

TITLE RECOMMENDATION TO POSTPONE CITEM PHYSICAL SIGNATURE SHOWS IN 2021

1.0 OBJECTIVE:

Seek the Board's approval to postpone CITEM 2021 physical signature shows—IFEX NXTFOOD ASIA, Sustainability Solutions Expo and Manila FAME.

2.0 CRITICAL ISSUES / FACTS:

RISKS	OPPORTUNITIES
<ol style="list-style-type: none">1. Venue reservation and coordination2. Physical arrangements, admin. & logistics planning and implementation3. Ingress and egress4. Onsite registration and traffic management5. Exhibitor recruitment6. Buyer recruitment7. Revenue generation (specifically Exhibitors' participation fees and guests' entrance fees) <p>CITEM needs at least 6-8 months to properly stage and execute an effective trade show. Implementing 2021 physical trade shows at this point will:</p> <ul style="list-style-type: none">▪ Put the CITEM staff and stakeholders/attendees' health and safety at risk▪ Be inefficient use of resources	<ul style="list-style-type: none">▪ There are digital means to most of the promotional activities CITEM needs to pursue▪ Focus resources on activities that are within our control and deliver results despite the absence of physical shows. CITEM should take advantage of this time to build and learn digital marketing for trade promotions.▪ Business as usual doesn't mean physical shows must resume. It means business carries on despite the pandemic, the restrictions and the limitations.

3.0 RECOMMENDATION:

1. Postpone 2021 physical shows—IFEX NXTFOOD ASIA, SSX (Sustainability Solutions Expo) and Manila FAME
2. Exhibitor Management will focus on digital activation of MSMEs
3. Buyer Marketing will focus on digital lead generation and nurturing
4. Revenue generation will primarily come from corporate and government-to-government partnerships

4.0 ATTACHMENTS

Further updates on 2021 Work Plan as seen in attached presentation

RECOMMENDING APPROVAL:


ATTY. ANNA GRACE I. MARPURI

Legal Officer V


MA. LOURDES D. MEDIRAN
Deputy Executive Director


PAULINA SUACO-JUAN
Executive Director

APPROVED BY THE CITEM BOARD:

SECRETARY RAMON M. LOPEZ
Chairman
DEPARTMENT OF TRADE AND INDUSTRY

SIGNED
APPROVED 07 MAY 2021 VIRTUAL BOARD MEETING

UNDERSECRETARY ABDULGANI M. MACATOMAN
Alternate Chairman
DEPARTMENT OF TRADE AND INDUSTRY

MS. CECILIA C. BORROMEIO
Land Bank of the Philippines


ELCID C. PANGILINAN
Land Bank of the Philippines

GOV. BENJAMIN E. DIOKNO
Bangko Sentral ng Pilipinas


THOMAS BENJAMIN B. MARCELO
Bangko Sentral ng Pilipinas

ATTY. JUDY CAROL L. DANSAL
National Food Authority


ELSA ASUNCION LIM
National Food Authority


PAULINA SUACO-JUAN
CITEM



2021 Work Plan Updates

CITEM Executive Director Pauline Suaco-Juan

May 7, 2021

1. 2021 physical show risks, opportunities and recommendation
2. Updates on 2021 revenue forecast
3. Updates on digital projects
4. How CITEM will move forward

2021 Physical Shows—Risks

1. Venue reservation and coordination
2. Physical arrangements, admin. & logistics planning and implementation
3. Ingress and egress
4. Onsite registration and traffic management
5. Exhibitor recruitment
6. Buyer recruitment
7. Revenue generation (specifically Exhibitors' participation fees and guests' entrance fees)

2021 Physical Shows—Opportunities

- There are digital means to most of the promotional activities CITEM needs to pursue
- Focus resources on activities that are within our control and deliver results despite the absence of physical shows. CITEM should take advantage of this time to build and learn digital marketing for trade promotions.
- **Business as usual** doesn't mean physical shows must resume. It means business carries on despite the pandemic, the restrictions and the limitations.

2021 Physical Shows—Recommendation

- Postpone 2021 physical shows—IFEX NXTFOOD ASIA, SSX (Sustainability Solutions Expo) and Manila FAME
- Exhibitor Management will focus on digital activation of MSMEs
- Buyer Marketing will focus on digital lead generation and nurturing
- Revenue generation is on track despite absence of participation fees

2021 Revenue Forecast

Forecast as of May 3, 2021 | 2021 revenue target is P18.8M.

SOURCE	METHOD OF ENGAGEMENT	CONTRACT PRICE	INCOME
Operations Group 1			
Export Development Council	Content creation for MSMEs/FAME+ exhibitors	3,800,000.00	3,800,000.00
HOR/Congressman Toff de Venecia	Participation fees for CreatePH	1,000,000.00	1,000,000.00
BSMED	Participation fees for OTF exhibitors	2,000,000.00	2,000,000.00
FDCP	Segment sponsorshp in CreatePH digital event		
Operations Group 2			
DFA	Government-to-government special project	8,000,000.00	8,000,000.00
PCCI	Participation fee for CIIE exhibitors	1,000,000.00	
FTSC	Participation fee for CIIE exhibitors	1,000,000.00	
EMB	Participation fee for CIIE exhibitors	1,000,000.00	
PhilExport	Participation fee and content creation for exhibitors	10,000,000.00	
Business Development			
OSC for 2019 Annual Report		329,448.00	329,448.00
Kumu (for CreatePH)	Segment sponsorship in CreatePH digital event	100,000.00	100,000.00
IPOPHL	Training for exhibitors	250,000.00	250,000.00
Total		28,479,448.00	15,479,448.00

Updates on Digital Projects: Promotions and Lead Generation Platforms

DIGITAL REQUIREMENT	STATUS	NEXT STEPS
Fameplus.com	Completion of enhanced capabilities—improvements from launch version.	Testing of event tracking journeys. Installation of an Application Programming Interface (API) coming from FAME+ going into the centralized database at CITEM.
IFEXNXTFOOD.com	CITEM approved the website design. Uploading of content scheduled this month.	Implementation of approved website design. Target go live date: second half of June 2021
FoodPhilippines.com	CITEM approved the website design. Uploading of content scheduled this month.	Implementation of approved website design. Target go live date: second half of June 2021

Updates on Digital Projects: Promotions and Lead Generation Platforms

DIGITAL REQUIREMENT	STATUS	NEXT STEPS
CreatePH	CITEM approved the website design studies of outsourced website developer and designer.	Design implementation of selected design. Experience Design Division to map out the website user journey. Target go live date: May 2021
Sustainability Solutions Expo (SSX)	Program Director Altum provided inputs on the SSX sitemap. Operations Group 2 to seek approval of ED PSJ.	Web design and development. Target go live date:
Customer Relationship Management (CRM)	Completed training (of MIS, Operations, CCSD) and Go Live Deployment. Ongoing 4 weeks of IP warming tests	CITEM e-mail marketing and social media to operate the Marketing Cloud.

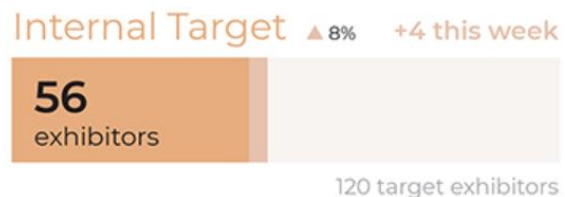
FAME+

PERFORMANCE TARGETS

WEEK 17 | 23 APRIL TO 29 APRIL

Target Previous week total Added this week

Exhibitors onboarded on FAME+



Number of trade buyers



Creative Goods Promoted



Export Sales Generated (in million USD)

+\$0 M this week

\$0.149 M
total this week

\$3.33 M target

Domestic Sales Generated (in million PHP)

+P0 M this week

₱11.5 M
total this week

WEBSITE ANALYTICS

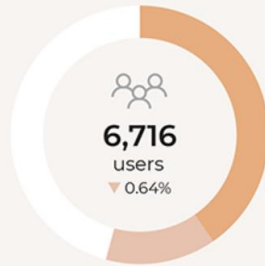
MONTH TO DATE

YEAR TO DATE

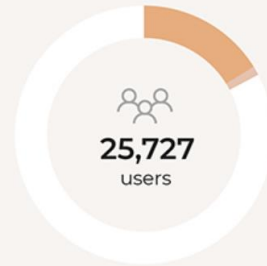
Website Users

+1,716
this week

79% new
users ▲8%



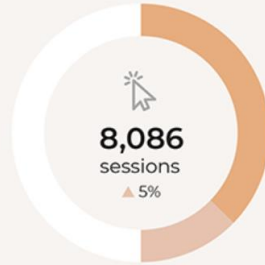
12,381 target users



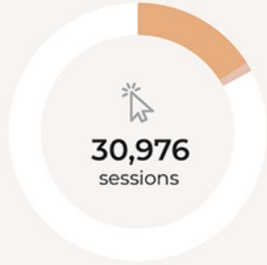
148,576 target users

Website Sessions

+2,065
this week



15,053 target sessions



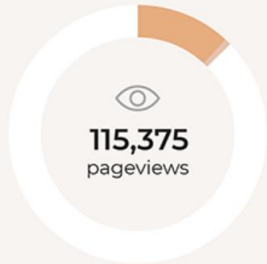
180,520 target sessions

Website Pageviews

+7,419
this week



75,526 target pageviews



906,312 target pageviews

The users were from **52 countries**, topping by users from **Philippines (878)**, **USA (172)**, **South Korea (71)**, **Hong Kong (56)**, and **Taiwan (49)**.

There are **213 users** from East Asia.



Updates on Digital Projects: Overseas Trade Fairs

AGENDA	TARGET	ACTUAL	% ACCOMPLISHMENT
OTF			
Exhibitors participating in export promotions	73	82	112%
Number of trade inquiries (OTF)	1,825	1,528	84%
Number of unique trade buyers (OTF)	1,261	1,367	108%
Total export orders (in million USD)	3,940,000	772,819	20%
> MOM			
Number of exhibitors	25	28	112%
Number of trade inquiries (OTF)	737	563	76%
Number of unique trade buyers (OTF)	567	403	71%
Total export orders (in million USD)	1,858,500	742,819	40%
Products Featured	140	546	390%
Number of visitors diverted to FAME+	100	359	359%
> AIFFS PHILCONSTRUCT		-	
Number of exhibitors	10	10	100%
Number of trade inquiries (OTF)*	200	918	459%
Number of unique trade buyers (OTF)*	200	918	459%
Total export orders (in million USD)	N/A	30,000	

Updates on Digital Projects: Overseas Trade Fairs

AGENDA	TARGET	ACTUAL	% ACCOMPLISHMENT
OTF			
Exhibitors participating in export promotions	105.00	61.00	58%
Number of trade inquiries	1,485.00	1,999.00	135%
Number of trade buyers	473.00	367.00	78%
Total export orders (in million USD)	33.01	18.91	57%
> BIOFACH			
Number of exhibitors	5.00	5.00	100%
Number of trade inquiries	43.00	59.00	137%
Number of unique trade buyers	33.00	56.00	170%
Total export orders (in million USD)	8.50	0.63	7%
> GULFOOD			
Number of exhibitors	10.00	13.00	130%
Number of trade inquiries	343.00	1,288.00	376%
Number of trade buyers	67.00	230.00	343%
Total export orders (in million USD)	7.75	17.78	229%
> FOODEX			
Number of exhibitors	10.00	10.00	100%
Number of trade inquiries	219.00	652.00	298%
Number of trade buyers	92.00	81.00	88%
Total export orders (in million USD)	14.05	0.50	4%

Towards our Vision: By 2023, CITEM is a globally recognized export promotion agency that brings Philippine products and services in priority markets.

Mandate: To market and promote the Philippines as a reliable source of **QUALITY** export products and services in the **GLOBAL** market through **TRADE FAIRS** and **MISSIONS** and other **EXPORT PROMOTIONS PROGRAMS**.

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

2021: Focus on establishing the organization's digital and content marketing foundation

- Capacitate internal work force and MSMEs
- Exhibitor Management: Digital activation of MSMEs
- Buyer Marketing: Lead Generation and Nurturing
- CITEM to undergo Business Model Review

2022 onwards: CITEM as an **EXHIBITIONS + CONTENT PROMOTIONS AGENCY**

- Fulfilling our strategic thrust of retooling the organization to be competitive for the fast-changing global market.
- Ensuring financial sustainability
- Creating an information-driven culture

Founded on our Core Values: **S**takeholder centric - **E**xcellence - **R**esource stewardship - **V**ersatility - **E**mpowerment

Motion to seek approval for postponement of 2021 physical shows

RISKS	OPPORTUNITIES	RECOMMENDATION
<ol style="list-style-type: none"> 1. Venue reservation and coordination 2. Physical arrangements, admin. & logistics planning and implementation 3. Ingress and egress 4. Onsite registration and traffic management 5. Exhibitor recruitment 6. Buyer recruitment 7. Revenue generation (specifically Exhibitors' participation fees and guests' entrance fees) <p>CITEM needs at least 6-8 months to properly stage and execute an effective trade show. Implementing 2021 physical trade shows at this point will:</p> <ul style="list-style-type: none"> Put the CITEM staff and stakeholders/attendees' health and safety at risk Be inefficient use of resources 	<ul style="list-style-type: none"> There are digital means to most of the promotional activities CITEM needs to pursue Focus resources on activities that are within our control and deliver results despite the absence of physical shows. CITEM should take advantage of this time to build and learn digital marketing for trade promotions. Business as usual doesn't mean physical shows must resume. It means business carries on despite the pandemic, the restrictions and the limitations. 	<ol style="list-style-type: none"> 1. Postpone 2021 physical shows—IFEX NXTFOOD ASIA, SSX (Sustainability Solutions Expo) and Manila FAME 2. Exhibitor Management will focus on digital activation of MSMEs 3. Buyer Marketing will focus on digital lead generation and nurturing 4. Revenue generation will primarily come from corporate and government-to-government partnerships

Thank you.