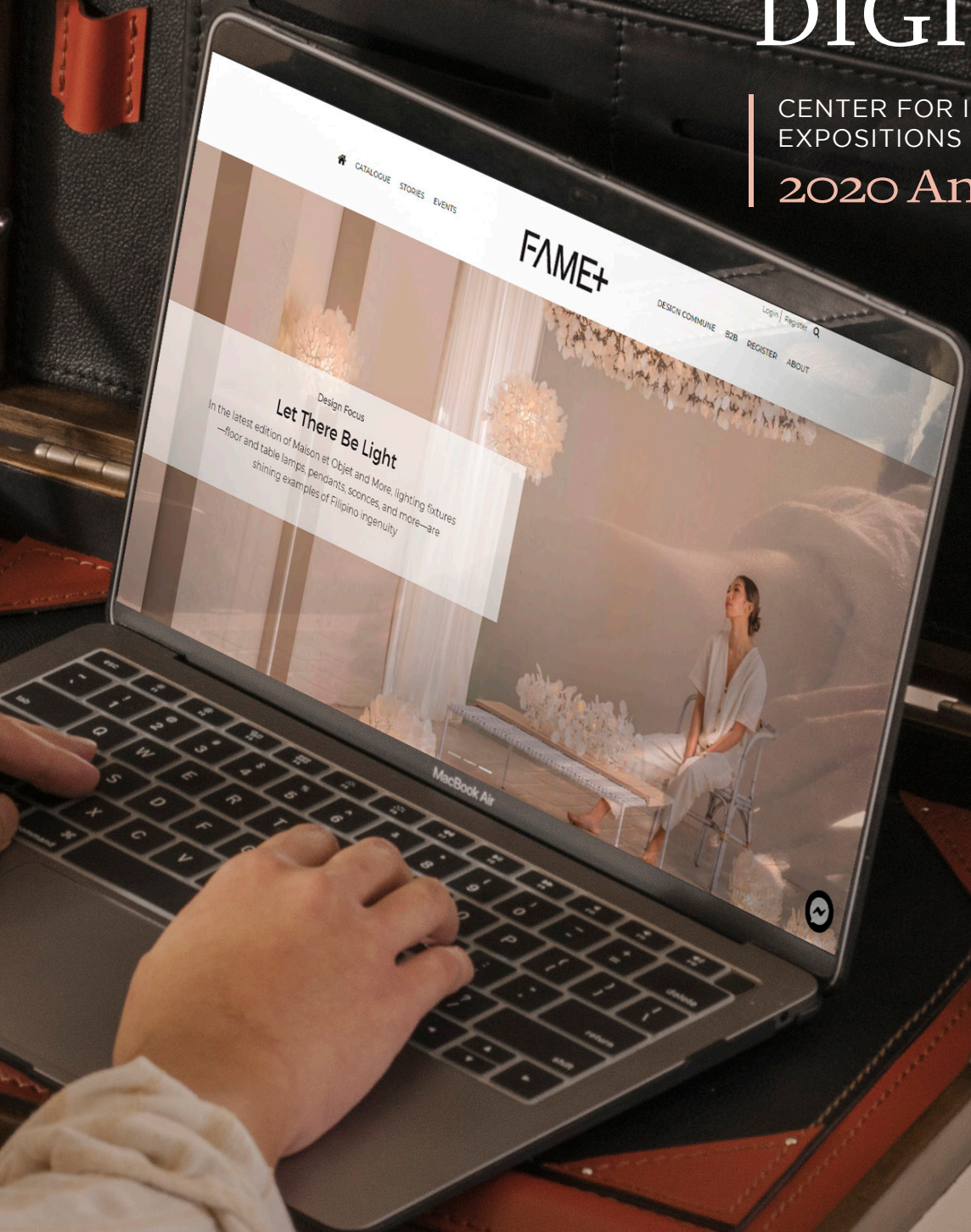


STREAMING INTO DIGITAL

CENTER FOR INTERNATIONAL TRADE
EXPOSITIONS AND MISSIONS

2020 Annual Report



CITEM



**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**



TABLE OF CONTENTS

Message from the Executive Director	1
2020: A Year of Breakthroughs Amidst Challenges	7
Citem Mandate, Mission and Vision Core Values	9
Our Quality Policy	10
Statement on CITEM’s Compliance with the Code of Corporate Governance	11
Charter Statement and Strategy Map	12
Matrix of GCG Performance Scorecard for 2020	13

DIGITAL BRANDING INITIATIVES

FAME+ Digital	21
IFEXCONNECT for 2021	33
A Website for Sustainability	35
A Central Hub for Philippine Food Promotions	37
Uniting the Creative Industry	39

CITEM EMBRACES HYBRIDIZATION OF EXHIBITION INDUSTRY

Participation In Physical Overseas Trade Fairs AMBIENTE, BIOFACH, GULFOOD, CHOCOA	45-48
Participation in Selected Digital Trade Fairs Maison&Objet and More (MOM) Digital Fair	51
Participation in Selected Hybrid Trade Fairs China International Import Expo (CIIE).....	53
China ASEAN Expo (CAEXPO)	54
Corporate Social Responsibility	55
DOH recognizes CITEM’s Good Practices	57
Risk Assessment	58
Whistleblowing Policy	59

BUILDING UP A DIGITAL AND MARKET SENSITIVE WORKFORCE

TRAINING AND WELLNESS PROGRAMS	63
Financial Performance Indicators Year 2020	67
Organization Structure	68
Board of Governors	69

Message from the Executive Director



2020 has been a challenging year for the export industry and the Center for International Trade Exposition and Missions (CITEM). The outbreak of COVID-19 has had a severe and long-lasting impact not only with the exhibitions industry postponing or cancelling many trade shows in and out of the country, but also the serviced export industries of the agency whose supply chain, production and labor have been hampered.

An assessment of UFI or The Global Association of the Exhibition Industry, which covers the full year of 2020, showed that the global exhibition business contracted by 60% compared to 2019. It showed that the pandemic affected €158 billion (USD 180 billion) of total output and 1.9 million jobs in the exhibition and tourism-related activities and led to an estimate of a loss of €260 billion (USD 296 billion) in terms of exhibition deals.

To continue to fulfill our mandate and mitigate the impact of the pandemic, CITEM has reinvented and innovated its programs, activities, and projects in 2020, which consisted of signature events and overseas trade fair (OTF) participations, through digitalization initiatives.

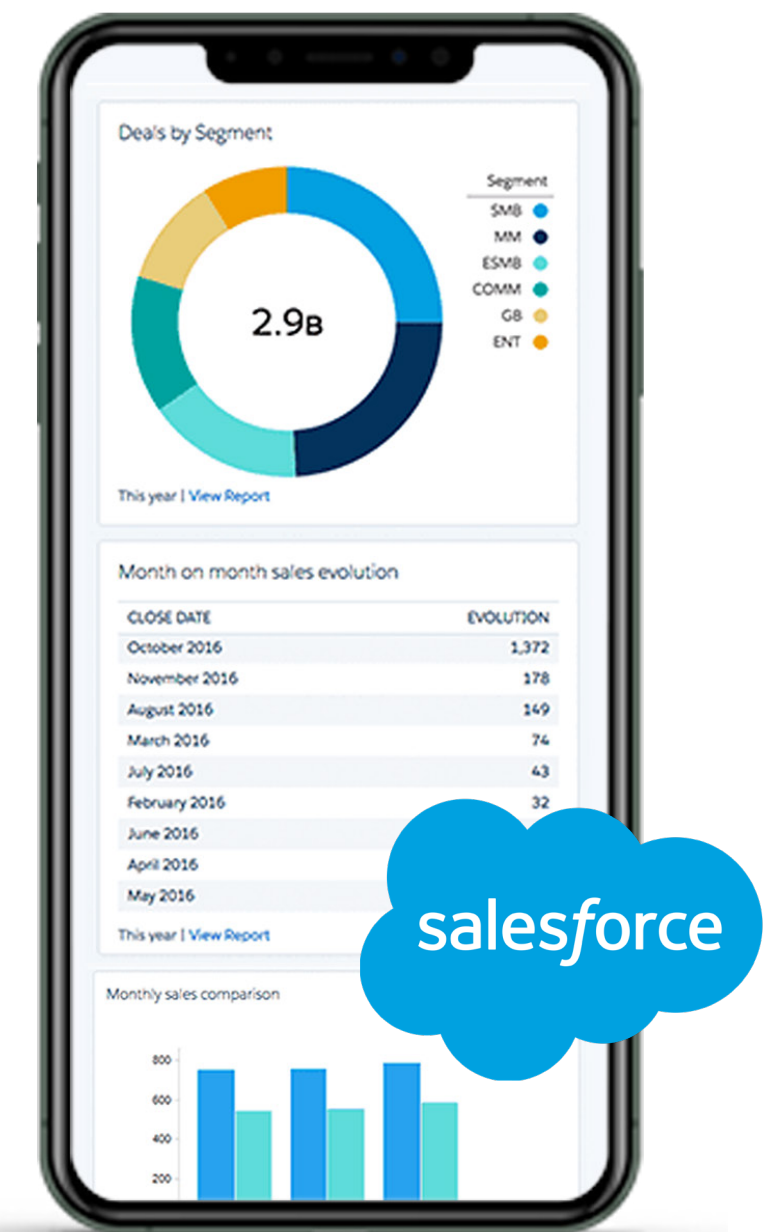
CITEM has been drawing its path towards digital transformation in response to the evolving marketing landscape since 2018. As the pandemic put physical trade shows to a halt, the agency channeled its efforts to digitalize its export promotion programs—developing promotions and leads generation platforms, expanding distribution channels, onboarding analytics and customer relationship management tools, and holding digital events for B2B matching, promotion of MSMEs and their products, and capacity building, among others.

Retooling of Manpower and Engaging Stakeholders

To effectively implement the organization’s venture to digital and its new projects, trainings were scheduled for CITEM employees in 2020. Forty-three CITEM employees participated in the “Masterclass on Green Living and Working” held 1st Quarter of 2020. CITEM employees were also equipped with the know-how to navigate the Agency’s newly acquired customer relationship management (CRM), a cloud-based technological solution provided by Salesforce through its leading gold partner in the Philippines, Third Pillar.

In addition, a 2 year-curriculum focusing on digital marketing was crafted with programs in the areas of strategy formulation, social media marketing, content development, web development and analytics, media relations, stakeholder engagement, and foundational programs. In this curriculum, 40 CITEM employees or 40 unique participants (equivalent to a total of 71 participants) participated in 6 pilot priority training programs in 2020.

For its stakeholders, CITEM also organized 12 webinars/ learning sessions on foreign markets, branding, and business models, which have reached over 95,540 people, with 4,470 people engaged based on Hopin and Facebook analytics.



Pre-pandemic Shows and Cancellations



Before the Philippine government announced quarantine restrictions on March 2020, CITEM led participation in four OTFs across three countries/markets in the Food & Beverage (F&B) and HFL Industries, including Gulfood (UAE), Biofach (Germany), Chocoa (Netherlands), and Ambiente (Germany), wherein it promoted 64 MSMEs and generated \$142.988M export sales*.

Due to the health restrictions caused by the pandemic, CITEM canceled three signature events and 12 out of 18 OTF participations set for 2020. Canceled signature shows in 2020 were IFEX Philippines NXTFOOD ASIA, Sustainability Solutions Expo (SSX), and CREATE Philippines. Meanwhile, canceled OTF participations were Fuorisalone, Taipei International Food Show, Summer Fancy Food Show, PHX Tokyo, Malaysia International Halal Showcase, Premiere Classe and SIAL Paris.

Launch of FAME+



FAME+ represents the digital shift and evolution of Manila FAME as it takes Philippine design further by championing Filipino creativity to a much wider online community.



In place of Manila FAME for October 2020, CITEM launched FAME+ (www.fameplus.com), a promotions and lead generation platform for the home, fashion and lifestyle industries, which featured a catalog of Filipino exhibitors and products for export with photography and copywriting borne from CITEM's content amelioration program, a B2B facility where buyers can directly interact and conduct business with exhibitors, and Touchpoint—a repository of stories, industry news, and case studies that serve as bulletin for exhibitors and content marketing strategy to improve discoverability of featured companies and products on the web. As of December, FAME+ already onboarded 184 exhibitors, promoting 479 new designs developed to 532 trade buyers, and has attracted 14,117 visitors.

Digitalizing OTF participations

Another milestone in 2020 is CITEM's first digital participation in Maison&Objet's (M&O) Digital Fair in September 2020, which generated USD3.184M export sales. It featured 13 companies with 140 new designs developed in 250 collections and generated 786 sales leads from over 500 unique visitors.

To promote Philippine food exporters, the agency also embraced hybrid participations in China International Import Expo and China-ASEAN Expo. These hybrid shows generated USD462.37M export sales* through a newly built website under the FOOD Philippines banner, foodphilippines.cn.

CITEM endeavors to continually evolve through digital transformation to create borderless touchpoints where artisans and entrepreneurs can interact with buyers and enthusiasts to build communities and facilitate trade. FAME+ and other new digital platforms to be launched in succeeding years represent CITEM's vision towards integrating digital strategies well beyond this pandemic. Our stakeholders can expect more innovative promotions and support programs in the future as we pave the way to support their growth in the global export market.

PAULINA SUACO-JUAN



2020: A YEAR OF BREAKTHROUGHS AMIDST CHALLENGES



Despite the challenges brought by the global pandemic, CITEM was able to fulfill its mandate to promote Philippine products and exporters in the global market through advancing digital transformation both for its export promotion programs and for its stakeholders.

Through its innovation, CITEM generated over US\$609.741 million export orders from 2,707 trade buyers and assisted 334 Philippine companies in its physical, hybrid, and digital trade fair programs. Of the 334 companies assisted, 184 were onboarded on its Digital Trade Community Platform (DTCP).

2020 HIGHLIGHTS

- Conceptualization and Development of Digital Trade Community Platforms
- Launch of FAME+ (www.fameplus.com)
- Participation in digital and hybrid trade exhibitions
- Participation in Maison & Objet and More (MOM) trade platform and events
- Promotion of Philippine food products through FOODPhilippines.cn for the Chinese market
- Capacity building webinars for stakeholders markets, branding, and business models
- Online roadshows for B2B trade missions

CITEM contributes to DTP's export growth targets by marketing and promoting the Philippines as a reliable source of quality export products. It services the global market through promotional campaigns, community building, 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 agency 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:

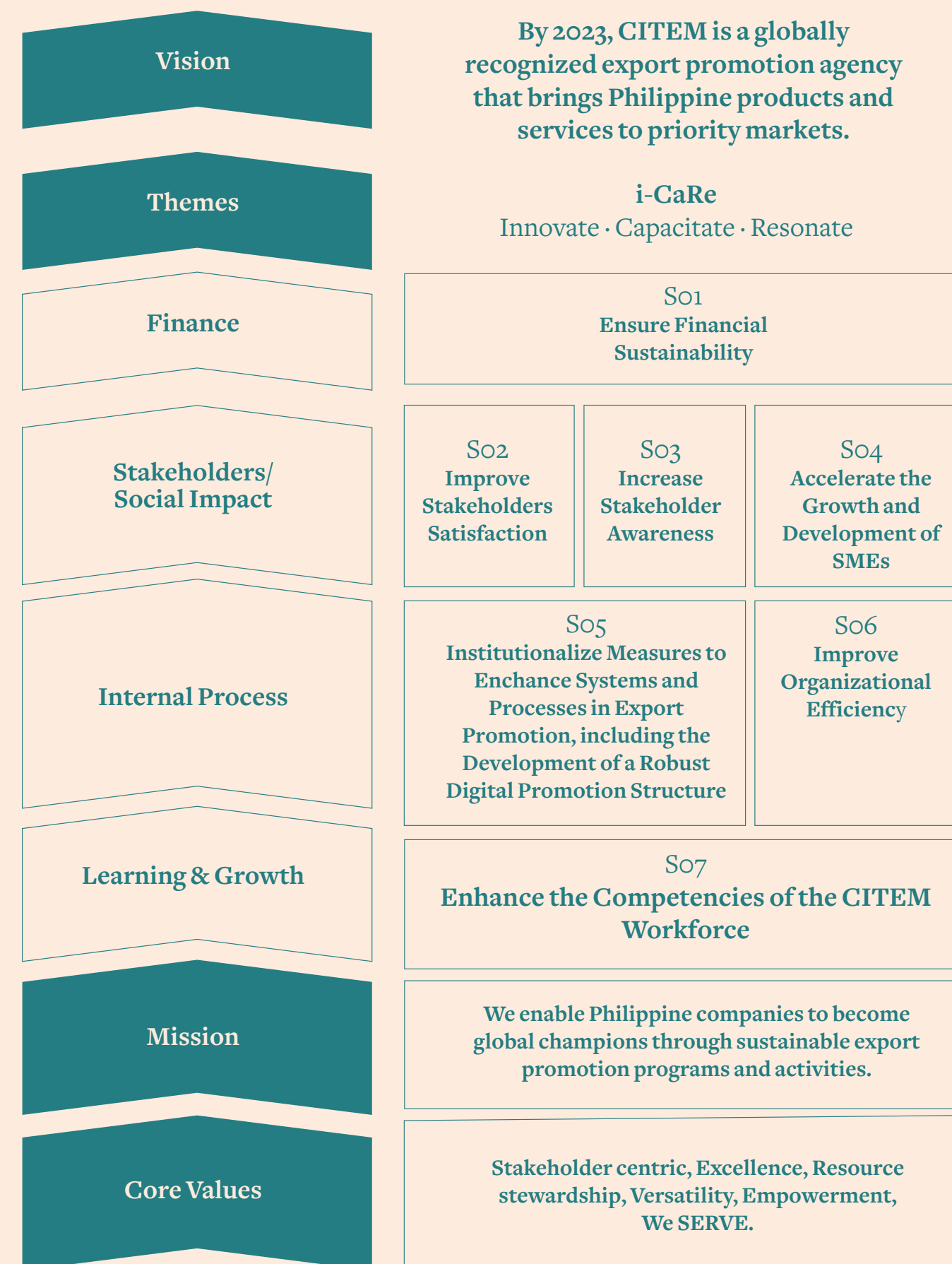
- Foster a culture of creativity, innovation, professionalism, excellence, and sustainable growth
- Ensure an empowered workplace dedicated to excellent service
- Institute development programs that will enable exporters to become product- and market-ready
- Establish innovative trade platforms to exceed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

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

For the financial year ended 31 December 2020, 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.

Organizational Outcomes	Performance Indicators	2020 GAA Targets	Accomp.	% Accomplished
Increased trade promotion activities	EXPORT / TRADE PROMOTION PROGRAM			
	OUTCOME INDICATORS			
	Percentage increase in the number of SMEs/companies assisted in Export Promotion activities	5% per annum	73.64% decrease over the baseline target 2019 (1,267)	-1,472.80%
	Percentage of returning SMEs/companies in Signature Events	47%	N/A ¹	-
	Percentage increase in the amount of potential export orders	5% per annum	0.54% increase over the baseline target 2019 (US\$320.00 M)	1,810.80%
	OUTPUT INDICATORS			
	Total export orders ²	US\$336.00M	US\$609.741M	181.47%
	Number of SMEs/companies participating in Export Promotion Activities ³	1,330	334	25.11%
	Number of Trade Inquiries in Export Promotion Events ⁴	18,040	4,744	26.30%
	Number of Trade Inquiries in Export Promotion Events (unique count) ⁵	9,505	2,707	28.48%
	Number of Trade Buyers in Export Promotion Events based on the GCG-recalibrated CY 2020 Performance Scorecard (unique count) ⁶	3,520	2,707	76.90%

Charter Statement and Strategy Map



Matrix of GCG Performance Scorecard for 2020

Component								
Objective/Measure	Formula	Recalibrated Weight	Rating System	Recalibrated 2020 Target	"Accomplishments As of 31 December 2020 (Based on Recalibrated targets)"	Remarks	Score*	
SO 1 Ensure Financial Sustainability								
SM 1	Cost Recovery Ratio	<p>"Revenue from Completed Projects / Operations Budget¹</p> <p>¹Excluding preparatory expenses of projects for the following year"</p>	20%	(Actual / Target) x Weight	10.00%	<p>"13.28%</p> <p>=PhP20.128M / PhP151.576M</p> <p>(Prelim)"</p>	<p>"Based on Preliminary figures</p> <p>Excluding pre-operating expenses and expenses incurred from cancelled projects"</p>	20.00%
SM 2	Budget Utilization Rate	Total Obligations (net of PS) / Total DBM Approved Corporate Operating Budget (net of PS)	10%	All or Nothing	Not lower than 90% but not exceeding 100%	<p>"90.65%</p> <p>=PhP 257.110M / PhP283.625M</p> <p>(Prelim)"</p>	Based on Preliminary figures	10.00%
Sub-total			30%					30.00%

Matrix of GCG Performance Scorecard for 2020

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 ²	5%	“(Actual / Target) x Weight If less than 80% = 0%”	90%	N/A	“We would like to reiterate our request to exclude Strategic Measures (SM) 3a and 3b in CITEM’s Recalibrated 2020 Performance Scorecard.
SM 3b	Percentage of Satisfied Customers (Attendees)	² Respondents shall include exhibitors and attendees from the locally-organized events by CITEM such as Manila FAME October, SSX: F&B and Create Philippines”	5%		90%	N/A	Customer Satisfaction Surveys (for Signature Events and other locally-organized events by CITEM) were not implemented due to the cancellation of Manila FAME October, Create Philippines and Sustainability Solutions Expo, as approved by the CITEM Board during its 20 March 2020 and 27 May 2020 Board Meetings.”

SO 3 Increase Stakeholder Awareness

SM 4	Number of Trade Buyers Attending Export Promotion Events	Actual Accomplishment	10%	(Actual / Target) x Weight	“3,520 (buyers only, unique count)”	2,707	The number of trade buyers for the year was based on unique trade buyers from Philippine participations in Overseas Trade Fairs, Digital Projects and Hybrid Overseas Trade Fairs, which are encoded into CITEM’s database, the Visitors Profile System (VPS).	7.69%
SM 5	Increase PR Value	Total PR Value for CITEM’s 2020 Projects	15%	(Actual / Target) x Weight	230M	271.75M	“Media Meter recorded a total of PHP168.25 Million in PR Value for CITEM for the period of January to June 2020, while Isentia recorded a total of PHP103.50 Million for the period of July to December 2020”	15.00%

Matrix of GCG Performance Scorecard for 2020

SO 4 Accelerate the Growth and Development of SMEs

SM 6	Increase Designs Developed	Actual Accomplishment	5%	(Actual / Target) x Weight	420	669 designs developed	"Breakdown of new designs developed Ambiente 50 MOM 140 FAME+ 479"	5.00%	
SM 7	Implementation of the Subsidy Graduation Policy	Actual Accomplishment		All or Nothing	Measure Excluded	N/A			
Sub-total			40%						27.69%

SO 5 Institutionalize Measures to Enhance Systems and Processes in Export Promotion, including the Development of a Robust Digital Promotion Structure

SM 8A	Percentage Completion of the ISSP	Number of Deliverables Attained ³ / Total Number of Deliverables ⁴	15%	(Actual / Target) x Weight	<p>100% Attainment of 2020 Deliverables (based on DICT-approved ISSP 2019-2020)⁵</p> <p>3 At least 50% completion per system.</p> <p>4 Does not include systems without budget</p> <p>5 CITEM's DICT-approved ISSP already includes, among others, the development of the Digital Trade and Community Platform System.</p>	<p>STATUS OF ISSP 2020 DELIVERABLES</p> <p>Trade Promotions Information Systems (TPIS)</p> <p>1) Exhibitors Profile System - 100%</p> <p>2) Visitors Registration System - 100%</p> <p>3) Project Management System - 100%</p> <p>4) Business Matching System - 100%</p> <p>5) Visitor Profile System - 100%</p> <p>6) Exhibitors Sales Monitoring System 100%</p> <p>7) Marketing Automation System - 100%</p> <p>8) Content Management System - 100%</p> <p>9) Digital Trade Community Platform (DTCP) - 100%</p> <p>10. Customer Relationship Management System - 60%</p>	
-------	-----------------------------------	--	-----	----------------------------	---	--	--

Matrix of GCG Performance Scorecard for 2020

						Administrative Services Information Systems (ASIS) 1) IT Resource Management System - 100% 2) Online Ticketing - 100% 3) Master Document - 100% 4) Intranet Portal - 100% 5. Human Resource Information System - 75%		
SO 6 Improve Organizational Efficiency								
SM 8B	Improve Processes to Quality Management System	Actual Accomplishment	5%	All or Nothing	ISO 9001:2015 Recertification	CITEM passed the recertification for the ISO 9001:2015 Standards which was conducted by the third-party auditing body SOCOTEC on 25 November 2020 via remote audit.	Attached Attestation Certificate by SOCOTEC Certification Philippines, Inc. (Dated 23 December 2020)	5.00%
Sub-total			20%					17.50%
SO 7 Enhance the Competencies of the CITEM Workforce								
SM 9	Percentage of Employees Meeting the Required Competencies	Actual Accomplishment	10%	All or Nothing	Establish Competency Baseline6	<p>"The assessment was completed in December 2020 to establish organization competency baseline. The assessment covered the core, leadership and technical competencies using the Enhanced Competency Framework developed and approved in 2019.</p> <p>Overall, the Organization Competency Baseline is computed at 1.12 using the GCG formula"</p>		10.00%
Sub-total			10%					10.00%
TOTAL			100%					85.19%



DIGITAL BRANDING INITIATIVES

Before and even during the breakout of the pandemic, CITEM led four (4) physical Overseas Trade Fairs (OTFs) across three (3) export markets in the Food & Beverage (F&B) and Home, Fashion and Lifestyle (HFL) Industries including Gulfood (UAE), Biofach (Germany), Chocoba (Netherlands) and Ambiente (Germany).

In addition, the Agency also led hybrid participation in China International Import Expo (CIIE) and China-ASEAN Expo (CAEXPO), as well as managed the Philippine pavilion for the China International Fair for Investment & Trade (CIFIT). Likewise, CITEM also organized its first participation in Maison&Objet and More (MOM) Digital Fair on September 4-18.

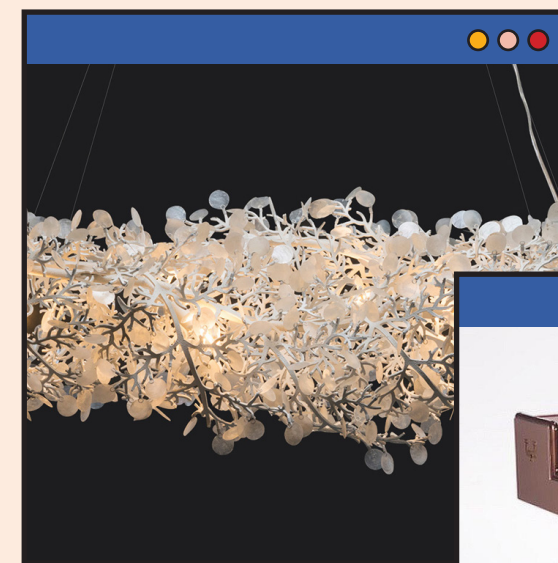
Beyond these activities, CITEM continues to expand its reach through the development of digital trade community platforms that make Filipino products and companies more accessible and discoverable in the international market. The first platform to be launched was FAME+ (www.fameplus.com) that caters to the HFL industries.



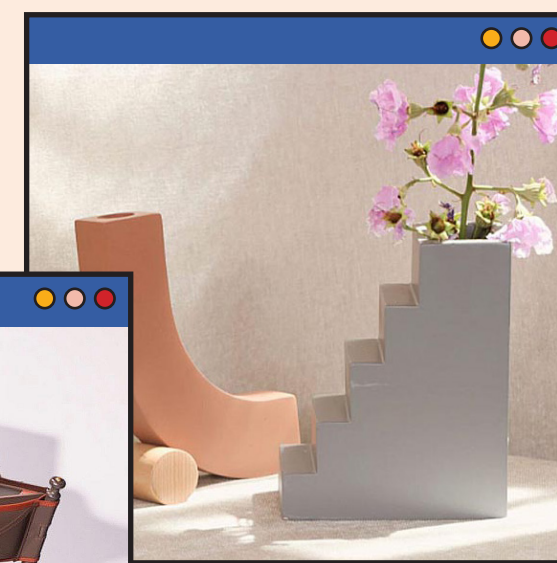
Expanding the digital presence of PH home, fashion and lifestyle industry

Accentuated by the plus (+) sign, FAME+, Manila FAME’s Digital Trade Community Platform embodies Manila FAME’s intent to provide more ways to promote Filipino MSMEs and expand the sourcing experience for our stakeholders. It brings Philippine design into the digital age by bringing together exhibitors, buyers, and stakeholders—the FAME+ community—in one digital space. Unbound by space and time, FAME+ is open 24 hours a day, 7-days a week. As of December, FAME+ already onboarded 184 exhibitors, promoting 479 new designs developed to 532 trade buyers, and has attracted 14,117 visitors.

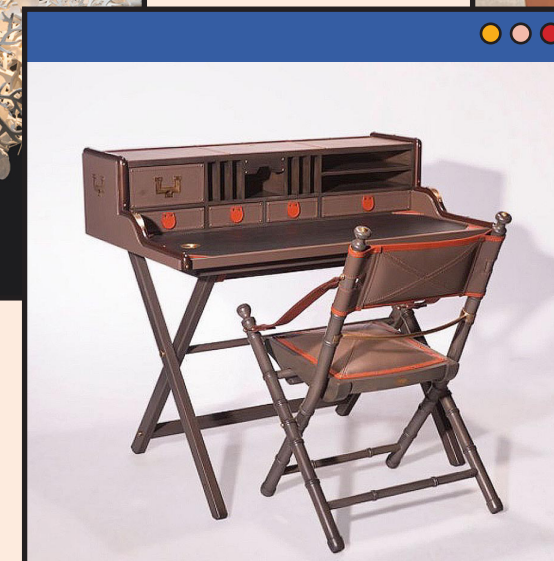
Top Business Results and Inquiries Received in FAME+



Venzon Lighting and Objects
185 Trade Inquiries



Albero
30 Trade Inquiries



Prizmic & Brill
41 Trade Inquiries

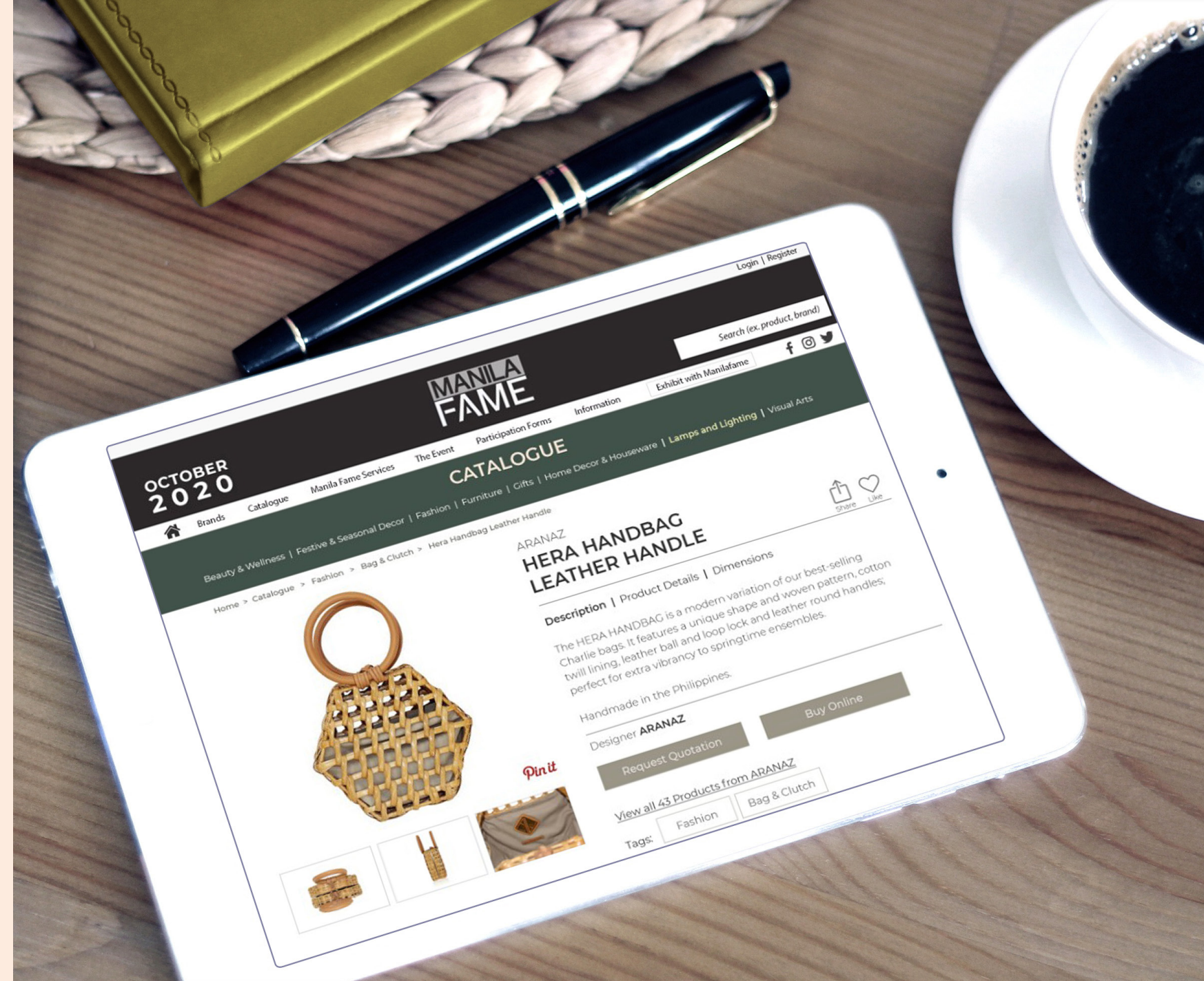
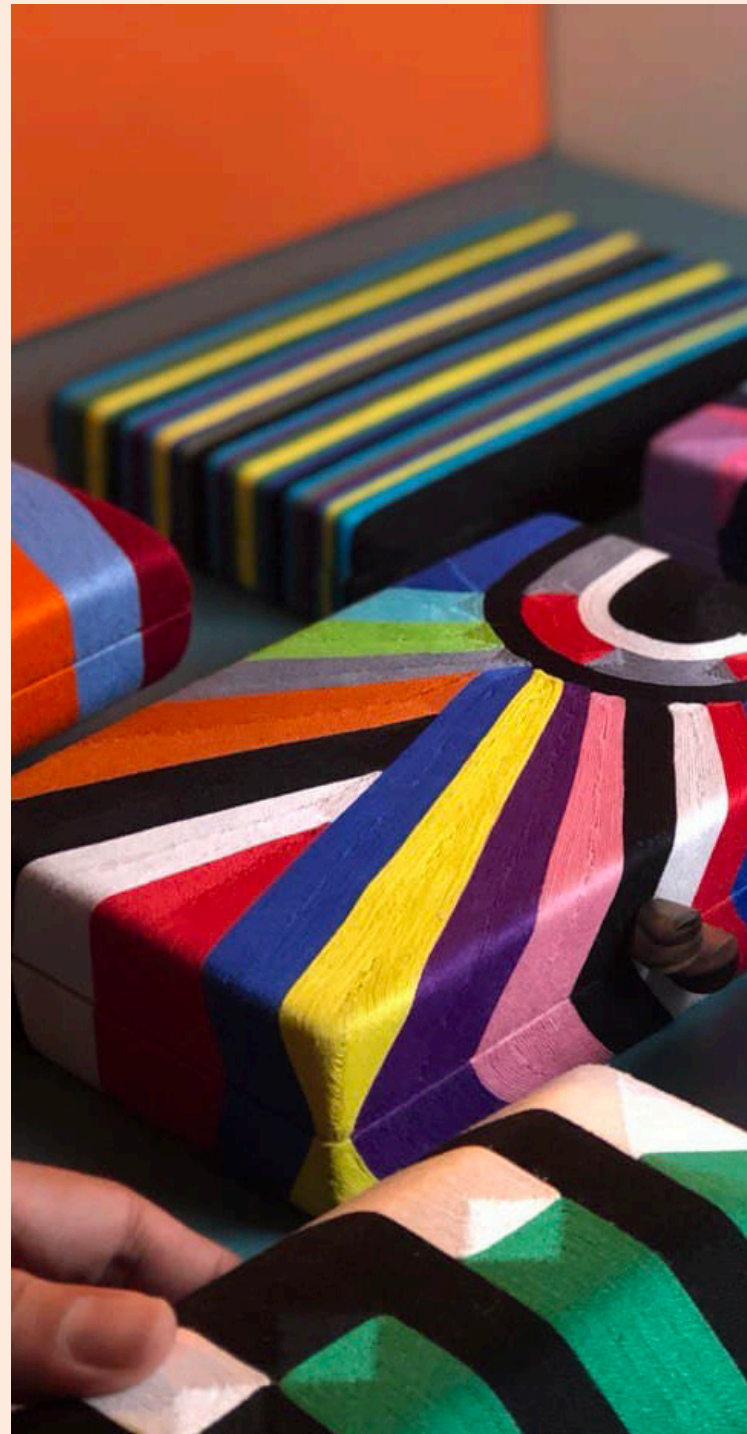
Exhibitor Marketing Results



FAME+

Digital Content Amelioration Program

Part of the exhibitor services offered in FAME+ is the Digital Storefront, where Filipino companies are given their own exhibitor profile pages to upload multimedia content such as product photos, videos, animation and company profiles. This is where buyers can review and examine each company's best-selling and newly developed products, as well as directly communicate with the exhibitors for trade inquiries. A challenge faced by CITEM with many MSMEs was that many of these companies did not have creative assets ready for any digital campaign. Hence, for its pilot edition in October 2020, CITEM's Digital Content Amelioration Program ensured one hundred (100) exhibitors in FAME+ a strong global impression by providing an extensive content production assistance to its exhibitors from which included product styling, photography, videography and copywriting for their products and profiles.

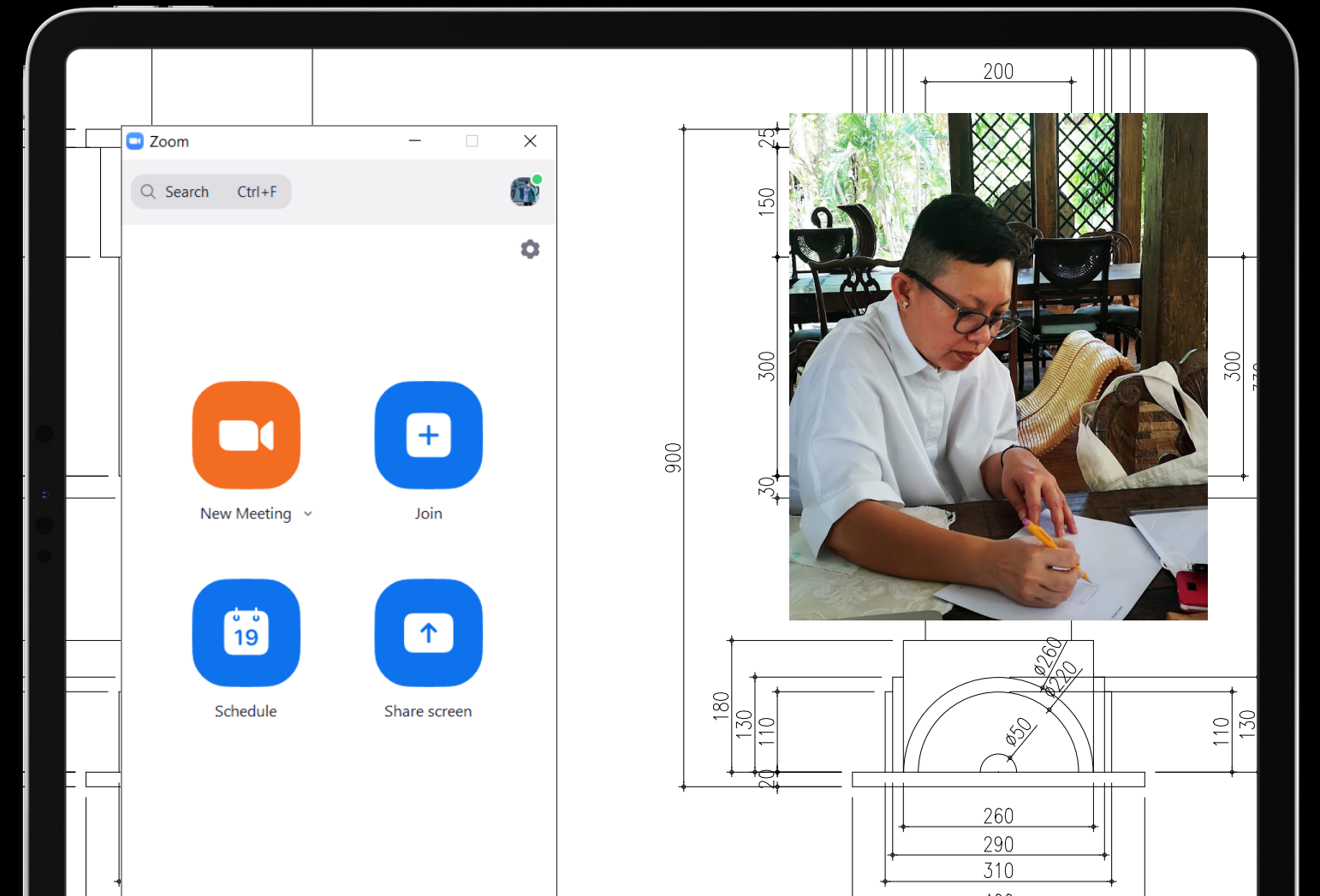




Product Development

A total of 479 new designs were developed for Manila FAME/FAME+ from 70 companies that participated in the product development program for FY2020.

Due to the pandemic and natural calamities that hit the country in 2020, there were a lot of challenges that hampered CITEM's product development program. These did not deter CITEM and its partners to serve the design community. A total of 479 new designs were developed for Manila FAME/FAME+ from 70 companies that participated in the product development program for FY2020. While the number of stakeholders and products declined, the agency pushed for knowledge sharing sessions online to share the learnings of those who participated in the program to make the opportunity available for all MSMEs in the category.



DESIGN COMMUNE



Integrated in FAME+ is a virtual representation of Design Commune linked to the exhibitor catalog. Design Commune is envisioned as a Virtual Exhibition where products will be showcased in a Digital Art Installation format where products displayed are shown as digitally-rendered prototypes or photos.

The first Design Commune Digital Exhibition was launched on 22 October 2020 following the launch of the FAME+ website. It featured products developed by Creative Director Tony Gonzales and Product Specialists Kitty Bunag and Mia De Lara for Ambiente 2020, and the Bubble Living collection developed by design duo Rita Nazareno and Gabby Lichauco for Maison & Objet and More 2020.

Design Commune Creative Team

Vince Uy

CREATIVE DIRECTOR, MANILA FAME / FAME+

Gabby Lichauco & Rita Nazareno

HOME AND LIGHTING

Stanley Ruiz

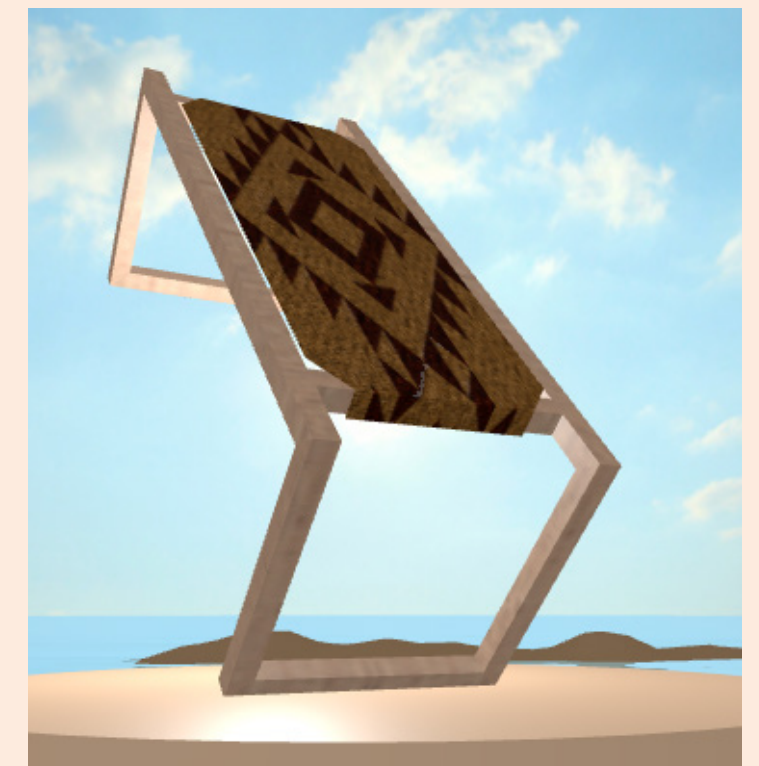
HOME AND LIGHTING

Rachelle Dagnalan

HOME AND FASHION

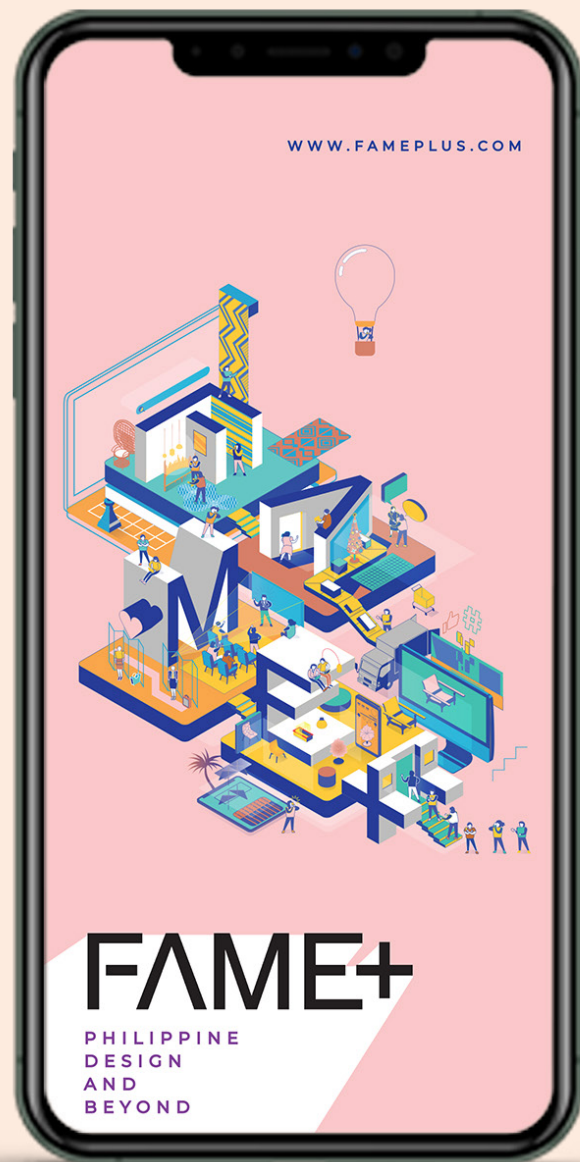
Andre Chang

FASHION

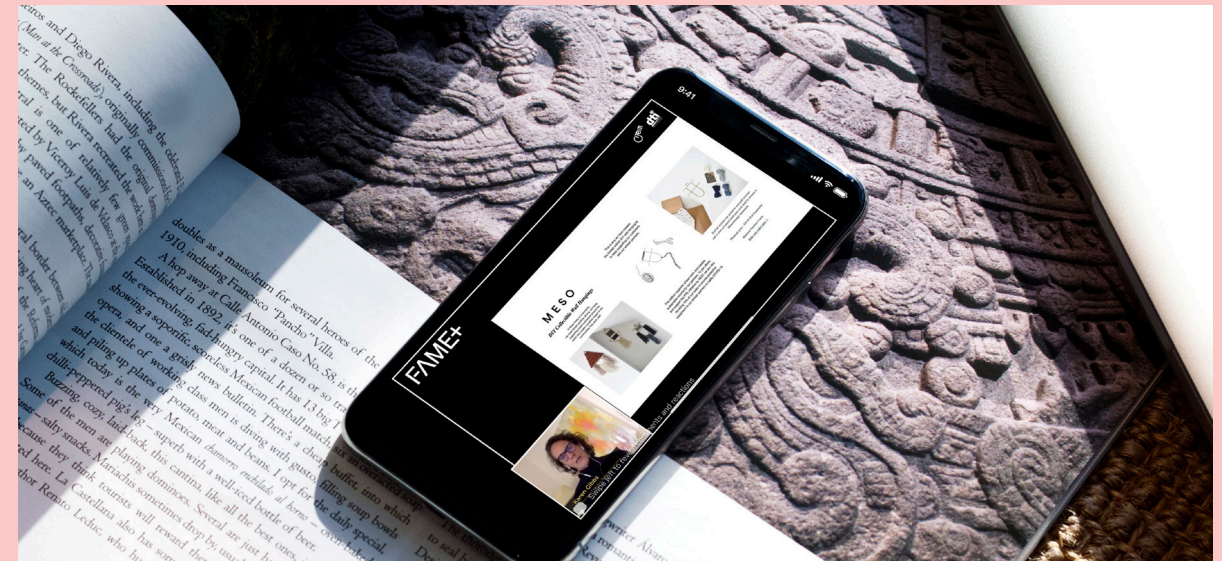


A BRAND NEW JOURNEY TO CUSTOMER ACQUISITION

The online space demands a different approach to customer acquisition. With physical shows, it was a matter of inviting people to be present at a certain date and venue to experience the products themselves. With digital marketing, the road to customer acquisition starts with casting a wide net to your targeted audience referred to as one's digital reach. Reach is then filtered down through a sales funnel of engagement, conversion and retention. FAME+ addresses this user journey through targeted content marketing and community building. Through carefully crafted stories optimized for search engine marketing, the website captures a targeted reach based on specific keywords that match interest with the website. By publishing stories that are authentic, informative and editorial, they engage users to stay on the site, inspire purchase and build interest for buyers to keep coming back to learn more about new products and discover more companies that may not have been on their radar.



By continuing to optimize the content through community building on social media platforms, direct messaging communities and other trade websites, FAME+ continues to expand its reach to a greater sea of stakeholders. CITEM adheres to a multimedia form of content marketing; thus, employing special events, exclusive video distribution, and email marketing campaigns that are visually captivating to encourage relationship building with the agency and its exhibitors.



Community Building

Acclimatizing

Normalizing

New Normal

FAME+ Calendar of Event (October to December 2020)

12 SPECIAL EVENTS

OCTOBER 22

Welcome to FAME+

Intimate Conversation with Creative Minds

PHxTOKYO Launch

OCTOBER 28

Reshaping the Future of Your Business Model

OCTOBER 30

Lessons Learned From Maison & Objet Digital Fair

NOVEMBER 06

Branding Your Online Business

NOVEMBER 09

Social Media Mastery

NOVEMBER 16

Hurdling Export Roadblocks

NOVEMBER 18

WGSN: Post Covid19 Buyer Behavior And Lifestyle & Fashion Trends

NOVEMBER 23

Canva 101

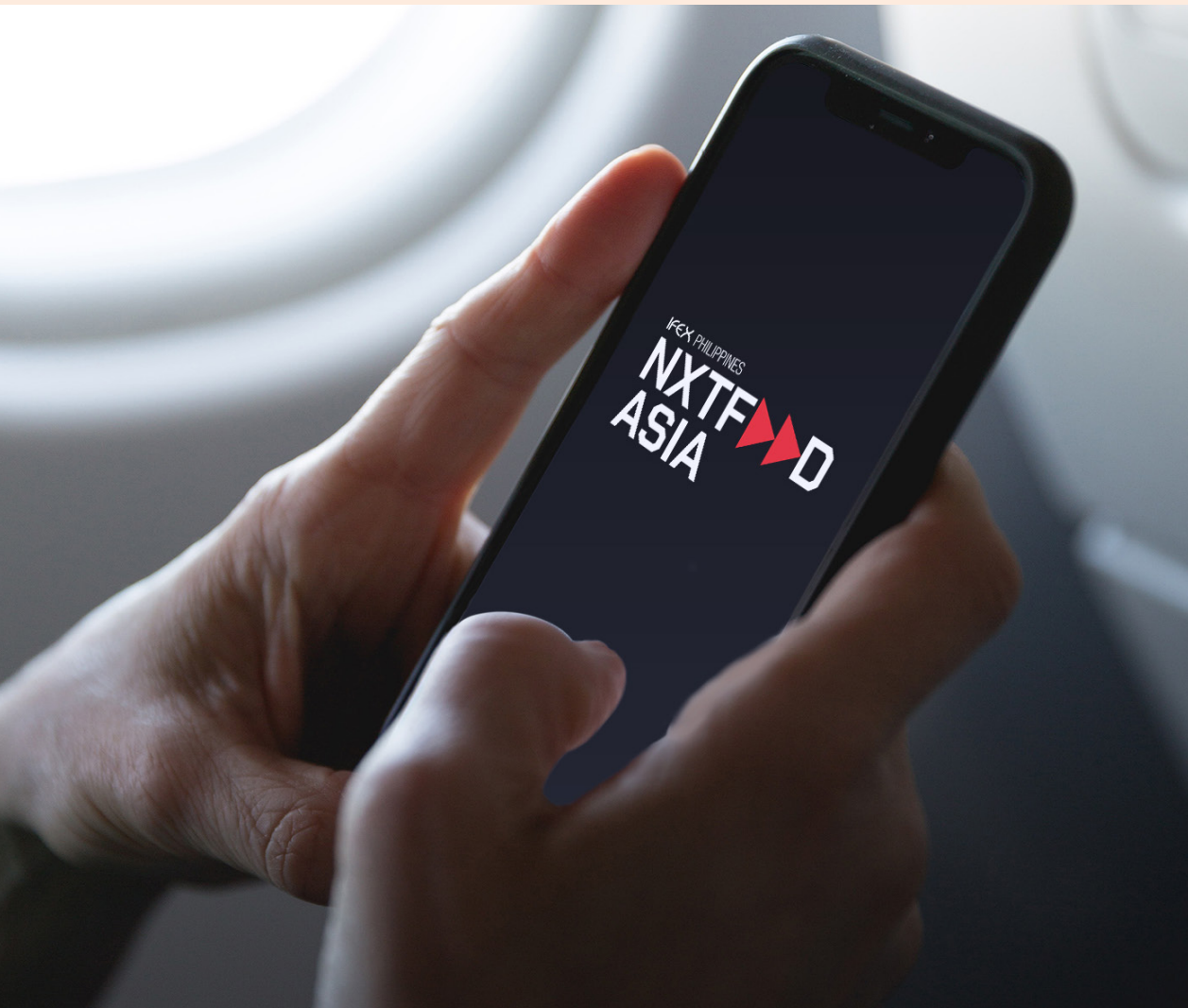
Managing Your FAME+ Dashboard

DECEMBER 09

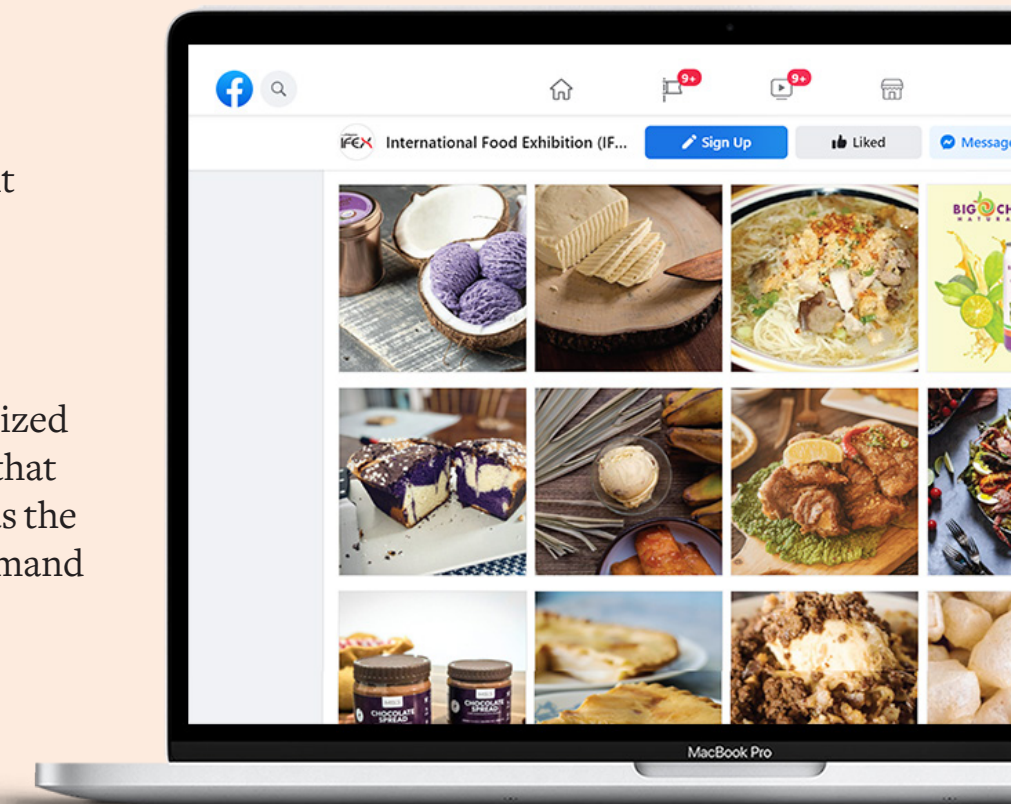
Shipment and Logistics Made Easier: Discounted AIR21 Services for MSMEs

IFEXCONNECT FOR 2021

The agency, likewise, has started preparations for IFEX Philippines digital trade community platform—IFEXConnect.com. Bringing the learnings from the development of FAME+, extensive planning went into the development of IFEXConnect to showcase Philippine food products on a globally accessible website, which is scheduled to launch in 2021.



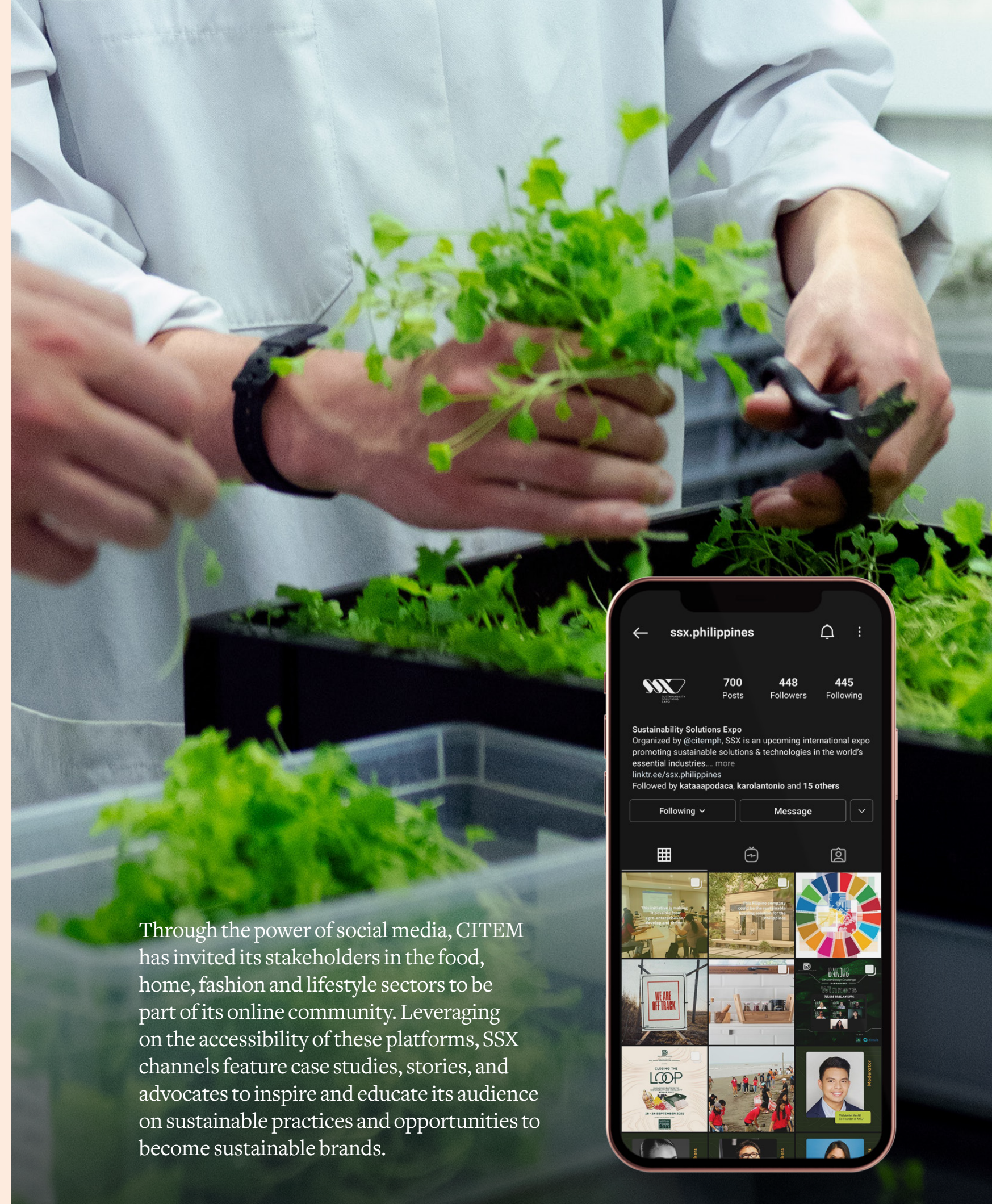
CITEM has revamped the content promoted on its social media platforms for IFEX Philippines to highlight premier exports of the Philippines referred to as the Premium 7, and the newly recognized Rising Stars of the food industry that the global market has identified as the next food products that are in demand from the Philippines.



A WEBSITE FOR SUSTAINABILITY

CITEM canceled the Sustainability Solutions eXpo (SSX): Food & Beverage event scheduled last May 2020 due to the enhanced community quarantine protocols in place for mass gatherings. Therefore, the SSX website and social media platforms established in January 2020 in preparation for the event is being reimagined to be a platform for knowledge sharing and capacity building to transition MSMEs to be part of a circular economy that meets our commitments for the Sustainability Development Goals of the country. CITEM is also preparing to launch a community website for SSX in 2021.

To spread awareness on sustainability, CITEM also conducted roadshows for its stakeholders in key regions, namely Davao del Sur, La Union, Vigan, Tuguegarao, Isabela, Cagayan de Oro, Cebu, South Cotabato, Agusan del Norte and Agusan Del Sur.

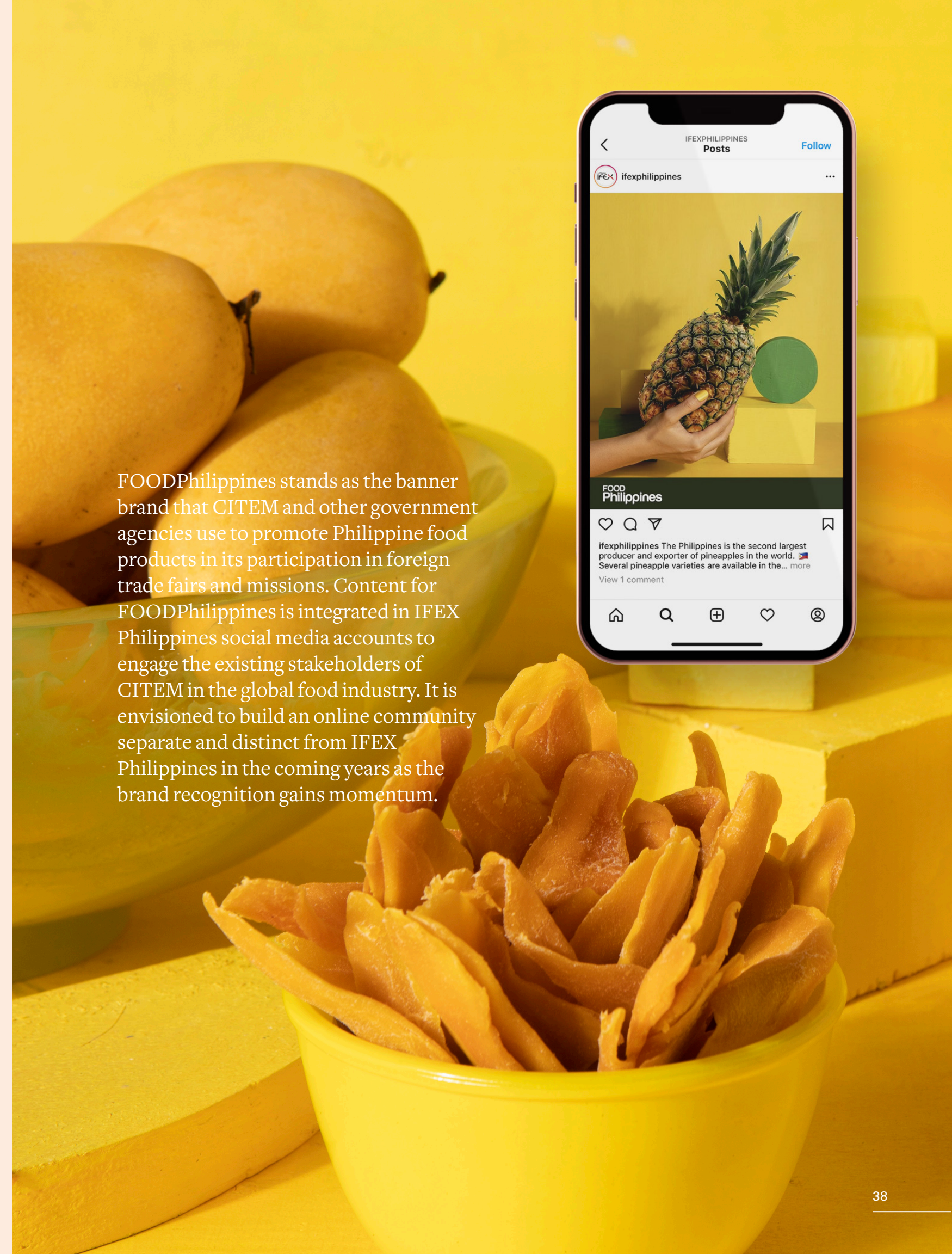
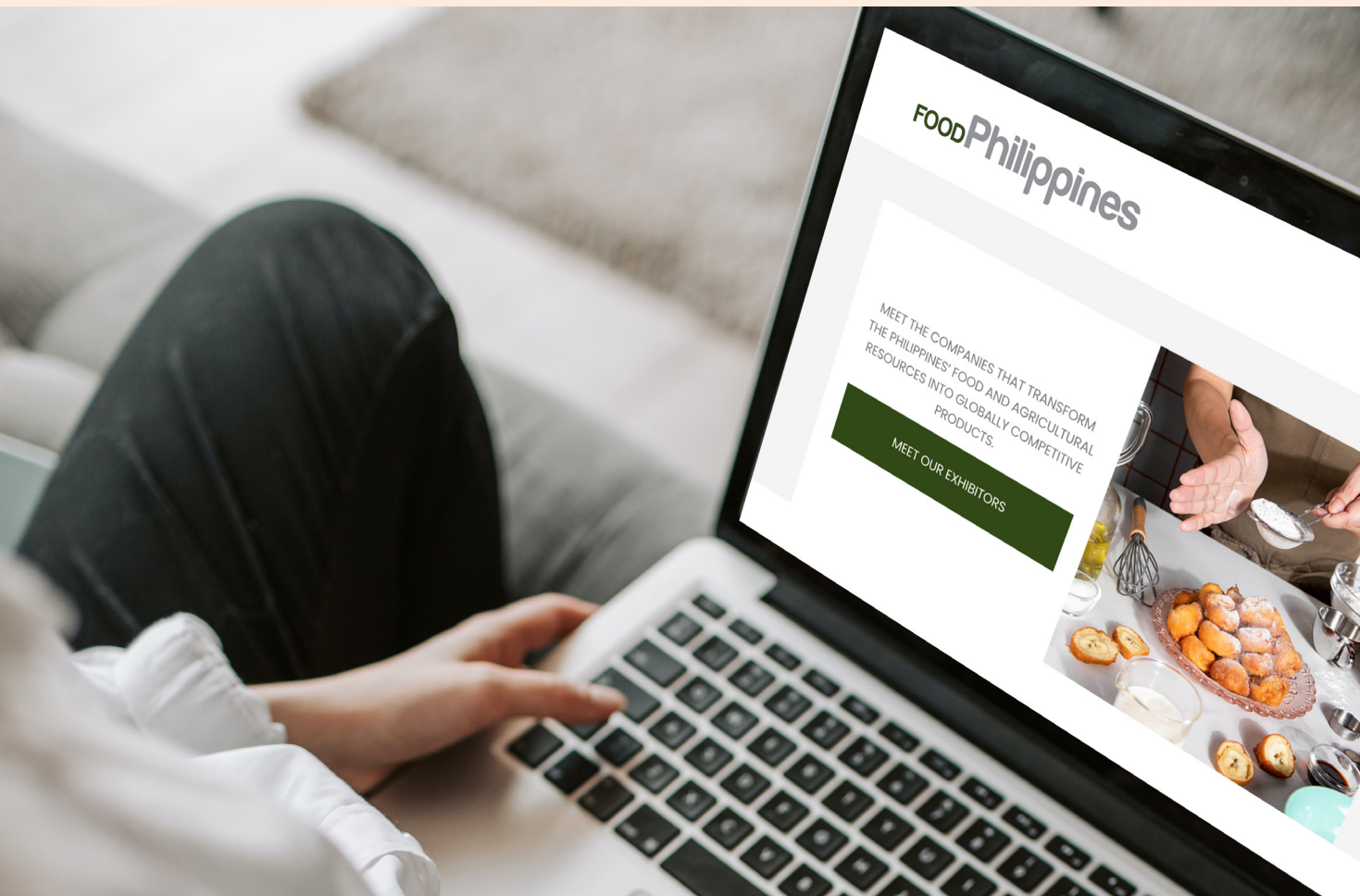


Through the power of social media, CITEM has invited its stakeholders in the food, home, fashion and lifestyle sectors to be part of its online community. Leveraging on the accessibility of these platforms, SSX channels feature case studies, stories, and advocates to inspire and educate its audience on sustainable practices and opportunities to become sustainable brands.

A CENTRAL HUB FOR PHILIPPINE FOOD PROMOTIONS

Filipino food has been gaining popularity and recognition in international markets during the last decade. To address the clamor for a more centralized source of information to promote Filipino food products, FOODPhilippines.com was born. For 2020, CITEM conceptualized the creation of a website that aids not only its export promotions activities, but addresses the need of its partner agencies for an online repository of stories and multimedia representations that aid the promotions of Filipino food products across the global market.

This was a temporary website that CITEM built for its hybrid shows, until it launch the IFEX Connect DTCP in 2021.

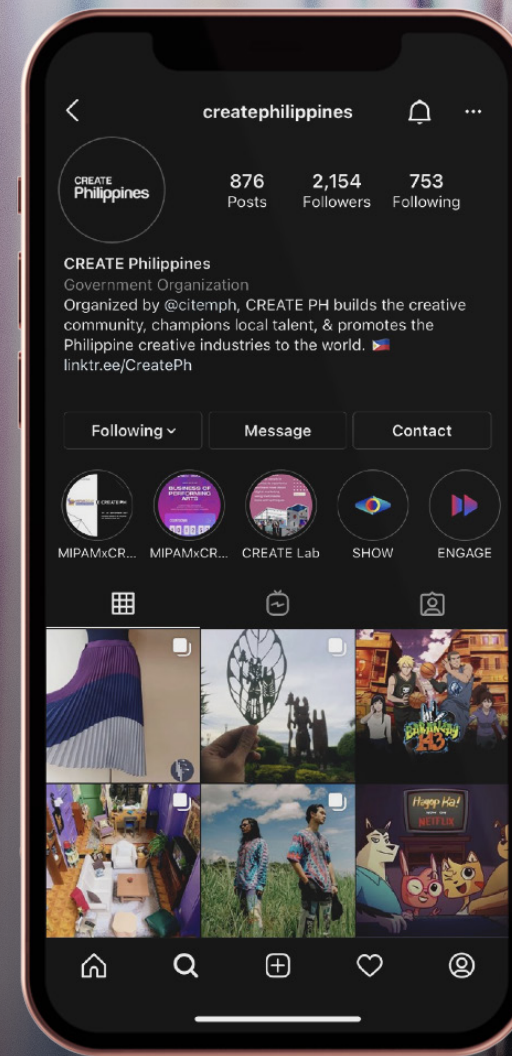


FOODPhilippines stands as the banner brand that CITEM and other government agencies use to promote Philippine food products in its participation in foreign trade fairs and missions. Content for FOODPhilippines is integrated in IFEX Philippines social media accounts to engage the existing stakeholders of CITEM in the global food industry. It is envisioned to build an online community separate and distinct from IFEX Philippines in the coming years as the brand recognition gains momentum.



UNITING THE CREATIVE INDUSTRY

In partnership with other government agencies servicing the creative sector and members of Congress, the CREATE Philippines brand is reimagined as a unifying brand to promote the creative industries as an export service. While several creative industries already cater the international market, it has been recognized that there is still work left to be done to promote and support the various creative industries. For 2020, CITEM lays the groundwork to create a community to bring all these creative industries together and support its growth in the global market.



Including the design and food industries supported by CITEM, CREATE Philippines encompasses a broad spectrum of sectors that span visual arts, film, animation, advertising, performing arts and so much more. CITEM takes on the task of building a singular brand that encompasses them all for a unified promotions campaign for an international clientele.

NETHERLANDS ●

CHOCOA (Amsterdam)

19-23
Feb 2020 | Food and Beverage

GERMANY ●

AMBIENTE (Frankfurt)

07-11
Feb 2020 | Home and Furnishing

BIOFACH (Nuremberg)

12-15
Feb 2020 | Food and Beverage

FRANCE ●

MAISON&OBJET AND MORE (Paris)

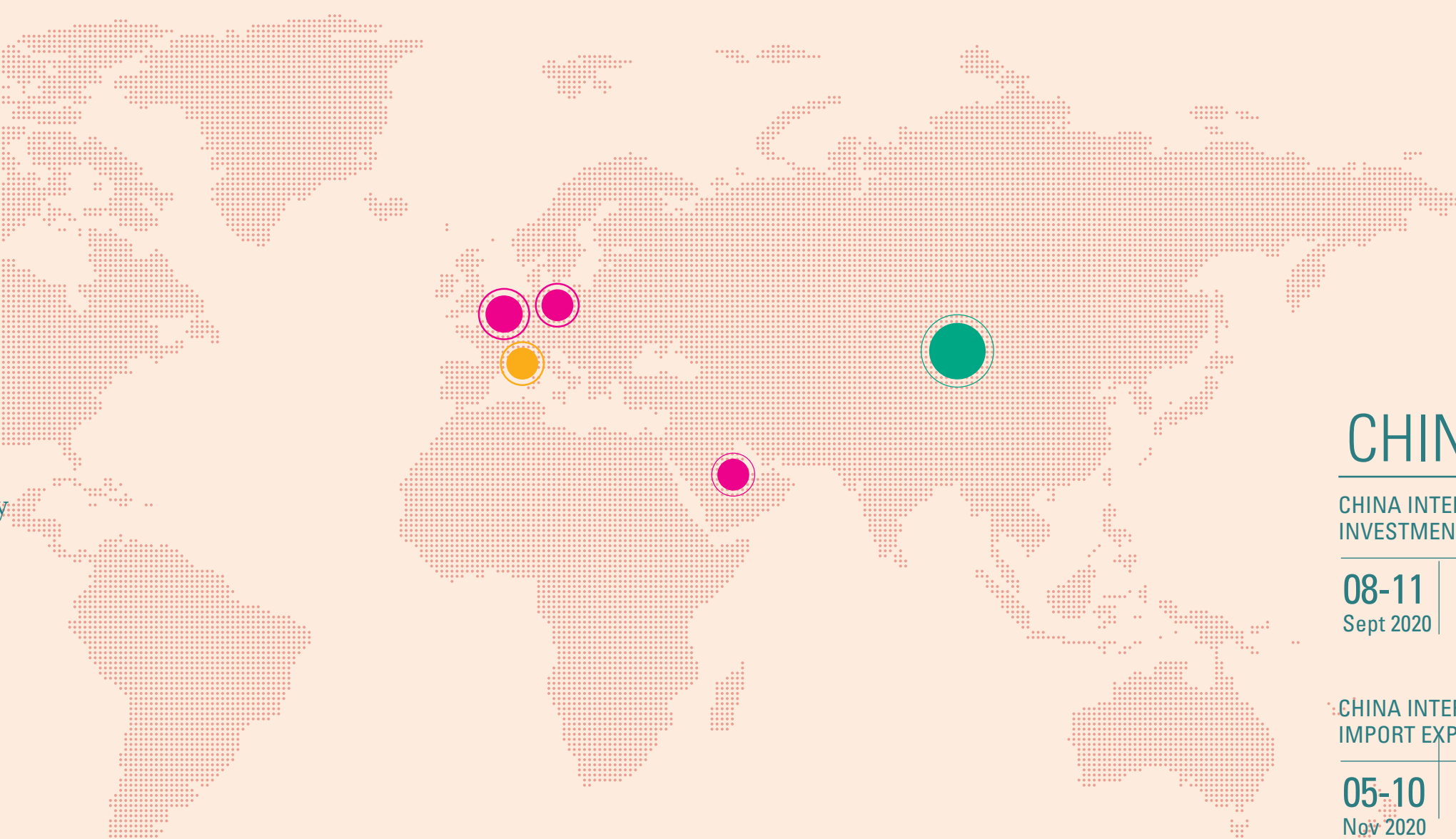
04-18 Digital Fair | **04-31** Online Exposure
Sep 2020 | Fair | Sep Dec

- PHYSICAL
- DIGITAL
- HYBRID

CITEM EMBRACES HYBRIDIZATION OF EXHIBITION INDUSTRY

CITEM joined a few physical trade fairs prior to the community lockdowns and quarantines enforced globally. As the international exhibition community struggled to evolve, the agency adapted to dynamic changes in the Meetings, Incentives, Conferences and Exhibitions (MICE) industry including its participation on virtual fairs, digital platforms and hybrid programs across the globe.

The Philippines made its debut with the hybrid exposition format in its promotional campaigns in the China International Import-Export (CIIE) and China-ASEAN Expo. CITEM promoted Filipino products in the Chinese market through the mounting of a physical pavilion that featured key exports and enabled QR codes on product displays and communication hubs in the pavilion for digital support in terms of product discovery and facilitation of B2B meetings.



CHINA ●

CHINA INTERNATIONAL FAIR FOR INVESTMENT AND TRADE*

08-11
Sept 2020 | Investment and Trade

CHINA INTERNATIONAL IMPORT EXPO (Shanghai)

05-10
Nov 2020 | Food and Beverage

CHINA ASEAN EXPO (Guangxi)

27-30
Nov 2020 | Food and Beverage

*Co-managed by CITEM

UNITED ARAB EMIRATES ●

GULFOOD (Dubai)

16-20
Feb 2020 | Food and Beverage

PARTICIPATION IN PHYSICAL OVERSEAS TRADE FAIRS

LIFESTYLE Philippines

07-11 FEBRUARY 2020
HALL 9.2 E25 | HALL 9.3 C11
MESSE FRANKFURT
FRANKFURT, GERMANY



ambiente

FOOD Philippines

A BOUNTY OF FLAVORS
12-15 FEBRUARY 2020
HALL 3A-511 | NUREMBERG EXHIBITION CENTRE
NUREMBERG, GERMANY



BIOFACH
into organic

FOOD Philippines

AT GULFOOD
16-20 FEBRUARY 2020
SHEIKH RASHID HALL
DUBAI WORLD TRADE CENTRE

Gulfood

FOOD Philippines

AT CHOCOA
20-23 FEBRUARY 2020
GRAANBEURSAAL BEURS VAN BERLAGE
AMSTERDAM, NETHERLANDS



CHOCOA

24
Companies Assisted

\$2.758
Million Export Sales

393
trade inquiries
280
trade buyers



9
Companies Assisted

99
Trade Inquiries
93
Trade Buyers

\$36.374
Million Export Sales

AMBIENTE
Home and Furnishing

7-11 FEBRUARY
FRANKFURT, GERMANY

Ambiente is the world's largest trade fair for consumer goods which covers three (3) sectors: Dining (kitchenware), Giving (gift items), and Living (furniture, lighting, home accessories, seasonal décor). It is the world's most important consumer goods trade fair providing all the latest ideas and products first-hand – from the global market spectrum to industry trends and future visions.

HIGHLIGHTS

- A Partner Artisan Community was introduced wherein eight (8) Tarlac-based companies showcased the province's strength in crafts and export in a 45-sqm space.
- Top selling products from the Philippines were various home, lighting, and home accessories from Klassy Collections, Finali Furniture, Celestial Arts, and Arden Classics; Bloom chair from Finali; Accent tools from Southeast Metro.
- Philippine products have a market in Ambiente as buyers continue to look for items that are made of natural materials, sustainable, and socially responsible. For this reason, this year's theme "Hands That Work" successfully engaged the buyer's interest.

BIOFACH
Food and Beverage

12-15 FEBRUARY
NUREMBERG, GERMANY

In its 31st year, BIOFACH has become the world's leading platform for organic food and products. Specific product categories showcased every year are organic and natural products such as fresh food, frozen food, cooking & baking products, snacks and sweets, drinks, food supplements, and other grocery products, non-food (detergents, other drugstore articles, seeds & plants, etc.), technology & equipment, raw material supplies, and service providers.

HIGHLIGHTS

- Overall top-selling products were the Refined Bleached and Deodorized (RBD) Oil of Tongsan Industrial, muscovado sugar of Raw Brown Milling, banana chips of See's International, and assorted coconut products (VCO, flour, cream) of Brandexports Philippines.
- Despite the low turn-out of buyers due to a host of issues, including COVID-19, the change in the location of the PH pavilion, and the storm in Germany, the business results remained surprisingly high and satisfactory for most of the exhibitors.

24

Companies Assisted

\$102

Million Export Sales

1500+

Trade Inquiries

866+

Trade Buyers



7
Companies Assisted

387+

Trade Inquiries

67

Trade Buyers

\$1.168

Million Export Sales



GULFOOD

Food and Beverage

16-20 FEBRUARY
DUBAI, UNITED ARAB EMIRATES
(UAE)

The Gulf Food Hotel and Equipment Exhibition and Salon Culinaire (Gulfood) is one of the world's biggest food and hospitality trade shows and a quintessential meeting point for the global food industry members. The international food trade show welcomes over 100,000 visitors from 200 countries every year and celebrated its landmark 25th edition on 16-20 February 2020.

HIGHLIGHTS

- The Philippine delegation was mainly composed of returning exhibitors and joined by four Gulfood newcomers, namely, Jeverps Manufacturing Corporation, Yan Yan International Philippines Inc., Mofels Food International Corporation, and Grand Asia Integrated Natural Coco Products Corporation (GAINCOCO).
- The best-selling products reported by the delegation included fresh/processed bananas, mixes/spices/condiments, frozen/value-added seafood, canned seafood, noodles, rice, snacks/biscuits/breads, fresh/processed fruits, beverages, and coconut products.

CHOCOA

Food and Beverage

19-23 FEBRUARY
AMSTERDAM, NETHERLANDS

CHOCOA is the most sought-after business platform among chocolate and cocoa traders around the world. It is a two-day trade fair and a two-day festival event. The first two (2) days were the trade fair and were dedicated to industry players and stakeholders. Only serious industry contacts were allowed on the exhibition floor.

HIGHLIGHTS

- The Philippines participated with seven (7) companies under the RAPID Growth Project. The companies were assisted in terms of trade fair and festival participation and attendance in networking and seminars to enhance their capabilities in terms of sustainable cocoa farming.
- Top selling products were fermented cacao beans, tablea, enrobed Fruits and Nuts (Dark Chocolate), heirloom bars, and dark chocolate bars.

PARTICIPATION IN GLOBAL DIGITAL PLATFORMS AND HYBRID OVERSEAS TRADE FAIRS

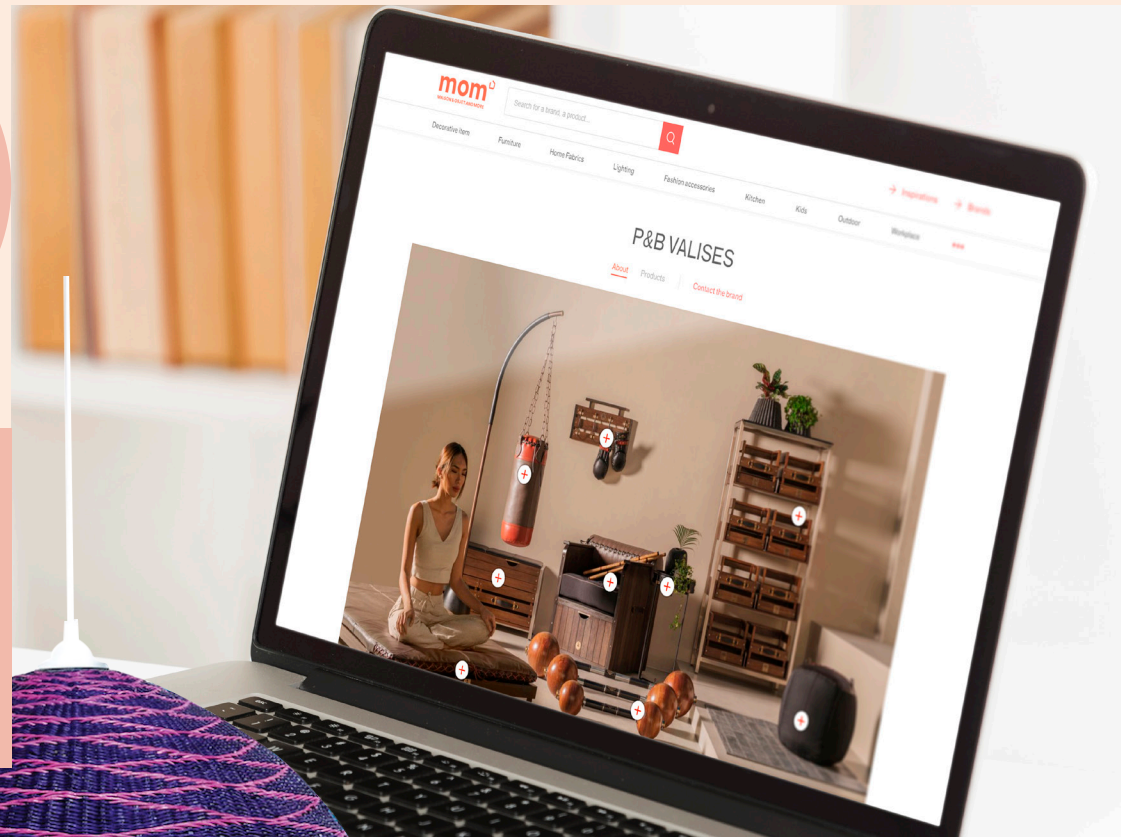
CITEM embraced the digitalization of the MICE industry through its involvement and participation in international trade websites and in hybrid trade events that aimed to address the limitations set by the pandemic.

An expanded by-product of CITEM's content amelioration and product development programs, Filipino products are featured with stunning visuals, engaging content and interactive solutions that bring together international buyers and Filipino companies.



13
Brands and
Companies Assisted

\$3.184
Million
Export Sales



MAISON&OBJET AND MORE (MOM) DIGITAL FAIR

Home, Fashion and Lifestyle

04-18 SEPTEMBER
(DIGITAL FAIR)

04 SEPTEMBER TO
31 DECEMBER
(ONLINE EXPOSURE)

Due to the impact of the COVID19 pandemic, CITEM canceled its planned participation in M&O's onsite show to join the Maison&Objet and More (MOM) Digital Fair, which was staged on 4-18 September 2020 and which featured digital events such as design talks alongside the digital showrooms.



KINDRED
A
DESIGN
COLLECTIVE



251
Collections
Showcased

140
New Designs under
the "Bubble Living by
Kindred" theme

HIGHLIGHTS

- CITEM benefited from MOM's digital traction. Our products landed on the list of favorites by trend experts and influencers, including Patti Carpenter, an award-winning creative director and Global Trend Ambassador for Maison & Objet.
- Top Selling Products: Driptych by Weavemanila; Empress Jar (MARMORCAST®) by Nature's Legacy; Candy Lamps by Zacarias; Celestina Table by P & B Valises; Stade Lounge Chair by FINALI

40
Companies Assisted

\$462.36
Million Export Sales

839 Trade Inquiries from 257 Buyers



30
Companies Assisted

\$1.12
Million Export Sales
(from 4 companies in the physical exhibit)

117 Trade Inquiries from 88 Buyers
(from physical exhibit alone)



CHINA INTERNATIONAL IMPORT EXPO (CIIIE)

NOVEMBER 05-10
SHANGHAI, CHINA AND DIGITAL

The China International Import Expo (CIIIE), launched in 2018, is the first import-themed, national-level exhibition expo in China that only features foreign exhibitors with no local Chinese businesses to exhibit at the event. Following China's announcement, it is a major initiative that it is ready to open its markets to the world and be a pillar in economic cooperation and globalization.

HIGHLIGHTS

- CITEM implemented its first international hybrid participation in CIIIE in 2020 as an effect of the global pandemic situation. The Philippine participation was a combination of a physical 108 sqm exhibit that featured 40 exhibitors and a virtual component intended to enable companies to e-meet the buyers onsite through an online B2B platform with conference pods set up in the Philippine pavilion.
- The branding pursued by the CIIIE 2020 is "Healthy and Natural" under the banner of the FoodPhilippines banner. This strategy was based on the trend of purchased goods from Philippine manufacturers in previous trade participation in China.
- Top selling products: fresh young coconut, fresh cavendish bananas, banana chips, and other coconut products, fresh seafood products, calamansi juice.

CHINA-ASEAN EXPO (CAEXPO)

NOVEMBER 27-30
NANNING, GUANGXI, CHINA AND DIGITAL B2B

China-ASEAN Expo (CAEXPO) is the only international trade fair in the region dedicated to promoting the building of the China-ASEAN Free Trade Area (CAFTA) and celebrating regional economic and trade cooperation.

HIGHLIGHTS

- Due to the limitation brought by the pandemic, this year's CAEXPO was significantly affected. As a result, only four (4) companies with China-based counterparts, distributors, or retailers could join and feature their products in the physical show. On the other hand, 26 non-CN-based companies joined the ONLINE Platform developed by the CAEXPO Secretariat. The said online platform is available from the date of the show's opening and will be available for one (1) year.
- Best-selling products: banana chips and coconut products



CORPORATE SOCIAL RESPONSIBILITY

Extending a Helping Hand in Times of Disaster

CITEM gave back to those who are struck by calamities in 2020. In February, CITEM donated face masks, canned goods, drinking water, toiletries, pet food, blankets, mats, towels, clothes, undergarments, medicines in view of the sudden Taal volcano eruption. Drapes used during CITEM's signature event Manila FAME October 70th edition was also donated and cut into blankets size by employees (volunteers). The Agency also extended financial assistance to MSMEs in Cagayan and Albay who were affected by Typhoon Ulysses and Rolly last November 2020. The affected MSMEs are homemaker communities from the Home, Lifestyle, and Food Sectors that produce or manufacture exportable products, or who are integral in the supply chain for export companies.

To help the marginalized, CITEM gave financial assistance to Caritas Manila in July as part of the Servant Leadership and Education Program, which aims to support underprivileged youths in their studies. In addition, the Agency also extended financial assistance to Buhay Mo, Mahal Ko project to help persons with disabilities look for ways to earn during the pandemic.

DOH recognizes CITEM's Good Practices

413

Clinic Consultations

With the publication of the Workplace Handbook of Department of Health (DOH), CITEM was recognized for the handbook's Good Practices. CITEM's workplace strategy and health protocols to mitigate the COVID-19 in the workplace (prior the lockdown) were featured.

As a measure to continue business amidst the pandemic and ensure employees' welfare, one of CITEM's immediate strategies is to create a COVID-19 Response Team (CRT) headed by the Occupational Health Physician, Dr. Elaisa Haase in partnership with the agency's Company Nurse, and Human Resource Management Officers. Among the measures taken by CITEM's CRT are clinic consultations, clinic lectures, contact tracing and crafting a workplace preparedness advisory.

CITEM's Covid-19 Response Team (CRT) also crafted health and safety protocols to monitor employees who are on Work from Home (WFH) and those who are reporting as the Skeleton Workforce (SWF). Online monitoring forms were rolled out: (1) Daily Health Declaration, (2) COVID-19 Risk Assessment Form. Health protocol visual cues (posters and infographics) onsite, office barriers, shuttle service were also put in place as another layer of protection to employees who are reporting onsite.

5

Clinic Lectures

0

reported COVID-19 Transmission in the Agency/ Onsite

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.



Whistleblowing Policy/ Open-Door Policy

As provided under the Governance Commission for GOCCs (GCG) Memorandum Circular No. 2014-04, the purpose of the whistleblowing policy is to enable any concerned individual to report and provide information, anonymously if he/she wishes and even testify on matters involving the actions or omissions of the Directors/Trustees, Officers, and employees of the GOCCs, that are illegal; unethical; against good governance principles, public policy and morals; promotive of unsound and unhealthy business practices; and grossly disadvantageous to the GOCC and/or the Government.

Open-Door Policy and Reporting Channel

CITEM's Open-Door Policy encourages employees to speak up when there is an issue or concern that affects work or accomplishments. It promotes an environment of open communication between employees and all levels of management to enhance relations, improve work performance, develop a sense of accountability and responsiveness, and build a culture of excellence.

Integrity starts with a commitment to ask questions, raise concerns and engage in an open dialogue. The following are dedicated channels of reporting that a whistleblower can use to file any reportable condition:

Website: <http://www.citem.gov.ph> or at <http://www.gcg.gov.ph>
E-mail: info@citem.com.ph
Mail: Golden Shell Pavilion, Roxas Boulevard, corner Sen. Gil Puyat Avenue, Pasay City
Telephone: (632) 831-2201 local 250 (HRM Division)
Fax: (632) 832-3965
Face-to-Face Meetings with CITEM officials, officers, employees and/or GCG officials

Confidentiality

CITEM shall ensure the confidentiality of all information arising from the report. It shall treat all reports, including the identity of the whistleblower/person concerned and the respondent, in a confidential and sensitive manner. The identity of the whistleblower will be kept confidential, unless compelled by law or by the Courts to be revealed, or unless the whistleblower authorized the disclosure of his/her identity.

Due Process

Each issue or report shall be handled or investigated promptly, consistently and appropriately. The company will observe due process where the respondent will be given the chance to hear and explain his/her side within 15 days from receipt thereof. Personnel who initiate a report may be updated on the actions taken, to the extent allowed by law.

Protection against Retaliation

Retaliation actions against a whistleblower or any personnel for any report will be taken cognizance of by the CITEM Integrity Monitoring Committee if the report is made in good faith, and the

GCG shall extend all possible assistance to the whistleblower under the law and given the circumstances.

Untrue Allegations

If a whistleblower makes allegations that are determined to be fabricated or malicious falsehoods, and/or he/she persists in making them, legal action may be taken against him/her by the Governance Commission for GOCCs.

Review of Risk Management System

The CITEM Board of Governors conducted a review of the company's risk management system and material controls and ensured that necessary actions have been or are being taken to correct the weaknesses identified during the year. The Audit and Risk Management Committee confirms that the internal control system in CITEM is operating adequately and effectively in all material aspects during the financial year and up to the date of this Statement. In this connection, the Board concludes that an effective system of risk management and internal control is in place in fulfilling its mission and mandate.

Building up a Digital and Market Sensitive Workforce

For 2020, CITEM focused on improving the digital capability of its manpower through its skills and training programs. With its goal to digitalize its export promotion services, CITEM recognized the need of equipping its workforce with the necessary skills towards this path. This includes updating its manpower skills in social media promotions, online marketing, web analytics and other digital operations. Among the key webinars attended by CITEM employees were “How to Manage and Develop Remote Teams Webinar,” “Building a Digital Business Strategy,” “Social Media Marketing – Content Marketing Masterclass 2020,” and “Scale Your Business with Web Analytics and Conversion in 2020.”

Aside from digital-centric training, CITEM employees were also encouraged to attend seminars on market trends to get industry insights on how to better promote Philippine MSMEs and be a step ahead in the fast-evolving market due to the COVID-19 pandemic. Included in these seminars attended by CITEM staff were “Future-ready Boards, A Deep Dive Webinar,” “Masterclass on Green Living,” “2020 Mid-Year Food and Agribusiness E-Conference,” and “UFI 87th Global Congress 2020.”

PROGRAM TITLE	DATE	NO. OF DAYS / HOURS	VENUE	NO. OF ATTENDEES
Inaugural Session of the 2020 CES Leadership Conclave Series with theme "Spirit-led Stewardship: Leadership that Matters"	January 23	8 hours	Luzon Ballroom, Sofitel Hotel, Pasay City	1
Food Safety Training Intervention Program: Current Good Manufacturing Practices (cGMP) - Hazard Analysis Critical Control Point (HACCP)	February 05	4 hours	Jollibee Scout Tobias-Timog, Quezon City	1
Masterclass on Green Living and Working	February 27	8 hours	Carlota Paz Function Room, Hotel Jen Manila, Pasay City	43
Risk Management in the Age of COVID-19 Webinar	May 14	1 hour	via Zoom	1
Future-Ready Boards, A Deep Dive Webinar	May 28	2 hours	via Zoom	3
Write It Right: The Art of Effective Business Writing Webinar	June 26	1.5 hours	via Zoom	18
Mastering Emotions: Create a Culture of Execution and Avoid Drama in the Workplace Webinar	June 26	4 hours	via Zoom	2
How to Manage and Develop Remote Teams Webinar	July 17	2 hours	via Zoom	9
2020 Mid-Year Food and Agribusiness E-Conference	August 12	3 hours	via Zoom	2
*Self-paced training				
Building a Digital Business Strategy	Dates for completion: October 26 - 30"	2.5 hours	via Udemy Platform	19
2020 Marketing Masterclass for Startups and Leaders	Dates for completion: October 26 - November 20*	18 hours	via Udemy Platform	12
Social Media Marketing – Content Marketing Masterclass 2020	Dates for completion: October 26 - December 18*	20.5 hours	via Udemy Platform	19
Scale Your Business With Web Analytics & Conversion in 2020	Dates for completion: October 26 - December 18*	5 hours	via Udemy Platform	11

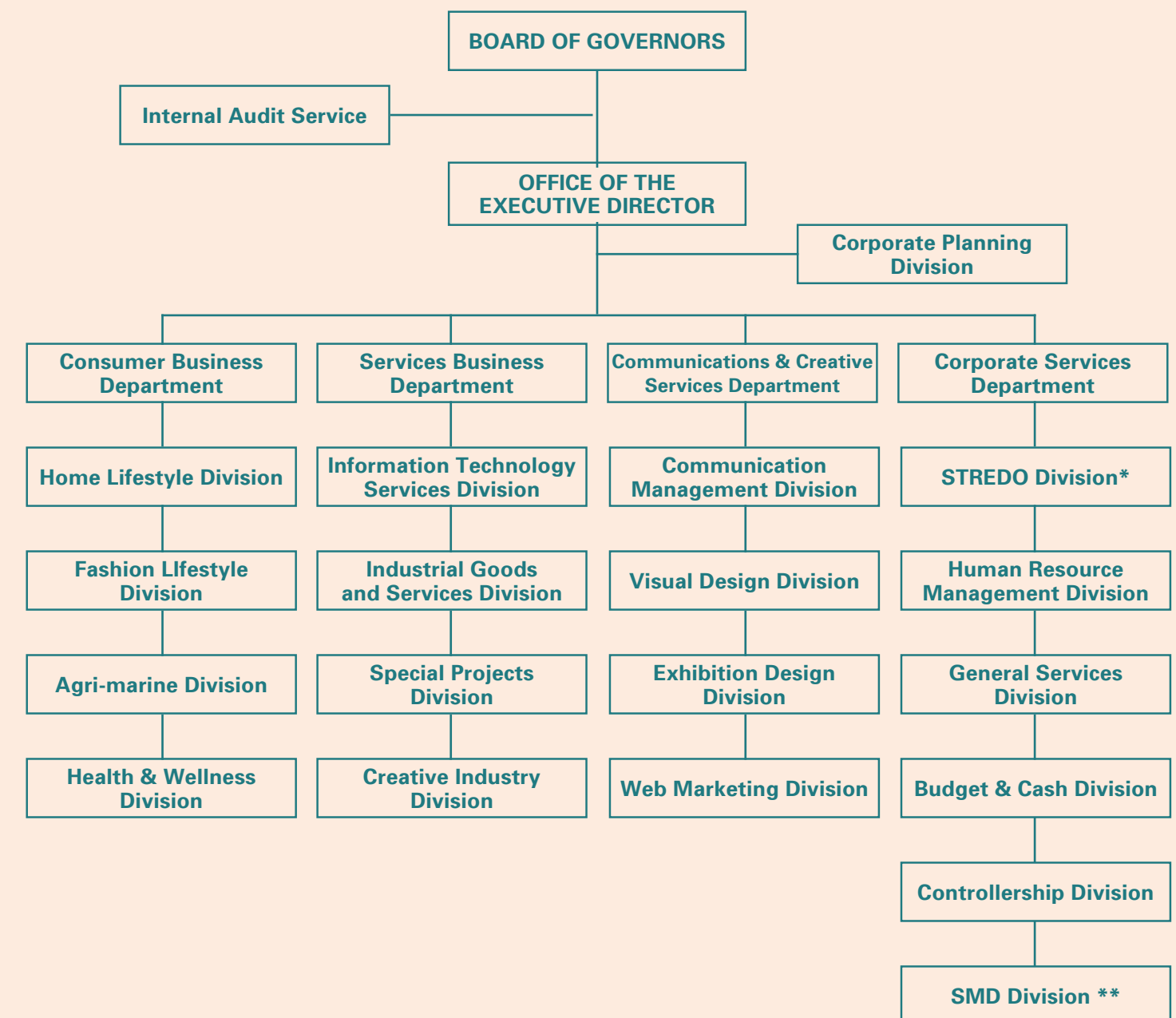
PSD to Responsive HTML5: Beginner to Advanced	Dates for completion: October 26 - December 18*	6 hours	via Udemy Platform	5
Demystifying Parallax: Learn to Create Interactive Web Pages	Dates for completion: October 26 - December 18*	3 hours	via Udemy Platform	5
UFI 87th Global Congress 2020	November 16 - 19	26 hours	Global Congress platform (by Grip)	1
“Webinar on Emotional Mastery: The Ultimate Skill to Navigate Today’s VUCA World *2nd run of Mastering Emotions: Create a Culture of Execution and Avoid Drama in the Workplace Webinar”	November 20	4 hours	via Zoom	2
Fellowship of Christians in Government, Inc. (FOCIG) Virtual Ugnayan: “Leadership in the New Normal”	November 24	3 hours	via Zoom	2
2020 Home & Lifestyle Design Trends + What They Mean For 2021	December 10	1 hour	Thru Eventbrite	7
Seminar: How to Take Care of your Heart	February 13	2 hours	CITEM	17
Webinar: Anxiety and Depression in times of COVID-19	April 30	1 hour	via Microsoft Teams	15
Webinar on Managing Finances During Crisis	June 11	1 hour	via Zoom	21
Basics on COVID-19	September 17	1 hour	via Zoom	17
Lecture on Occupational Safety and Health Standards in Public Sector	September 23	2 hours	via Zoom	14
Healthy Tips to Prevent Chronic Heart Diseases	September 25	2 hours	Zoom	36
Obesity and Weight gain in times of Pandemic	November 26	2 hours	Zoom	32
Learn more about Diabetes Mellitus: Its symptoms and prevention	November 27	2 hours	Zoom	32
Livin’ La Vida Lockdown - CITEM Team Building 2020	December 04 & 09	2 hours (1 hour each date)	via Zoom	144
CITEM 36th Anniversary x Year-End Celebration	December 18	4 hours	via Zoom	162

CITEM Financial Performance Indicators Year 2020

(with comparative figures from CY 2019 and 2018)
(in Million Pesos)

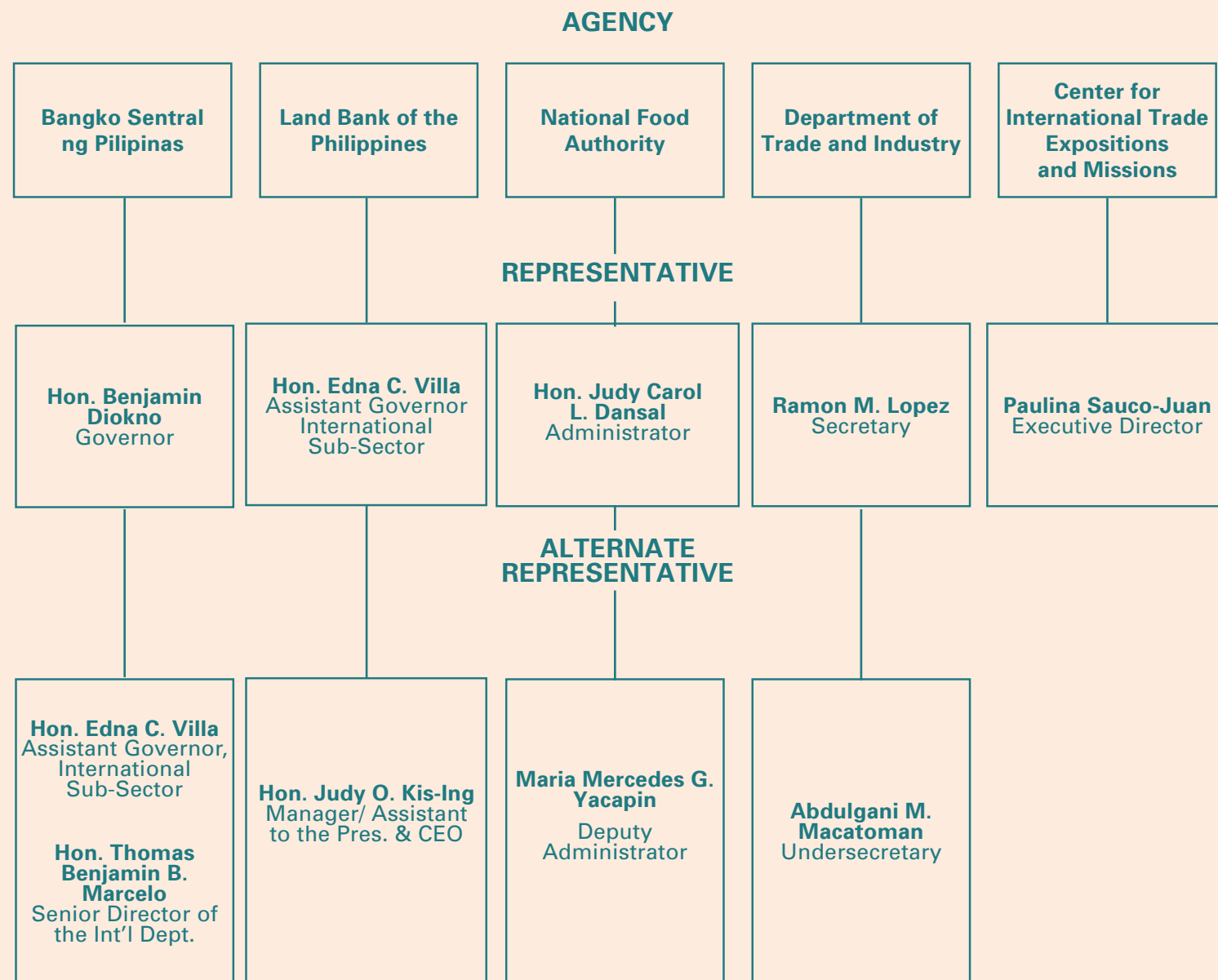
INDICATORS	2020 Audited FS	2019 Audited FS (As restated)	2018 Audited FS
Current Ratio = $\frac{\text{Current Assets}}{\text{Current Liabilities}}$	$\frac{P\ 466,546\ M}{P\ 237,553\ M}$ 1.96	$\frac{P\ 371,029\ M}{P\ 80,694\ M}$ 4.60	$\frac{P\ 340,844\ M}{P\ 88,752\ M}$ 3.84
Net Working Capital = $\frac{\text{Current Assets}}{\text{Current Liabilities}}$	$\frac{P\ 466,546\ M}{P\ 237,553\ M}$ P 228,993 M	$\frac{P\ 371,029\ M}{P\ 80,694\ M}$ P 290,335 M	$\frac{P\ 340,844\ M}{P\ 88,752\ M}$ P 252,092 M
Debt Ratio = $\frac{\text{Total Liabilities}}{\text{Total Assets}}$	$\frac{P\ 243,801\ M}{P\ 795,092\ M}$ 31%	$\frac{P\ 86,942\ M}{P\ 713,263\ M}$ 12%	$\frac{P\ 107,007\ M}{P\ 669,894\ M}$ 16%
Subsidy Ratio = $\frac{\text{Total Subsidy}}{\text{Total Expenses}}$	$\frac{P\ 250,631\ M}{P\ 342,742\ M}$ 73%	$\frac{P\ 279,228\ M}{P\ 342,488\ M}$ 82%	$\frac{P\ 231,876\ M}{P\ 263,234\ M}$ 88%

CITEM DBM-Approved Organization Structure



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

BOARD OF GOVERNORS



ABDULGANI M. MACATOMAN

Abdulgani Macatoman heads the Office of Special Concerns of the DTI. In a concurrent capacity, he is also serving as the Undersecretary for the Trade and Promotions Group (TPG). He is a former Chairman of Foreign Chamber Council of the Philippines (FCCP); chairman emeritus of Bangsamoro Federal Business Council Inc.; a former Executive Director of PSPA Philippine solar power alliance; and the Former President and CEO of the Global Empire International Group of Companies.



CECILIA C. BORRROMEO

Cecilia C. Borrromeo is the Chairperson of the Overseas Filipino Bank and the Chairperson for Landbank of the Philippines (LBP) Leasing and Finance Corp. She previously served as LBP's President and Chief Executive Officer. She is a graduate of the De La Salle Business School with a Master's degree in Business Administration. She also obtained her Bachelor of Science degree in Agribusiness from the University of the Philippines – Los Banos.



ATTY. JUDY CAROL DANSAL

Atty. Judy Caron Dansal is the Chairperson for the Food International Incorporated (FTI); and the Vice Chairperson for the National Food Authority (NFA) and the Philippine Fisheries Development Authority. She fished her Bachelor of Laws in San Beda College Mendiola and her Bachelor of Arts (Major in English) in the Northern Christian College.



MARIA MERCEDES YACAPIN

Ma. Mercedes Yacapin is the Vice Chairperson of the Corn Development Fund (CornDev Fund). She previously served as the Department Manager of the Corporate Planning and Management Services of the National Food Authority in Quezon City since 2009. She obtained her Master’s degree in Business Administration from the Pamantasan ng Lungsod ng Maynila (PLM) and her Bachelor’s degree in Economics from Xavier University.



EDNA C. VILLA

Edna C. Villa is Assistant Governor – International Monetary Affairs and Surveillance Sub-Sector for the Bangko Sentral ng Pilipinas (BSP). Previously, she worked previously as the Chief of Staff and a Chief Dealer at the BSP. Ms. Villa obtained her PhD degree in Political Science and International Relations from the Australian National University and Masters of Arts degree in Economics from George Washington University. She also obtained her BS Statistics degree from the University of the Philippines.



THOMAS BENJAMIN MARCELO

Thomas Benjamin B. Marcelo is Director of the International Relations Department for the Bangko Sentral ng Pilipinas (BSP). Previously, he was on secondment to the International Monetary Fund as Senior Advisor to the Executive Director, Southeast Asia Voting Group in November 2014, and Alternative Executive Director in November 2016. He joined the BSP in 2001. Mr. Marcelo obtained his PhD degree in Development Administration and Master of Arts degree in Economics of Development from the Australian National University in Canberra, Australia.



PAULINA SUACO-JUAN

As the Executive Director of the Center for International Trade Expositions and Missions (CITEM), she leads efforts to promote Philippine export products and services in the global market through the agency’s roster of signature events and international participation. Determined to guide CITEM through digitalization, Executive Director Pauline is paving the way for the well-loved trade shows of the agency to thrive in the 21st century with contemporary branding strategies and a revitalized online presence.

2020 Board Training

PROGRAM TITLE AND DESCRIPTION	CONDUCTED BY	DATE	ATTENDED BY
Future-Ready Boards: A Deep Dive	Institute of Corporate Directors	‘28 May 2020	Bangko Sentral ng Pilipinas Senior Director THOMAS BENJAMIN B. MARCELO
Future-Ready Boards: A Deep Dive	Institute of Corporate Directors	‘28 May 2020	CITEM Executive Director PAULINA SUACO-JUAN



CENTER FOR INTERNATIONAL TRADE EXPOSITIONS AND MISSIONS

Address : Golden Shell Pavilion, Roxas
Boulevard cor, 1300 Sen. Gil J.
Puyat Ave, Pasay, 1300 Metro Manila

Tel no : (+632) 8831.2201

E-mail : info@citem.com.ph

Website : www.citem.gov.ph

THE PROUD ORGANIZER OF

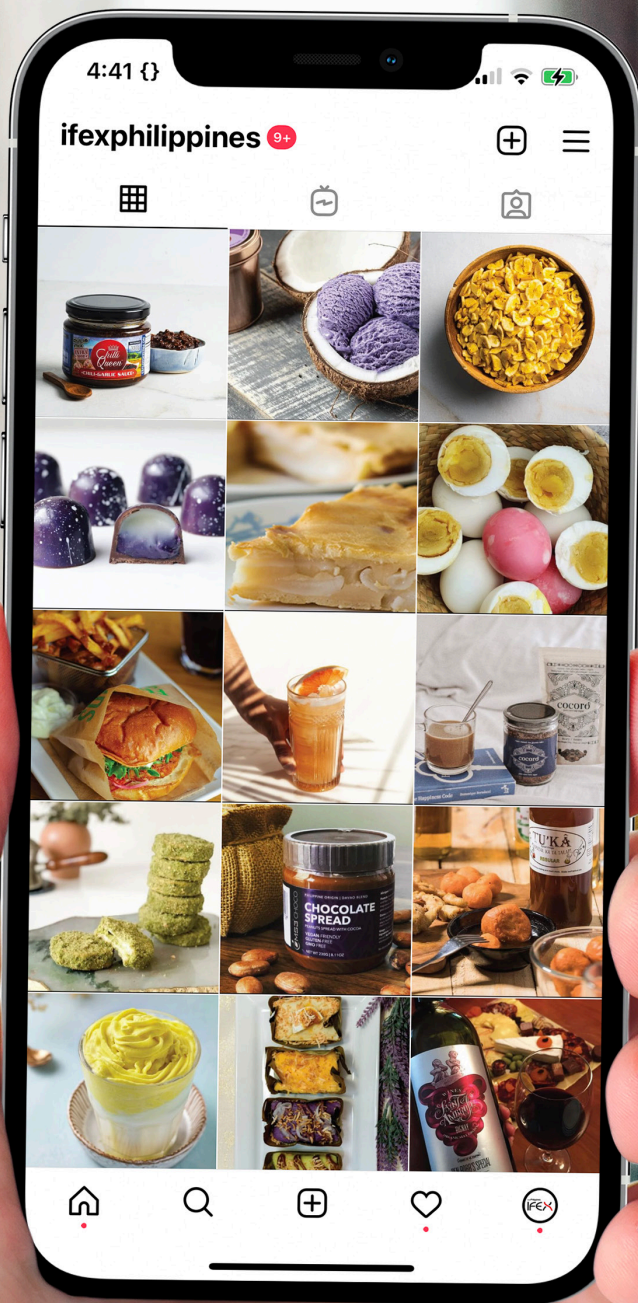
FAME+

FFEX PHILIPPINES
NXTF▶▶D
ASIA

FOOD
Philippines

CREATE
Philippines





Citem