a close-up of a wicker chair with a curved back and a wicker lamp with a glowing light bulb. Both are resting on a thick, braided rug. The lighting is warm and focused on the lamp, creating a cozy atmosphere.

ELEVATING PHILIPPINE EXPORTS

2018 Annual Report





ABOUT THE CENTER FOR INTERNATIONAL TRADE EXPOSITIONS AND MISSIONS (CITEM)

CITEM is the export promotion arm of the Philippines' Department of Trade and Industry (DTI).

For over 30 years, CITEM has established the country as a premier destination for quality export products and services. It continues to set the highest standards of creativity, excellence, and innovation to achieve export competitiveness in the international market.

As the prime mover in export promotion, CITEM implements export-driven programs, spearheads trade participation in overseas trade fairs, and organizes signature trade events in the Philippines and high-profile promotional activities in key markets abroad.

CITEM undertakes Design for Export Initiatives

Brand Building
Export Coaching
Product/Merchandise Development
Young Designer Development
Local-International Designer Collaboration



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Message from the Executive Director

The mission for CITEM has always been clear: To give Filipino makers and traders the due attention and opportunities that they deserve. Thankfully, in 2018, the numbers are telling a story of success. This year was one of incredible growth and expansion.

CITEM did not only accomplish its key performance targets; it exceeded them. Most notably, we reported a large increase in trade promotion activities evidenced by the spike in potential export orders. Earlier, a modest target of 5% growth per annum was set, but due to the tireless efforts of many stakeholders, partners, designers, and manufacturers, we have achieved a growth of 31.72%, over six times the original target.

In terms of export sales, CITEM also secured well above its goal for the year of US\$320 million, hitting a total of US\$401.44 million—this is a sign that export brands are finally seeing the benefits of long-term investments made in material and product innovation, talent development programs, business partnerships, and growing our international network.

This response is highly encouraging, and we remain steadfast in our belief that there is more room for market expansion and ventures into new, tangential industries. This year saw many big steps for CITEM, particularly in the strengthening of its creatives and promotion capabilities as well as developing its signature events.

The Philippines' premier sourcing trade show for artisanal products for modern living, Manila FAME, brought in an impressive \$6.262 million and \$4.811 million in its 67th and 68th editions respectively. Meanwhile, the second edition of CREATE Philippines identified and catered to a new industry, Communication Design; this is a high-growth area with tremendous potential and up to millions of Filipinos employed. Through this relatively young signature event, P1.319 million in revenue was generated. Finally, International Food Exhibition (IFEX) Philippines, the country's biggest international trade exhibition on Philippine and Asian specialty food, boasts of its first segment-based iteration. Entitled "The Best of the Seas," the success of this event proves that even within the food industry there is still much potential to be drawn out.



CITEM did not only accomplish its key performance targets; it exceeded them. Most notably, we reported a large increase in trade promotion activities evidenced by the spike in potential export orders.



More than ever, CITEM is determined to strengthen its identity as a platform for Filipino talent. We will continue to champion Philippine export brands from various regions and provide the necessary tools for further growth.

PAULINA SUACO-JUAN
(Started August 2018)

WHAT WE’VE
ACCOMPLISHED IN 2018

CITEM didn’t just hit its targets, it surpassed them—the global presence of MSMEs was increased through export trade platforms and capability building programs. A total of 1,310 MSMEs were linked to 19,536 local and international potential trade partners around the world, amounting to US\$401.44 million in reported export sales by the exhibitors.

TARGETS EXCEEDED

125%	103%	114%
Accomplished	Accomplished	Accomplished
401.44	1,310	17,181*
Million Dollars (Actual)	Participating SMEs (Actual)	Trade Buyer Attendees (Target)
320	1,267	
Million Dollars (Target)	Participating SMEs (Target)	
634%	133%	
Percentage increase in the amount of potential export orders	Percentage of returning SMEs in signature events	
31.72%	61.35%	
Actual	Actual	
5%	46%	
Target per annum	Target	

* Number of trade buyers and inquiries in 2018

THE CITEM MANDATE

CITEM contributes to the DTI's export growth targets by marketing and promoting the Philippines as a reliable source of quality export products. It services the global market through trade fairs, missions, and other export promotions programs.

MISSION

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

VISION

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

Core Values

Stakeholder-centric
Excellence
Resource stewardship
Versatility
Empowerment

OUR QUALITY POLICY

CITEM commits to formulate and implement strategic, innovative, and integrated marketing platforms to effectively promote the Philippines as a source destination for quality products and services.

To attain this, CITEM shall:

- Foster a culture of creativity, innovation, professionalism, excellence, and sustainable growth
- Ensure an empowered workplace dedicated to excellent service
- Institute development programs that will enable exporters to become product- and market-ready
- Establish innovative trade platforms to exceed the expectations of participating buyers
- Provide a holistic sourcing experience at every touch point
- Adhere to the principles of good governance



MANILA FAME | April 2018

The Stage for Filipino Excellence

A platform for Filipino makers, Manila FAME is the country’s premiere design and lifestyle trade fair; it brings together exhibitors, buyers, and stakeholders to celebrate Philippine excellence. During its 67th edition, Manila FAME upheld the country as a top sourcing destination, featuring 250 exhibitors from 15 regions across the country.

Intertwining the lines of Filipino design identity and product salability, Manila FAME provides the avenue for micro, small, and medium enterprises (MSMEs) to thrive, showcasing home and lifestyle pieces that fuse native raw materials with contemporary design concepts. Multi-awarded and highly acclaimed designer Tony Gonzales steers Manila FAME as its creative director and product development programme lead, helping improve design approaches for over 90 MSMEs and paving the launch of 850+ new products that boost our country’s marketability on a global stage.

₱35.713

Million
Domestic Sales

76%

Increase compared
year-on-year

281

Exhibitors

\$6.262

Million
Export Sales

18%

Increase compared
year-on-year

1278

Trade Buyers

82.22% of 270 exhibitors
said YES to joining the next
edition of Manila FAME

339

Local Buyers

939

Foreign Buyers



MANILA FAME

April 2018

HIGHLIGHTS

- Fashion and houseware were of the top two most represented categories among local exhibitors

The 2018 April edition featured the return of Design Commune which presented a curated display that highlights the infusion of mainstream design trends with Philippine aesthetics and materials. More than 80 micro, small, and medium enterprises worked with designers Tes Pasola, Detleft Klatt, Reine Shih, and Josef Crisanto under the thematic guidance of world-renowned designer Tony Gonzales.

Under the theme “Patterns and Palettes,” the exhibit was framed in five themes: Ethnic Nomad Spring and Autumn, Neutral Metals, Neutral Blues, and Tints of Green.



250 local exhibitors represented 15 regions across the country



MANILA FAME | OCTOBER 2018

Connecting Filipino Makers to the World

Exhibiting a growing interest in Filipino design across the world, foreign trade buyers in Manila FAME's 68th edition increased by over 10%, while domestic sales shot up by 50% compared to the year previous. As one of the longest-running trade shows in the Asia-Pacific region, Manila FAME upholds the Philippines' image as a world-class player in the design industry, showcasing depth and intricacies of native artistry.

The coveted design and lifestyle fair primes itself for a reintroduction through its latest features: digitalization, design solutions, and bespoke products. There was also the launch of the Manila FAME app and Touchpoint website, bridging artisans and consumers with a tap of a finger. Lifestyle aficionados marveled at 800+ fresh products and intricately designed installations.

As one of the longest-running trade shows in the Asia-Pacific region, Manila FAME upholds the Philippines' image as a world-class player in the design industry and continues to showcase depth and intricacies of native artistry.



Foreign trade buyers increased by 13%



MANILA FAME

October 2018

HIGHLIGHTS

- Fashion and home decor were the top two categories during this event
- Top 5 visiting countries: USA, Japan, Australia, Hong Kong and Singapore
- Manila FAME's product development program resulted in 800 new products developed and launched from 90 participating companies



THE KATHA AWARDS

Recognizing Talent

Honoring local artisans with outstanding design contributions in furniture, lighting ware, home decor, and fashion, the annual Katha Awards during Manila FAME aim to encourage local makers to elevate the standards of Philippine design and craftsmanship through original, innovative, and sustainable products.

AWARDEES: April 2018

Eco-Design Award:

“Anak ng Tupa” Junk Not Handicrafts

FASHION:

“Goat Horn Earrings”
Eccentrics

FURNITURE:

“Denim Chest Drawer”
Cebu Homecraft
Consolidated (Tes Pasola)

HOLIDAYS AND GIFTS:

“BURSITA Placemats
and Coasters”
Virtucio Designs
(Tes Pasola)

HOME DECOR:

“Driftwood Candelabra”
Cebu Homecraft
Consolidated (Detlef Klatt)

SPECIAL CITATION, BEST DESIGN

“Siklesa” Arch. Jaime Recto

AWARDEES: October 2018

BEST BOOTH:

TADECO

FASHION:

“Casa Portable”
Zacarias 1925,
under S.C. Vizcarra

FURNITURE:

“Bench Bark”
Nelson Sepulveda

FESTIVE AND

SEASONAL DECOR:

“Pinoy Tree of Life”
Touch of Craft, Inc.

HOME DECOR:

“Flower Box”
Native Crafts and Arts.
(Tes Pasola)

LAMPS AND LIGHTINGS:

“Tkat Lamp”
Hacienda Crafts

SPECIAL CITATION, ECO-DESIGN:

“Pipes” Red Slab Pottery (Tes Pasola)

PEOPLE’S CHOICE AWARD:

“Kalabaw Rocker” Quick Stitch Embroidery/FUNNEST



IFEX PHILIPPINES | May 25-27, 2018

Shining a Light on Filipino Cuisine

The International Food Exhibition (IFEX) is the Philippines’ biggest international trade fair, showcasing the local and Asian ethnic food industries while positioning the country as a top trading hub and sourcing destination for food products in the region.

Bringing together a diverse array of food and food products—including produce, seafood, beverages, Halal-certified products, and confectionery—the show also hosted a series of seminars, cooking demonstrations, and other supplementary events to provide buyers and visitors with a more value-adding experience.

Co-organized with the Department of Agriculture, through the Bureau of Fisheries and Aquatic Resources (BFAR) and Agribusiness and Marketing Assistance Service (AMAS), IFEX continues to support local micro, small and medium enterprises (SMEs), and celebrate the uniqueness and diversity of Filipino flavors.

451	7,496	\$86.669
Companies Assisted	Total Visitors	Million Export Sales
391	1,832	\$15.55
Local Exhibitors	Trade Buyers	Million Net Revenue
60	5,664	
Foreign Exhibitors	Non-Trade Visitors	



IFEX Philippines May 2018

HIGHLIGHTS

- Previously held as a biennial trade show, the 2018 edition confirms IFEX Philippines' viability as an annual event
- 10 countries participated as exhibitors in the event: China, Indonesia, Japan, S. Korea, Malaysia, Russia, Singapore, Spain, Thailand, and Vietnam
- Natural and organic products were the top selling major category
- IFEX Kitchen, which featured a series of cooking demonstrations of heirloom and traditional dishes from renowned local and regional chefs, drew large crowds throughout the three-day event
- Top buyer countries that availed of the VIB program (based on headcount) were Japan, United Arab Emirates (UAE), China, Qatar, and the United States

This year's edition of IFEX positions the Philippines as the region's premiere sourcing and trading hub for seafood and marine products





IFEX PHILIPPINES

The Best of the Seas

IFEX Philippines 2018 was initially planned to be the show's inaugural sector-specific edition, with a focus on local and regional seafood. Titled IFEX: Best of the Seas, the event was planned to showcase the Asia-Pacific region as the world's leading fishing ground, and the Philippines as the region's premier trading hub.

After discussions with various stakeholders, the event eventually was expanded into a regular IFEX edition, and featured a wider variety of food and food products. However, IFEX Philippines 2018 still boasted the exceptional quality of local seafood, with premium products from Luzon, Visayas, and Mindanao on display in the show's Island Pavilion.

Best of the Seas positions the Philippines as the region's premiere sourcing and trading hub for seafood and marine products

WONDERLAND

WICKLE YOUR IMAGINATION
WITH RECREATED FANTASTICAL WORLDS



Showalter's Moon
SABRINA PALMARES
I would love to fly with no modern contraption attached to my body. Imagine if I could fly. I'll go up the Tibetan mountains and reach Everest, skipping all the behemoth ice falls.



Lunaria
GUADA TACALOC
Ever wonder where your imagination comes from? Sometimes it's a person, a place, and the many colors I go to to help me all that what comes up the road, as I wonder, what, and the world, I couldn't imagine a better (and dreamer) world to live in.



Crystal Mountain and Silhouette Lines
CONRAD LACHICA
A fantasy world where objects are made of glass and crystals. A perfect world for people who want to be surrounded by light and color. The world is a perfect blend of nature and art. The world is a perfect blend of nature and art. The world is a perfect blend of nature and art.



Corbelle
ENRIQUE MAGDA
A fantasy world where objects are made of glass and crystals. A perfect world for people who want to be surrounded by light and color. The world is a perfect blend of nature and art. The world is a perfect blend of nature and art. The world is a perfect blend of nature and art.



Curiosity Emporium
SABRINA PALMARES
A fantasy world where objects are made of glass and crystals. A perfect world for people who want to be surrounded by light and color. The world is a perfect blend of nature and art. The world is a perfect blend of nature and art. The world is a perfect blend of nature and art.



Piko Dream
COMA BEN
A fantasy world where objects are made of glass and crystals. A perfect world for people who want to be surrounded by light and color. The world is a perfect blend of nature and art. The world is a perfect blend of nature and art. The world is a perfect blend of nature and art.



Curiosity Emporium
SABRINA PALMARES
A fantasy world where objects are made of glass and crystals. A perfect world for people who want to be surrounded by light and color. The world is a perfect blend of nature and art. The world is a perfect blend of nature and art. The world is a perfect blend of nature and art.

CREATE PHILIPPINES | September 23-24, 2018

Philippine Creativity Continues to Thrive

CREATE Philippines aims to champion local creatives through a trade event that brings together different industry and government stakeholders to learn, collaborate, and ultimately raise the bar for the creative industry in the Philippines.

Integrating skills enhancement, networking, and business matching under one event, its second edition provided individuals and enterprises alike with a platform to share their work and foster partnerships through portfolio exhibits and business matching initiatives. Master classes that highlighted innovation in communication design were also held, headlined by expert Filipino creatives, the likes of Hydra Design Studio's Dan Matutina, Angel Guerrero of adobo Magazine, and Emmy Award-winning director Chris Do.

In partnership with the Communication Design Association of the Philippines (CDAP), CREATE Philippines continues to support the local industry, and promote Filipino creative talent locally and around the world.

214

Masterclass
Attendees

50

Portfolio
Exhibitors

₱1.319

Million
Total Revenue
(sales and sponsorships)

Participants of CREATE Philippines reported 99% satisfaction with the program flow and 100% for the quality of the topics



HIGHLIGHTS

CREATE Philippines September 23-24, 2018

- The event's business matching initiative yielded 53 set meetings
- All masterclass speakers earned between 96 to 100% audience approval rating
- Online event registration and payment processing solutions (via Visa credit cards and DragonPay) were introduced



CREATE Philippines Mobile App

Attendees were introduced to the CREATE Philippines mobile application, an engagement platform that allowed users to network with other participants, submit forum questions, and send event feedback with ease.

199	169	92
App Downloads	Registered Participants	Companies Represented

CREATE Philippines, Cebu

An off-shoot from the Manila event, CREATE Philippines, Cebu was designed to make the initiative more accessible to creative professionals based in Visayas and Mindanao.

Conceptualized by the University of Visayas New School and supported by the regional Department of Trade and Industry (DTI), the event included an Education Forum for students and teachers, and a Masterclass with over 300 DTI-supported small enterprises, local design professionals, and industry partners.



FRANCE

MAISON & OBJET (Paris)

08

Companies
Assisted

GERMANY

AMBIENTE (Frankfurt)

14

Companies
Assisted

ELECTRONICA (Munich)

05

Companies
Assisted

CHINA

CHINA ASEAN EXPO
(Guangxi)

70

Companies
Assisted

CHINA INTERNATIONAL
IMPORT EXPO (Shanghai)

57

Companies
Assisted

JAPAN

FOODEX JAPAN
(Chiba)

17

Companies
Assisted

IFFT/INTERIOR LIFESTYLE
LIVING (Tokyo)

13

Companies
Assisted

TAIWAN

TAIPEI INTERNATIONAL
FOOD SHOW (Taipei)

18

Companies
Assisted

PHILIPPINES

CREATE Philippines (Taguig)

50

Portfolio
Exhibitors

CREATE Philippines Cebu
(Cebu City)

IFEX Philippines (Pasay)

451

Companies
Assisted

Manila FAME 67th (Pasay)

281

Companies
Assisted

Manila FAME 68th (Pasay)

364

Companies
Assisted

UNITED ARAB EMIRATES

GULFOOD 2018 (Dubai)

23

Companies
Assisted

INDEX DUBAI (Dubai)

10

Companies
Assisted

PHILIPPINE REPRESENTATION ALL OVER THE WORLD

CITEM participated in 13 overseas trade fairs, hosted 3 signature events in Manila, and launched 1 new event under the creative industry sector.



CHINA INTERNATIONAL IMPORT EXPO

NOVEMBER 5-10, 2018
SHANGHAI, CHINA

The China International Import Expo is a global trade fair that allows industry players in trade, tourism, and investment to introduce themselves to the Chinese market. The Philippines participated in its inaugural edition, showcasing both leaders and emerging names in Filipino food, information technology, and other consumer goods and services.

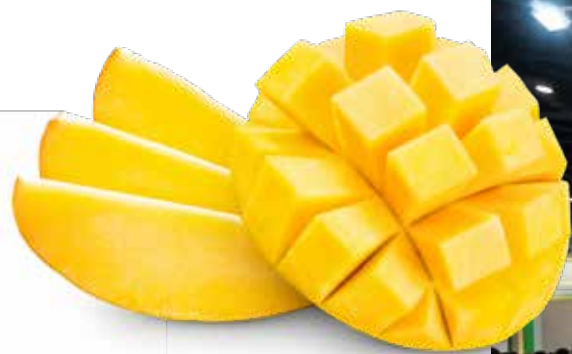
HIGHLIGHTS

- The Philippine delegation comprised 57 companies: 31 in food and agriculture, 2 in consumer goods, 6 in services, 1 in automobile, 7 partner agencies, and 10 universities
- Coconut products, dried mangoes, muscovado sugar, and Tanduay rum were the best-selling products across all exhibitors
- The six-day event generated 1,660 trade inquiries across all exhibitors

57
Companies
Assisted

375%
Of Initial Sales
Target Achieved

\$37.5
Million
Export Sales



70
Companies
Assisted



\$22.14
Million
Export Sales



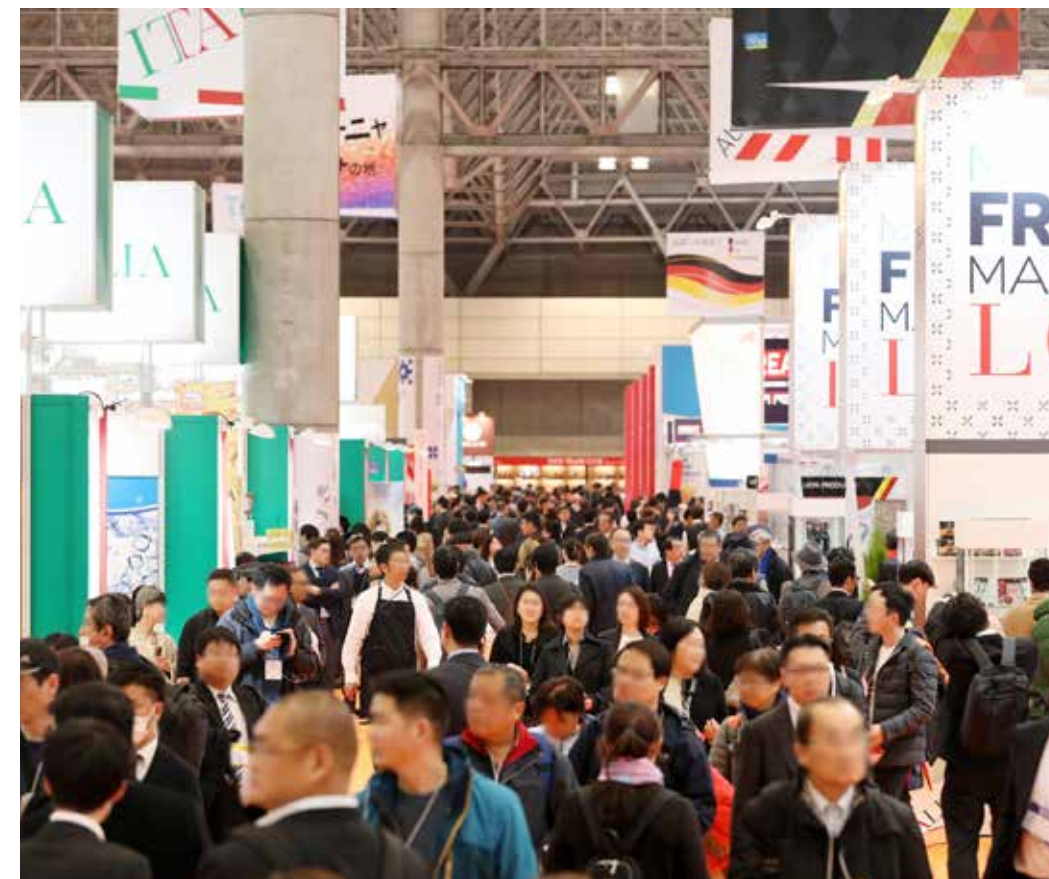
CHINA-ASEAN EXPO

SEPTEMBER 12-15, 2018
GUANGXI, CHINA

The China-ASEAN Expo is a regional trade fair that offers China and the ASEAN nations a wealth of opportunities in trade, tourism, and investment. The 2018 edition marks the Philippines' 14th year of participation, where it showcased some of the best the country has to offer in consumer goods, services, and tourism.

HIGHLIGHTS

- This year had the Philippines' highest number of companies participating in the Commodity Trade pavilion
- Food was the top selling category across all exhibitors, with dried fruit chips (durian, banana, and mango) among the most popular products



17
Companies
Assisted

\$17.4
Million
Export Sales



FOODEX JAPAN

MARCH 6-9, 2018
CHIBA, JAPAN

FOODEX Japan is Asia's leading international trade show for food and drink, bringing unique products and flavors from around the world together in one venue. In its 43rd edition, the Philippines participated for the 13th time, showcasing a diverse range of local products and delicacies that highlight the country's most exciting tropical flavors.

HIGHLIGHTS

- Tuna, coconut byproducts, and muscovado sugar were the best selling products across all exhibitors
- Six new companies were introduced
- The Philippine delegation received 406 trade inquiries over the four-day event
- Top 10 buyers after Japan were from Korea, China, Brunei, Argentina, Mongolia, Kuwait, Turkey, Mexico, Thailand, and Canada

13

Companies
Assisted

\$55,955

Total Sales



IFFT/INTERIOR LIFESTYLE LIVING

NOVEMBER 14-16, 2018
TOKYO, JAPAN

The Interior Furniture Fair Tokyo (IFFT)/Interior Lifestyle Living brings the world's best interior design concepts to one fair, showcasing the latest products and concepts in furniture, wares, and home lifestyle. Lifestyle Philippines participated in its 2018 edition, boasting a collection of functional and innovative pieces that proudly highlight the quality of Filipino craftsmanship and design.

HIGHLIGHTS

- The Lifestyle Philippines exhibit was located in the Global Zone, which showcased overseas manufacturers
- 200 new design innovations were introduced
- The three-day event generated 406 trade inquiries, exceeding the delegation's target by 139%

18

Companies
Assisted

\$25.826

Million
Export Sales



TAIPEI INTERNATIONAL FOOD SHOW

JUNE 27-30, 2018
TAIPEI, TAIWAN

On its 28th year, the Taipei International Food Show delights visitors with a wide array of homegrown products and agricommodities. Taiwan's four-day F&B banner event was held in conjunction with four other events covering every link in the whole food supply chain (pharmatech, packaging, production), gathering over 1000 exhibitors from all over the world.

HIGHLIGHTS

- 542 trade inquiries
- 24 new products launched
- 7 cities represented in NCR along with 6 other provinces
- Best-selling products included coconut, organic muscovado sugar, banana, marine products, and nuts; all showing potential market opportunities in Taiwan
- Exhibitors visited multiple Taipei supermarkets, malls, and showcases to see Philippine products on display

23
Companies
Assisted

\$89.759
Million
Export Sales



GULFOOD 2018

FEBRUARY 18-22, 2018

DUBAI, UNITED ARAB EMIRATES (UAE)

Twenty-three local export champions exhibited vibrant and delectable Filipino cuisine in the world's biggest annual food and hospitality trade event. Gulfood is a one-stop venue for the latest trends, flavors, and developments in the international food industry. The Philippine delegation brings its Halal-certified local produce, gourmet selections, and relevant functional F&B products to over 90,000 international visitors for the fair's 23rd edition.

HIGHLIGHTS

- Fruits (coconut, banana & dried fruits), sauces, condiments, and tuna rose to the top as best sellers/in-demand products
- 1,360 inquiries generated throughout the 5-day international fair
- Overall stakeholder satisfaction rating at 88%



1003
Trade
Inquiries

\$2.766
Million
Export Sales



INDEX DUBAI

MARCH 26-29, 2018

DUBAI, UNITED ARAB EMIRATES (UAE)

Filipino crafters displayed design excellence after their return in one of the largest and most reputable interior design exhibitions in the Middle East. Index Dubai sets the platform for the Philippines to penetrate the region's lucrative market; showcasing a wide product range from local architects, designers, procurement professionals and developers. Export sales were up by 62% as they showcased furniture and lifestyle pieces that intertwined traditional ideas with innovative approaches.

HIGHLIGHTS

- 1,003 trade inquiries
- Overall stakeholder satisfaction rating at 86%
- Press mileage reached worth US\$3.5 million
- Exhibitors visited Michael Cinco Atelier and Ezra Couture

8
Companies
Assisted

\$1.822
Million
Export Sales



14
Companies
Assisted

\$2.322
Million
Export Sales



MAISON & OBJET

SEPTEMBER 7-11, 2018
PARIS, FRANCE

Maison & Objet is one of Europe's biggest design fairs featuring global tastemakers in lifestyle trends and hosting a diverse product catalogue in home decor, interior design and architecture. In its 2018 edition, the Philippine delegation highlighted Filipino design and craftsmanship with pieces that combine contemporary aesthetics with traditional materials and techniques.

HIGHLIGHTS

- The Philippine delegation was positioned in the Maison Unique and Eclectic Zone, described as where "rare finds meet exceptional product ranges."
- 4 new companies were introduced
- 42 new products were launched
- The five-day fair generated 820 inquiries across all exhibitors

AMBIENTE

FEBRUARY 9-13, 2018
FRANKFURT, GERMANY

Ambiente brings the world's entire spectrum of consumer goods to one venue—highlighting a diverse product catalogue in architecture, home, art, and design. In its 69th edition, LifestylePHILIPPINES participated for the third time, bringing Filipino makers and designers center stage to centerstage as they boast the country's design trademark in sustainable design, combining functionality with sophisticated artisanship.

HIGHLIGHTS

- Ceramics and houseware were two of the best sellers across the exhibitors
- 7 provinces were represented
- 32 new products developed with product specialist Tony Gonzales
- Top 10 visitors after Germany were Italy, China, France, USA, United Kingdom, Netherlands, Spain, Turkey, Korea, and Switzerland

108

Inquiries
Generated During
The Event



5

Companies
Assisted

\$15

Million Dollars
in Potential Business
Opportunity

AUTOMECHANIKA

SEPTEMBER 7-11, 2018
FRANKFURT, GERMANY

In its 25th year, Automechanika Frankfurt cements its reputation as the most important international meeting point for the automotive aftermarket sector. The year 2018 marked the Philippines' homecoming to the acclaimed trade fair, making its presence felt after 22 years of absence.

HIGHLIGHTS

- Automechanika, a biennial event of Frankfurt Messe, celebrated its 25th edition in 2018
- The institutional participation in Automechanika was under the banner of PARTNER PHILIPPINES: Building Value Together
- For this participation, CITEM was able to achieve its objective of reintroducing the Philippines as a reliable sourcing destination in the automotive aftermarket sector and to create a global awareness on the extent of our industry capabilities

ELECTRONICA

NOVEMBER 13-16, 2018
MUNICH, GERMANY

Electronica is one of the most influential biennial trade fair gathering key industry players providing tech products and solutions. In its biggest edition yet, the Philippine delegation gained US\$15 million in potential business opportunities through its showcase of industrial capabilities and capacities.

HIGHLIGHTS

- Electronica occupied 17 exhibition halls this year
- Electronica eXperience was created to give trade visitors hands-on experience with the latest technology
- Pavilion design stood out, and was recognized by fellow exhibitors and trade visitors
- Buyers from various countries included the US, Poland, Spain, India, Italy, Israel, Russia, Hungary, Japan, New Zealand, and more
- Overall stakeholder satisfaction rating at 90%
- Over 100 buyers expressed interest to work with Philippine automotive companies

CORPORATE SOCIAL RESPONSIBILITY

Giving Back to Filipinos

In partnership with the ABS-CBN Foundation, CITEM has extended its support to civilians in Marawi City affected by months-long armed conflict whose consequences continue to be felt by its people today.

A donation of tikog mats, clothing, and bags have been given to Internally Displaced Persons (IDPs) staying in evacuation centers and home-based communities. Made from special reed grass, the tikog mats were purchased from the BANIG Association of Samar, an organization committed to helping community weavers earn a living following the devastating effects of Typhoon Yolanda to their homes. This is also part of CITEM's initiative to provide support for local micro, small, and medium enterprises (MSMEs), as well as its commitment to recognizing eco-sustainable enterprises and products.

Statement on CITEM’s Compliance with the Code of Corporate Governance

For the financial year ended 31 December 2018, the Center for International Trade Expositions and Missions (CITEM) has fully complied with the corporate governance principles and standards through the CITEM Revised Manual of Corporate Governance set by the Governance Commission for GOCCs (GCG) through Memorandum Circular No. 2012-07 or the Code of Corporate Governance for GOCCs.

Objective	Weight	Formula	Target	Actual	Rating
Cost recovery ratio	20%	Total revenue from promotional events / total project cost	45%	51.32%	20%
Percentage of returning SMEs (exhibitors) in signature events	10%	Returning exhibitors / total exhibitors	50%	61.35%	10%
Percentage of satisfied customers	10%	Number of respondents who gave a rating of at least satisfactory / total number of respondents	95% of respondents	83.74%	8.81%
Number of trade buyers attending export promotion events	10%	Number of actual trade buyers attended	17,181	8,799	5.12%
Implementation of the subsidy graduation policy	20%	Actual accomplishment	Roll-out guidelines on the subsidy	Collaterals development, information dissemination, and consultations accomplished	10%
Enhanced integrated approach to export promotion	20%	Actual accomplishment	Board approved Medium-Term Exhibitors’ Development Plan (MTEDP)	Board-approved MTEDP 2019-2022 submitted	20%
Improve processes to quality management system	5%	Actual accomplishment	Pass Surveillance Audit for ISO 9001:2015 Standards	Continued certification under the ISO 9001:2015 Standards was recommended by the AJA Registrars after Surveillance Audit	5%
Percentage of employees meeting required competencies	5%	Actual accomplishment	Address competency gap of employees assessed in 2017	Competency gaps of employees not addressed	0%
			Complete 100% assessment of employees	Competency assessment result acceptable for 52 employees only	0%
TOTAL RATING					78.93%

Risk Assessment

CITEM has instituted the following measures to mitigate identified operational risks:

1. Performance Review

Periodic performance review of operations and activities to determine actual accomplishment vis-à-vis targets/objectives. Management requires all operating units to submit weekly accomplishment reports and top three priorities for the coming week to ensure that projects are monitored according to the expectations of stakeholders.

2. Compliance Review

Periodic review of internal business processes to ensure compliance with current regulations, policies and procedures, and other requirements. Expenses are monitored accordingly. This is done during regular management committee meetings with the different functional groups.

3. Perception and Value Assessment

Stakeholders/Satisfaction Survey for each of the projects is undertaken by a third party to check if the performance standards set by the Agency for its stakeholders are met. This feedback mechanism strengthens stakeholders’ participation in the Agency’s service-related processes and ensures transparency and public accountability. It also identifies areas that need improvement.

4. Financial Management and Control

Systems are in place for accounting and budget control. Every functional unit in the organization is responsible to manage the budget allocated to them, as authorized in the Corporate Operating Budget. Regular reports on actual vs. planned objectives are provided to adequately monitor and control project and budget.

A CREATIVE, STRATEGIC, AND INNOVATIVE WORKFORCE

CITEM firmly believes that the holistic development of its employees is crucial in creating a productive work environment and culture of excellence within the organization. Recognizing the potential and capability of its workforce, it continuously looks for and provides its employees with the appropriate opportunities and programs for personal and professional growth.

Always looking to raise the bar in staging globally competitive events and innovative industry programs, CITEM continues to strengthen its workforce competencies in content creation, events management, and promotion. It conducted several in-house training sessions in 2018, which were focused on digital strategy, marketing, and events management. Personnel also participated in small- and large-scale industry events and workshops, such as the Adobo Festival of Ideas and Graphic Expo 2018.

As the industry continues to shift towards digital operations, CITEM has also invested in keeping its workforce updated with the latest online systems and practices through skills training in social media, online marketing, and other digital operations.

DATE	PROGRAM NAME	LOCATION	
Feb 07	Asia CEO Forum	Manila Marriott Hotel	Manila
Feb 12 - Mar 07	Basic Russian Language Course	DTI International Building	Makati
Feb 13	Seminar on the Tax Reform for Acceleration and Inclusion (TRAIN) Law	Cuneta Astrodome	Pasay
Feb 22 - 23	ETE I: Seminar & Workshop on Employee Testing and Evaluation	Philippine Psychological Corporation	Pasig
Feb 28	Adobo Festival of Ideas 2018	Newport Performing Arts Theatre, Resorts World Manila	Pasay
Mar 07	VUCAD-Driven Leadership	SMX Convention Center	Pasay
Mar 07 - 09	Information Systems Strategic Planning Seminar & Workshop	DICT Building	Quezon City
Mar 08	Talent Analytics Using Talent Management: Discover the Science of Predicting Employee Performance & Retention	Joy-Nostalg Hotel & Suites	Pasig
Mar 13 - 15	Gender, Diversity, & Inclusiveness	Civil Service Commission	Quezon City
Mar 13 - 15	Risk Management	Hotel Kimberly	Manila
Mar 21	Philippine Financial Related Standards (PFRS) Updates	PICPA Building	Mandaluyong
Mar 26 - 27	2018 Market Procurement Opportunities Summit	Crowne Plaza Manila Galleria	Quezon City
Mar 26	Lecture on Gender and Development	CITEM HallOne Conference Room	
Apr 04	Training on the Use of the Revised APCPI System	BSA Twin Towers Hotel	Pasig
Apr 05	Digital Disruption Forum	New World Makati Hotel	Makati
Apr 12 - 13	Mentoring and Coaching	Civil Service Commission	Quezon City
Apr 26 - 27	Asia IoT Business Platform	Manila Marriott Hotel	Manila
May 08 - 09	In-House Training Seminars	CITEM Office	Pasay
	Basic Digital Training	HallONE Conference Room	
	Advanced Marketing & Event Management Techniques		
	Export Session for Social Media Team	Meeting Room 2	
	Digital Transformation for Executives		
May 29 - 30	APEC Capacity Building Workshop: Supporting Women Entrepreneurs in Enhancing Export Readiness and Access to Global Markets	Manila Peninsula Hotel	Makati
May 31 - Jun 01	Graphic Expo 2018	SMX Convention Center	Pasay
	InDesign Masterclass		
	Designing for Food Communication		
	From Designer to Writer to Publisher: How to Write, Design, and Publish Your Own Book		
	Mastering Adobe Photoshop CC 2018		
	Adobe Photoshop CC 2018: Advanced Tonal & Color Correction		
	Digital Illustration with Adobe Illustrator CC		
	Lightroom Masterclass: Faster Workflow, Tips, and Techniques		
	Explainer Videos with Premiere Pro 2018		
	Typography and Typeface Design		
	Updates Made Easy: What's New in Premiere Pro CC 2018		
	Adobe Photoshop CC 2018: Video Editing in Photoshop CC		

DATE	PROGRAM NAME	LOCATION	
Jun 05 - 06	Mentoring and Coaching for Leaders	Civil Service Commission	Quezon City
Jun 14	PSIA 29th Enamblement Seminar for the Academe: UX from Beginning to End	SMX Convention Center Aura	Taguig
Jun 18 - 20	Advanced MS Excel Training	Doña Amparo Building	Manila
Jun 20	CSI Leader Series: Digital Leadership	Crowne Plaza	Quezon City
Jun 26 - 28	The 7 Habits of Highly Effective Government Leaders I	Civil Service Commission	Quezon City
Jul 13	Social Media for Leads Generation Seminar & Workshop I	AIM Conference Center	Makati
Jul 17	Seminar on Facebook Marketing, Sales, & Event Tools & Techniques	CITEM HallONE Conference Room	Pasay
Jul 19 - 20	Effective Business Writing Workshop	CITEM HallONE Conference Room	Pasay
Jul 20 - 21	A Practical Guide for Psychologists & Psychometricians	Hotel Dominique	Cavite
Jul 24 - 25	Philippine Government Electronic Procurement System (PhilGEPS) Buyers Training I	EBLSI Training Center	Pasig
Aug 01 - 03	Workplace Learning & Development	Civil Service Commission	Quezon City
Aug 01 - 03	Sensitivity cum Workshop: PWD Focal Persons	Hotel Jen	Manila
Aug 02 - 03	Philippine Government Electronic Procurement System (PhilGEPS) Buyers Training II	EBLSI Training Center	Pasig
Aug 06 - 10	Seminar on Philippine Public Sector Accounting Standards (PPSAS)	OWWA Center	Pasay
Aug 15 - 17	Government Procurement Reform Act (RA 9184), its Revised IRR & Updates	Hotel Kimberly	Manila
Aug 17	Kartilya Session: Phronetic Leadership	DAP Building	Pasig
Aug 27 - Sep 12	APEC Competency Application Capacity Building Pilot Program: Advanced Training Course on Event Coordination		Taiwan
Sep 08 - 09	Adobe Muse CC: Website Creation Without Writing Code Training	Philippine Center for Creative Imaging	Makati
Sep 10 - 12	Course on Basic Monitoring and Evaluation	DAP Building	Pasig
Sep 12	CSI Leader Series: Transglobal Leadership	Civil Service Commission	Quezon City
Sep 14	Digital Marketing Boot Camp	Picasso Boutique	Makati
Sep 26 - 28	Philippine Government Accounting Standards	Hotel Kimberly	Manila
Sep 27 - 28	Philippine Government Electronic Procurement System (PhilGEPS) Buyers Training III	EBLSI Training Center	Pasig
Oct 12	Basic MS Excel 2013	Philippine Trade Training Center	Pasig
Oct 15	Social Media Workshop	CITEM HallONE Conference Room	Pasay
Oct 16 - 17	Manager's Role in Capacity Building I	Civil Service Commission	Quezon City
Oct 24	Social Media for Leads Generation Seminar & Workshop II	AIM Conference Center	Makati
Oct 25 - 26	5th LNG Supply, Storage, & Transportation Forum Philippines	SMX Convention Center Aura	Taguig
Nov 08	FOCIG Ugnayan cum Seminar Workshop: Transformational Leadership - Managing Your Wealth	Tejeros Hall, Camp Aguinaldo	Quezon City
Nov 21 - 23	Event Management Certification Course 2018	AIM Conference Center	Makati

DATE	PROGRAM NAME	LOCATION	
Nov 21 - 24	4th PAGBA Quarterly Seminar & Meeting	Grand Menseng Hotel	Davao City
Nov 22 - 23	Manager's Role in Capacity Building II	Civil Service Commission	Quezon City
Nov 26 - 28	Training on RA 9184 and its Revised Implementing Rules and Regulations	BSA Twin Towers	Mandaluyong
Nov 27 - 29	Philippine MICE Conference	SMX Convention Center	Bacolod City
Dec 04 - 06	The 7 Habits of Highly Effective Government Leaders II	Civil Service Commission	Quezon City
Dec 05 - 06	The 6th Project Management Seminar-Workshop	Makati Sports Club	Makati
Dec 06 - 07	Advanced MS Excel 2016 Training	Philippine Trade Training Center	Pasig
Dec 11	Office Archiving Workshop	Cromagen Building	Pasig
Dec 11	Media Outlook 2019	Fairmont Hotel	Makati
Mar 23	CITEM Quarterly Birthday Bash	CITEM Office	Pasay
Jun 29			
Sep 28			
Dec 14			
Jun 21 - 22	Team Building Activity	Eagle Point Beach Resort	Batangas
Jun 29	Flu Vaccination Program	CITEM Office	Pasay
Sep 02	Civil Service Commission Fun Run	Quirino Grandstand	Manila
Nov 15	Drug Testing Program	CITEM Office	Pasay
Dec 07	New Employees Orientation Program	CITEM Office	Pasay
Dec 14	Drug Prevention Advocacy: Workplace-Based Prevention Intervention	CITEM Office	Pasay
Dec 18	Year-End Celebration	PICC	Pasay
Feb 07	Asia CEO Forum	Manila Marriott Hotel	Manila

CITEM

Financial Performance Indicators

Year 2018

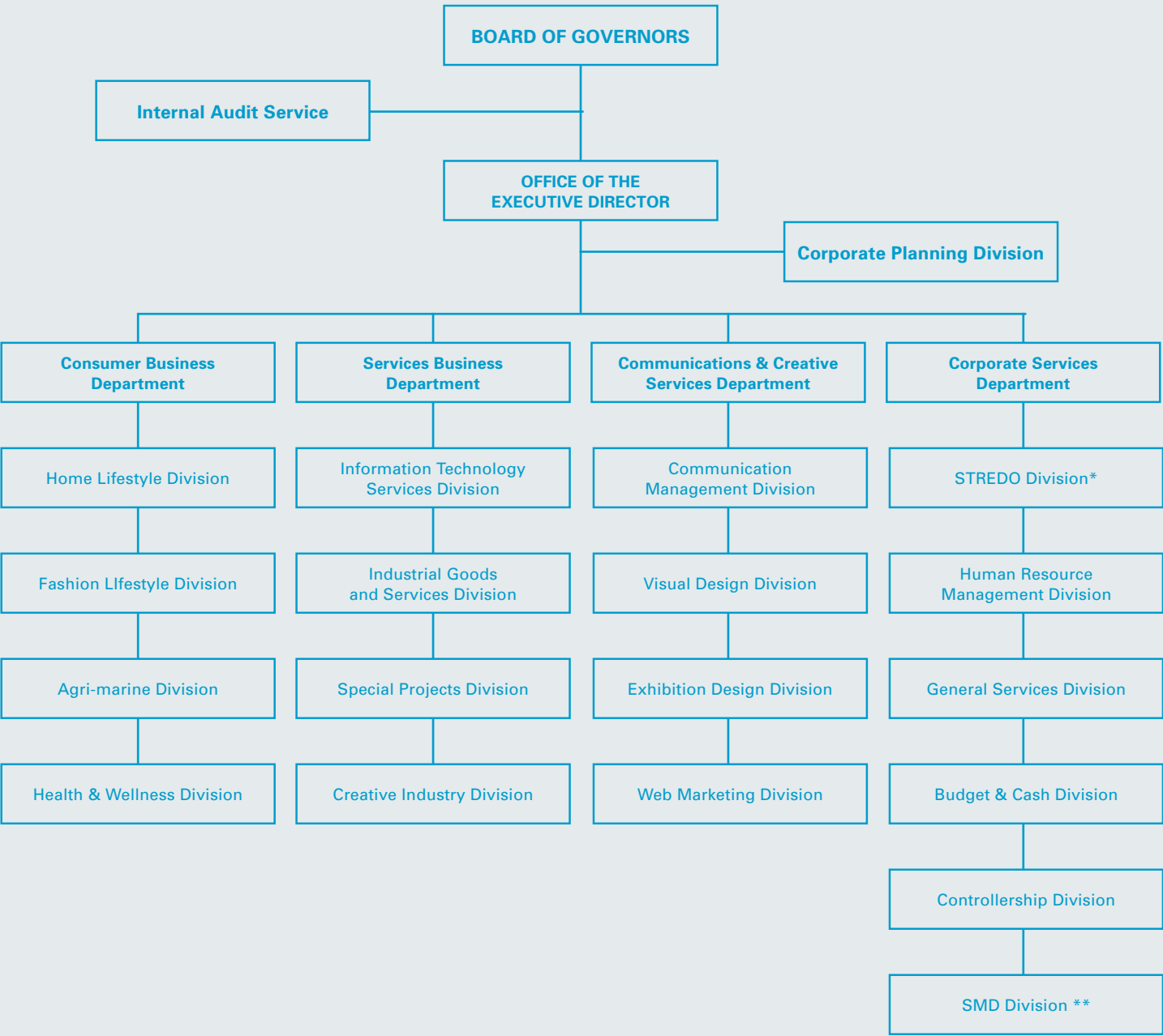
(with comparative figures for CY 2017 and CY 2016)
(in Million Pesos)

INDICATORS	2018 Audited FS	2017 Restated FS	2016 Audited FS
Current Ratio = $\frac{\text{Current Assets}}{\text{Current Liabilities}}$	$\frac{\text{P 340.844 M}}{\text{P 88.752 M}}$	$\frac{\text{P 233.255 M}}{\text{P 84.831 M}}$	$\frac{\text{P 190.796 M}}{\text{P 79.355 M}}$
	3.84	2.75	2.40
Net Working Capital = $\frac{\text{Current Assets}}{\text{Current Liabilities}}$	$\frac{\text{P 340.844 M}}{\text{P 88.752 M}}$	$\frac{\text{P 233.255 M}}{\text{P 84.831 M}}$	$\frac{\text{P 190.796 M}}{\text{P 79.355 M}}$
	P 252.092 M	P 148.424 M	P 111.441 M
Debt Ratio = $\frac{\text{Total Liabilities}}{\text{Total Assets}}$	$\frac{\text{P 107.007 M}}{\text{P 669.894 M}}$	$\frac{\text{P 103.352 M}}{\text{P 570.434 M}}$	$\frac{\text{P 92.291 M}}{\text{P 531.979 M}}$
	16%	18%	17%
Subsidy Ratio = $\frac{\text{Total Subsidy}}{\text{Total Expenses}}$	$\frac{\text{P 231.876 M}}{\text{P 263.234 M}}$	$\frac{\text{P 220.000 M}}{\text{P 255.587 M}}$	$\frac{\text{P 195.000 M}}{\text{P 264.084 M}}$
	88%	86%	74%

CITEM

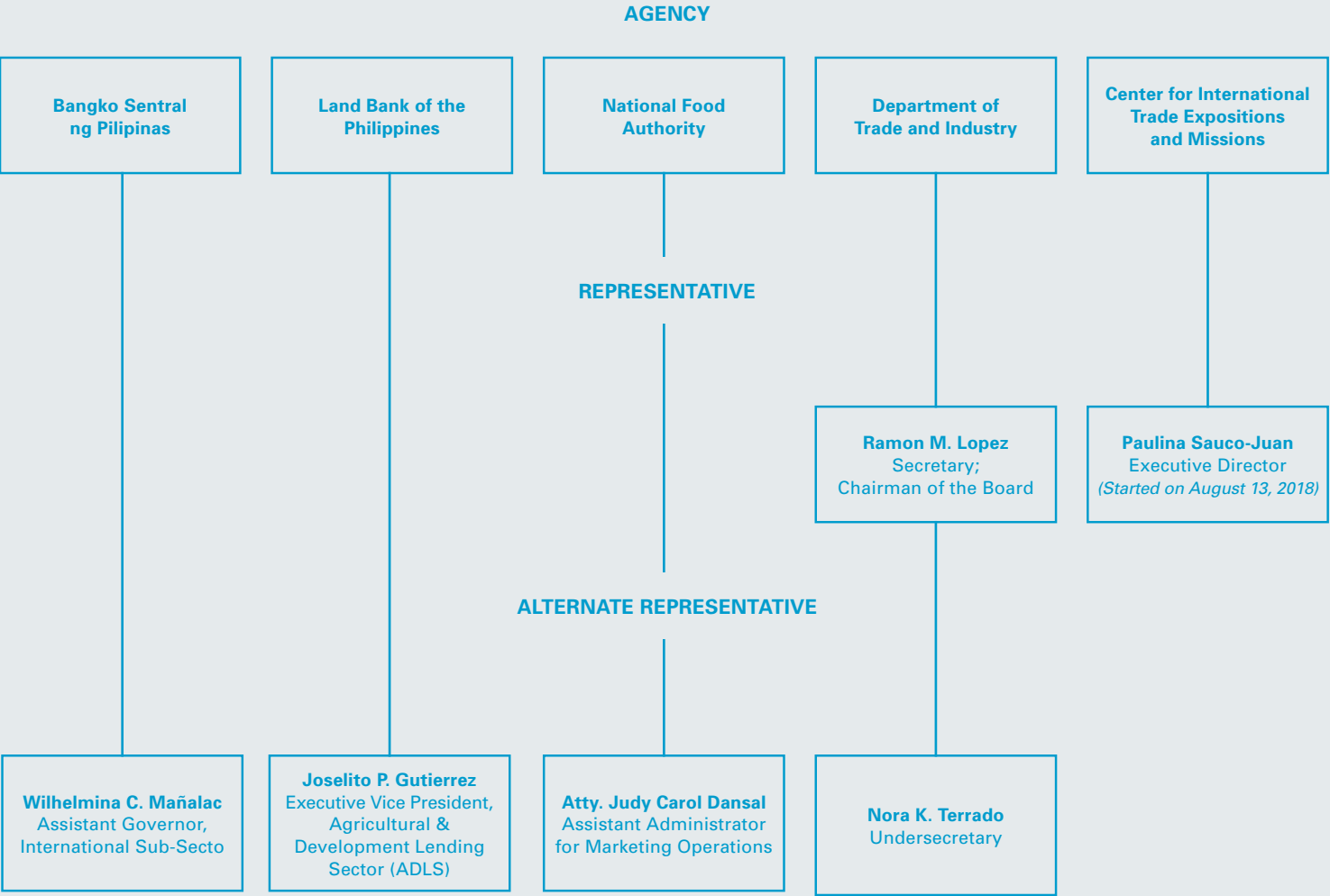
DBM-Approved

Organization Structure



* STREDO - Shipping, Travel, Records & Documentation Division
 ** SMD Division - Systems Management & Development Division

BOARD OF GOVERNORS





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