

Audit Report Center for International Trade Expositions and Missions

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Audit Report

Client		Audit team		
Name of Organization: Center for International Trade Expositions and Missions		Name:		Role:
Address: Golden Shell Pavilion, ITC Compound, Sen. Gil Puyat Ave cor Roxas Blvd., Pasay City, 1300 Philippines Client Representative (name and role): KARLA GRACE D. DINGLASAN Internal Auditor III		Flla Aiora		Lood Auditor
		Ella Ajero Laarni Narido Michael Matundan		Lead Auditor Auditor Observer
	Au	ıdit		
Standard(s)	Standard(s) In case of multi standards, indicate whether the audit is: □ Init □ Re □ Su Joined □			Type of audit:
1.ISO9001:2015 2. 3.			□ Initial : □ Recer □ Survei □ Specia	tification ■ Surveillance 1
Audit Locations:				Audit dates:
Address: Golden Shell Pavilion, ITC Compound, Sen. Gil Puyat Ave cor Roxas Blvd., Pasay City, 1300 Philippines		Type of site Main Sep 13, 2021		Sep 13, 2021
Recommended scope: Trade Expositions and Missions			and or s	different scopes according to sites tandards or if scope has been reduced, adjusted compared to last ify:
Recommendation from audit team: tick	appropriate box			
☐ Certification (subject to satisfactory close	ure of corrective action	ons)		
☐ Certification suspension				
☐ Certification withdrawal				
□ Recertification (subject to satisfactory clo	osure of corrective ac	ctions)		
■ Certification maintenance (subject to sat	tisfactory closure of c	corrective actions)		
Total number of nonconformities and o	bservations raised*	:		
*: matrix attached				

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Client signature (for acceptance of the above details only)

KARLA GRACE D. DINGLASAN

Lead auditor signature

ELLA AJERO

Lead Auditor

1. Introduction to client / general comments:

(Any useful information to help understanding the context of the audit: economic, geographic situation for EMS audits, hazards for OHSMS, etc.)

Evidences was presented through screensharing, live video streaming and interview using Zoom Platform
The Center for International Trade Expositions and Missions (CITEM) is the export promotion arm of the Philippine Department of

The strategic direction is By 2023, CITEM is a globally recognized export promotion agency that brings Philippine products and services in priority markets. To support this direction its priority now is to go digital and ensure sustainability.

Highlights for the 2nd Surveillance Audit

- Increasingly digitized marketplaces—buyers and sellers converging in online communities, leading to slow growth in trade fair attendance
- Growing competition from private sector-led local expos in F&B and HFL sectors
- Highly competitive international trade fairs (especially in the ASEAN region)
- Health epidemics/pandemics and climate-related risks
- Funding/budgetary constraints for a broader support to MSMEs
- Budget for 2021 was cut into half by the DBM from 265M of 2020 into 90M- lobbying for sponsors
- Hoping to accomplish the hybrid events-able to craft hybrid events-still on hold but this is considered as the biggest challenge. Strategic plan of the management is through digital marketing. Impact and evaluation can be measure on the success of projects through surveys.
- Majority of the personnel is in Work from Home arrangement- Established guidelines and resources is provided by the management to ensure service continuity
- Soft skills , free webinars realignment of budget was performed
- Le Generation launch Sep 2021
- Creative Future Philippines allow them to sustain the service continuity

2. Significant changes since last audit:

Company name □	Code □	Top management \square
Main site or other site address □	Staff ■	Policy □
Scope of certification \square	Function process ■	

In case one or more of the boxes is/are ticked, comment:

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Effective Nov. 2020 Mr. Charles Bautista

CCSD restructuring for the succeeding audit planning:

- From :Communication Management Division, Visual Design Division, Exhibit Design Division, Web Marketing Division
- To: Experience Design, Communications and Content, and Administrative Team

3. Deviations of audit plan and reasons:

Yes ■ No □

If yes provide details:

- Calibration- Is not applicable (see exclusion statement for 7.1.5.2)
 Name of the areas was corrected
- From: Operations: Group 1 and 2 (Signature Events Decisions; Buyer Marketing and Overseas Trade Fair To: Operations (Signature Events Team, Buyer Marketing and Overseas Trade Fair)
- Group 1- Home & Lifestyle, Group 2- Food and Sustainability

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4. Audit findings:

Summary of conformity:

Upon the most recent visit in the second surveillance audit, the organization has still been found to implement their quality management system controls based on past visits.

They have Provide updates on needs and expectations of interested parties, TOWS, and the controls thereof. Performance Metrics Dashboard, was seen established and this is being monitored and reported to the management The issues were covered as part of the discussion during the context audit. Major documentary requirements such as internal audit, evaluation of compliance and management review were implemented. Overall, the establish management system was seen to be effective, thus no nonconformance

The Management provides leadership and governance to all activities including defining strategic direction, responsibility, authority and communication to assure effective performance, is constantly aware of the day to day operations

Regular review and meetings is performed to discussed issues and concerns. Promoting improvement by providing adequate resources and ensure compliance to legal requirements

Scope and Exclusion

Scope: Trade Expositions and Missions

Clause 7.1.5.2 Measurement Traceability since CITEM is a service industry and providing confidence to the validity of measurement results of the measuring equipment is not an essential part of its operations.

Quality Policy is maintain in the same version. Reviewed during the was Management Meeting and still found to be relevant with organization context and strategic direction.

It Is communicated to all interested parties, posted in the company website and strategic place within the organization.

ICT Tools: Evidences was presented through screensharing, live video streaming and interview using Zoom Platform. Google Drive was also provided for the purpose of sharing evidences to the Auditor.

Operations (Signature Events Team, Buyer Marketing and Overseas Trade Fair) Group 1- Home & Lifestyle, Group 2- Food and Sustainability

Handling the successful planning and execution of CITEM's signature events and handling of buyer and exporter services and assistance on overseas trade fairs, CITEM's Operations department is divided into two groups: OG1 which handles the creative industry, home, lifestyle, and fashion sectors, and OG2 handling food & beverage and wellness sectors.

Operational risks identified, as recorded in the departments ROA or Risk and Opportunities Analysis include:

- Cancellation of CITEM's 2021 physical signature events as approved by the CITEM Board during the 07 May 2021 Board Meeting. (High)
- 2. Technological risk related to the conduct of Customer Satisfaction Survey digitally, with the possibility that the CSS will be marked as spam. (High)
- 3. Cancellation of physical participation in overseas trade fairs. (High)

Controls to address the abovementioned risks and action plans to ensure successful implementation of the established operational plans include:

- Authentication of email accounts in sending the CSS and resending to bounced recipients.
- Continuous buyer engagement through content marketing and campaign buyer sign-ups in the digital platform of Manila FAME. Also, digital promotions through MOM, NY Now, FOODEX, among others
- Ensuring both the Operations personnel and stakeholders are adept in the new digital platforms through appropriate training and conduct of learning and onboarding sessions
- Performance monitoring and evaluation in terms of number of sales, growth in the number of exhibitors and trade buyers; quarterly for sales and weekly updates meeting Weekly updates meeting (Page visitors, page views, product views/likes for a product, with tracking shared to all team members, containing activities of the week)

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- Established system and criteria for the review and approval of exhibitors and buyers and validation through internet search, checking for business legitimacy, presence in existing directory and coordination with overseas post/ embassy to confirm if the said company is allowed or blacklisted for export
- Provision of support and resources (prepaid load to employees, office issued computers, phones and tablets and tapping of required suppliers for the digital events)
- Communicating responsibilities to project teams during pre-event (start-up, conceptualization, planning and approval), event proper, and post-event.

Specific to OG 1: Home and Lifestyle

- Maintenance of Buyer Registry through the FAME+ Admin dashboard which indicates status of buyer application, contact information, and buyers analytics
- Weekly reporting of accomplishment as seen in NY Now (OTF) report as of 07 September with 2021 indicating 245% achievement of target number of exhibitors, 557.80% increase of trade inquiries and 1.49M USD in total export orders
- Certificate of Completion of 20.5 Hours of Social Media Marketing- Content Marketing Masterclass 2020, completed on 13 Dec 2020 (M.F. Evio) and 15 Nov 2020 for V.J.Santos, Certificate of Attendance for a webinar entitled The Economics of E-Commerce (F.G.Hall)
- Established means of external communication to stakeholders (buyers, exhibitors, and potential registrant to FAME+) as seen in the following: Notice of Acceptance and Content Requirements sent to Aranaz (15 Mar 2021) and FAME+ registration reminder to PENTACORP, invitation email to potential exhibitor sent to Rustan Commercial Corporation (06 Aug 2021) and actual Exhibitor Requirements list, general terms and conditions accessible on FAME+
- Established system of qualification and review for potential exhibitors with a defined criteria (online presence- 20 pts, export experience- 35 pts, available content- 30 pts, BSO endorsement/membership- 5pts). Meanwhile, business/start-ups with no export experience yet but have huge potential are rated differently based on online presence- 50 pts and available content-45 pts; actual evaluation results were presented for MOY (Earthworks) with 90 pts, and Inne Studio with 95 pts. Actual exhibitor registration with submitted requirements were also presented for Crate-Possibilities Enterprise.
- Quarterly monitoring of sales as seen in the presented FAME+ Q2 2021 Sales Survey results with 31 exhibitors submitting booked/confirmed export sales information from April to June 2021.
- Established system for buyer registration and review prior to approval through FAME+ was seen in the following sampled buyers: Hermon & Hermon from Australia, Yuchengco Museum (Philippines)
- Conducted buyer survey to assess the FAME+ functionalities/features and identify improvement areas; presented results for most recent survey with 109 total responses with the following results: GWA (5 max) for ease of registration 4.17, ease of navigation 3.58, quality of companies and brand present 4.04. Areas which received the lowest rating such as ease of finding specific companies or products- 3.44, and contacting companies and suppliers and 3.52 will be included in the next set of improvements for FAME+

OTF & Buyer Marketing Division (OG1)

Topline KPIs

 No. of registered trade buyers in FAME+: 1,150 vs GCG Target of 1,843 and internal target of 2,296. Achievement as of August 2021 is 62.40% and 50.08% respectively.

Specific to OG2: Food & Sustainability

- Buyer registration for IFEXConnect and monitoring dashboard; samples seen Pagasa Food Import and Winho Trading Co, both from Australia
- Competency sessions for the use of Hopin Platform; presented records, invitation, and screenshots of session for the session entitled Sharing of Hopin Experience for CREATE and SSX Reg Journey (06 Jul 2021) and IFEXConnect walkthrough with UM Philippines dated 02 August 2021
- Learning sessions conducted for stakeholders; presented records and screenshots for FoodPhilippines Digital promotions Briefing Registration conducted last August
- Established criteria for selection for beneficiaries of Project Amelia, screening results of applicants and project recipients, and DTI Regional Roadshows last 30-Jun for CAR, Regions 1-3, and 15-Jul for Regions 9.10.11
- Signed memorandum of agreement for event partners, as seen in samples DTI-Region 7 Participation in IFEX 2021 Digital Expo and IFEXConnect dated 31 August 2021, MOA 200198 between IPOPHL and CITEM dated 22 Dec 2020 and MOA 210197 between CITEM and Department of Agriculture-Office of the Counsellor-Beijing dated 17 August 2021
- Weekly monitoring of performance for FOODPH and IFEXPH for 27 August, 01 and 10 September with Exhibitor application tracker

Topline KPIs (OG2)

- No. of accounts created in IFEX Connect: 237 vs target of 100
- Budget as of 27 Aug 2021 is P16.623M, CRR is 22% (P 3,659,040)

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A good level of conformance was seen during the audit, supported by the effective implementation of plans to address risk and opportunities, provision, and use of resources from people, infrastructure and work environment, solid internal and external communications, and achievement of the established target for the year as of the time of audit.

Communications & Creative Services Department: Communication Management Division, Visual Design Division, Exhibit Design Division, Web Marketing Division

Note: Interim structure for CCSD is now three teams instead of four, Experience Design, Communications and Content, and Administrative Team

The CCSD is the department responsible for external communications to represent CITEM and its brands to all stakeholders. They are mainly in-charge of signature and virtual events, web and social media marketing and communications management. As CITEM puts greater focus on online events, the department has also adopted an interim structure through Office Order 2021004 effective 18 January 2021 approved and signed by the Executive Director for the interim structure of CCSD forming three groups: Experience Design, Communications and Content, and Administrative Team. Composition, roles, and responsibilities were also indicated in the said office order, and the new structure is as follows:

- a. Experience Design Division- formerly the Visual Design and Exhibit Design teams, in charge of UIUX, digital look books and all creative collaterals.
- b. Communications and Contents Division formerly the Web Marketing and Communication Management teams, in charge of press releases, media relations, institutional communications, e-cards and e-newsletters, among others.
- Administrative Division- now consists of all administrative personnel from the previous division and supports the design, organizational, and communications functions of the CCSD.

Some risks identified involves challenges for stakeholders to adopt or transition to digital, current control provided by the team is the content amelioration program which aims to help visually adapt the products through better photographs and content. Opportunities lie on international expansion and new markets through social media marketing and widening of reach through the addition of new platforms such as Linkedin, Pinterest, Youtube, and podcast on Spotify,

Service delivery was seen in in three areas: Planned projects (projects which are part of the original Operational Plan), new requirements which requires one request per output and routine work which is primarily social media publications.

Controls for the discussed risks and opportunities, as well as efficient service delivery were seen through the review of the following records:

- Monitoring of Operating Plans 2021 tracking monthly status updates on performance metrics with information on topline KPIs and status (% completion) of PAPs, by project and milestone.
- Below are the some of the noted KPI achievements as of August 2021
 - No. of website visitors: 93,000 vs 100,000 target total unique users
 - No. of social media/SNS posts 5,874 vs 1,855 target
 - PR value (P250,000 media value) 12.3M
- Social media report for Week 35 Performance Target (↑ 2.03% with current total of 132,719 followers on Facebook, ↑ 0.21% with 26,412 followers on Instagram and ↑0.10% with 1,890 Twitter followers)
- Efficient use of Social Studio, a social media advertising tool that allows the team to schedule and publish social media posts across various platforms, have posts reviewed and with 3 levels of approval, generate and review social media analytics
- Individual tracking with rating (IPCR) CB-2021-FAME-3(02 Feb 2021/ 1 Lookbook, 1 newsletter), CB-2021-IAF-1 (21 Apr 2021/ 1 Creative Execution, 1 Lookbook), both rated 5
- Design planning which starts with the inputs as presented in a summary of requirements from stakeholders, streamlining requirements based on past experiences and recommendations from the design team, and preparation of communications/creatives brief
- Careful project planning and review of requirements through Creative or Communication Briefs which contains general information on the project, objectives (information on rationale, target audience and key message) and design specifications such as brand information, dimension, mandatory elements, nice to have elements, tone of voice, design references and exclusions/limitations for the project). Review and execution were seen in Project name: InaFashion (FAME+ Virtual booth) submitted on 08 April 2021, and Creative brief for IFEX NXTFood
- Design validation through agile development, with a test group of exhibitors, ideally 3 months ahead of launch, to test functions and usability, identify and fix bugs, and gathering feedback from silver surfers
- Implementation of design controls such as stakeholder fact checking and involvement of a content consultant from the office of the ED prior to approval

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- Established internal communication for tracking of projects as seen in OG2 CCSD Deliverables tracking, and Viber group messaging between the Executive Director and CCSD for easier and faster review and approval of creatives (presented screenshots of review results and approval by ED
- Use of project planning software, Proofhub for project planning and time tracking; presented actual tracking for IFEX Digital Expo (Project progress or overview, gantt chart and list of tasks)

Over-all, it was seen that the QMS processes within the CCSD are well established. Controls and action plans were seen effective and appropriate to the current context and help enhance service delivery and achieve the established objectives of the department.

Maintenance, IT

Interms of maintenance building, fixtures, service vehicle

There are 10 service vehicles (9 is in good conditions)

Regular disinfection activities were implemented weekly every Saturday perform by third party

During the livestreaming and interview, working environment was seen to be conducive.

Performance Metrics is based on the ISSP set in each year such

- Application Programming Interface(API) for Visitors and exhibitors Target 100% for 2021, Actual=75% As of Aug 2021
- Exhibitor API Target 100% for 2021, Actual=63% As of Aug 2021
- Document Tracking System Target 100% for 2021, Actual=44% As of Aug 2021
- Ticketing System Target 100% for 2021, Actual=59% As of Aug 2021
- STREDO-100%
- HRD Ticketing System-25%

Information Systems Strategic Plan (ISSP) 2021-2023

IT maintenance, system development, inhouse development- 7 personnel

Preventive Maintenance Schedule for PC/Printers/Scanners/Services was presented

Sampled PM for 20PC /Laptop, 21 printers, 2 Fast Feed Scanner dated August 18-27, 2021, PM for 23PC /Laptop, 16 printers, 3 Fast Feed Scanner dated September 1-10, 2021.

System Ticketing is use is Stredo

Sample Corrective maintenance were the following

- Ticket # 004665 Installation of CIFTIS cloud Meeting app- Aug 31, 2021, 12:22pm, Response Aug 31, 2021, 12:23pm-Resolve same day.
- Ticket # 004708 2021 Second half Preventive Maintenance- Sep 10, 2021 05:21pm, Response Sep 10, 2021, 5 :21pm-Resolve same day.

Evidence of conformance was seen and presented via screensharing using zoom platform

Legal

100% Creation of Board Committees, Actual=100% as of Aug 2021

Contract received digitized Target 100%, Actual=100% as of Aug 2021

Scope of activities includes Corporate Board Secretary of CITEM and Contract Management and Monitoring Corporate Board Secretary.

Sampled Resolution issued and processed

- Virtual board meeting is held through online using Zoom held May 7, 2021 Staging of the 2021 physical shows of CITEMS signature Events-Manila Fame, SSX and IFEX-Cancelled (Resolution No. BM-2021-05-04)
- Virtual board meeting is held through online using Zoom held Feb 11, 2021-Resolved that 2021 Proposed Alternative Working Arrangement, subject to compliance with revised Interim Guidelines for alternative work arrangements and support mechanisms for workers in the government, issued by the CSC being in order, is hereby APPROVED (Resolution No. BM-2021-02-04)
- Resolved, that the Alternative Working Arrangement observed by CITEM during the imposed community quarrantine in the NCR (Resolution No. BM-2020-05-06)

Contract Management and Monitoring there are 243 contacts processed by CITEM's Legal Team for 2021 As of Sep 13, 2021 Approval 5M and above Execom

Sampled contracts with notarization:

- Contract No.: 210005 Contract of Services with Converge ICT Solutions Inc.- approved Feb 26, 2021
- Contract 210097(Extension-Conforme)- Approved Jan 26, 2021
- Memorandum LC210097- April 28, 2021, Key Opinion Leader extension of Contract until June 30, 2021

Evidence of conformance was seen and presented via screensharing using zoom platform

Control of Documented Information

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Guided through Control of Documents Procedure (CITEM.STR.PC.001 Rev 2 issued 22 Nov 2018).

Document Creation/revision starts with the Originator submitting draft documents and DRAR Form (Document Review and Approval Request) to be processed by the Document Controller. The draft documents will be reviewed and approved by the QMR and Department Heads. Once approved, the document controller will register the created document to MDR (Master Document Registry – which shows the list of all documents with identifications on division origin, document type, document code, revision number, document title, date registered, date issued, and DCC remarks).

Issuance and distribution of the document will follow (thru email blast and uploading through intranet).

Obsolete and superseded documents are being kept in a separate folder and drive to which the DC can only access.

Retrieval is thru the organization's intranet, where all updated documents are uploaded.

Since distribution is thru email, DCC can easily retrieve documents using back-up files.

The DCC only handles digital copies of the documents, physical copies will be coming from the employees.

Retention period of the records is determined from the RDS (Records Disposition Schedule) as required by NAP which is in progress. At the time of the no disposal of records were made.

Above mentioned controls were seen and establish for below sample revised and newly created documents and forms.

- New: STREDO Ticketing System User Manual Version 1.0.0 CITEM.SMD.MN.007- Sep 10, 2021
- Revised: EXHIBITOR APPLICATION FORM CITEM.AMD.FR.021 Rev 3 8/25/2021
- Revised: Request for Mailing CITEM.STR.TP.001 REV 2 March 30, 2021

Evidence of conformance was seen and presented via screensharing using zoom platform.

Internal Audit

The Internal Audit Team currently composed of 11 auditors and follows Internal Quality Audit Procedure with Doc. No. CITEM.IAS.PC.001 Rev 2 issued 19 June 2020.

Internal Audits are planned annually prior to the start of the calendar year. For the 2021 it planned to perform twice a year as shown in the presented Audit Schedule set to be on March-July 2021 and Nov-Dec 2021.

The audit plan shows the objectives, methodologies, processes, audit criteria, period to be covered, auditee, auditor, and date/time. A combination of onsite and Virtual Audit was performed through MS Teams

Recent internal audit conducted last May 11, 2021-August 9, 2021. Internal Audit results were reported successfully, areas were all covered and audited, with zero NCs and only OFIs were reported to few offices. Audit checklist guide and auditor's notes-retained documented information for the audit result. Sampled Audit Findings Reports: Operations, SMDD, Top Management/Corporate Planning Division, EDD and VDD.

After audit, reporting of audit findings from the audit team and lead auditor will follow generating audit findings report (CITEM.IAS.TP.004 Rev 2), corrective action request (CAR) and CAR Register for any findings that will be raised. Result is reported to the top management.

Evidence of conformance was seen and presented via screensharing using zoom platform.

Customer Satisfaction

Q1 of 2021

Summary			
OTF	Overall Average	Descriptive Interpretation	Percentage of Satisfied
Biofach	4.19	Very Satisfied	100.00%
Gulfood	4.16	Very Satisfied	100.00%
Overall Ave	4.18	Very Satisfied	100.00%

Criteria includes

- Pre-Fair Assistance
- Digital Platform
- Marketing support provided before and during fair dates
- Other exhibition assistances during fair dates
- Trade Assistance
- Assessment of Participation

OVERALL ASSESSMENT OF PARTICIPATION Rating CITEM's services using the Likert Scale: of 1 to 5 (5 = Completely satisfied, 4 = Very satisfied, 3 = Satisfied, 2 = Slightly satisfied, 1 = Not at all satisfied)

No complaints received

Management Review

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Completeness of the required Management Review Input and Output was seen and established through the presented Monthly Performance Review Meeting and Management review performed monthly.

Below are the sampled evidences

- Mancom Meeting dated August 19, 2021-Highlights include CITEM FINANCIAL PERFORMANCE, CITEM PERFORMANCE SCORECARD 2021, Internal Audit Results
- Mancom Meeting dated May 19, 2021-Highlights include PROJECT UPDATES, 2Q 2021 PROJECTS, ACCOMPLISHMENTS, AND HIGHLIGHTS, Status of Matters Arising from the previous MANCOM Meeting
- Performance Review Meeting

Continual Improvement

- Implementation of Web-Based Service Request Ticketing Systems for Stredo- Sep 2021
- Application Programming Interface(API) for Visitors and exhibitors Target to complete 2021
- Document Tracking System Target to complete 2021
- HRD Ticketing System
 Target to complete 2021

Positive findings:

- 1. Trust and confident of the stakeholders are evident.
- 2. Strong linkages with other institutions both for local and international are commendable
- 3. Top Management shows strong leadership and resilience
- 4. Activities to prepare relevant personnel transition from planning and implementation onsite events to new digital platforms were effectively implemented. The same treatment was evident with the stakeholders.
- 5. With the launch of several digital initiatives, CCSD was seen to pivot effectively through restructuring and assigning tasks related to individual strengths.

Opportunities for improvement:

1.	The organization may consider revisiting the term close date in the Ticketing system. For instance, closing date is when
	the evaluation was provided and not on the actual rectification.

Reference to major and minor NC and observations being raised on attached matrix:

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Number of major non conformities	0
Number of minor non conformities	0
Number of observations	3

5. Use of certification documents and marks

-	Is the use of certification documents and marks correct on exhaustive supports?
Yes ■	No □ If yes, specify:
AJA L	ogo was still seen use in company website. SCPI logo was not use
6.	Audit programme
- Yes □	Are there any significant issues impacting on audit program (audit duration, auditor competency, sufficient coverage)? No ■ If yes, specify:
Not A	pplicable
7.	Unresolved issues:
- Yes □	Are there any unresolved issues by the end of closing meeting that would lead to appeal complaint, or other? No ■ If yes, specify:
	pplicable

By signing the first page of this report, the audit manager confirms that:

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- the objectives of the audit have been met and that the recommendation shown on first page of this report reflects the relevance and the ability of the management system to achieve the expected results
- the certification scope is appropriate
- this report is based on a sampling process of the information available. The CB cannot be held responsible for the possible non representativeness of the audit findings.

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