



ANNUAL
REPORT

DIGITAL TRANSFORMATION TOWARDS A SUSTAINABLE GROWTH

CENTER FOR
INTERNATIONAL TRADE
EXPOSITIONS AND MISSIONS

2021



CITEM contributes to DTI's export growth targets by marketing and promoting the Philippines as a reliable source of quality export products. It services the global market through 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:

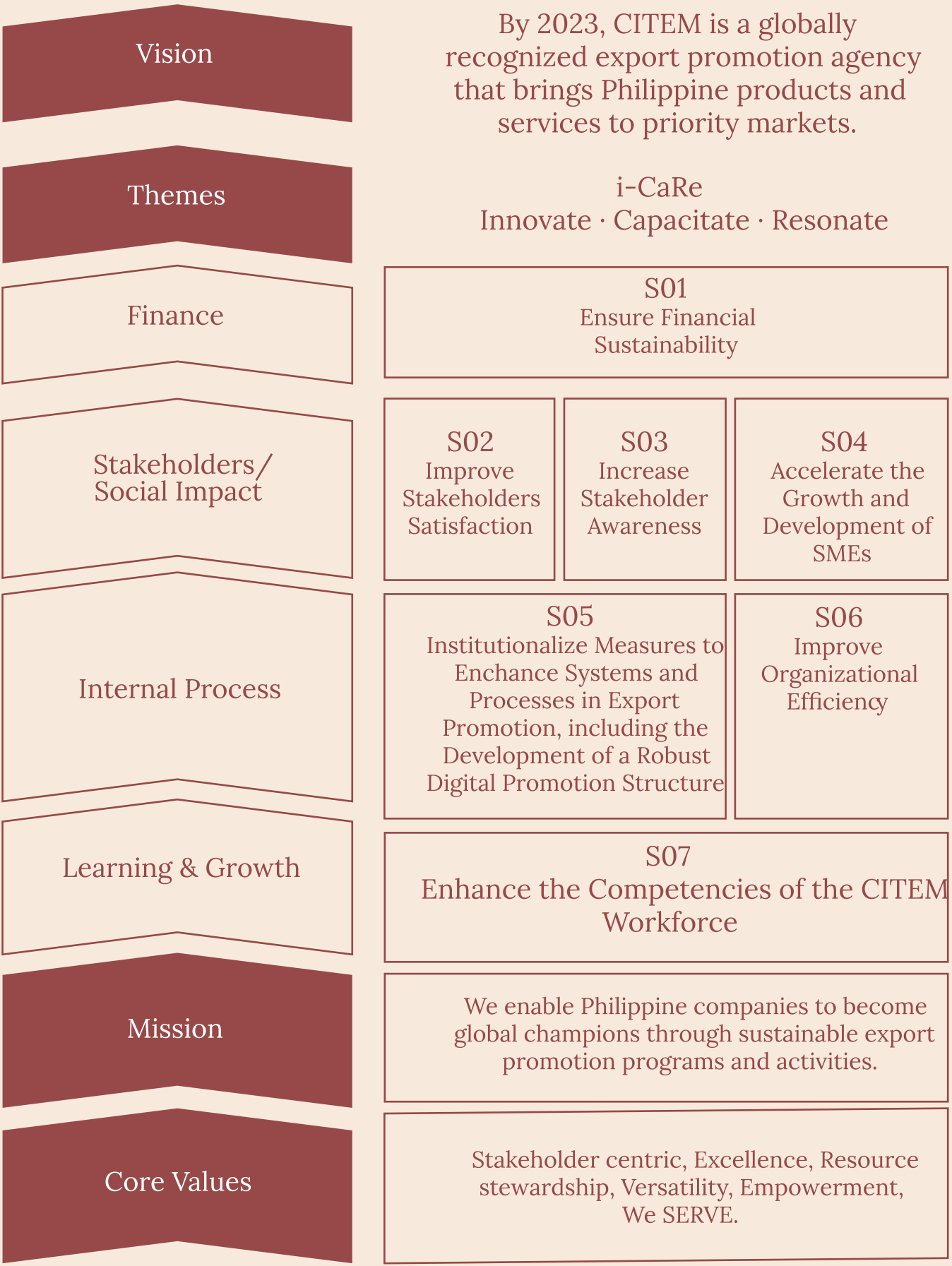
- Foster a culture of creativity, innovation, professionalism, excellence, and sustainable growth
- Ensure an empowered workplace dedicated to excellent service
- Institute development programs that will enable exporters to become product- and market-ready
- Establish innovative trade platforms to exceed 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	-
	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	18,040	4,744	26.30%
	Number of Trade Inquiries in Export Promotion Events (unique count) ⁴	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) ⁵	3,520	2,707	76.90%

Charter Statement and Strategy Map



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



Message from the Executive Director

With the government's drive towards creating programs that promote economic recovery due to the COVID-19 pandemic, CITEM strengthened its pivot towards digitalizing its export promotion services through its signature programs, overseas trade fair participations, and other initiatives to ensure that it will be able to serve its mandate to promote the Philippine export goods and services despite global challenges and physical restrictions.

These digitalization efforts translated to the organization of CITEM Signature Events in Digital Platform, Philippine participation in Hybrid Overseas Trade Fairs, Digital Trade Shows, and Business Matching Events, and have enabled CITEM to generate a total of USD 632.266 million in reported export sales (booked and under negotiation) for participating exhibitors, inclusive of USD 575.03 million in the memorandum of understanding signings from the Philippine participation in the 4th China International Import Expo. For lead generation, as of 2021, CITEM's efforts and activities generated a total of 11,871 trade inquiries for 1,492 SMEs/companies from 3,741 local and international potential trade partners around the world.

For lead generation, as of 17 December 2021, CITEM's efforts and activities generated a total of 11,960 trade inquiries for 1,504 SMEs/companies from 5,486 local and international potential trade partners around the world.

As part of its digitalization efforts, CITEM also strengthened the digital capabilities of MSMEs through content creation assistance, and webinars on digital marketing, branding, and storytelling, among others; retooled its manpower through training and webinars, and shifted its available resources to bolster its digital initiatives; and invested in customer relationship management (CRM) tools and building online communities through new platforms, social media channels, and creating new partnerships with key stakeholders.

CITEM strengthened its pivot towards digitalizing its export promotion services through its signature programs



Launching New Digital Signature Events and Leads Generation and Promotion Platforms

Among CITEM breakthroughs in 2021 is launching four new leads generation and promotion platforms: IFEXConnect.com and FOODPhilippines for the food and beverage industry, CREATEPhilippines.com for the creative industries, and Sustainability.ph for the sustainability industry. The Agency also expanded its digital services and content generation initiatives in FAME+, which was launched in 2020 and serves as its platform for the home, fashion, and lifestyle industries. CITEM also successfully organized online iterations of its signature shows Creative Futures, IFEX Digital Expo, and FAME+ Market Days.

For CreatePhilippines, which is the promotion platform that showcases the capabilities of the Philippines' Creative Industries as a high-potential export sector and a driver of economic growth, CITEM organized its first digital event named Creative Futures. Held on 28-29 June 2021, Creative Futures on the current state of the creative economy and the future of the industry. A total of 1,824 attendees, excluding CITEM personnel, participated in the conference. This figure is composed of Creative Professionals (57%), Academe/Students (26%), Government Employees and Staff (15%), and Embassies/Foreign Organizations/Chambers (2%). CITEM also launched its revamped website for Create Philippines during the two-day event to make it a platform for showcasing Filipino creative talent through its content and a directory of creatives.





Meanwhile, CITEM also launched the first digital event of IFEXConnect which is the IFEX Digital Expo held on 23-25 September. The first digital event successfully engaged 216 exhibitors while 237 exhibitors were onboarded into the IFEXConnect with 1,600+ SKUs uploaded into the platform. Preliminary sales recorded were USD1.191 million comprising USD70,945 booked sales and USD1.120 million under negotiation sales from 127 out of the 216 exhibitors in the IFEX Digital Expo.

For the home, fashion, and lifestyle industry, CITEM expanded its catalog of exporters in FAME+, onboarding a total of 262 exhibitors at the end of 2021. The FAME+ has also reached over 300,000 users and generated a total of USD 635,000 in export sales and PHP21.020 million in domestic sales for its exhibitors. The buyer campaigns have resulted in a total of 1,819 buyer registrations into the platform. Out of the total buyers, 837 were foreign buyers, mainly from the USA, Australia, France, and Japan, while 982 were local buyers.

For its digital event, CITEM launched the FAME+ Market Days, a three-day digital expo held on 20-22 October wherein it offered interactive and immersive sourcing and buying experience online aimed at complementing the showcase at FAME+ DTCP. The digital event was attended by 1,280 individuals from the private and public sectors (233 of which are buyers) and onboarded 247 exhibitors.

The FAME+ Market Days was participated in by 293 exhibitors - of which 250 came from FAME+ onboarded exhibitors whose digital storefronts were linked to their Market Days Expo page. An additional 43 exhibitors came from the DTI Region participation.

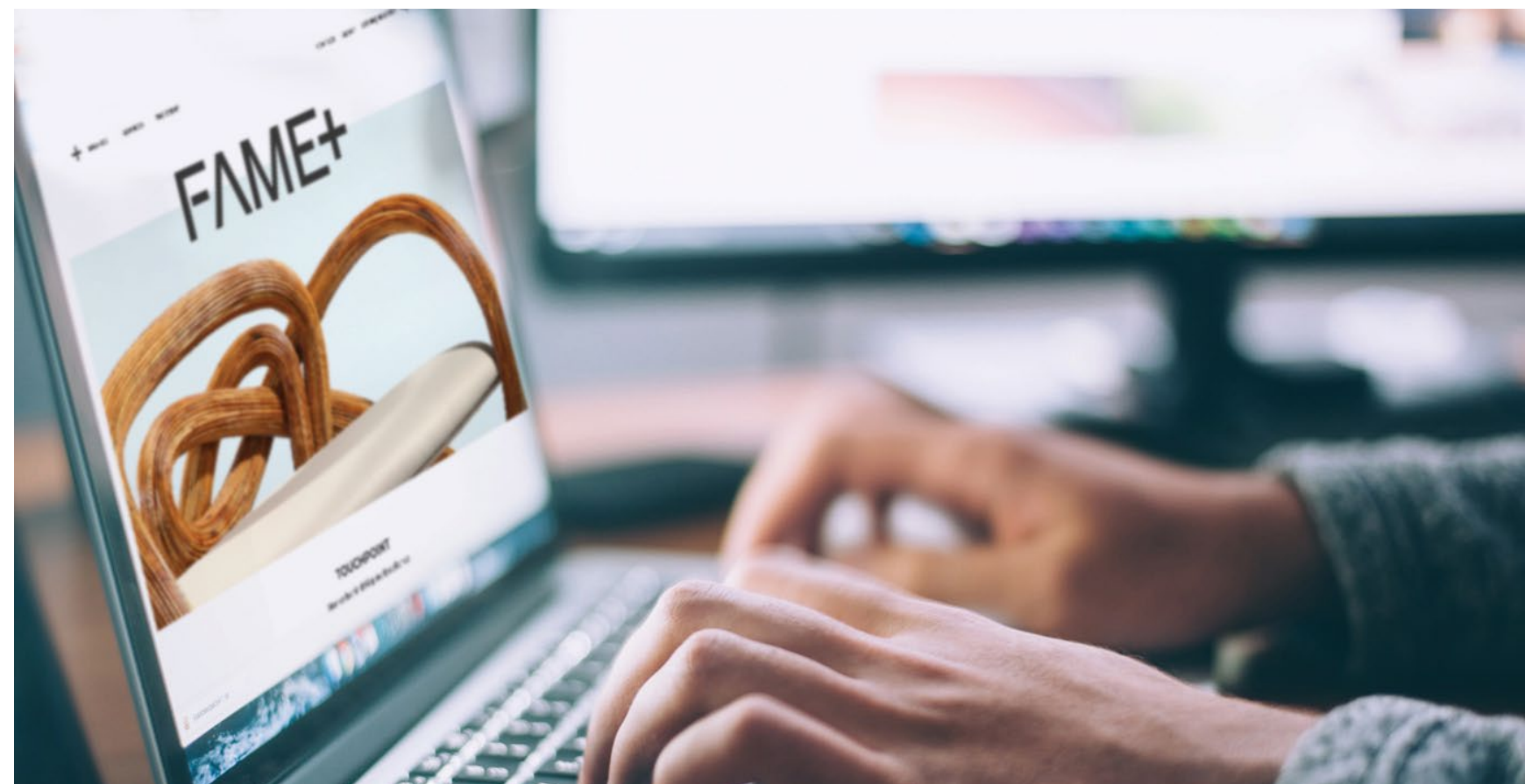
This brings into total accomplishment for Signature Events in digital format inclusive of FAME+ Market Days and IFEX Digital Expo as of end of December 2021 to 1,008 exhibitors, 1,197 trade buyers, and 1,189 trade inquiries, and USD1.831 million in export sales accomplished.

Expanding the Market Presence of Philippines thru Overseas Trade Fairs and Events

The overseas trade fairs (OTFs) participated in by CITEM includes Biofach eSpecial to promote the country's healthy and organic food products in Germany; FoodEx to promote Filipino specialty and organic food products in Japan; Gulfood to promote Halal, Organic, and Specialty Filipino food products in Dubai; The ASEAN International Furniture & Furnishings Show VX 2021 (AIFFS VX) and the Philconstruct Virtual Expo (Philconstruct VX) to promote Filipino furniture and furnishings; NY Now Digital Market to promote Philippine home, fashion and lifestyle (HFL) brands in the United States; Maison et Objet and More (MOM) to promote our home and lifestyle products across Asia, North America, and Europe; InaFASHION in Indonesia to promote Philippine fashion and accessories sectors; Creative Expo Taiwan to showcase the artisanship and high-levels of Filipino design as a result of collaboration among artists, craftsmen, and designers from the Philippines and Taiwan; PHx TOKYO, an export mentoring and merchandising/showroom incubation program, to showcase select Filipino brands in the fashion industry producing clothing and apparel, accessories, and design in central Tokyo; China-ASEAN Expo (CAEXPO) to promote food, beverage, and lifestyle companies, offering the country's best healthy, organic, and natural products in China and the East Asian region; and China International Import Expo (CIIE) to promote the Philippines' "Healthy and Natural" products under the banner of FOODPhilippines, thru hybrid promotional platforms geared for China.

Finally, for its online business matching activities, CITEM hosted the following events for the food sector: the China Online B2B (March 1 and August 3-4), FOODPhilippines Business Matching Events in ME/GCC/Africa (March 14-16) and KSA (March 23-25), Foodex Tokyo B2B (June 23 and 29), FOODPhilippines B2B Events in Japan and Taiwan (September 23-25), FOODPhilippines B2B Events in the Middle East and Africa (October 26-28), and Osaka Business to Business Activity (December 15-16).

- CITEM Executive
Director Pauline Suaco-Juan



CITEM ACCOMPLISHMENTS 2021

OVERALL PERFORMANCE

Organizational Outcomes

Increased trade promotion activities

Performance Indicators

EXPORT / TRADE PROMOTION PROGRAM

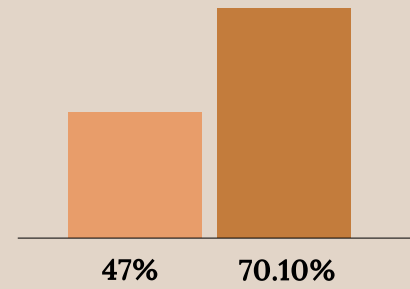
2021
GAA TARGETS

ACCOMPLISHMENTS
(PRELIM)

OUTCOME INDICATOR

Percentage of returning
SMEs/companies in
Signature Events [1]

149% Accomplished



OUTPUT INDICATORS

% Accomplished

Total export orders [2]

US\$66.49 M US\$631.076 M [3]



949%

Number of SMEs/companies
participating in Export
Promotion Activities [4]

718 1,504



209%

Number of Trade
Inquiries in Export
Promotion Events [5]

5,691 11,960



210%

Number of Trade Buyers in
Export Promotion Events
(Unique count) [6]

2,684 5,486 [7]



204%

[1] CITEM's regular Signature Events with exhibition components were held in September (IFEX Digital Expo) and October (FAME+ Market Days) 2021.

[2] Refers to Export Orders as recorded and reported by Exhibitor-companies that participated in CITEM export promotion activities and includes:
1) Booked Sales; 2) Sales Under Negotiation.

[3] Inclusive of USD575.03M MOU signings from the PH participation in the 4th CIIE.

[4] No. of local/Philippine SMEs/companies assisted through CITEM trade fairs and other export promotion activities including CITEM's digital trade and community platform.

[5] Actual No. of Trade Inquiries as reported by Exhibitors across CITEM-organized projects.

[6] Actual No. of Trade Buyers (Unique count) across all CITEM-organized projects encoded into CITEM's Visitor Profile System.

[7] Represents preliminary number of Trade Buyers and shall be updated as encoded into the Visitors Profile System (VPS).

DIGITAL SIGNATURE EVENTS AND DIGITAL TRADE AND COMMUNITY PLATFORMS (DTCP)

Performance Indicators	Accomplishments
Export Sales	USD1.580 M
Number of companies / SMEs assisted	970
Number of Trade Inquiries in Export Promotion Events	1,111
Number of Trade Buyers in Export Promotion Events (Unique Count)	1,782
Number of Website Visitors*	408,317

*Total number of Users from FAME+, IFEXConnect, FoodPhilippines, and Create Philippines websites (as of 23 December 2021)

OVERSEAS TRADE FAIRS AND EVENTS

(HYBRID OVERSEAS TRADE FAIRS, DIGITAL TRADE SHOWS, BUSINESS MATCHING EVENTS)

Performance Indicators	Accomplishments
Export Sales	USD629.496 M
Number of companies / SMEs assisted	534
Number of Trade Inquiries in Export Promotion Events	10,849
Number of Trade Buyers in Export Promotion Events (Unique Count)	3,704

Signature Programs



FAME+



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 add value to the sourcing experience. It aims to take 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.

Three hundred four exhibitors have participated in CITEM export promotion activities with 262 onboarded exhibitors on FAME+. The buyer campaigns have resulted in a total of 1,819 buyer registrations into the platform. Out of the total buyers, 837 were foreign buyers, mainly from the USA, Australia, France, Japan, while 982 were local buyers

300,000+
WEBSITE
VIEWS

1,005
BUYER
INQUIRIES

USD
635,000
BOOKED AND
NEGOTIATED
EXPORT SALES

PHP
21.490
MILLION
DOMESTIC SALES
GENERATED

96.43%
SATISFIED
EXHIBITORS

**WEBSITE
&SOCIALS**

283,993
WEBSITE
UNIQUE VISITORS

685,900
PAGE VIEWS

9,654,625
FACEBOOK
REACH

239,89
INSTAGRAM
REACH

**TOP 3
SECTOR**

43%
FASHION

22%
FURNITURE

19%
HOME DECOR



FAME+ market days

The FAME+ Market Day is a three-day sourcing festival held on 20-22 October via Hopin platform that featured an interactive and immersive sourcing and buying experience online aimed at supplementing the FAME+ platform. It allowed attendees and potential buyers to connect with exhibitors real time through the Expo and Networking tabs, B2B meetings and live chat feature. The event also hosted talks and presentations from a roster of notable local and international industry figures, info sessions from partner enablers, and short form video content promoting products from FAME+ exhibitors.

The FAME+ Market Days was participated in by 293 exhibitors - of which 250 came from FAME+ onboarded exhibitors whose digital storefronts were linked to their Market Days Expo page. An additional 43 exhibitors came from the DTI Region participation.

1,280
Attendees

293
Onboarded
Exhibitors

243
Buyer
Registrants



Product Development

The FAME+ Integrated Product Development Program continues to support participating FAME+ exhibitors by providing them free design consultation and assistance, in collaboration with CITEM-hired product design and market specialists. The new designs and collections developed were featured in the following digital spaces MOM, NY NOW Digital Market, and FAME+.

43
Companies

291
Designs
Developed

528
Prototypes
Made
(inclusive of designs
made in 2020)



Design Commune

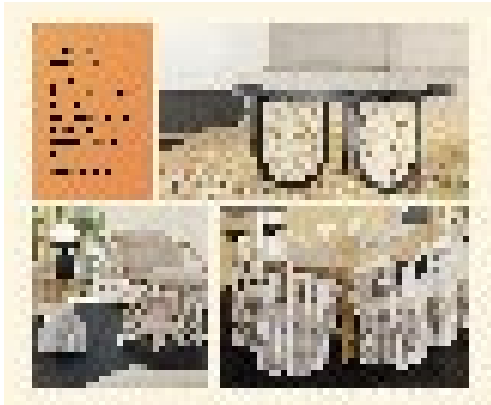
A key exhibit under the FAME+ Market Days, Design Commune presented a curated showcase featuring home and fashion pieces from CITEM’s product development program. This year’s edition was anchored on the theme, “Light the Way,” drawing from the uniquely Filipino term “maaliwalas” that means light and airy.

33
Companies

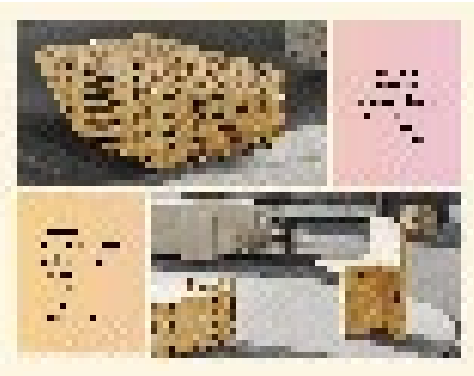
50
Products
Featured



Curators



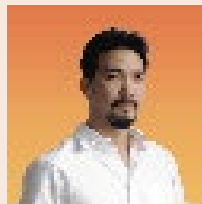
Architect Aya Maceda
of New York-based design firm ALAO



Stenie Coyiuto-Tay of Casa Bella



Architect Nicole Tan of interior design firm Boon



Product Designers

Rita Nazareno
Gabby Lichauco
Rachelle Dagñalan
Stanley Ruiz

FAME+



Digital Content Creation

The FAME+ Digital Content Creation Assistance Package is a complimentary package offered to select and qualified FAME+ exhibitor-applicants. For its second year, the package was funded by PHILEXPORT in partnership with CITEM and Export Development Council (EDC). Recipients of the package included FAME+ partner BSOs, 15 of their nominated member-companies (per BSO), participating companies of CITEM-organized OTFs, and the remaining companies from last year’s Content Creation who were unable to receive their package.

122 Participating Companies

11 BSOs

Content Package per Company

5 product shots, company profile write up and 3 curated lifestyle shots

Capability Building and Community Engagement

Throughout the year, Manila FAME continued to hold digital events to provide additional learning opportunities among its exhibitors. The events also served as opportunities to engage and spark conversation within the Manila FAME community.

Feb 24▯BRINGING OUT YOUR BRAND STORY
by Ginggay Joven-Dela Merced
Live via Hopin and Facebook
211 Attendees (123 FB & 88 Hopin)

March 02▯BUILDING AN EFFECTIVE AD
STRATEGY IN FACEBOOK
by Marty Buragay, Facebook Philippines
Live via Hopin and Facebook
240 Attendees (152 FB and 88 Hopin)

21 April▯TRACING LINES▯EXPLORING CRAFT
AND DESIGN CONNECTIONS W/ THE
PHILIPPINES AND TAIWAN
Live via Hopin and Facebook
258 Attendees (128 FB and 130 Hopin)

21 May▯FAME+ DIALOGUES▯IT TAKES A VILLAGE
Live via Hopin and Facebook
185 Attendees (107 FB and 78 Hopin)

12 October▯EXHIBITORS BRIEFING
By CITEM Project Team and CCSD
Live via Zoom

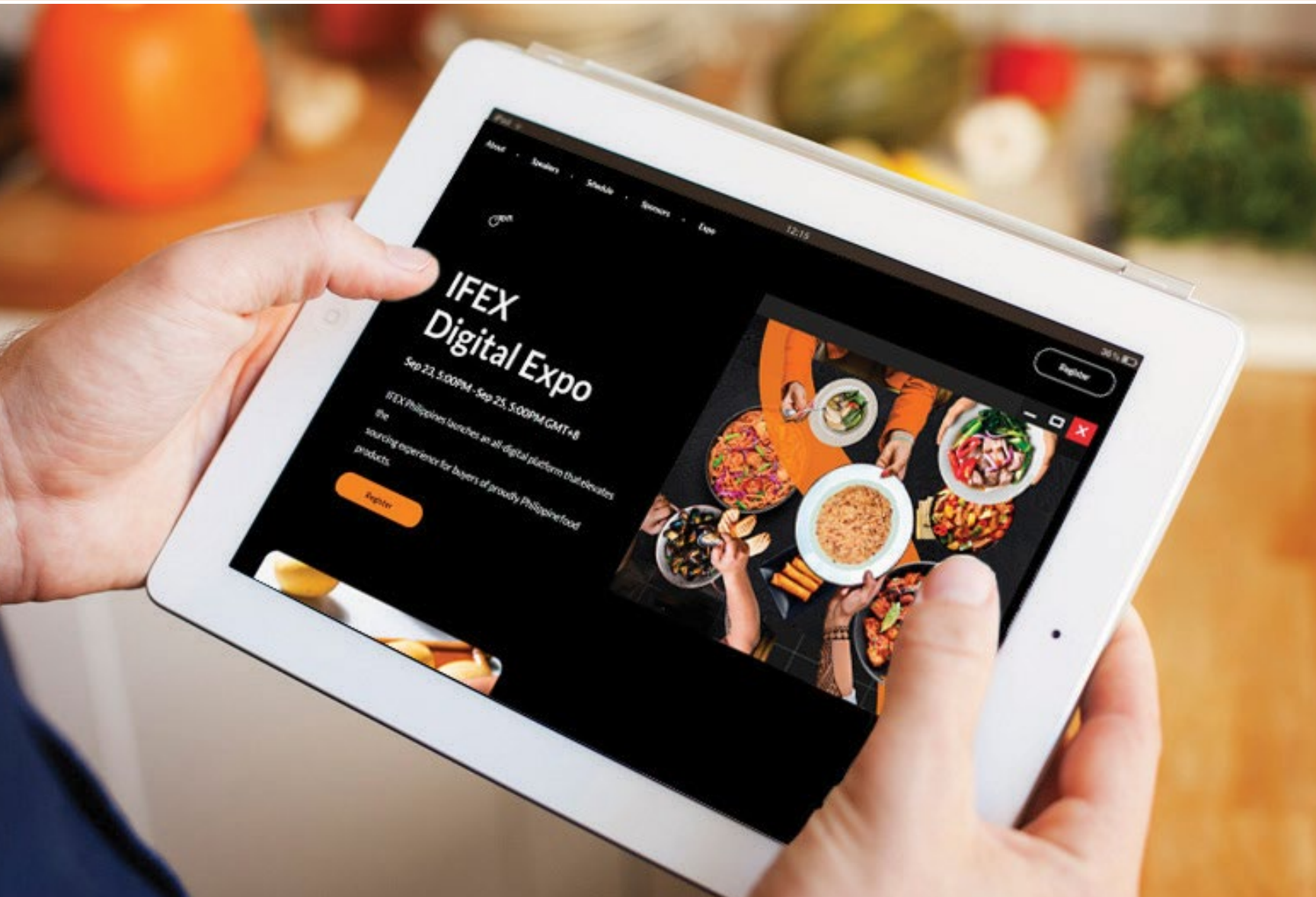


BUYER CAMPAIGN

Roadshows and B2B Agent

The Project Team conducted a roadshow in order to promote FAME+ Market Days to various Philippine Trade Offices and business support organizations (BSOs), and to encourage them to endorse buyers for the B2B Business Matching Meetings. CITEM also engaged the services of (RE)CREATE, a Hong Kong-based B2B Agent, to promote FAME+ to their network of buyers and endorse those interested in the B2B Business Matching during Market Days. Below are some of the notable buyers endorsed by (RE)CREATE

BEAMS
Paris, France | Tokyo, Japan
California, USA
MAISON SIMONS
Quebec, Canada



IFEX Philippines is CITEM's banner food event for Philippine food champions to showcase a wide and diversified array of food and ingredients that are uniquely Filipino.

The event held its first fully digital trade show on 23-25 September 2021, offering buyers and visitors from all over the world a brand-new sourcing experience. With the theme "Salu-Salo Tayo!," the event held via Hopin showcased more than 200 Filipino exhibitors with 1000+ products, flavors, and ideas to both local and international buyers through a 3-day exhibition, business matching, main events and programs, roundtable sessions, and networking. The launching of IFEXConnect, a digital sourcing platform, and FOODPhilippines, an interactive community promotions platform, were also held during the IFEX Digital Expo via the Hopin platform.

The event was supported by the DTI Regional Offices, the RAPID Growth Project, the Philippine Coconut Authority, the Department of Agriculture, and various business support organizations (BSOs), among other institutions.

216 Exhibitors

1106 Unique Buyers

\$1.191M Booked and Negotiated Sales

Top 5 Selling Product Categories (in terms of sales)

Fruits and Vegetables

Fine Food Specialties

Biscuits and Confectioneries

Snacks/Crispy Savory Food

Raw Food Materials



FOODPhilippines
IFEX
CONNECT



During the IFEX Digital Expo, CITEM launched IFEXConnect.com a lead generation and promotion platform for the food industry that features various business functionalities catered toward connecting Philippine exhibitors with buyers under one platform.

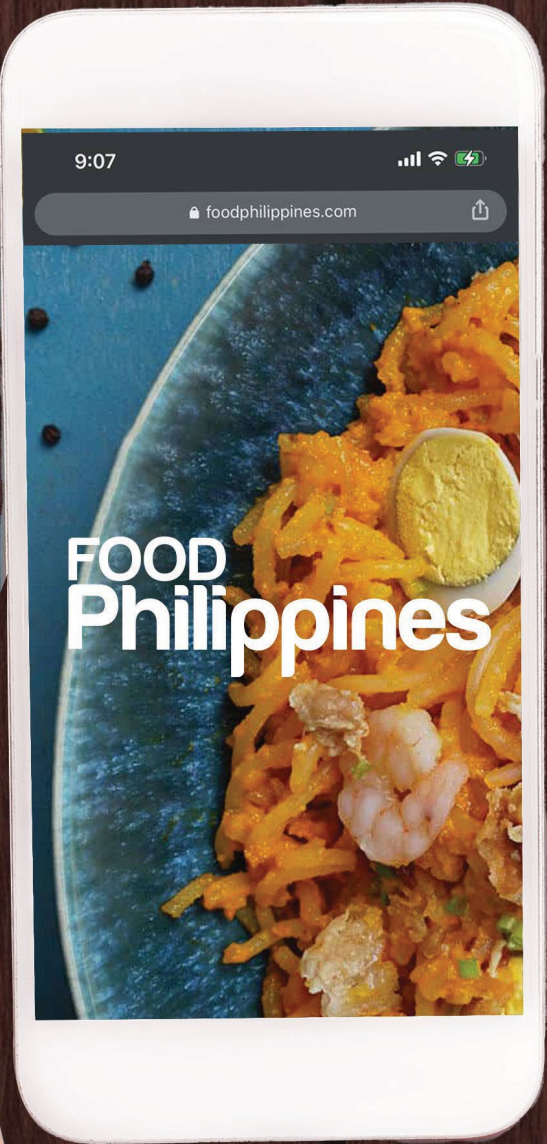
Accessible anytime, anywhere, the platform’s main feature is a catalog of Philippine food companies wherein each company has its own digital storefront that contains its background and product lines with individual product pages detailing specifications, accreditations, and availability. It also contains news and industry insights, a business portal for buyers and exhibitors, and updates on other export promotion efforts and details about other initiatives, such as the Export Enablers program.

237 Exhibitors Onboarded
1,500+ SKUs
184 Trade Inquiries
\$1.191M Booked and Negotiated Sales

Website and Socials
33,577 - Website Unique Visitors
90,265 - Page Views
9.2k% increase - 7,558,458 - Facebook Reach

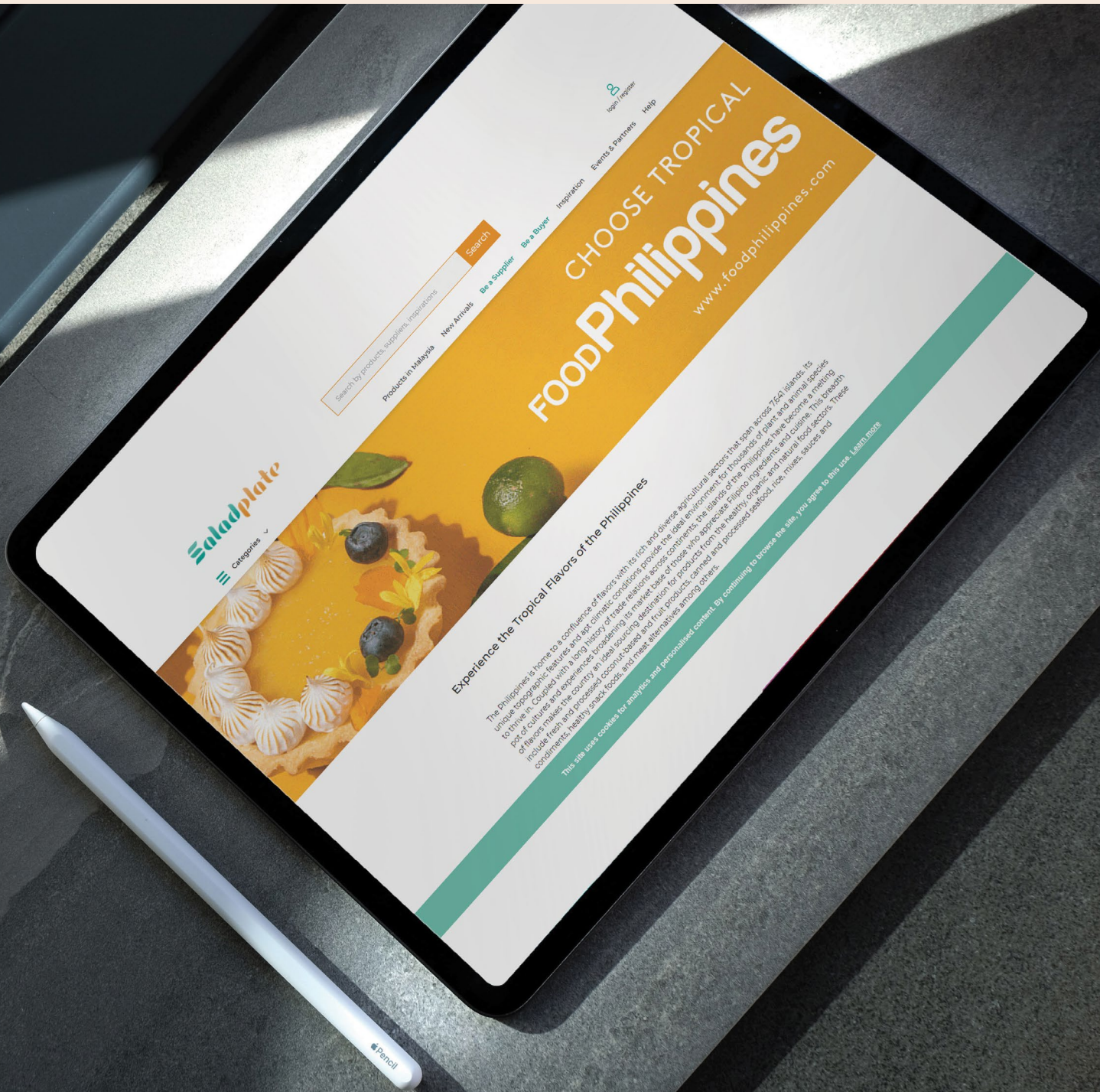


FOOD Philippines



Complementing IFEXConnect, CITEM launched a FOODPhilippines.com which is a platform that houses stories behind various Philippine ingredients, flavors, processes and techniques, recipes, heritage, culinary talents, and regional specialties. It aims to utilize multimedia content to engage the global audience about Filipino food. As an entry point into the world of Philippine flavors and ingredients, the platform serves as the digital front for all CITEM's export promotion participations in overseas trade events.

Website and Socials
9,074 - Website Unique Visitors
38,052 - Page Views
3.1k% increase - 217,742 - Instagram Reach



CREATE Philippines





CREATE Philippines is an industry platform that showcases the capabilities of the Philippine Creative Industries as a driver of economic growth and a high-potential export industry. This industry covers various sectors including Visual Arts and Graphic Design, Advertising Content and Production, Film & Animation, Digital Games and Apps, Music, and Performing Arts.

Website and Socials
 18,008 - Website Unique Visitors
 34,027 - Page Views
 9.8% increase - 2,611,131 Facebook Reach
 361.9% increase - 56,079 Instagram Reach



Facebook: /FDCP.PH, Twitter: @FDCPOFFICIAL, Instagram: @FDCPH, Email: INFO@FDCP.PH, Website: FDCP.PH

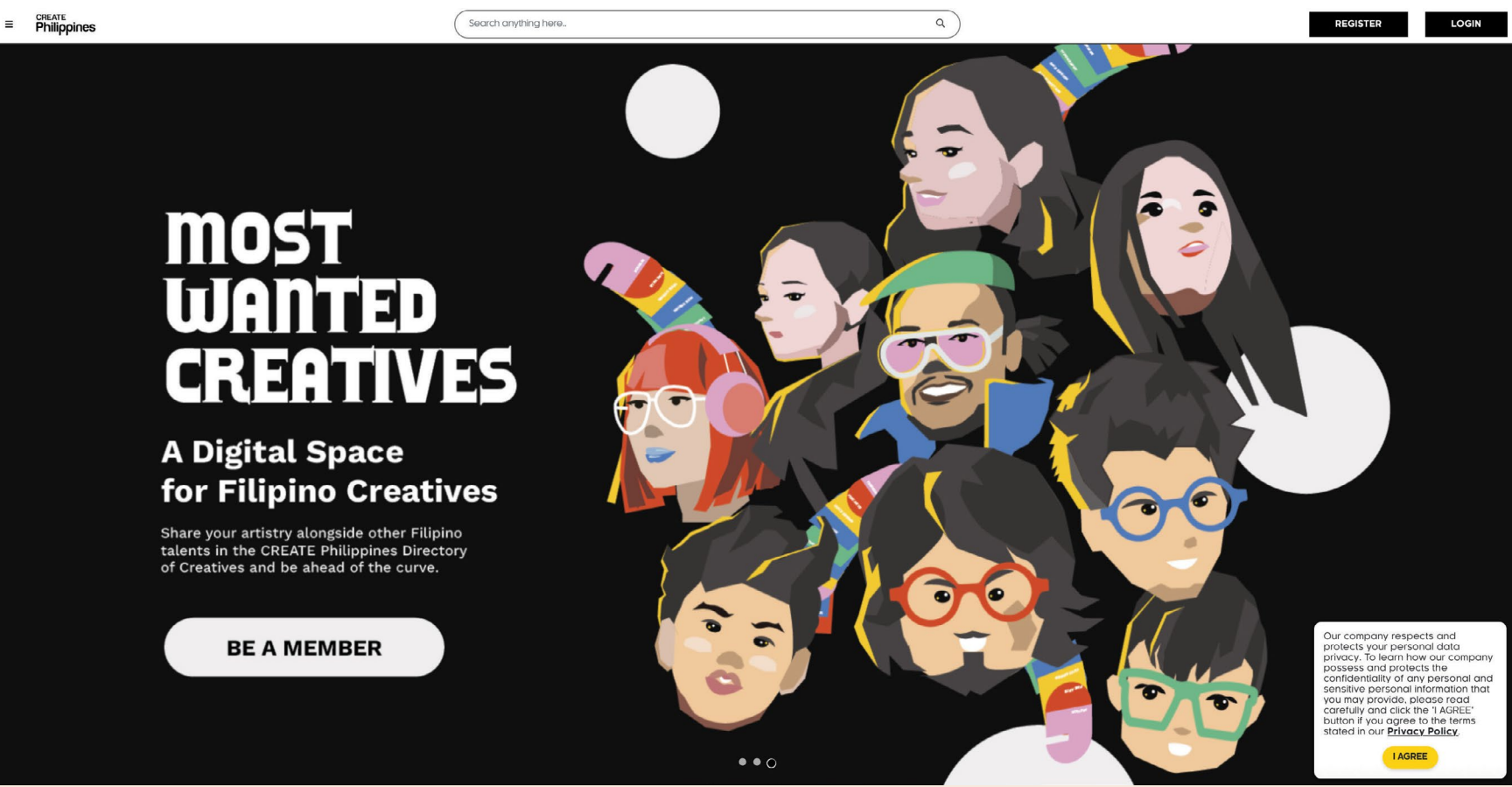
CREATE Philippines aims to not only strengthen the Philippine creative economy as an engine for inclusive growth by creating more jobs and employment for Filipinos. It also seeks to be an avenue to highlight these remarkable creative industries and to be able to provide appropriate and sustainable support for their creative efforts.

To help realize these goals, CREATE Philippines virtually staged its 4th edition with its flagship event Creative Futures on 28 – 29 June 2021 with Mr. Erwin T. Romulo as its Program Director under Sling Shot Manila Inc. Presented in a non-linear format, the 2-day digital conference aims to celebrate the creativity of Filipinos and become an avenue in realizing the economic potential and business viability of the creative industry packed with a curated line-up of speakers, features, and panel discussions that tackled the future of the creative industry. Notable industry champions in the public sector, business leaders, and key people in the creative industry shared their stories of navigating the “new normal” and offered insight on how they see their industries advancing in the coming years.

1,824 Attendees (365% more than the target of 500)
312.63 Mins Average Time Spent per Attendee
683 Peak Active Attendees (Day 1)
98% of Attendees said that the event is relevant to the creative industry*

Top 5 Attendee Category (based on media specialization)
Audio and Audiovisual
Digital, Interactive and New Media
Design
Visual Arts
Performing Arts

**According to the event survey with 351 total respondents.*



New Website Launch

As part of CITEM’s digital transformation, CREATE Philippines officially launched its revamped website during the second day of the Creative Futures. The site aims to showcase and champion local talents and the Philippine creative industry by aggregating relevant content and stories.

For its first phase, the CREATE Philippines website features industry stories, subscription and list of relevant events. For its second phase moving forward, CITEM envisions the CREATE Philippines online platform as both a directory for Filipino creatives and their works and as a starting point for collaboration within the diverse sectors of the Philippine creative economy.

Sustainability Solutions Exchange (SSX) is a signature brand of the Center for International Trade Expositions and Missions (CITEM) for the sustainability sector. The goal of SSX is to help micro, small and medium entrepreneurs (MSMEs) on their journey towards a circular economy in line with the country's commitment to Sustainable Development Goals (SDG) 2030.

In 2021, CITEM launched Sustainability.ph, an online community platform that promotes products, services, solutions, and exchange of ideas on sustainable consumption and production. The website featured a diverse range of relevant sustainable technologies, interventions and practices that sought to engage businesses and consumers to start their journey towards sustainability. It was envisioned to contain a database of sustainability suppliers for Philippine MSMEs and aggregate content on sustainability. The website was also designed to support CITEM's upcoming sustainability events in 2022, which will feature talks and discussion on the shift towards sustainability and the circular economy.

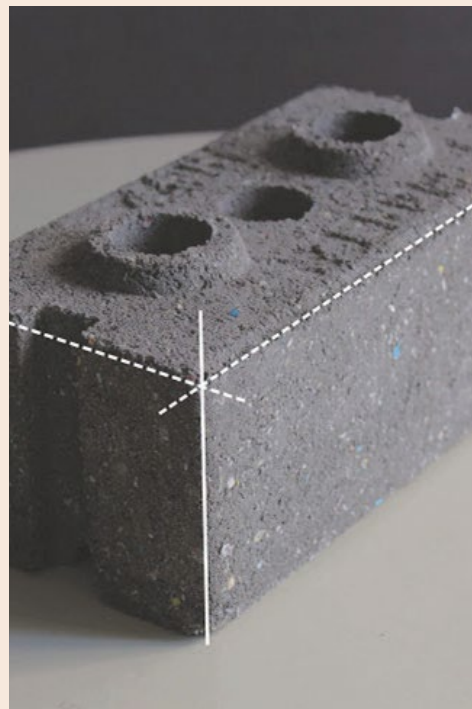
Website and Socials

3,106 - Website Unique Visitors

6,326 - Page Views

1,025,685 - Facebook Reach

61% increase - 10,861 Instagram Reach (6,458 reach in 2021)



Overseas Trade Fair Participations



CITEM INTEGRATES DIGITALIZATION IN OVERSEAS TRADE PROMOTION

11 Hybrid and Fully Digital Participations 8 B2B Matching Events

CITEM has fully integrated its digitalization efforts across all its overseas trade fair (OTF) promotion with 11 hybrid and fully digital event participations in key export markets worldwide. In its OTF participation, Agency leverages on its lead generations and platforms in the food and beverages, home, fashion and lifestyle, creative, and sustainability industries to add an online dimension in its export promotion activities and further elevate Philippine products and services in the digital space. The agency also leveraged on mounting physical exhibits that featured curated content and enabled QR codes on product displays and communication hubs for digital support in terms of product discovery and facilitation of B2B meetings.

Aside from its hybrid exhibits, CITEM hosted the following events for the food sector: the China Online B2B (March 1 and August 3-4), FOODPhilippines Business Matching Events in ME/GCC/Africa (March 14-16) and KSA (March 23-25), Foodex Tokyo B2B (June 23 and 29), FOODPhilippines B2B Events in Japan and Taiwan (September 23-25), FOODPhilippines B2B Events in the Middle East and Africa (October 26-28), and Osaka Business to Business Activity (December 15-16).



Home and Lifestyle



Home and Lifestyle

ASEAN INTERNATIONAL FURNITURE & FURNISHINGS SHOW (AIFFS) Online/Digital 09 – 18 March 2021

The first-ever Virtual AIFFS was organized by the ASEAN Furniture Industries Council (AFIC), the regional trade organization promoting the interest of the ASEAN furniture industries of each ASEAN country. Aside from the Philippines, participating ASEAN countries were as follows: Indonesia, Laos, Malaysia, Singapore, Thailand, and Vietnam.

10 Brands
918 Trade Inquiries
\$30K Booked and Negotiated Sales

CREATIVE EXPO TAIWAN Taipei, Taiwan / 21-25 April 2021

The Philippines-Taiwan Craft Cultural Collaboration is a commitment for cooperation between the Philippines and Taiwan forged under the Joint Economic Cooperation proposed during the 21st Joint Economic Meeting held in Manila in 2015. The Tracing Lines: Philippines-Taiwan Craft Industry Research and Development Program was launched on 21 April 2021 at the Songshan Cultural and Creative Park in Taipei, Taiwan. Under the project, Philippine designers and manufacturers partnered with Taiwanese counterparts to develop new design proposals and products.

4 PH Designers
4 PH Manufacturers
70 Product Inquiries
35 New Products Promoted
37 Registered Visitors



**inaFashion SMESCO
Online Expo 2021
Online/Digital 21-30 April 2021**

CITEM, in partnership with PTIC-Jakarta, led the country’s first participation in the inaFashion Smesco Online Expo, the Indonesian online expo dedicated to fashion. Representing FAME+ with the theme “Fashioned from Nature,” the ten (10) brands offered export-ready and contemporary pieces ranging from apparel to accessories that take inspiration from the varied flora and fauna of the Philippines.

10 Brands
107 Trade Inquiries
6 Trade Buyers



**PHx Tokyo
Tokyo, Japan / 07-09 July 2021**

PHX TOKYO is an export mentoring and merchandising incubation program that aims to help young and emerging Filipino designers penetrate the Japanese fashion market. It comprises mentoring sessions, a 3-day showroom presentation in central Tokyo, a launch party attended by invited buyers and media, and after-sales care. In the three-day showroom presentation, the program was participated in by eight (8) select Filipino brands in the fashion industry producing clothing and apparel, accessories, and designs Bagasao, Feanne, HA.MÜ, J Makitalo, Jill Lao, Kelvin Morales, Lorico, and Neil Felipp.

H3O selected four out of the eight brands to include in their September in-house sales showroom. Several multi-brand department stores also expressed intent to feature their selected brands for pop- up events from the fourth quarter of 2021 to the second quarter of 2022.

8 Brands
102 Trade Inquiries
23 Trade Buyers



MAISON&OBJET AND MORE (MOM) Digital / January – December 2021

MOM is the Digital Fair of Maison & Objet, the Paris-based international authority for home decor, interior design, architecture, and lifestyle culture that was first staged on 4-18 September 2020, which was CITEM's first foray into international digital trade shows.

In 2021, CITEM showcased 38 participating companies in MOM. From January to December 2021, these brands/companies received 1,379 inquiries from 445 unique buyers. A total of 766 products were featured while 1,633 visitors were diverted to FAME+. The Philippine participation generated sales amounting to USD2.706 million.

12 Months Exposure
38 Companies
1,379 Trade Inquiries
\$2.706M Booked and Negotiated Sales
1,633 visitors diverted to FAME+



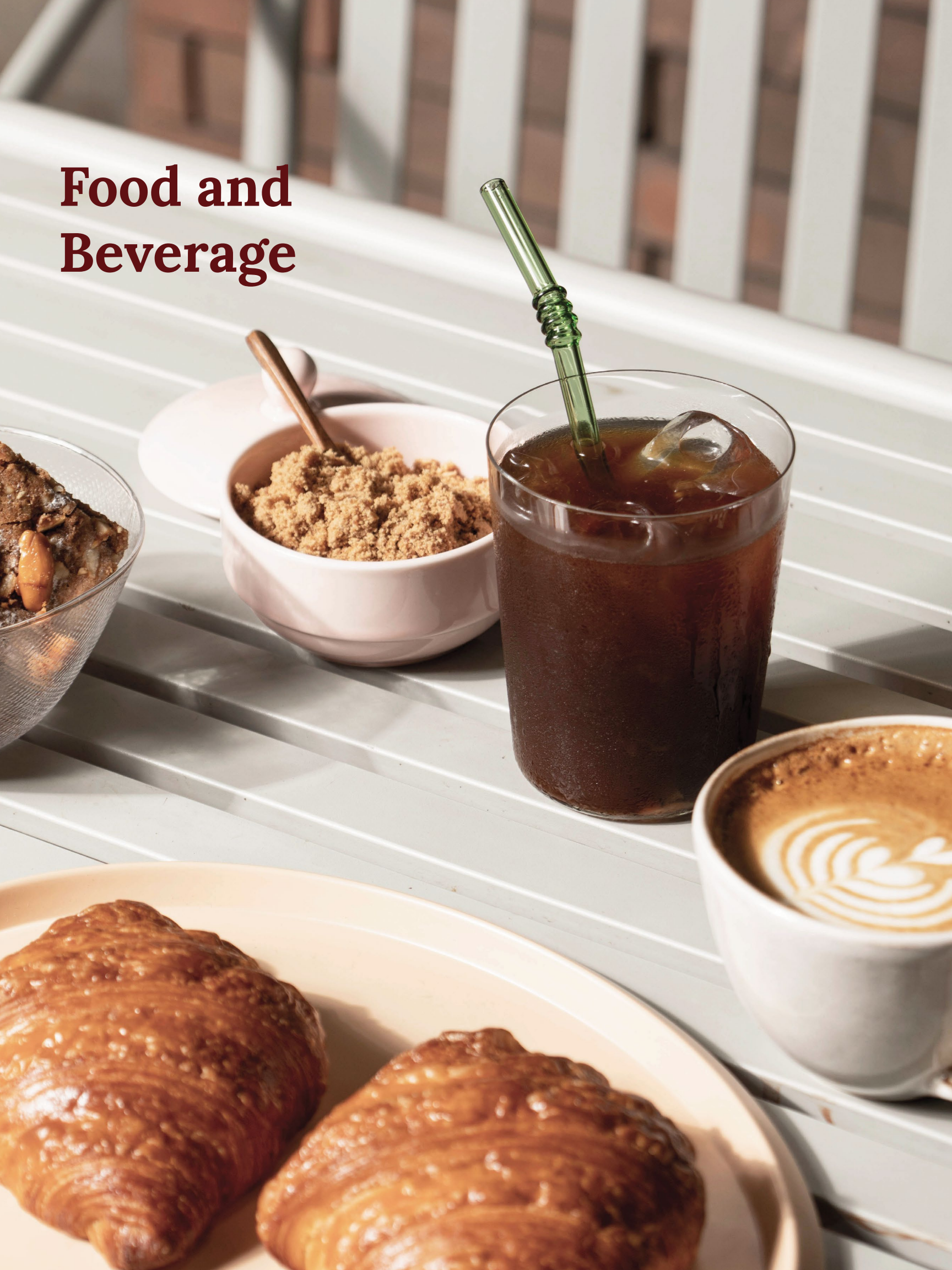
NY NOW DIGITAL MARKET Online / July-December 2021

NY NOW, the modern wholesale market for retailers and specialty buyers seeking diversity and discovery has launched an innovative platform to serve as the digital companion to its live events. This digital platform, the NY NOW Digital Market is a 360-degree lead generation, visibility, and connection platform to meet buyers' sourcing needs. This cutting-edge digital solution was developed to enable brands and retailers to pivot from the in-person event to a digital environment while ensuring a premium, interactive user experience.

The Philippine participation in the NY NOW Digital Market, under the Design Philippines banner, featured 49 onboarded exhibitors from July to December 2021—20 homegrown exhibitors that underwent business mentorship program from ByHand Consulting in areas such as product development, marketing, and business strategies to further up their edge as they stand alongside international brands. The remaining 29 exhibitors participated under the FAME+ account which was a complimentary account.

49 Exhibitors
\$811,268 Booked and Negotiated Sales
4,261 Trade Inquiries
632 Products Showcased
1,227 Visitors diverted to FAME+

Food and Beverage



BIOFACH eSPECIAL Online / 17-19 February 2021

BIOFACH is the world's leading platform for organic food products. The BIOFACH's 2021 edition, the BIOFACH eSPECIAL was a digital gathering of the international organic food and natural and organic personal care community. Five (5) exhibitors from the Philippines showcased the next frontier in creating and manufacturing organic coconut products: Virgin Coconut Oil (VCO), Refined Bleached Deodorized (RBD) coconut oil, coconut sugar, flour, and desiccated coconut, its coconut oil, syrup, and jam.

5 Companies
32 Trade Inquiries
\$639,800 booked and negotiated export sales

GULFOOD 2021

Hybrid Trade Fair

Physical Event 21-25 February 2021 (Dubai, UAE)
Online Business Matching Events 14-16 March
 (ME / GCC / Africa) 23-25 March (Saudi Arabia)

The Gulf Food Hotel and Equipment Exhibition and Salon Culinaire, is a renowned international platform dedicated to food and beverage processing in the MENA region. The 26 th edition of GULFOOD marked the most successful return for food businesses worldwide as the only live, in-person food & beverage sourcing event of the year.

13 Companies
 1,200+ Trade Inquiries
 188 Trade Buyers
 \$17.78M Booked and Negotiated Export Sales



FOODEX JAPAN 2021 with Tokyo B2B

Online event 09-12 March 2021

Online participation 02 March – 08 October 2021

Tokyo, Japan Online B2B 23 and 29 June 2021

Japan is one of the leading food and beverage trade show in Japan and Asia. It is considered an important gateway to Japan and the Asian food and beverage markets. The physical expo was hosted in Chiba, Japan from 9-12 March 2021 but exhibitors and buyers can interact through online meetings and chats on the FOODEX online platform until 8 October 2021. The Philippine participation, however, was fully digital given the pandemic-related restrictions still in place in the country and globally.

As part of the continuing presence in the Japanese market, CITEM, in partnership with the Philippine Trade and Investment Center in Tokyo, Japan, organized an Online B2B Matching activity for the exporter-participants of FOODEX Japan 2021 on 23 and 29 June 2021.

10 Companies
 USD1.897M Booked and Negotiated Sales from FOODEX Japan proper and B2B events
 51 trade buyers
 803 Trade Inquiries



Tokyo B2B
7 Companies
\$1.84M+ Booked and Negotiated Initial Sales
60 Business Meetings

As part of the continuing presence in the Japanese market, CITEM, in partnership with the Philippine Trade and Investment Center in Tokyo, Japan, organized an Online B2B Matching activity for the exporter-participants of FOODEX Japan 2021 on 23 and 29 June 2021.



FOOD PHILIPPINES
BUSINESS MATCHING EVENT /
CHINA ONLINE B2B
Online / 11 March 2021

As part of the continuing presence in the Chinese market program, CITEM, in partnership with the Philippine Trade and Investment Centers in China (PTIC-Shanghai and Guangzhou) and the Export Marketing Bureau (EMB), organized an Online B2B Matching activity on 11 March 2021 which was participated in by 24 food companies from CAEXPO 2020 and CIIE 2020. Twenty-five (25) trade buyers participated in the Business Matching Event with a total of 81 business matches. Total sales achieved as reported by the Exhibitors was USD1.399 million.

24 companies
25 trade buyers
81 business meetings
USD1.399M Booked and Negotiated Sales





18TH CHINA-ASEAN EXPO (CAEXPO) Hybrid Trade Fair Nanning, Guangxi, China and Online / 10-13 September 2021

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. CAEXPO is significant to the Philippines as it provides access to diverse opportunities for trade and investments with China's continuous economic expansion. In addition, it is the only platform to showcase the Philippines as a viable source of quality products and services and promote goodwill with the Chinese government on different levels—trade, tourism, and investment.

Twenty-eight (28) food, beverage, and lifestyle companies, offering the country's best healthy, organic, and natural products, represented the Philippines in the Philippine Commodity Pavilion during the four-day event. Eight (8) companies participated onsite and 20 companies participated in the online platform.

8 Companies Onsite
20 Companies with Fully Digital Participation
\$33.74K+ Booked and Negotiated Sales
51 Trade Inquiries

Food Philippines Business Matching Event / China Online B2B Online / 3-4 August 2021

As part of the continuing presence in the Chinese market program, the 2nd leg of business matching targeting one of the largest markets--China, was organized in August 2021. FOOD2CHINA (F2C), CITEM, and PTIC Guangzhou organized the 2nd F2C China online B2B last 3-4 August 2021. The first Online B2B was held on 11 March 2021. The 2nd F2C Online B2B was different from the first leg since the product scope of Philippine suppliers was based primarily on buyers' expressed interests.

52 Companies
\$2.47M Booked and Negotiated Sales
226 Business Meetings





**Food Philippines Business Matching Event in
the Middle East and Africa Markets
Online / 26-28 October 2021**

The IFEX Philippines B2B is one of IFEX Philippines’s marketing initiatives designed to promote Philippine food exports. It fosters business relations through interactive sourcing sessions between registered buyers and exhibitors. A total of 91 IFEX exhibitors participated in the Online Business Matching for Food in the Middle East and Africa Markets (MEA) which was held on 26-28 October 2021.

- 91 Companies
- \$2.1M+ Booked and Negotiated Partial Sales*
- 51 Trade Inquiries
- 265 Business Meetings
- *Based on the reports of 13 out of 91 participating exhibitors.



**China International Import Expo (CIIE)
Hybrid Trade Fair Shanghai, China and Online /
05-10 November 2021**

The Philippines thru DTI-CITEM returned for the fourth time to the China International Import Expo (CIIE), the first national-level import-themed professional trade fair in the world, held at the National Exhibition and Convention Center, Shanghai, China from November 5 to 10, 2021. This year’s participation was a combination of a 108 sqm physical exhibition, which featured 40 exhibitors to promote the “Healthy and Natural” products under the banner of FoodPhilippines, and a virtual component intended to enable companies to e-meet the buyers onsite through an online B2B platform and using the WeChat platform so that buyers can communicate directly with the Philippine Exhibitors.

- 40 Companies
- \$575M sales under memorandum signings
- \$23.92M Booked and Negotiated Partial Sales*
- 758 Trade Inquiries
- 108 trade buyers



China International Import Expo (CIIE) Hybrid Trade Fair Shanghai, China and Online / 05-10 November 2021

The Philippines thru DTI-CITEM returned for the fourth time to the China International Import Expo (CIIE), the first national-level import-themed professional trade fair in the world, held at the National Exhibition and Convention Center, Shanghai, China from November 5 to 10, 2021. This year's participation was a combination of a 108 sqm physical exhibition, which featured 40 exhibitors to promote the “Healthy and Natural” products under the banner of FoodPhilippines, and a virtual component intended to enable companies to e-meet the buyers onsite through an online B2B platform and using the WeChat platform so that buyers can communicate directly with the Philippine Exhibitors.

40 Companies
\$575M sales under memorandum signings
\$23.92M Booked and Negotiated Partial Sales*
758 trade inquiries
108 trade buyers

Osaka Business-to-Business Activity Online / 15 - 16 December 2021

As part of the continuing presence in the Japanese market, CITEM, in partnership with the Philippine Trade and Investment Center in Osaka, Japan, Export Marketing Bureau (EMB), and the International Business Promotion Center (IBPC), which is the PTIC's Japan partner in charge to manage the actual B2B meetings, organized an Online B2B Matching activity on 15-16 December 2021.

Seven (7) companies from CITEM (Magicmelt, Pasciolco, Limketkai, SL Agrifood, BIG, Innovative Packaging, Eau de Coco) and 8 companies from EMB (Andy Albao, J. Emmanuel Pastries, W.L. Food, GEM Foods, Seaweed Industry Assn of the Ph., Nublends Corporation, General Nutrifoods Philippines, Inc., JNRM Corp.) participated in the event, which brings to a total of 15 companies participating in the B2B.

15 Companies
\$1.05M+ Booked and Negotiated
Partial Sales
45 B2B Meetings



Human Resource Management

Summary of Accomplishment (reserve a spread for this)□

Boosting Data Gathering, Storytelling, and Leadership Skills

For 2021, CITEM continued its focus on improving the digitalthe 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 for this path. This time around, the Agency focused on improving its people’s data gathering and content creation capabilities.

Among the key webinars attended by CITEM employees were “Data Storytelling and Visualization Workshop by Thinking Machines,” “Ad World Conference 2021,” “FLEX OnlineAdaptive Leadership in the Changing World,” “Creating Effective Marketing Collaterals,” and “Business Writing and Online Etiquette.”

Aside from digital-centric training, CITEM also supported leadership training for employees under the “Philippine OpenGov Leadership Forum 2021 Virtual Edition” program.

Health and Wellness Seminars

LIST OF AGENCY-WIDE ACTIVITIES AND WELLNESS PROGRAMS ATTENDED BY CITEM EMPLOYEES C.Y. 2021

PROGRAM TITLE	OBJECTIVE	DATE	VENUE	NO. OF ATTENDEES		
				MALE	FEMALE	TOTAL
Lecture on COVID-19 Vaccines	To discuss the: 1. Types of vaccine available in the Ph 2. Importance of getting vaccinated 3. Possible side effects of vaccine 4. Dos and donts after vaccination 5. Address vaccination myths	June 03, 1:00 PM	via Zoom	5	30	35
37th Anniversary Celebration	To commemorate and celebrate the milestones of the agency	October 11, 10:00 AM - 12:30 PM:	via Zoom	CITEM Employees		
Elevating Work Productivity: Building Immunity, and Managing Pain in the Workplace	To provide employees a holistic idea in strengthening immunity in the times of pandemic and to be guided by physician and proper medications/vitamins in handling managing pain	November 26, 10:00 AM - 12:00 NN	via Zoom	9	36	45
Webinar re High Blood Pressure	Discussion about: 1. How to monitor blood pressure 2. How blood pressure affects daily routine Orientation on using digital blood pressure monitor	December 16, 10:00 AM	via Zoom	10	35	45
The Show Must Go On - 2021 Year-End Celebration	CITEM's annual celebration with focus on celebrating resilience and creativity in times of uncertainty	December 17, 3:00 PM - 6:00 PM	via Zoom	CITEM Employees		

Human Resource Management

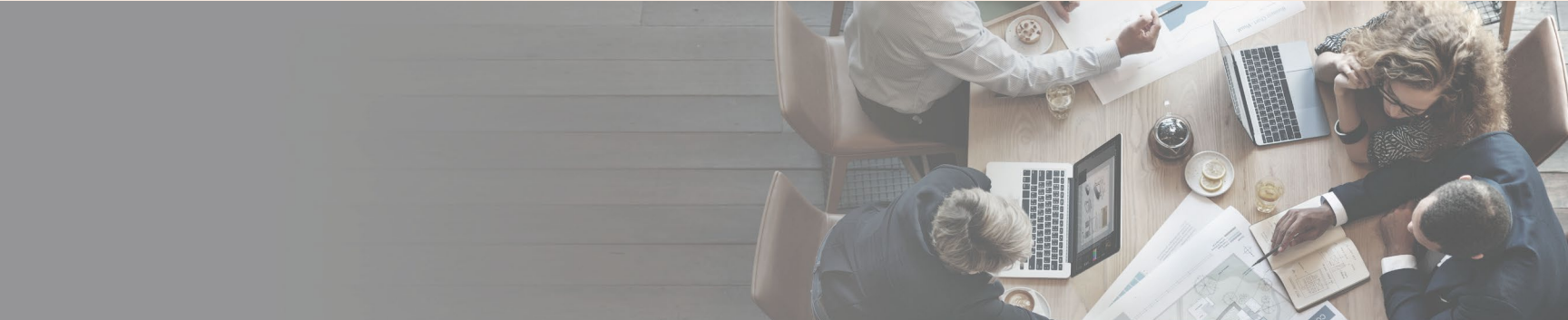
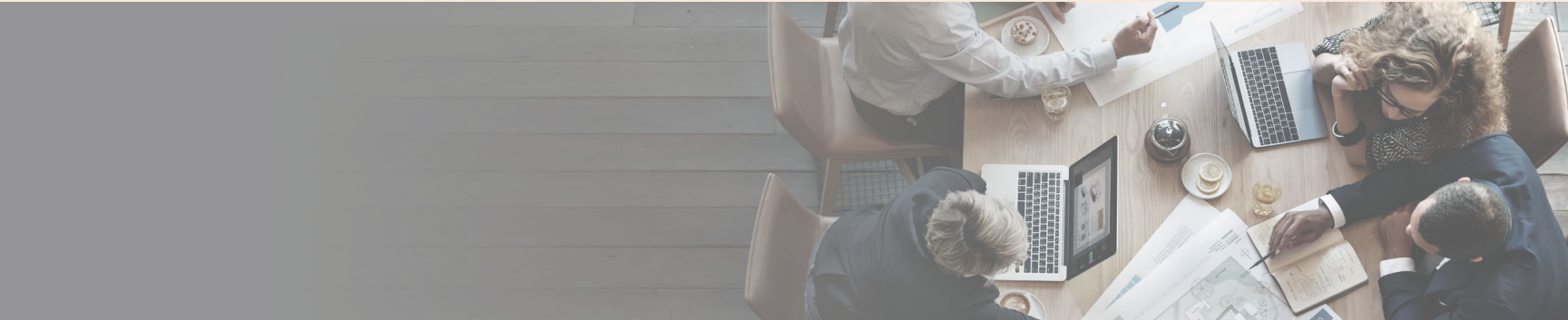
Corporate Social Responsibility

Donation to Caritas Manila
June 2021

Donation in the amount of Php5,000.00 to support the “Alay Kapwa 2021□Gifted to Give” fundraising program of Caritas Manila which intends to address the hunger and malnutrition of less fortunate Filipinos as result of pandemic and other calamities.

CSR Partnership for Persons with Digitabilities International Film Festival Virtual 2021 (PWDIFF V2021)
December 2021

Sponsorship of Php20,000.00 to PWDIFF V2021 who aims to amplify the voices of the persons with disabilities, non-communicable diseases, with HIV, with lived mental health experience, and the health sector, to present their narratives and spark conversations about the right to health. Through this project, CITEM contributes to the achievement of the UN’s Sustainable Development Goals on Good Health and Well-being and Gender Equality.



Workforce Training and Seminar

LIST OF TRAINING ATTENDED BY CITEM EMPLOYEES C.Y. 2021

PROGRAM TITLE	OBJECTIVE	DATE	VENUE	NO. OF ATTENDEES		
				MALE	FEMALE	TOTAL
Inaugural Session of 2021 CES Leadership Conclave Series	To discuss the importance of leadership & resilience in handling continuous uncertainty and challenges.	February 26, 8:00 AM - 5:00 PM	via Zoom	0	1	1
Training on RA No. 9184 and its 2016 Revised IRR (Batch 1)	1. To consistently develop the capabilities of BAC Members, Technical Working Group Members and other members of the organization, and in compliance to Sec. 16 of the 2016 revised IRR of RA 9184 (Professionalization of BAC, TWG Members and Procurement Units) 2. To have better appreciation on guidelines under Government Procurement Law 3. To learn latest updates more importantly in new normal set-up 4. To ensure effective and efficient operations in respective areas of responsibility of each participant	March 08 - 12, 8:00 AM - 12:00 NN	via Zoom	9	38	47
Philippine OpenGov Leadership Forum 2021 Virtual Edition	With the emergence of digital society brought by pandemic, the forum Intended to bring together the technology leaders in the country for a strategic level discussion on the issues that matter the most notably with the ramping up the digital services by the Government to its citizens in the post-COVID 19 era.	April 22, 8:00 AM - 4:00 PM	via OpenGov Asia platform	1	1	2
DTI Virtual Learning on Data Privacy (Data Privacy Basics Refresher)	To help attendees understand better the legal, technical, and governance requirements of the Data Privacy Act and in turn be able to deliver better services to stakeholders	May 19, 9:00 AM - 12:00 NN	via Zoom	0	7	7

LIST OF TRAINING ATTENDED BY CITEM EMPLOYEES C.Y. 2021

PROGRAM TITLE	OBJECTIVE	DATE	VENUE	NO. OF ATTENDEES		
				MALE	FEMALE	TOTAL
Modernized PhilGEPS Online Training	To learn the new features of e-procurement portal which includes user familiarization of the following modules: Annual Procurement Plan (APP), Purchase Request (PR), Bid Notice, Award Notice, Alternative Mode of Procurement Publication, and Contract Implementation	June 07 - 10, 9:30 AM - 3:00 PM	via Google Meet	0	3	3
Online Leave Administration Course for Effectiveness (LACE)	To develop/enhance skills of HR officers in leave administration which is critical in Timekeeping and Payroll system of the agency	June 16 - 17, 8:00 AM - 5:00 PM	via Zoom	1	0	1
Improving the Organization and Control of Files for Effective Recordkeeping	To impart to participants a comprehensive knowledge of the importance of classifying and organizing files for easy access and quick retrieval and to monitor efficiently all movement of records within and outside the office or department	June 16 - 18, 8:00 AM - 4:00 PM	via Zoom	2	8	10
42nd GACPA National Annual Convention and Webinar	To learn latest updates on COA Settlement of Accounts, GAD, Pag-IBIG, CSC, and Updates from Board of Accountancy	June 24 - 25, 8:00 AM - 5:00 PM	via Zoom	2	10	12
	To learn important principles in Cyber Security					
UFI Exhibition Management School	To understand better how Mental Health Wellness affect lives, identify factors contributing to poor mental health, and learn techniques on how to control and overcome negative thoughts	June 28 - July 23, 6:00 PM - 8:00 PM	via Zoom	1	2	3
	To learn the current best practices in exhibition industry that could bring advantage to CITEM notably with the current situation					

Workforce Training and Seminar

LIST OF TRAINING ATTENDED BY CITEM EMPLOYEES C.Y. 2021

PROGRAM TITLE	OBJECTIVE	DATE	VENUE	NO. OF ATTENDEES		
				MALE	FEMALE	TOTAL
Data Storytelling and Visualization Workshop by Thinking Machines	To emphasize the importance and provide effective techniques in storytelling and visualisation to effectively communicate data with audience	July 21, 1:00 PM - 5:00 PM	via Zoom	3	2	5
Rewards and Recognition for PRIME HRM Level 2	To contribute in effectively developing and administering R&R Policy and System that is in accordance with the requirements of PRIME-HRM Maturity Level 2 R&R System	August 3, 5, 11, 17, & 25, 1:30 PM - 4:30 PM	via Zoom	0	1	1
Webinar on Gender, Diversity and Social Inclusion	To equip the participants with sensitivity that impacts diversity, usually the exclusion of particular groups especially with respect to gender, and provide tools for handling diversity and fostering a culture of inclusion in the workplace	August 16, 18, 23 & 26, 2:00 PM - 4:00 PM	via Zoom	2	2	4
Training on RA No. 9184 and its 2016 Revised IRR (Batch 2)	1. To consistently develop the capabilities of BAC Members, Technical Working Group Members and other members of the organization, and in compliance to Sec. 16 of the 2016 revised IRR of RA 9184 (Professionalization of BAC, TWG Members and Procurement Units) 2. To have better appreciation on guidelines under Government Procurement Law 3. To learn latest updates more importantly in new normal set-up 4. To ensure effective and efficient operations in respective areas of responsibility of each participant	August 23 - 27, 8:00 AM - 12:00 NN	via Zoom	14	30	44

LIST OF TRAINING ATTENDED BY CITEM EMPLOYEES C.Y. 2021

PROGRAM TITLE	OBJECTIVE	DATE	VENUE	NO. OF ATTENDEES		
				MALE	FEMALE	TOTAL
Recruitment, Selection, and Placement for PRIME HRM Level 2	The course shall enable participant to walk through the Recruitment, Selection and Placement (RSP) cycle vis-à-vis the PRIME-HRM Level 2 requirements and shall be guided in the development of a customized RSP system that is more responsive to agency's specific needs	September 01, 03, 21, 24, 28, October 01 and 04, 1:30 PM - 4:30 PM	via Zoom	0	1	1
Online Lecture on Revised Administrative Disciplinary Rules on Sexual Harassment Cases	1. Learn the general information about Safe Spaces Act particularly in the workplace 2. Increase awareness in recognizing sexual harassment / sexually harassing behaviors 3. Educate the organization in processes for filing and handling complaints Specific objectives for CITEM Management & Members of Committee on Decorum and Investigation (CODI) 4. Learn the prescribed process of receiving and handling complaints 5. Be familiar with the appropriate procedure in investigating sexual harassment complaints, including submitting of reports	Batch 1 - September 06 Batch 2 - Septembe 10 8:30 AM - 4:00 PM	via Zoom	15	44	59
Knowledge Sharing Session on Organizing Waste-Free Events	To introduce sustainable practices for event planning, production, and execution to CITEM employees	September 11, 9:00 AM - 11:00 AM	via Hopin	24	62	86
2021 Public Sector HR Symposium	To introduce to participants innovative approaches in leading changeand shaping people strategies to develop resilient and future-ready public servants to ensure continued delivery of efficient andeffective public service	September 15, 1:00 PM - 5:00 PM September 16, 8:30 AM - 5:00 PM September 17, 9:00 AM - 12:00 NN	via Zoom	1	1	2

Workforce Training and Seminar

LIST OF TRAINING ATTENDED BY CITEM EMPLOYEES C.Y. 2021						
PROGRAM TITLE	OBJECTIVE	DATE	VENUE	NO. OF ATTENDEES		
				MALE	FEMALE	TOTAL
Culminating Session of 2021 CES Leadership Conclave Series	To discuss the importance of leadership & resilience in handling continuous uncertainty and challenges.	September 24, 8:00 AM - 5:00 PM	via Zoom	0	1	1
Mandatory Payroll and Benefits Administration	Learn the technical computations and procedural steps in preparing payroll and processing benefits	September 29 - 30, 8:30 AM - 12:30 PM	via Zoom	0	1	1
Organization Development	1. Learn and appreciate the importance of OD in improving the overall performance of the company 2. Learn the roles and competencies of an effective OD practitioner 3. Understand the processes involved in various stages of the OD cycle 4. Determine the appropriate interventions in dealing with vital organizational issues and strategies 5. Learn how to carry out planned change activities in meeting organization's desired goals	October 12 - 13, 1:30 PM - 5:30 PM	via Zoom	0	1	1
Maximizing Microsoft Excel for Basic & Intermediate Users	To advance participants' skillset in MS Excel by learning to work with advanced formulas, lists, illustrations, charts, and advanced formatting including styles	October 14 - 15, 1:30 PM - 5:30 PM	via Zoom	0	17	17
Studio Lighting 101	To know the essentials in studio lighting, whether photographing people or objects	October 18 - 19, 6:00 PM - 9:00 PM	via Zoom	1	1	2

LIST OF TRAINING ATTENDED BY CITEM EMPLOYEES C.Y. 2021						
PROGRAM TITLE	OBJECTIVE	DATE	VENUE	NO. OF ATTENDEES		
				MALE	FEMALE	TOTAL
Batch 4 - Philippine Quality Award (PQA) Assessors Preparatory Course (APC)	This course aims to enhance the knowledge and skills of participants in helping local organizations improve their processes and increase their efficiency by equipping managers, quality and process experts to conduct over-all organizational self-assessment based on an internationally accepted business excellence framework.	Oct. 18, 20, 22, 25 - 1:00 PM - 5:00 PM Oct.27 - 8:30 AM - 4:00 PM	via Zoom	0	2	2
Bookkeeping and Basic Accounting for Non-Accountants	1. To gain an understanding of the basic accounting concepts, procedures and processes in a simple and practical way. 2. To be able to learn actual applications of said concepts, procedures and processes through a series of workshops. 3. To be able to appreciate and know the importance of the financial accounting reports and information for a better decision making.	October 21 - 22, 9:00 AM - 4:00 PM	via Zoom	0	1	1
Effective Taxation and BIR Compliance	1. Learn the Tax Code of the Philippines and its proper application 2. Learn how to compute for various taxes on Individuals & corporations, as well as tax deductions that can be applied 3. How the BIR conducts audits 4. What to do with TVNs, LOAs and other BIR audit notices 5. Legal Remedies and Measures	October 26 - 27, 1:30 PM - 5:30 PM	via Zoom	0	3	3
Ad World Conference 2021	1. To learn Google & Youtube ads launch strategy and how to scale FB ads in 2022 2. Learn Hidden SEO Tactics for 2022 3. Learn High-Converting Copywriting Templates 4. To benchmark how to produce non-linear digital events	October 27 - 29	via Ad World platform	1	1	2

Workforce Training and Seminar

LIST OF TRAINING ATTENDED BY CITEM EMPLOYEES C.Y. 2021						
PROGRAM TITLE	OBJECTIVE	DATE	VENUE	NO. OF ATTENDEES		
				MALE	FEMALE	TOTAL
FLEX Online: Adaptive Leadership in the Changing World	To guide participants to look into the state of their current reality by examining the quality of their communication with others and with themselves through a series of experiential activities on communication, personality traits, conflict resolution, relationship building, effects of belief systems, & proper goal setting.	November 03 - 05, 7:00 PM - 9:30 PM	via Zoom	1	10	11
Business Writing and Online Etiquette	1. Get a quick grammar assessment and review 2. Explore various type of business letters 3. Learn standard policies for digital correspondences 4. Practice writing and communicating better in the workplace 5. Imbibe the proper etiquette for communication through mobile devices and digital platforms	November 04, 8:30 AM - 12:30 PM	via Zoom	5	10	15
Online Course on Strategic Planning: Using Balanced Scorecard	To provide participants a comprehensive understanding of the concepts and approaches on planning and management of development programs and projects	November 08 - 12, 8:30 AM - 5:30 PM	via Zoom	0	2	2
International Trade Centre (ITC) Workshop on the Preparation of Quantitative Market Profiles	The workshop aims to provide the participants with trade and market information as well as analytical skills for market research. Participants will learn how to use ITC market analysis tools to assess export and diversification potential, review market trends and market entry conditions such as tariffs, non-tariff measures including rules of origin. This training will have a specific focus on the EU market.	November 11 - 26 (8 sessions over 2 weeks, 2 hours per session)	via Zoom	1	2	3

LIST OF TRAINING ATTENDED BY CITEM EMPLOYEES C.Y. 2021						
PROGRAM TITLE	OBJECTIVE	DATE	VENUE	NO. OF ATTENDEES		
				MALE	FEMALE	TOTAL
Creating Effective Marketing Collaterals	1. The workshop involves producing layouts from scratch, with focus on proper material preparation and placement, and creating several studies from a creative brief. 2. To create a design that is appropriate for the company's personality which requires sympathy with the client, knowledge of the logo and its proper use, knowledge of the company's audiences (clients, suppliers, and business affiliations) and familiarity with the vast array of design possibilities for business stationery	November 15 - 18, 2:00 PM - 5:00 PM	via Zoom	1	1	2
Dynamic Admin Professional: Essential Skills for Support Professionals	1. Identify and develop the emotional intelligence necessary to handle internal and external clients; Rise above the different challenges/demands 2. Demonstrate behaviors and communication skills as a representative of managers, executives, and the organization 3. Understand and analyze the intents, styles and needs of their executives to adjust accordingly 4. Hone decision-making skills, prioritizing, gate-keeping, and problem-solving 5. Apply strategies in organizing, planning, and project or task managing	December 02, 03 and 07, 9:00 AM - 3:00 PM	via Zoom	0	1	1

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.

Compliance to Corporate Governance and GCG Scorecard

**CENTER FOR INTERNATIONAL TRADE EXPOSITIONS AND MISSIONS (CITEM)
4TH QUARTER 2021 (ANNUAL) MONITORING REPORT**

Component					Target						
	Objective/ Measure		Formula	Weight	Rating System	2020	2021	As of 30 September 2021 Accomplishments	As of 31 December 2021 Accomplishments	Remarks	SCORE
FINANCIAL	SO 1	Ensure Financial Sustainability									
	SM1	Cost Recovery Ratio	Total Revenue from Promotional Events / Total Project Cost ¹ ¹ 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.	25%	(Actual / Target) x Weight	10%	20%	18.33% (P2.200M / P12.003M) <i>Prelim</i>	29.97% (P18.553M/P61.907M) <i>Unaudited</i>	FY 2021 CRR based on Unaudited figures	25.00%
	SM2	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%	Not Lower Than 90% But Not Exceeding 100%	49.07% (P12.003M/ P24.462M) <i>Prelim</i>	94.90% (P143.526M/P151.247M) <i>Unaudited</i>	FY 2021 BUR based on Unaudited figures	10.00%
			Sub-Total	35%							35.00%
	SO2	Improve Stakeholders Satisfaction									
SM3	Percentage of Satisfied Customers										
SM3a	Physical Trade Fair Exhibitors		2.5%	(Actual / Target) x Weight If Below 80% = 0%	90%	90%	N/A	N/A	We would like to reiterate our request thru a letter dated 25 August 2021 to exclude SM3a and SM3b in CITEM's FY2021 Performance Scorecard, as these Strategic Measures will be dependent on the staging of physical events.		
SM3b	Physical Trade Fair Buyers	Number of Respondents Who Gave a Rating of At Least Satisfactory / Total Number of Respondents	2.5%		90%	90%					

**CENTER FOR INTERNATIONAL TRADE EXPOSITIONS AND MISSIONS (CITEM)
4TH QUARTER 2021 (ANNUAL) MONITORING REPORT**

Component					Target						
	Objective/ Measure		Formula	Weight	Rating System	2020	2021	As of 30 September 2021 Accomplishments	As of 31 December 2021 Accomplishments	Remarks	SCORE
STAKEHOLDERS	SM3c	Digital 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%	N/A	90%	IFEX Digital Expo CSS ongoing	93.00%	IFEX Digital Expo 92.06% FAME+ Market Days 93.94% Please refer to CITEM letter dated 11 January 2022, specifically ANNEX C of the letter which provides a detailed report on the challenges and issues encountered by CITEM in the conduct and implementation of the online CSS for its digital Signature Events in 2021, and recommendations for improvement (SM3c and SM3d ANNEX E)	2.50%
	SM3d	Digital Trade Fair Buyers		2.5%		N/A	90%	IFEX Digital Expo CSS ongoing	100.00%	IFEX Digital Expo 100.00% FAME+ Market Days 100.00% Please refer to CITEM letter dated 11 January 2022, specifically ANNEX C of the letter which provides a detailed report on the challenges and issues encountered by CITEM in the conduct and implementation of the online CSS for its digital Signature Events in 2021, and recommendations for improvement (SM3c and SM3d ANNEX E)	2.50%
	SO 3	Increase Stakeholder Awareness									
	SM4a	Number of Trade Buyers in Export Promotion Events (Physical)	Actual Accomplishment	5%	(Actual / Target) x Weight	3,520 (Buyers Only, Unique Count)	2,684 (Trade Buyers Only, Unique Count)	222 (preliminary figure)	114	We would like to reiterate our request thru a letter dated 25 August 2021 for SM4a to be excluded in CITEM's 2021 Performance Scorecard. The physical mounting of CITEM Signature Events for 2021 (Manila FAME, IFEX Philippines) was postponed as approved by the CITEM Board of Governors during its 07 May 2021 Board of Governors Meeting.	

Compliance to Corporate Governance and GCG Scorecard

**CENTER FOR INTERNATIONAL TRADE EXPOSITIONS AND MISSIONS (CITEM)
4TH QUARTER 2021 (ANNUAL) MONITORING REPORT**

Component					Target						
	Objective/ Measure		Formula	Weight	Rating System	2020	2021	As of 30 September 2021 Accomplishments	As of 31 December 2021 Accomplishments	Remarks	SCORE
	SM4b	Number of Trade Buyers in Export Promotion Events (Digital/Online)	Actual Accomplishment	5%	(Actual / Target) x Weight		3,569 (Trade Buyers Only, Unique Count)	2,719 (prelim)	3,627	The number of trade buyers for the year in digital/online export promotion events was based on unique trade buyers from CITEM Signature Events in Digital Platform, Digital Trade Shows, and Business Matching Events, which are encoded into CITEM's database, the Visitors Profile System (VPS).	5.00%
	SM5	Establish a Board-Approved Medium-Term Marketing Plan	Actual Accomplishment	5%	All or Nothing	N/A	Board-Approved Medium-Term (3-Year) Marketing Plan	CITEM prepared the preliminary draft of the agency's Medium-Term (3-Year) Marketing Plan which will be presented to the Board during the Board Meeting scheduled in November 2021	Board-Approved Medium-Term (3-Year) Marketing Plan	The CITEM Board of Governors approved the agency's Medium-Term (3-Year) Marketing Plan during its 25 November 2021 Board of Governors Meeting (SMS ANNEX A).	5.00%
	SM6	Increase PR Value	Total PR Value for CITEM's 2021 Projects	5.0%	(Actual / Target) x Weight	P230 M	P250 M	P427.646 M	P572.344 M	Media Meter recorded a total of PHP572.344 Million in PR Value for CITEM for the period of January to December 2021	5.00%
SO 4	Accelerate the Growth and Development of SMEs										
	SM7	Number of SMEs Participating in Export Promotion Activities (Physical and Digital/Online)	Actual Accomplishment	10%	(Actual / Target) x Weight	N/A	718	1000 (Preliminary figure)	1,284	A total of 1,284 SMEs/companies participated in CITEM's Physical and Digital/Online Export Promotion Activities implemented in 2021, representing an accomplishment of 178.83% of the total target for the year:	10%
			Sub-Total	40%							30.00%

**CENTER FOR INTERNATIONAL TRADE EXPOSITIONS AND MISSIONS (CITEM)
4TH QUARTER 2021 (ANNUAL) MONITORING REPORT**

		Component			Target					
	Objective/ Measure	Formula	Weight	Rating System	2020	2021	As of 30 September 2021 Accomplishments	As of 31 December 2021 Accomplishments	Remarks	SCORE
INTERNAL PROCESS	SO5 Institutionalize Systems and Processes including the Enhancement and Development of CITEM's Digital Promotion Structure									
	SM8	Percentage of Completion of the ISSP	Number of Deliverables Attained ² / Total Number of Deliverables ² Fully operational systems/applications	10%	(Actual / Target) x Weight	100% Attainment of 2020 Deliverables (Based on DICT-Approved ISSP 2019-2020 ISSP)	100% Attainment of 2021 Deliverables (Based on DICT-Endorsed/Approved ISSP)	Digital Trade and Community Platform Information System 1. Exhibitors Profile System - 100% completed (outsourced) 2. Business Matching - 100% completed (outsourced) 3. Visitors Registration System - 100% completed (outsourced) 4. Visitors Profile System - 100% maintained (inhouse) 5. Customer Relationship Management System - 100% completed (outsourced) 6. Exhibitors Product Sales Monitoring System - 100% maintained (inhouse) 7. Content Management System - 100% completed (outsourced) Administrative Services Information Systems 1. Human Resources Information System (Employee attendance - eDTR) - 100% completed (inhouse) 2. Records Management System (Document Tracking System) - 90% completed (inhouse) 3. Inventory Management System - 100% completed (open-source) 4. Online Ticketing - 100% completed (open-source) Operational and Continuing 1. Marketing Automation System - 100% Renewed 2. Project Management System - 100% Procured (Procured new app) 3. Master Document Register - 100% Maintained (inhouse) 4. IT Resource Management System - 100% Maintained (open source) 5. Intranet Portal Information System - 100% Maintained (open source)	15 projects out of the 16 Information Systems (7 DTCPS, 4 ASIS, and 5 operational and continuing) were 100% considered 'completed' by end-December 2021	9.38%
	SO6 Improve Organizational Efficiency									
	SM9	Improve Processes to Quality Management System	Actual Accomplishment	5%	All or Nothing	ISO 9001:2015 Recertification	ISO 9001:2015 Recertification	passed 1st Surveillance Audit during the Audit held on 13 September 2021	passed 1st Surveillance Audit during the Audit held on 13 September 2021	Attached Surveillance Audit Report by the Third party, SOCOTEC

Compliance to Corporate Governance and GCG Scorecard

CENTER FOR INTERNATIONAL TRADE EXPOSITIONS AND MISSIONS (CITEM)
4TH QUARTER 2021 (ANNUAL) MONITORING REPORT


Component					Target		As of 30 September 2021 Accomplishments	As of 31 December 2021 Accomplishments	Remarks	SCORE
Objective/ Measure	Formula	Weight	Rating System	2020	2021					
LEARNING & GROWTH	S07	Enhance the Competencies of the CITEM Workforce								
	SM10	Improve Competency Baseline of the Organization	10%	All or Nothing	Establish Competency Baseline	Improvement in the Competency Baseline of the Organization	L&D interventions to improve the competencies of employees are ONGOING. A post-assessment will be conducted by the end of the year to measure improvement in the organization competency baseline.	For 2021, the Organization Competency Score was computed at 1.17, obtaining a 4.46% increase from the 2020 Organization Competency Baseline Score of 1.12 (subject to GCG validation).		10.00%
		Competency Baseline ³ 2021 – Competency Baseline 2020 ³ The competency baseline of the organization shall pertain to the average percentage of required competencies met which can be computed using the following formula: $\frac{\text{Total of Actual Competency Score}}{\text{Total of Required Competency Score}} \times 100$ where: a = Competency required, A = Total number of competencies required of position, b = Personnel profiled, B = Total number of personnel profiled.								
		Sub-Total	25%							24.38%
		TOTAL	100%							99.31%

Prepared by:

ROMINA AUREA C. MAGNO
Chief TIDS and OIC, Corporate Planning Division

Recommending Approval:

MA. LOURDES D. MEDIRAN
Deputy Executive Director

Approved by:

PAULINA SUAZO-JUAN
Executive Director

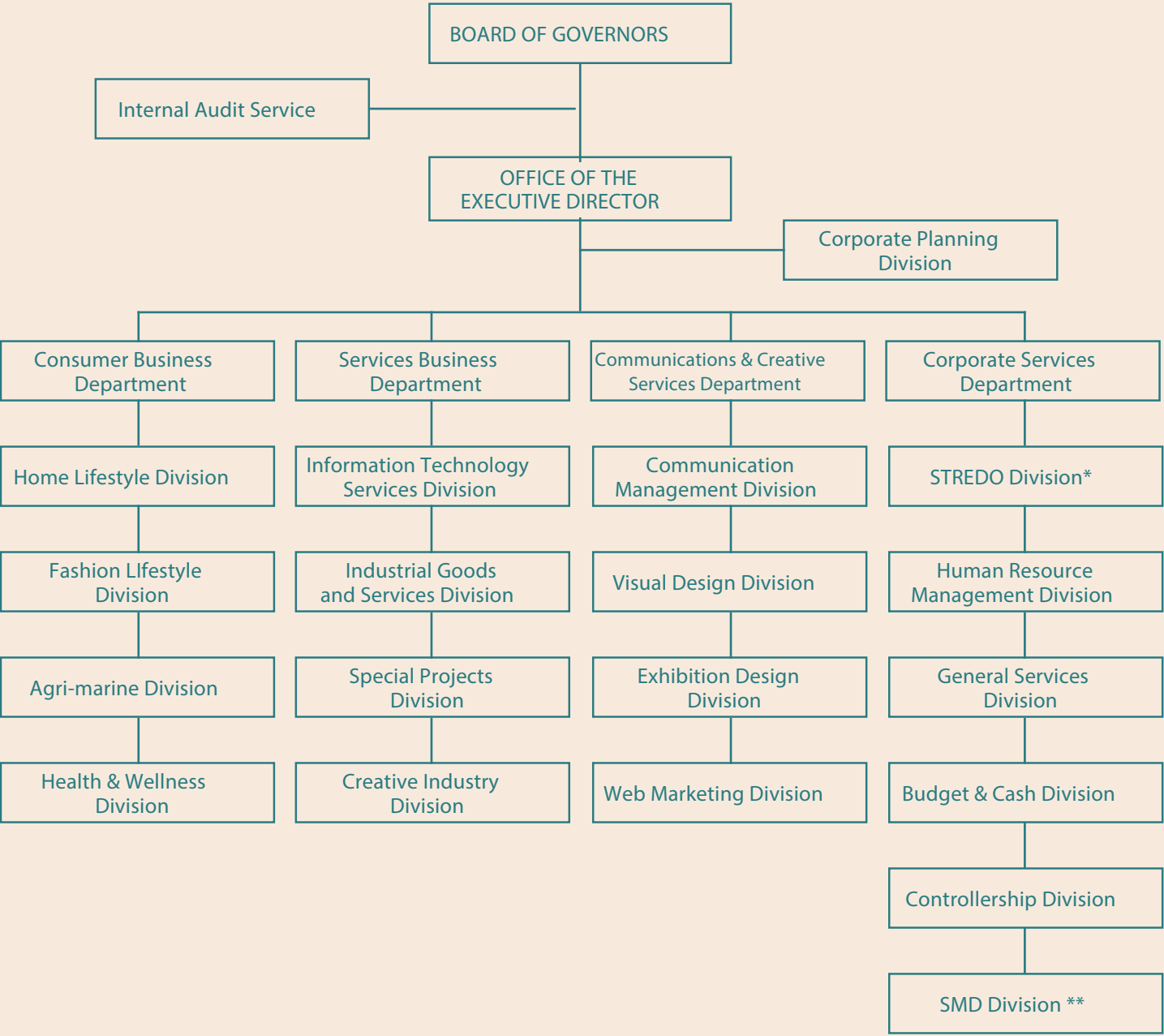
CITEM Financial Performance Indicators Year 2020

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

INDICATORS	2021 Audited FS	2020 Audited FS	2019 Audited FS (As restated)	2018 Audited FS
Current Ratio = $\frac{\text{Current Assets}}{\text{Current Liabilities}}$	$\frac{\text{P 394.877 M}}{\text{P 143.881 M}}$ 2.74	$\frac{\text{P 466.546 M}}{\text{P 237.553 M}}$ 1.96	$\frac{\text{P 371.029 M}}{\text{P 80.694 M}}$ 4.60	$\frac{\text{P 340.844 M}}{\text{P 88.752 M}}$ 3.84
Net Working Capital = $\frac{\text{Current Assets}}{\text{Current Liabilities}}$	$\frac{\text{P 394.877 M}}{\text{P 143.881 M}}$ P 250.996 M	$\frac{\text{P 466.546 M}}{\text{P 237.553 M}}$ P 228.993 M	$\frac{\text{P 371.029 M}}{\text{P 80.694 M}}$ P 290.335 M	$\frac{\text{P 340.844 M}}{\text{P 88.752 M}}$ P 252.092 M
Debt Ratio = $\frac{\text{Total Liabilities}}{\text{Total Assets}}$	$\frac{\text{P 145.004 M}}{\text{P 718.540 M}}$ 20%	$\frac{\text{P 243.801 M}}{\text{P 795.092 M}}$ 31%	$\frac{\text{P 86.942 M}}{\text{P 713.263 M}}$ 12%	$\frac{\text{P 107.007 M}}{\text{P 669.894 M}}$ 16%
Subsidy Ratio = $\frac{\text{Total Subsidy}}{\text{Total Expenses}}$	$\frac{\text{P 141.885 M}}{\text{P 178.395 M}}$ 80%	$\frac{\text{P 250.631 M}}{\text{P 342.742 M}}$ 73%	$\frac{\text{P 279.228 M}}{\text{P 342.488 M}}$ 82%	$\frac{\text{P 231.876 M}}{\text{P 263.234 M}}$ 88%

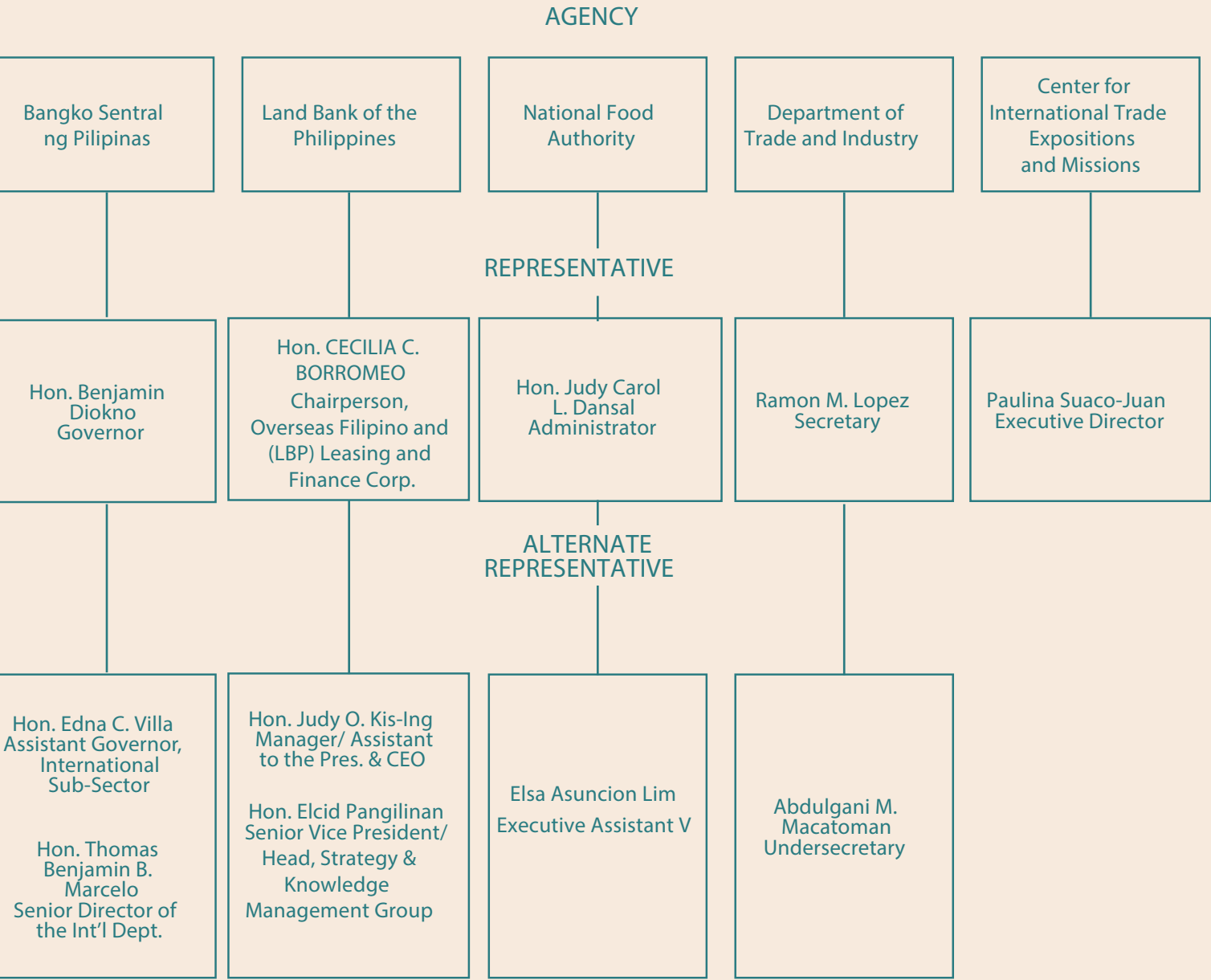
CITEM

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.



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.



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.



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.



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 finished her Bachelor of Laws in San Beda College Mendiola and her Bachelor of Arts (Major in English) in the Northern Christian College.



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.



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