



**04 August 2021**

**MR. RAMON M. LOPEZ**

*Secretary, Department of Trade and Industry (DTI)  
and CITEM Chairman*

**MS. PAULINA SUACO-JUAN**

*Executive Director*

**CENTER FOR INTERNATIONAL TRADE  
EXPOSITIONS AND MISSIONS (CITEM)**

Golden Shell Pavillion, ITC Complex, Roxas Boulevard  
corner Sen. Gil. J. Puyat Avenue, Makati City

**RE : TRANSMITTAL OF 2021 PERFORMANCE SCORECARD**

Dear Secretary Lopez and Executive Director Suaco-Juan,

This is to formally transmit the 2021 Charter Statement and Strategy Map (**Annex A**) and 2021 Performance Scorecard (**Annex B**) of CITEM.

The CITEM proposed Charter Statement, Strategy Map and Performance Scorecard submitted through its letter dated 30 October 2020<sup>1</sup> were **MODIFIED** based on the discussions made during the technical panel meeting (TPM) held on 20 November 2020 and evaluation of revised documents submitted through its letters dated 22 December 2020<sup>2</sup> and 12 January 2021<sup>3</sup> and email communications dated 09 February 2021, 17 February 2021, 23 February 2021, 12 March 2021, 14 April 2021, and 05 May 2021.

We take this opportunity to **REMIND** CITEM that Item 5 of GCG Memorandum Circular No. 2017-02<sup>4</sup> mandates GOCCs to submit Quarterly Monitoring Reports and upload the same in the GOCC's website within thirty (30) calendar days from the close of each quarter.

Finally, under GCG MC No. 2017-02, GOCCs can no longer renegotiate the targets set in their Performance Scorecards for the current year. Thus, any request for modification in the 2021 Performance Scorecard will instead be considered during the validation of the reported annual accomplishments.

**FOR CITEM'S COMPLIANCE AND INFORMATION.**

Very truly yours,

<sup>1</sup> Officially received by the Governance Commission on 03 November 2020.

<sup>2</sup> Officially received by the Governance Commission on 28 December 2020.

<sup>3</sup> Officially received by the Governance Commission on 15 January 2021.

<sup>4</sup> INTERIM PES FOR THE GOCC SECTOR, dated 30 June 2017.

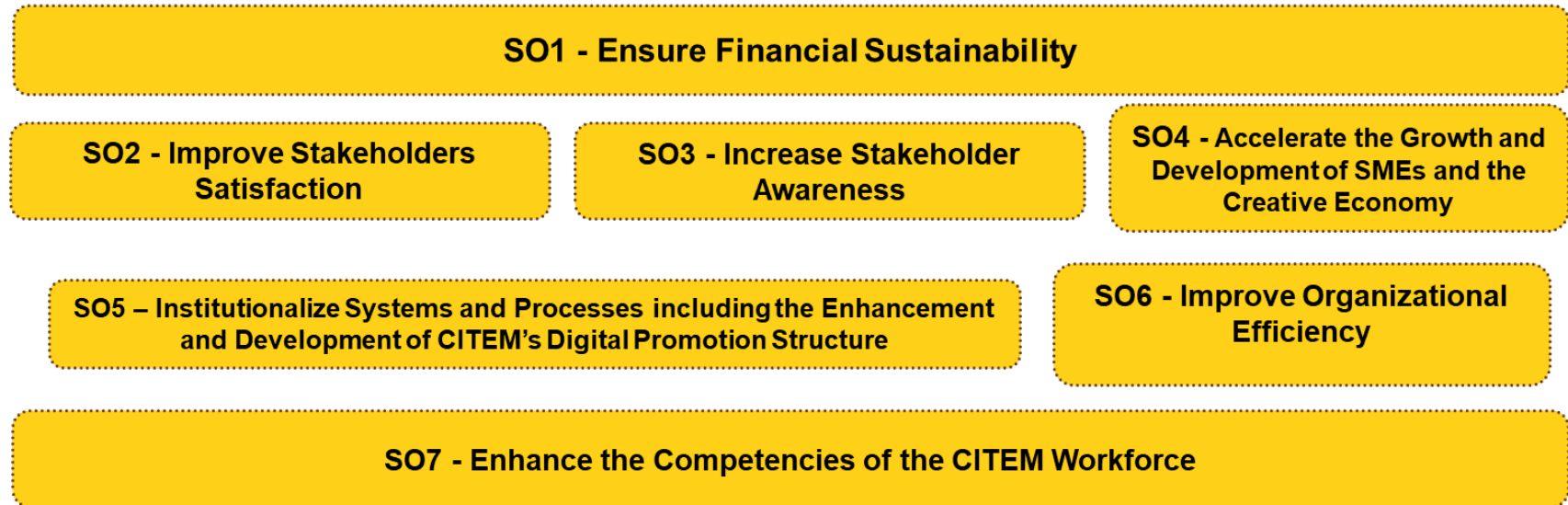
# CITEM 2021 CHARTER STATEMENT & STRATEGY MAP



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



**I-CaRe**  
 Innovate    Capacitate    Resonate



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

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

## CENTER FOR INTERNATIONAL TRADE EXPOSTIONS AND MISSIONS (CITEM)

Component					Baseline Data		Target		
	Objective/Measure	Formula	Weight	Rating System	2018	2019	2020 <sup>1</sup>	2021	
FINANCIAL	<b>SO 1</b>	<b>Ensure Financial Sustainability</b>							
	SM 1	Cost Recovery Ratio	Total Revenue from Promotional Events / Total Project Cost <sup>2</sup>	25%	(Actual / Target) x Weight	51.32%	46.56%	10%	20%
	SM 2	Budget Utilization Rate	Total Obligations (Net of PS) / Total DBM Approved Corporate Operating Budget (Net of PS)	10%	All or Nothing	N/A	94%	Not Lower Than 90% But Not Exceeding 100%	Not Lower Than 90% But Not Exceeding 100%
		<b>Sub-total</b>		<b>35%</b>					
STAKEHOLDERS	<b>SO 2</b>	<b>Improve Stakeholders Satisfaction</b>							
	SM 3	Percentage of Satisfied Customers:							
	SM 3a	Physical Trade Fair Exhibitors	Number of Respondents Who Gave a Rating of At Least Satisfactory / Total Number of Respondents	2.5%	(Actual / Target) x Weight If Below 80% = 0%	83.74%	94.34%	90%	90%
	SM 3b	Physical Trade Fair Buyers		2.5%				90%	90%
	SM 3c	Digital Trade Fair Exhibitors		2.5%		N/A	N/A	N/A	90%
	SM 3d	Digital Trade Fair Buyers		2.5%				N/A	90%
	<b>SO 3</b>	<b>Increase Stakeholder Awareness</b>							
SM 4a	Number of Trade Buyers in Export Promotion Events (Physical)	Actual Accomplishment	5%	(Actual / Target) x Weight	8,799	15,023	3,520 (Buyers Only, Unique Count)	2,684 (Trade Buyers Only, Unique Count)	

<sup>1</sup> As stated on the Recalibrated 2020 Performance Scorecard. Officially transmitted to the CITEM through a letter dated 09 February 2021.

<sup>2</sup> Preparatory expenses made during the previous year/s and current year relative to the conduct of the applicable year's projects shall not be included in the computation.

Component					Baseline Data		Target		
	Objective/Measure	Formula	Weight	Rating System	2018	2019	2020 <sup>1</sup>	2021	
	SM 4b	Number of Trade Buyers in Export Promotion Events (Digital/Online)		5%				3,569 (Trade Buyers Only, Unique Count)	
	SM 5	Establish a Board-Approved Medium-Term Marketing Plan	Actual Accomplishment	5%	All or Nothing	N/A	N/A	N/A	Board-Approved Medium-Term (3-Year) Marketing Plan
	SM 6	Increase PR Value	Total PR Value of CITEM's 2021 Projects	5%	(Actual / Target) x Weight	N/A	N/A	₱230 Million	₱250 Million
	<b>SO 4</b>	<b>Accelerate the Growth and Development of SMEs and the Creative Economy</b>							
	SM 7	Number of SMEs Participating in Export Promotion Activities (Physical and Digital/Online)	Actual Accomplishment	10%	(Actual / Target) x Weight	N/A	N/A	N/A	718
		<b>Sub-total</b>		<b>40%</b>					
<b>INTERNAL PROCESS</b>	<b>SO 5</b>	<b>Institutionalize Systems and Processes including the Enhancement and Development of CITEM's Digital Promotion Structure</b>							
	SM 8	Percentage of Completion of the ISSP	Number of Deliverables Attained <sup>3</sup> / Total Number of Deliverables	10%	(Actual / Target) x Weight	N/A	N/A	100% Attainment of 2020 Deliverables (Based on DICT-Approved ISSP 2019-2020) <sup>4</sup>	100% Attainment of 2021 Deliverables (Based on DICT-Endorsed/Approved ISSP)
	<b>SO 6</b>	<b>Improve Organizational Efficiency</b>							
	SM 9	Improve Processes to Quality Management System	Actual Accomplishment	5%	All or Nothing	Continued certification under the ISO 9001:2015 Standards was recommended by	Passed Surveillance Audit for ISO 9001:2015 Standards	ISO 9001:2015 Recertification	ISO 9001:2015 Recertification

<sup>3</sup> Fully operational systems/applications.

<sup>4</sup> CITEM's DICT-approved ISSP already includes, among others, the development of the Digital Trade and Community Platform System.

Component					Baseline Data		Target		
	Objective/Measure	Formula	Weight	Rating System	2018	2019	2020 <sup>1</sup>	2021	
					the AJA Registrars after the conduct of the Surveillance Audit				
	<b>Sub-total</b>		<b>15%</b>						
<b>LEARNING &amp; GROWTH</b>	<b>SO 7 Enhance the Competencies of the CITEM Workforce</b>								
	SM 10	Improve Competency Baseline of the Organization	Competency Baseline <sup>5</sup> 2021 – Competency Baseline 2020	10%	All or Nothing	Competency Gaps of Employees Not addressed  Competency Assessment Result Acceptable for 52 Employees Only	Improvement in the Competency Baseline Cannot Be Concluded	Establish Competency Baseline	Improvement in the Competency Baseline of the Organization
		<b>Sub-total</b>		<b>10%</b>					
		<b>Total</b>	<b>100%</b>						

<sup>5</sup> The competency baseline of the organization shall pertain to the average percentage of required competencies met which can be computed using the following formula:

$$\frac{\sum_{b=1}^B \left[ \frac{\sum_{a=1}^A (\text{Actual Competency Level})}{(\text{Required Competency Level})_a} \right]}{B}$$

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