



2019 ANNUAL REPORT

Center for
International
Trade Exhibitions
and Missions

Citem



ABOUT THE CENTER FOR INTERNATIONAL TRADE EXPOSITIONS AND MISSIONS (CITEM)

CITEM is the export promotion arm of the Philippines' Department of Trade and Industry (DTI).

For over 30 years, CITEM has established the country as a premier destination for quality export products and services. It continues to set the highest standards of creativity, excellence, and innovation to achieve export competitiveness in the international market.

As the prime mover in export promotion, CITEM implements export-driven programs, spearheads trade participation in overseas trade fairs, and organizes signature trade events in the Philippines and high-profile promotional activities in key markets abroad.

CITEM undertakes Design for Export Initiatives

Brand Building

Export Coaching

Product/Merchandise Development

Young Designer Development

Local-International Designer Collaboration



TABLE OF CONTENTS

Message from the Executive Director	6
What We Have Accomplished In 2019	8
CITEM Mandate, Mission and Vision	
Core Values	10
Our Quality Policy	11
 CITEM EVENTS	
Manila FAME April 2019	12
Manila FAME October 2019	16
The Katha Awards	20
IFEX Philippines May 24-26, 2019	25
CREATE Philippines September 19-21, 2019	30
ROADSHOW: The Business of Performing Arts	32
 PHILIPPINE REPRESENTATION ALL OVER THE WORLD	34
Ambiente	36
Project Womens	37
Maison Et Objet Paris	38
Premiere Classe	39
The Winter Fancy Food Show	40
GULFOOD Dubai	41
Foodex Japan	42
Malaysia International Halal Showcase	43
Taipei International Food Show	44
The Summer Fancy Food Show	45
China-ASEAN Expo	46
Anuga	47
China International Import Expo	48
SIAL Middle East	49
Corporate Social Responsibility	50
CITEM's Compliance with the Code of Corporate Governance	52
Risk Assessment	53
 TRAINING AND WELLNESS PROGRAMS	55
Financial Performance Indicators Year 2019	58
Organization Structure	59
Board of Governors	60

Message from the Executive Director

For the past few years, we have been pursuing bigger and better opportunities for Filipino enterprises and traders. It was a banner year for our Food Exporters, from our coconut products harvested in Laguna and Quezon to our tuna caught in General Santos City. The growth has been steady but slow, and this year our topline numbers inspire hope that the long-term efforts put in by our partners, stakeholders, designers and manufacturers are starting to pay off. We are truly grateful.

In 2019, CITEM facilitated a total of \$607.976 million in negotiated export sales, which represents a 51% increase from last year. Much of this was due to the success of our Food portfolio. The International Food Exhibition (IFEX) Philippines, CITEM's signature event for the food industry, performed at \$173 million in initial export orders and Php 110 million in domestic sales. These remarkable figures are double of what we achieved in 2018. Likewise, our participation in the China International Import Expo (CIIE) held in Shanghai from November 5-10, 2019 yielded \$162 million in initial export orders.

It has never been more obvious to us that there is great demand for Filipino products, and that we have even more work to do to bring local excellence to the international market. A total of 627 food and beverage companies joined IFEX, including 267 new exhibitors. CITEM is also proud to have participated in over 15 overseas trade fairs in 7 different countries in 2019. These export promotion events brought 1,552 local exhibitors into the international market, an 18% increase from the number last year.

True to our mission to provide opportunities to reach the overseas market, we continue to work with our partners, developing and supporting local MSMEs to adapt to the dynamic demands of the export market. To pursue this, we continue to stage events and training programs for the benefit of our exhibitors, including integrated product development programs, market intelligence briefings and export support programs. One of our newer signature events, CREATE Philippines, is in its third year, and aims to build a community within the creative industry. We partnered with the Cultural Center of the Philippines (CCP) to showcase the performing arts during the Manila International Performing Arts Market (MIPAM). The 69th and 70th iterations of Manila FAME staged



It has never been more obvious to us that there is great demand for Filipino products, and that we have even more work to do to bring local excellence to the international market.



innovative, experiential events for MSMEs—such as the Fashion E-tailers and CREATE Lab—to provide more opportunities to network, promote, and sell.

All in all, 2019 has been a tremendous year for Filipino products—and we at CITEM remain dedicated to championing export brands from all over the Philippines to the world.

Mabuhay!

PAULINE SUACO-JUAN

Executive Director

WHAT WE HAVE ACCOMPLISHED IN 2019

This year was one of incredible growth for CITEM, which shows that the years of investment in trade events are paying off. Most remarkably, CITEM facilitated a total of \$607.976 million in export sales* which represented a 51% increase from last year. This is the combined total from both the organization's signature events and increased participation in overseas trade fairs. Building on the continued success from last year, CITEM once again exceeded its annual targets.

**Including those booked and under negotiation*

TARGETS EXCEEDED

181 %

Accomplished
Total export orders

\$607.976

Million (Actual)

\$336

Million (Target)

115 %

Accomplished
Trade buyers attending
export promotion events

18,851

Buyers attending (Actual)

16,363

Buyers attending (Target)

117 %

Accomplished
SMEs participating in
export promotion activities

1,552

SMEs participating (Actual)

1,330

SMEs participating (Target)

Percentage increase in
the amount of potential
export orders

89.99%

Actual

5%

Target per annum

Percentage of
returning SMEs in
signature events

63.25%

Actual

47%

Target

THE CITEM MANDATE

CITEM contributes to the Department of Trade and Industry's export growth targets by marketing and promoting the Philippines as a reliable source of quality export products. It services the global market through trade fairs, missions, and other export promotions programs.

MISSION

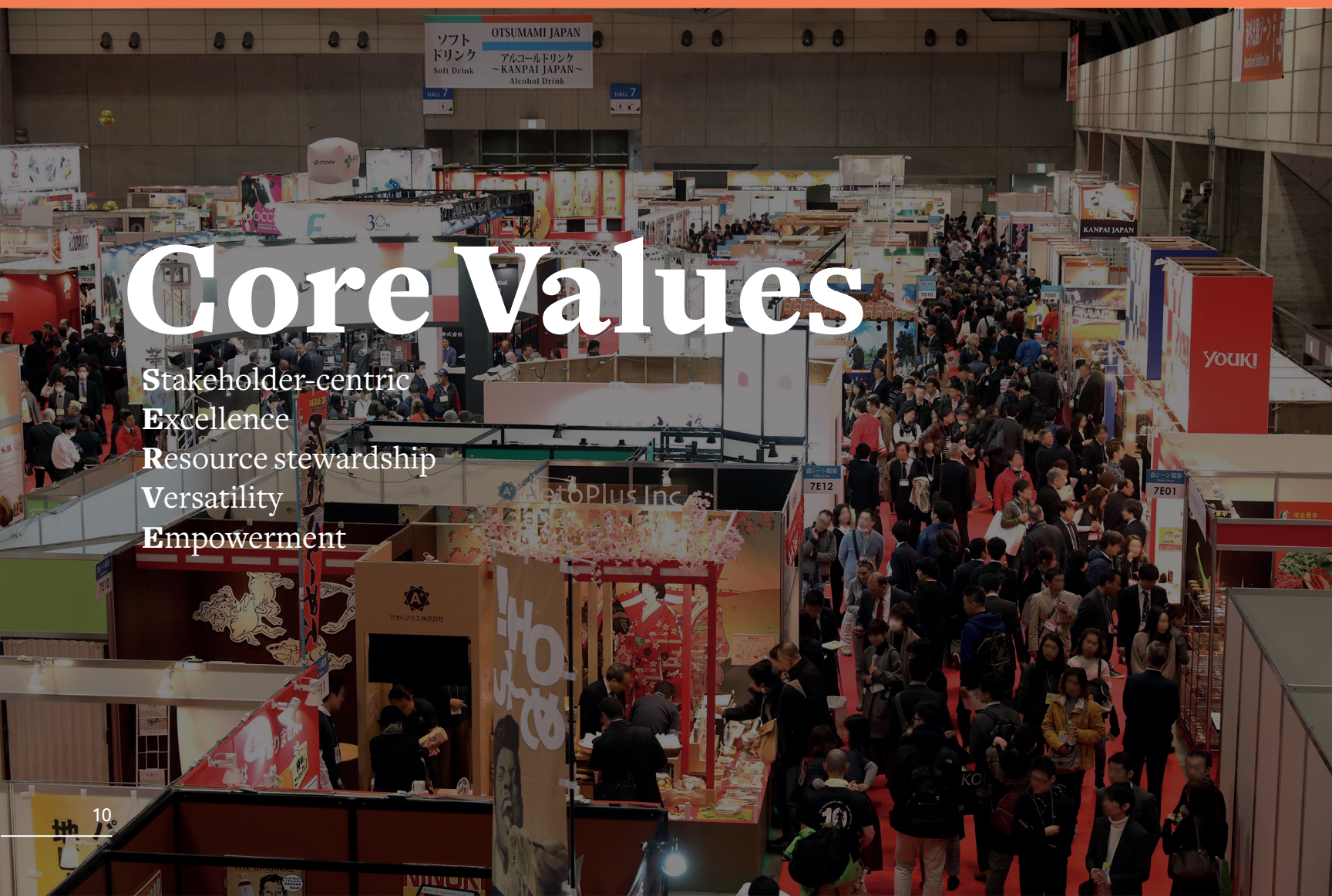
We enable Philippine companies to become global champions through sustainable export promotion programs and activities.

VISION

By 2023, CITEM will be a globally recognized export promotion authority 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

69TH MANILA FAME | April 2019

The Leading Event for the Philippine Design Industry

Manila FAME is CITEM's signature event for the home, fashion and lifestyle sector. It spotlights the excellence of local design and craftsman to a global stage. As one of CITEM's most widely recognized events, it sets a standard for Filipino excellence and opens doors for local makers.

Bringing together different industry stakeholders under one roof, the 69th edition of Manila FAME, under the creative direction of Vince Uy, featured improved servicing, more networking avenues, and new show features to provide guests with a more interactive experience. The three-day trade fair also launched CREATE Lab, which allowed exhibitors and stakeholders to participate in hands-on design activities.

Beyond the trade fair, Manila FAME also provided micro, small, and medium enterprises (MSMEs) with an avenue to grow and develop through capacity-building and product development programs.

₱ 40.722

Million
Domestic Sales

48.3%

Increase in trade
buyers year-on-year

347

Exhibitors

\$ 4.747

Million
Booked and Negotiated
Export Sales

299

Local

48

Foreign

The top visiting countries, based on unique company count, were the United States, Japan, Malaysia, Singapore, and Australia.





Designer Nix Alañon curated this vignette of the Design Commune special setting in the 69th Edition of Manila FAME.

MANILA FAME

April 2019

HIGHLIGHTS

- This edition of Manila FAME launched a new look, which received positive feedback from visitors, exhibitors, and partners.
- Fashion and home decor were the two most represented sectors among total exhibitors.

“I did not expect the show to be this good. The products featured are exceptionally hand-crafted. Hoping for more exhibitors to join next time!”

—D. LEWINSHTEIN, BUYER (CA)



Mirror - Cebu Homecraft



Putal Basket - Tagolwanen Women Weavers Association



Coral Tub Chair - Cebu Homecraft

70TH MANILA FAME | October 2019

Showcasing Filipino Craftsmanship at its Best

The 70th edition of Manila FAME continued the semiannual trade show's tradition of celebrating Filipino design excellence and establishing the country as a key player in the global design industry.

Building from the success of previous editions, Manila FAME brought native craftsmanship and design to domestic and foreign markets and provided local artisans an avenue to develop their skills. The show also introduced 354 new products from 77 participating companies, created through its product development program.

₱ 45.874

Million
Domestic Sales

₱ 38.444

Million
Retail Sales

385

Exhibitors

\$ 4.351

Million
Booked and Negotiated
Export Sales

7,784

Total Visitors

369

Local

16

Foreign

A total of 385 companies, representing 18 regions, participated in this edition of Manila FAME.





DESIGN
COMMUNE



MANILA FAME

October 2019

HIGHLIGHTS

- Local exhibitors represented 18 regions across the country.
- 94% of all exhibitors reported satisfaction with their participation in the trade fair.

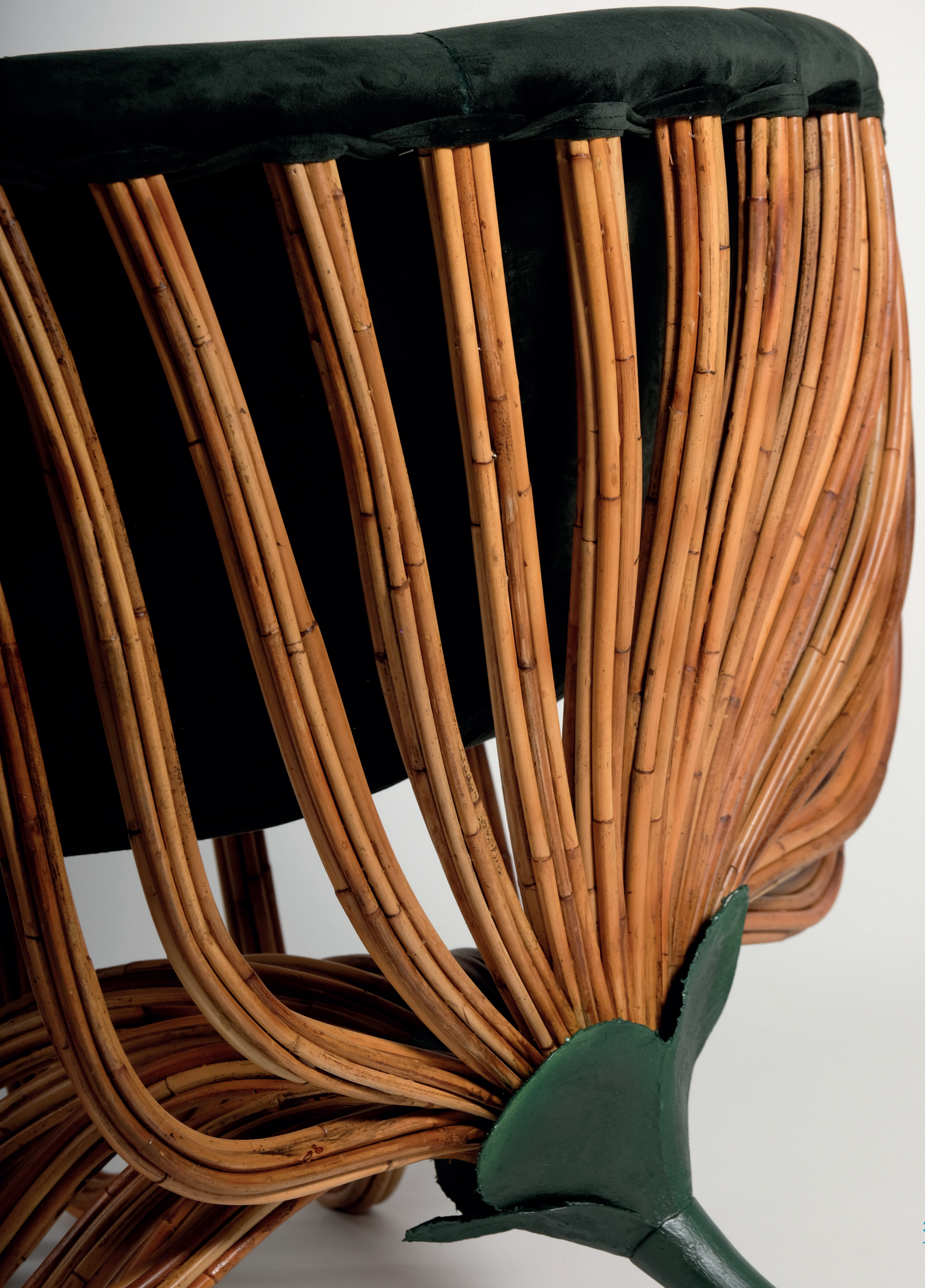
9 out of 10 exhibitors said that Manila FAME helped them learn more about the market and their competitors.

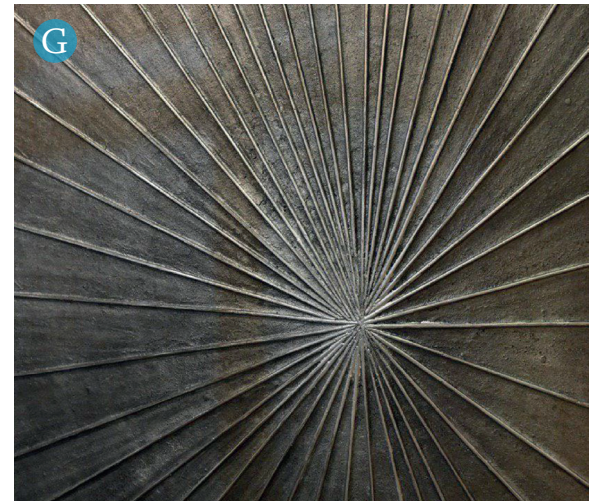
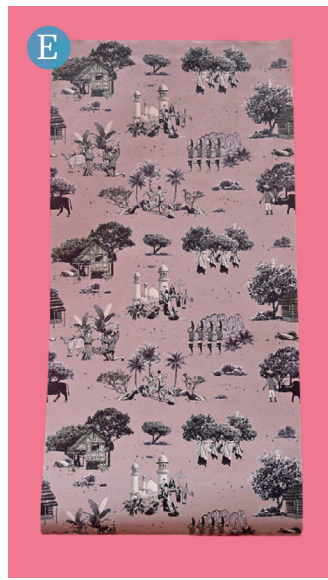


THE KATHA AWARDS

Excellence in Creativity

The KATHA Awards encourage artisans and designers to continue elevating local industry standards in creativity, sustainability, and innovation. Presented during Manila FAME, the awards recognize outstanding contributions in furniture, home decor, lighting ware, and fashion.





AWARDEES: April 2019

A. BEST BOOTH:

Zarate Manila

B. FASHION:

"Tamsi"

Lara by Province
of Samar
(Gov. Sharee Ann Tan)

C. FURNITURE:

"Rasty Chair"

Coast Pacific
(Florian Barreto Jr.)

D. FESTIVE AND SEASONAL DECOR:

"Abaca Seda Tree"
PMP Social Enterprise
(Jojo Sonillo)

E. HOME DECOR:

"Sayawan"

Paperbound
(Patrick Henry Chua)

F. LAMPS AND LIGHTING:

"Vilo with Capiz Shade"

AZCOR
(Eduardo Zuluaga)

G. SPECIAL CITATION, ECO DESIGN:

"Sunburst" Nature's Legacy (Studio Legacy)

H. SPECIAL CITATION, JUDGES' PICK:

"Party Animal" Art 24 Inc. (Pauline Co)

I. PEOPLE'S CHOICE AWARD:

"Sarapati" Lara by Province of Samar
(Gov. Sharee Ann Tan)



AWARDEES: October 2019

A. BEST BOOTH:

P&B Valises Et Compagnie Inc.

B. FASHION:

“Shield”

S.C. Vizcarra Inc.

C. FURNITURE:

“Fiori Chair”

Finali

D. FESTIVE AND SEASONAL DECOR & GIFTS:

“Animal Ornaments”
Klassy Collections
and Designs Co.

E. HOME DECOR:

“Stone Collection”

Oricon Corp.

(in collaboration with
Stanley Ruiz)

F. LAMPS AND LIGHTING:

“Hush Lamp”

Kalikasan Crafts

(Schema)

G. SPECIAL CITATION, ECO-DESIGN:

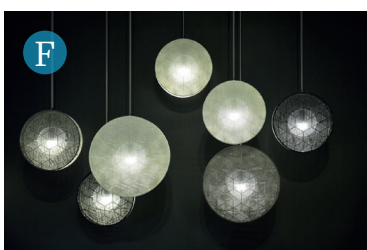
“Pebble Bowls” (Masaeco Inc.)

I. SPECIAL CITATION, JUDGES’ PICK:

“Your Trash, My Bag” (Junk Not)

H. PEOPLE’S CHOICE AWARD:

“Stereoscopy” Art-To-Wear
(Imprintela Digital Garment
Design and Decor)





IFEX PHILIPPINES | May 24-26, 2019

Bringing Filipino Food to the World

The International Food Exhibition (IFEX) is the country's banner food event and international trade fair, showcasing the Philippines as a global hub for quality food products and serving as an avenue to discover the next big thing in food and beverage.

Rebranded as "NXTFood ASIA," the 13th edition of IFEX brought top food products, flavors, and industry ideas from Asia and the Philippines to center stage. In addition to the exhibits, supplementary events like cooking demonstrations and cultural presentations were also held, giving guests a more in-depth understanding of the region's best-known delicacies and rising flavors.

Co-presented by the Micro, Small, and Medium Enterprise Development (MSMED) Council, the Department of Agriculture (DA), and the Philippine Exporters Confederation, Inc. (PhilExport), IFEX Philippines 2019 championed the local food industry and promoted the quality and diversity of uniquely Filipino flavors.

627 P110.524 \$173.145

Exhibitors

Million
Domestic Sales

Million
Booked and Negotiated
Export Sales

567 P8.291

Local Exhibitors

Million
Retail Sales

60

Foreign Exhibitors



IFEX Philippines May 2019

HIGHLIGHTS

- *The International Hall/Asian Food Champions featured 60 exhibitors from 58 companies, representing China, Korea, Thailand, Japan, USA, Malaysia, Saudi Arabia, and Italy.*
- *Best sellers included fresh and processed fruit, fresh and processed vegetables and spices, frozen and processed marine products, coffee, and cacao.*
- *This edition of IFEX generated a 99.78% increase in export sales and 109.69% increase in domestic sales, year-on-year.*

The country's top seven export products were banana, cacao, coconut, coffee, mango, pineapple, and tuna.



IFEX PHILIPPINES

The Cacao Pavilion

IFEX Philippines 2019 spotlighted the country's premium chocolate and cacao products through the Philippine Cacao Pavilion, which featured 22 local companies and brands. The Pavilion was created in conjunction with the DTI-National Industry Cluster for Cacao.





IFEX PHILIPPINES

The Cold Room: Seafood at Sub-Zero

This year's edition of IFEX Philippines gave seafood companies the option of using a walk-in cold storage facility and sub-zero display equipment to showcase fresh, frozen, and value-added products. The Cold Room's temperature setpoints ranged from 5 to -20 degrees Celsius.

CREATE PHILIPPINES | September 19-21, 2019

Creativity, Collaboration, and the Arts

CREATE Philippines is an annual trade event and platform designed to help boost the local creative industry, encourage development, and foster collaboration among different industry stakeholders.

With award-winning writer and composer Erwin T. Romulo as its Creative Director, the third edition of CREATE Philippines focused on the performing arts—specifically in the disciplines of dance, music, and theatre. As a means to further improve local creative talent and industry knowledge, a series of exhibits and live showcases, seminars, and networking initiatives were held over the three-day event.

Presented in partnership with the Cultural Center of the Philippines (CCP) and the 2019 Manila International Performing Arts Market (MIPAM), CREATE Philippines proudly supported local creative arts industries and showcased world-class Filipino talent both locally and abroad.

29

Exhibitors

113

Buyers

253

Inquiries

\$27,000

Booked and Negotiated
Export Sales

91% of exhibitors said yes to joining
future editions of CREATE Philippines.



Ballet Philippines



BALLET
PHILIPPINES

is the leading
classical and
company in
d in 1969 by
Dance Alice
Elejar, it is
gnized as a
contemporary
celebrating its
Season, BP
ar repertoire
this year!

HIP HOP
INTERNATIONAL
PHILIPPINES

Hip Hop International Philippines
is the official affiliate of
Angles-based company
Hop International.
Philippines holds the national
qualifiers to determine
Philippine delegation to the World
Hip Hop Dance Championships.
Further to that, it aims to educate
and bring opportunities to
local talents through dance.

ROADSHOW: The Business of Performing Arts

The Business of Performing Arts was a capacity-building roadshow, designed to help performing arts managers, directors, and promoters prepare themselves for CREATE Philippines 2019 and the Manila International Performing Arts Market. Sessions led by industry experts were held in four cities across the country, covering topics on intellectual property law, personal branding, and marketing.

A fifth seminar, which built on previous roadshows and tackled how to build creative start-ups, was held at the CCP Dream Theatre in October.





HIGHLIGHTS

Roadshow

- All sessions garnered over 90% satisfaction rating from participants and attendees.
- Participant feedback encouraged to turn the roadshow into a multi-day bootcamp.



FRANCE ●

Maison et Objet(Paris)

13

Companies
Assisted

Premiere Classe (Paris)

07

Companies
Assisted

GERMANY ●

Ambiente
(Frankfurt)

24

Companies
Assisted

Anuga
(Cologne)

36

Companies
Assisted

OVERSEAS TRADE FAIR PARTICIPATION

In 2019, CITEM participated in 14 overseas trade fairs in 8 countries, and hosted 4 signature events in Manila.

USA ●

Winter Fancy Food Show (SFO)

13

Companies
Assisted

Project Womens (Las Vegas)

8

Companies
Assisted

Summer Fancy Food Show (NYC)

9

Companies
Assisted

CHINA ●

China ASEAN Expo
(Guangxi)

51

Companies
Assisted

China International Import
Expo (Shanghai)

32

Companies
Assisted

JAPAN ●

Foodex Japan
(Chiba)

16

Companies
Assisted

TAIWAN ●

Taipei International
Food Show (Taipei)

11

Companies
Assisted

MALAYSIA ●

Malaysia International Halal
Showcase (Kuala Lumpur)

24

Companies
Assisted

PHILIPPINES ●

CREATE Philippines (Taguig)

29

Companies
Assisted

IFEX Philippines (Pasay)

627

Companies
Assisted

Manila FAME 69th (Pasay)

347

Companies
Assisted

Manila FAME 70th (Pasay)

385

Companies
Assisted

UNITED ARAB EMIRATES ●

GULFOOD (Dubai)

25

Companies
Assisted

SIAL Middle East (Abu Dhabi)

12

Companies
Assisted

370

Trade
Inquiries

24

Companies
Assisted

\$3.108

Million
Booked and
Negotiated
Export Sales



AMBIENTE

FEBRUARY 8-12, 2019
FRANKFURT, GERMANY

Ambiente is the world's leading international trade fair for consumer goods. Following its success in 2018, LifestylePhilippines participated in Ambiente's 70th edition, and showcased the country's versatility in producing quality furniture, homeware and decor, while asserting its status as a viable source for top-notch craftsmanship.

HIGHLIGHTS

- Brush Christmas trees, decorative items, wood furniture, and abaca carpets were among the best-selling products among all Philippine exhibitors.
- The delegation generated 370 trade inquiries over the course of the fair.



8
Companies
Assisted

\$ 60
Thousand
Booked and
Negotiated
Export Sales

224
Trade
Inquiries



Lalapatos - Maco Custodio

PROJECT WOMENS

AUGUST 12-14, 2019
NEVADA, USA

A three-day trade event, Project Womens brought the latest in women's fashion, accessories, and footwear from around the world to American audiences. It was held as part of the Men's Apparel Guild in California (MAGIC), the United States' most comprehensive fashion marketplace and trade fair.

FashionPhilippines participated in this year's edition with an impressive roster of cause-oriented brands that incorporated the use of sustainable materials and ethical business practices. The delegation sought to highlight the innovative minds and world-class skill of Filipino designers and makers, using traditional and modern techniques to create wearable art.

HIGHLIGHTS

- This edition of MAGIC was the first Philippine participation in the event.
- The Philippine exhibit received visitors from the USA, Canada, Mexico, New Zealand, Puerto Rico, and the United Kingdom.
- All participating companies work with local indigenous communities or organizations that empower disadvantaged groups through livelihood projects.

13

Companies
Assisted

\$ 1.775

Million
Booked and
Negotiated
Export Sales

970

Trade
Inquiries



Lambat Pendant Lamp - TADECO



MAISON ET OBJET PARIS

SEPTEMBER 6-10, 2019
PARIS, FRANCE

Maison et Objet Paris is one of France's most prestigious interior design events, displaying a diverse product offering of design, furniture, textiles, tableware, fragrances, and accessories to the European market. The Philippines' participation this year, entitled "Kindred: A Design Collective" and curated by Creative Directors Rita Nazareno and Gabby Lichauco, brought in 13 designers to showcase exceptional contemporary design in an effort to bring Filipino-made products to a global stage.

HIGHLIGHTS

- Best-selling products included hanging lamps, tree-less stationary, polymer dining ware, and handcrafted home accessories.
- The five-day event generated 970 trade inquiries and serviced 562 trade buyers.

Clutch Bag - Beatriz Accessories



Freshwater pearl and
glass beads floral drops - Merriam Batara



57
Trade
Inquiries

7
Companies
Assisted

\$731
Thousand
Booked and
Negotiated
Export Sales



Arista Mini Handbag - Aranáz

PREMIERE CLASSE

SEPTEMBER 27-30, 2019
PARIS, FRANCE

The country showcased Fashion Philippines with its first-ever participation at Premiere Classe, the most prominent fashion trade show at the heart of Paris Fashion Week. A high-end selection of seven notable apparel and accessories creators and brands were specifically chosen for their creativity, originality, and style.

HIGHLIGHTS

- Seven companies were showcased to the market, including Aranaz, Filip+Inna, and Zacarias 1925.
- Participating companies were assisted by the Philippine Trade Office in Paris, led by Commercial Attache Froilan Pamintuan and Trade Assistant Ed Francisco.
- The Philippine delegation exceeded its targets for both Sales and Revenue generated by 46.2% and 16.7%, respectively.

13

Companies
Assisted

\$ 37.661

Million
Booked and
Negotiated
Export Sales

464

Trade
Inquiries



THE WINTER FANCY FOOD SHOW

JANUARY 13-15, 2019
SAN FRANCISCO, USA

The Winter Fancy Food Show (WFFS) is the West Coast's largest annual trade show for specialty food and beverage, showcasing over 90,000 products including confectionery, condiments, deli meats, cheese, and bakery products. In its 6th year of participation, the Philippines showcased quality export products like coconut, fish, chocolate, and fruit.

HIGHLIGHTS

- Seven new companies were introduced to the market.
- The three-day event generated 464 trade inquiries.
- Best-selling products included coconut products, dried fruit, tuna, cacao, and chocolate.



25
Companies
Assisted

\$83.214
Million
Booked and
Negotiated
Export Sales



GULFOOD DUBAI

FEBRUARY 17-21, 2019
DUBAI, UNITED ARAB EMIRATES

Gulfood Dubai is the world's largest annual food and beverage trade event, showcasing the latest trends and innovations in global food and hospitality. Twenty-five leading and emerging local food companies represented the Philippines at the 24th edition, which also positioned the country as a top source of quality halal foods derived from healthy and natural ingredients.

HIGHLIGHTS

- Seven new companies were introduced to the market.
- The delegation received 1,100 trade inquiries throughout the event.
- Fresh bananas, dried fish, fruit preserves, mixes and sauces, and canned fish were among the delegation's best-selling products.

16

Companies
Assisted

\$45.527

Million
Booked and
Negotiated
Export Sales

355

Trade
Inquiries



FOODEX JAPAN

MARCH 5-8, 2019
CHIBA, JAPAN

The 2019 edition of Foodex Japan marked the Philippines' 14th participation, where it showcased the rich heritage and wide range of the country's tropical food. Aside from positioning the country as a source of healthy food exports, the Philippines' involvement in the trade show also aimed to sustain and strengthen the growing bi-lateral trade relationship with Japan.

HIGHLIGHTS

- Eight new companies were introduced to the market.
- The country's best-selling products included dried fruit, banana chips, and marine products.
- The Philippine delegation doubled its total export sales compared to 2018.



24
Companies
Assisted

\$ 11.991
Million
Booked and
Negotiated
Export Sales



319
Trade
Inquiries

MALAYSIA INTERNATIONAL- AL HALAL SHOWCASE

APRIL 3-6, 2019

KUALA LUMPUR, MALAYSIA

Twenty-four Filipino companies participated in the 16th Malaysia International Halal Showcase (MIHAS), dubbed as the world's largest halal trade fair. The Philippine delegation showcased the country's natural and organic halal-certified food and non-food products, along with some of its top tourism destinations. With over 20,000 visitors from across the globe, MIHAS proved to be an effective avenue to promote the Philippines as a significant player in the global halal community.

HIGHLIGHTS

- The Philippine pavilion was dubbed the most-visited at the trade fair.
- The country's most popular products were cassava chips, turmeric, canned fish, and coconut oil.
- 11 new companies were introduced to the market.
- More than seven local provinces were represented at the trade fair.

11

Companies
Assisted

\$22.778

Million
Booked and
Negotiated
Export Sales

189

Trade
Inquiries



TAIPEI INTERNATIONAL FOOD SHOW

JUNE 19-22, 2019
TAIPEI, TAIWAN

The Taipei International Food Show, the world's largest and most globalized food industry exhibition, brought more than 1,500 exhibitors together to showcase products relevant throughout the food supply chain such as pharmatech, packaging, and production. For the 2019 edition, the Philippines highlighted distinct, natural, and exceptional local delicacies.

HIGHLIGHTS

- Four new companies were introduced to the market.
- Best-selling products during the four-day event included canned fish, coconut products, corned beef, and healthy food such as turmeric and ginger brew.



SUMMER FANCY FOOD SHOW

JUNE 23-25, 2019
NEW YORK, USA

The Summer Fancy Food Show (SFFS) is North America's biggest specialty food and beverage trade event, featuring specialty food selections from food artisans, entrepreneurs, and importers around the world. The Philippine delegation featured nine homegrown enterprises that showcased products such as premium rice, biscuits, snacks, and fruit.

HIGHLIGHTS

- The three-day fair generated 189 trade inquiries.
- Premium rice and dried fruit were the country's best-selling products.
- Metro Manila, Laguna, Cebu, Davao, and South Cotabato were the country's regional representatives.

51

Companies
Assisted

\$12.598

Million
Booked and
Negotiated
Export Sales

1,832

Trade
Inquiries



CHINA-ASEAN EXPO

SEPTEMBER 21-24, 2019
NANNING, CHINA

The 16th China-ASEAN Expo attracted hundreds of thousands of buyers from around the world as China and 10 neighboring ASEAN countries showcased various products, from different categories such as homeware, food, tourism, personal care, fashion, and investment portfolios, among others. The Philippines' participation was vital in accessing diverse opportunities for trade and promoting goodwill with the Chinese government.

HIGHLIGHTS

- General Santos City was recognized as the Philippines' City of Charm for this edition of the fair.
- Canned seafood, coconut products, and chili paste were among the top-selling products.
- 1,832 inquiries were collected through forms, cards, and WeChat transactions.



36
Companies
Assisted

\$31.852
Million
Booked and
Negotiated
Export Sales

978
Trade
Inquiries



ANUGA

OCTOBER 5-9, 2019
COLOGNE, GERMANY

Known for its unique concept, ANUGA is a key meeting point for players in the food and beverage industry. For its 100th edition, over 7,000 companies participated in its series of special shows that explored the latest developments in the global food and beverage landscape. Exportable commodities like banana, coconut, mango, and tuna were the highlights of the Philippine exhibit.

HIGHLIGHTS

- Frozen seafood, dried fruit, coconut products, and canned tuna were among the delegation's top-selling products.
- The five-day trade event generated over 900 trade inquiries.

32

Companies
Assisted

\$162.24

Million
Booked and
Negotiated
Export Sales

5,031

Trade
Inquiries



CHINA INTERNATIONAL IMPORT EXPO

NOVEMBER 5-10, 2019

SHANGHAI, CHINA

The second edition of the China International Import Expo highlighted the Sci-tech life, automobile, equipment, health care products, trade in services, lifestyle and consumer products, and food and agriculture sectors. FoodPhilippines brought 32 food and beverage enterprises to showcase the Filipino spirit, through innovative and creative dishes adapted to the Asian palate. Its participation supported the country's commitment to forming partnerships with other nations, and captivating the market with rich and proudly Pinoy flavors.

HIGHLIGHTS

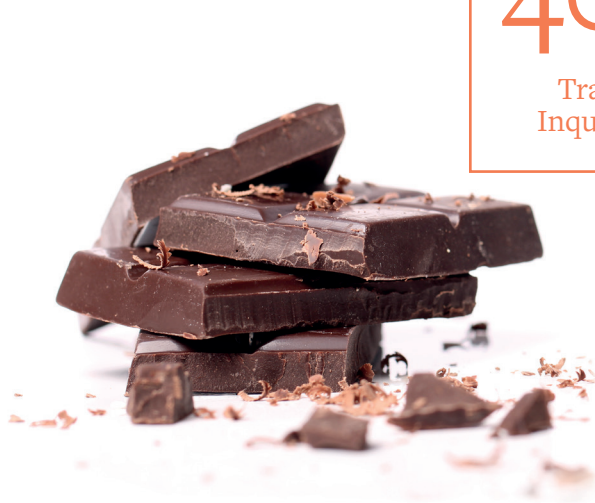
- Bananas, pineapple, coconut, mangoes, and durian were the country's top-selling products.
- 26 new companies were introduced to the market.
- The six-day event generated 5,031 trade inquiries.



12
Companies
Assisted

\$6.263
Million
Booked and
Negotiated
Export Sales

401
Trade
Inquiries



SIAL MIDDLE EAST

DECEMBER 9-11, 2019
ABU DHABI, UNITED ARAB EMIRATES

Halal-certified food selections took center stage at the SIAL Middle East 2019, where 12 food exporters under FoodPhilippines showcased a range of fruit, gourmet products, non-alcoholic beverages, and confectionary, among others. The Philippine's participation was part of the efforts to position the country as a reliable source of high-quality food products.

HIGHLIGHTS

- The 75% Dark Chocolate with Coconut Sugar product from Filipino exhibitor MS3 Agri-Ventures Corp. won as a finalist in the SIAL Innovation Awards.
- Top visiting countries included UAE, Saudi Arabia, India, Morocco, and Poland.
- The three-day event generated 401 trade inquiries, exceeding the delegation's target by 201%.

CORPORATE SOCIAL RESPONSIBILITY

Fueling Entrepreneurial Spirit

In 2019, CITEM focused on its commitment to supporting micro, small, and medium enterprises (MSMEs) through a series of product development and design collaboration sessions with distinguished industry leaders and experts.

PRODUCT DEVELOPMENT

This year's Manila FAME Product Development Program worked with 92 MSMEs to develop and introduce over 700 new product offerings to the market.

DESIGN TALKS

As part of the capability and capacity-building program of Manila FAME, Marian Pastor-Roces, the most senior curator, author, and co-founder of the Philippines' museum developer TAO, Inc., was invited to deliver a talk on Designing Designing Heritage to Manila FAME exhibitors during the Exhibitors' Briefing. The Manila FAME Exhibitors' Briefing was conducted in Manila, Cebu, and Davao.

During the first part of the talk of Marian Pastor-Roces, she covered topics on understanding the history of the first men on the Philippine islands, including anthropology, linguistics, and social system among others. She then proceeded to discuss Philippine traditional art and presented artifacts to highlight distinct Filipino design aesthetics, which she described as: refined, austere, and sophisticated.

EXPORT COACHING

As part of its initiatives to give back to the community, the CITEM Employees Association also donated children's toys, toiletries and supplies, and Christmas packages to the Bahay Tuluyan Foundation, a non-government organization committed to preventing and responding to cases of child abuse and exploitation.

2019 CITEM PROJECT OFFICERS

#	PROJECT	DATE	VENUE	OTFs ONSITE PROJECT TEAM	SIGNATURE EVENTS' PROJECT TEAM/LEAD
1	Winter Fancy Food Show	13-15 January	San Francisco, USA	Zharita S. Bagayas and Wilma G. Dulay	Zharita Bagayas
2	Ambiente	8-12 February	Frankfurt, Germany	Marjo F. Evio, Marlon V. Dedal and Katherine V. Dela Cruz	Katherine V. Dela Cruz
3	GULFOOD	17-21 February	Dubai, UAE	Jewel H. Udarbe and Janine Phyllisia S. Briones	Leilani Santiago
4	FOODEX Japan	5-8 March	Chiba, Japan	Malerna C. Buyao and Alexandre M. Lucas	Rosemarie Panotes
5	Malaysia International Halal Showcase (MIHAS)	3-6 April	Kuala Lumpur, Malaysia	Chol D. Dela Paz	Chol D. Dela Paz
6	69th Manila FAME	25-27 April	Manila, Phils.		Romleah P. Ocampo, Marjo F. Evio, Anna Marie Alzona
7	13th IFEX Phils.: NXTFOOD Asia	24-26 May	Manila, Phils.		Romleah P. Ocampo, Rowena Mendoza
8	Taipei International Food Show	19-22 June	Nangang, Taipei	Jessica P. Genovia	Jessica P. Genovia
9	Summer Fancy Food Show	23-25 June	New York, USA	PTIC	Leilani Santiago
10	Project Womens Las Vegas	12-14 August	USA	Jhasy R Osias	Maria Annvie Faye Hall
11	Maison et Objet	6-10 September	Paris, France	Anna Marie Alzona	Jhasy Osias
12	INDEX Dubai	16-18 September	Dubai, UAE	PTIC	Marie Dominique Rustia
13	CREATE Philippines	19-21 September	CCP, Manila, Phils.		Atty. Anna Grace I. Marpuri / Marjo Evio
14	China ASEAN Expo (CAEXPO)	21-24 September	Nanning, Guangxi, China	Atty. Anna Grace I. Marpuri, Victoria M. Arellano, Denny V. Imson, Katherine May G. Apodaca, Maritess G. Montemayor and Maria Annvie Faye G. Hall	Victoria Arellano
15	Premiere Classe	27-30 September	Paris, France	PTIC	Estelle Uy
16	ANUGA	5-9 October	Cologne, Germany	Katrina C. Pineda and Leilani Santiago	Alexandre Lucas, Leilani Santiago
17	70th Manila FAME	17-19 October	Manila, Phils.		Atty. Anna Grace I. Marpuri / Marjo Evio
18	China International Import Expo (CIIE)	5-10 November	Shanghai, China	Rowena G. Mendoza and Peter Joseph G. Tapang	Victoria Arellano
19	SIAL Abu Dhabi	9-11 December	Abu Dhabi, UAE	Rhianna Elaine V. Custodio	Rhianna Elaine V. Custodio
20	Launch of the Philippines' Participation in EXPO 2020 DUBAI	6-12 December	Dubai, UAE	Queenie Cristalle P. Bernardo, Marciano H. Santos, Jr.	Queenie Cristalle P. Bernardo

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

For the financial year that ended on 31 December 2019, the Center for International Trade Expositions and Missions (CITEM) has fully complied with the corporate governance principles/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.

OBJECTIVE		FORMULA	TARGET	ACTUAL	RATING*
Cost recovery ratio	20%	Total revenue from promotional events / total project cost	54%	46.56%	17.24%
Budget Utilization Rate	10%	Total Obligations (net of PS) / Total DBM approved Corporate Operating Budget (net of PS)	Not lower than 90% but not exceeding 100%	94%	10%
Percentage of Returning SMEs (Exhibitors) in Signature Events	10%	Returning exhibitors / Total exhibitors	50%	60.78% (For Manila FAME April, IFEX Philippines and Manila FAME October)	10%
Percentage of Satisfied Customers	10%	Number of respondents who gave a rating of at least satisfactory / Total number of respondents	95% of respondents gave a rating of at least Satisfactory	94.33% of respondents gave a rating of at least Satisfactory	9.93%
Number of Trade Buyers Attending Export Promotion Events	10%	Number of Actual Trade Buyer Attendees	Minimum of 16,363	15,023	9.18%
Implementation of the Subsidy Graduation Policy	10%	Actual Accomplishment	Submission of the Recommendation report, based on the result of rollout and consultations made, to the Board	Recommendation Report based on the result of roll out and consultations made Board-approved Matrix of Calculation for Graduation Subsidy for Exhibitors	10%
Enhanced Integrated Approach to Export Promotion	15%	Actual accomplishment	Implemented 100% of the deliverables in the Medium-Term Exhibitors' Development Plan	100% of Deliverables in the Medium-Term Exhibitors' Development Plan (MTEDP) Implemented	15%
Improve Processes to Quality Management System	5%	Actual accomplishment	Pass Surveillance Audit for ISO 9001:2015 standards	Pass Surveillance Audit for ISO 9001:2015 standards	5%
Percentage of Employees Meeting Required Competencies	10%	Actual accomplishment	Improvement in the competency baseline of the Organization	Result not acceptable	0%
			TOTAL RATING		86.35%*

*Subject to GCG validation

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.

A CREATIVE, STRATEGIC, AND INNOVATIVE WORKFORCE

CITEM firmly believes that the holistic development of its employees is crucial in creating a productive work environment and culture of excellence within the organization. Recognizing the potential and capability of its workforce, it continuously looks for and provides its employees with relevant opportunities and programs for both personal and professional growth.

Always looking to raise the bar in staging globally competitive and innovative industry events, CITEM continues to strengthen its workforce competencies in areas such as digital marketing, communications, and strategic planning. In addition to training programs that focus on hard skills and keeping up to date with global industry standards, personnel also participated in programs on effective leadership and mentorship across the organization.

Understanding the need to care for the holistic wellness of its workforce, CITEM has also invested in several in-house programs.

TRAININGS AND WORKSHOPS ATTENDED BY CITEM WORKFORCE

DATE	PROGRAM NAME	LOCATION	
Feb 01 - 03	PhotoWorld Asia 2019	AIM Conference Center	Makati
Mar 14 - 15	13th Digital Marketing in a Blink	AIM Conference Center	Makati
Mar 25-29	Web Development Course	DICT Campus	Valenzuela
Mar 26	Joint Forum on the Revised Corporation Code: Changes and Challenges	Dusit Thani Manila	Makati
Apr 03	10th Mansmith Market Masters Conference	SMX Convention Center, SM Aura	Taguig
Apr 11	APAC 2019: 2nd HR Leaders Strategy Meeting	Manila Marriott Hotel	Pasay
May 10	Adobo Design Conference	Samsung Hall, SM Aura	Taguig
May 21	Salesforce Basecamp Manila	Fairmont Makati Hotel	Makati
Jun 04	Adobo Tambuli Masterclass	Adobo Creative Hub, OPVI Building	Makati
Jun 19	CSI Leadership Series: Values-Driven Leadership	Crowne Plaza Hotel	Quezon City
Jun 25	Digitize the Philippines	Century City Mall Event Center	Makati
Jun 26-28	12th Event Management Certification Course	AIM Conference Center	Makati
Jul 05	Fellowship of Christians in Government, Inc. (FOGIC) Mini Ugnayan: Personal Commitment: The First Element of Transformation	Bureau of Treasury, Intramuros	Manila
Jul 17-19	Demystifying Organizational Stress for Higher Performance Seminar	Summit Ridge Hotel	Tagaytay
Jul 18	FOI Receiving Officers Hangout 2019	F1 Hotel Manila	Taguig
Jul 24-26	Public Sector HR Symposium: Moving Together Towards “Ambisyon Natin 2040”	PICC	Pasay
Jul 29	Basic Life Support	PNA-AGT Auditorium, Philippine Nurses Association	Manila
Jul 30-31	Advanced Cardiac Life Support	PNA-AGT Auditorium, Philippine Nurses Association	Manila
Jul 30 - Aug 01	Sub-Regional Training of Trainers and Peer Learning on Participatory Policy Monitoring	Century Park Hotel	Jakarta, Indonesia
Aug 06-08	The 7 Habits of Highly Effective Government Leaders	Civil Service Commission	Quezon City
Aug 08-09	14th Digital Marketing in a Blink	AIM Conference Center	Makati
Aug 13-15	Recruitment Selection and Placement System	La Breza Hotel	Quezon City
Aug 14-16	Supervisory Effectiveness for Improved Quality and Productivity Training	Philippine Trade Training Center	Pasay
Aug 15-16	Mentoring and Coaching for Leaders	Civil Service Commission	Quezon City
Aug 16	5th Forum for Heads of Internal Audit Service and Office in the Public Sector	Diamond Hotel	Manila
Aug 28-30	Training on RA 9184 and its Revised Implementing Rules and Regulations	Lancaster Hotel Manila	Mandaluyong
Aug 30	Women @ Work: Accelerate, Create, and Transform (ACT) in a Digital World	Dusit Thani Manila	Makati
Sep 04-05	Professional Executive Assistant Training	Philippine Stock Exchange Bldg.	Pasig
Sep 04-05	Data Privacy Act of 2012 Seminar	Philippine Trade Training Center	Pasay
Sep 12-13	Leave Administration Course for Effectiveness (LACE)	Brentwood Suites Hotel	Quezon City
Sep 13	Visual Merchandising	Philippine Trade Training Center	Pasay
Sep 23-24	Data Seer Seminar on Data Storytelling: The Essential Data Science Skill	Joy-Nostalg Hotel & Suites	Pasig
Sep 25-26	Seamless Philippines 2019	SMX Convention Center	Pasay

DATE	PROGRAM NAME	LOCATION	
Oct 02	Global Standards on Shipping and Trade Practices	iLearn International Institute Training Center	Makati
Oct 22	Customer and Account Service Management Seminar	AIM Conference Center	Makati
Oct 22-24	6th Asia Packaging Network (APN) International Packaging Symposium	Dusit Thani Manila	Makati
Oct 22-24	4th International Safe Transit Association-Asia Pacific Division (ISTA-APD) International Symposium on Distribution Packaging	Dusit Thani Manila	Makati
Oct 23-25	Information Systems Strategic Planning Seminar and Workshop	DICT Building	Quezon City
Oct 25	Level Up Your Public Speaking and Business Writing Skills	SMX Convention Center, SM Aura	Taguig
Oct 25	Global Strategic Marketing	Philippine Trade Training Center	Pasay
Oct 28-30	Food Connect (Course 1, Track 1): Application Requirements for FDA-LTO - Awareness on Food Safety, CGMP, and Compliance to Philippine FDA-LTO Documentary Requirements	Philippine Trade Training Center	Pasay
Oct 30	FOCIG Leadership Conference	Crowne Plaza Hotel	Quezon City
Nov 05-06	Data Privacy Act of 2012 Seminar	Philippine Trade Training Center	Pasay
Nov 05-06	Kalikasan Green Productivity: Green Purchasing Towards Green Philippines (KGP3) Conference 2019	Novotel Manila	Quezon City
Nov 07-08	29th Negotiation Strategies and Secrets Seminar	Dusit Thani Manila	Makati
Nov 14	Full Philippine Financial Reporting Standards (PFRS) Workshop	PICPA Building	Mandaluyong
Nov 19-20	Professional Executive Assistant Training	Philippine Stock Exchange Bldg.	Pasig
Nov 20	CSI Leadership Series: Disruptive Leadership	Civil Service Commission	Quezon City
Dec 05	Adobo Festival of Ideas: The Connectivity Economy	Newport Performing Arts Theatre, Resorts World Manila	Pasay
Dec 05	Accounting for Non-Accountants	Philippine Trade Training Center	Pasay
Dec 05	Year-End Food and Agribusiness Conference	PLTD Hall, University of Asia and the Pacific	Pasig
Dec 09	How to Set Effective Work Objectives and Key Performance Indicators	CITEM Office	Pasay

HEALTH SEMINARS AND TEAM-BUILDING ACTIVITIES

DATE	PROGRAM NAME	LOCATION	
Mar 12	Financial Literacy Seminar	CITEM Office	Pasay
Apr 04	Stress Management Seminar	CITEM Office	Pasay
Jun 06-07	CITEM Team Building cum Gender Learning Activity	Palm Beach Resort Laiya	Batangas
Jun 28	Museum Visit	National Museum of the Philippines	Manila
Jul 02	Reproductive Health Wellness Seminar	CITEM Office	Pasay
Jul 16	Blood Sugar Level Screening	CITEM Office	Pasay
Jul 29	Workplace Emergency Preparedness	CITEM Office	Pasay
Aug 02	Flu Vaccination Program	CITEM Office	Pasay
Sep 01	Civil Service Commission Fun Run	Quirino Grandstand	Manila
Nov 12	Drug Testing Program	CITEM Office	Pasay
Dec 18	Recognition Night and Year-End Celebration	Midas Hotel	Pasay

CITEM

Financial Performance Indicators

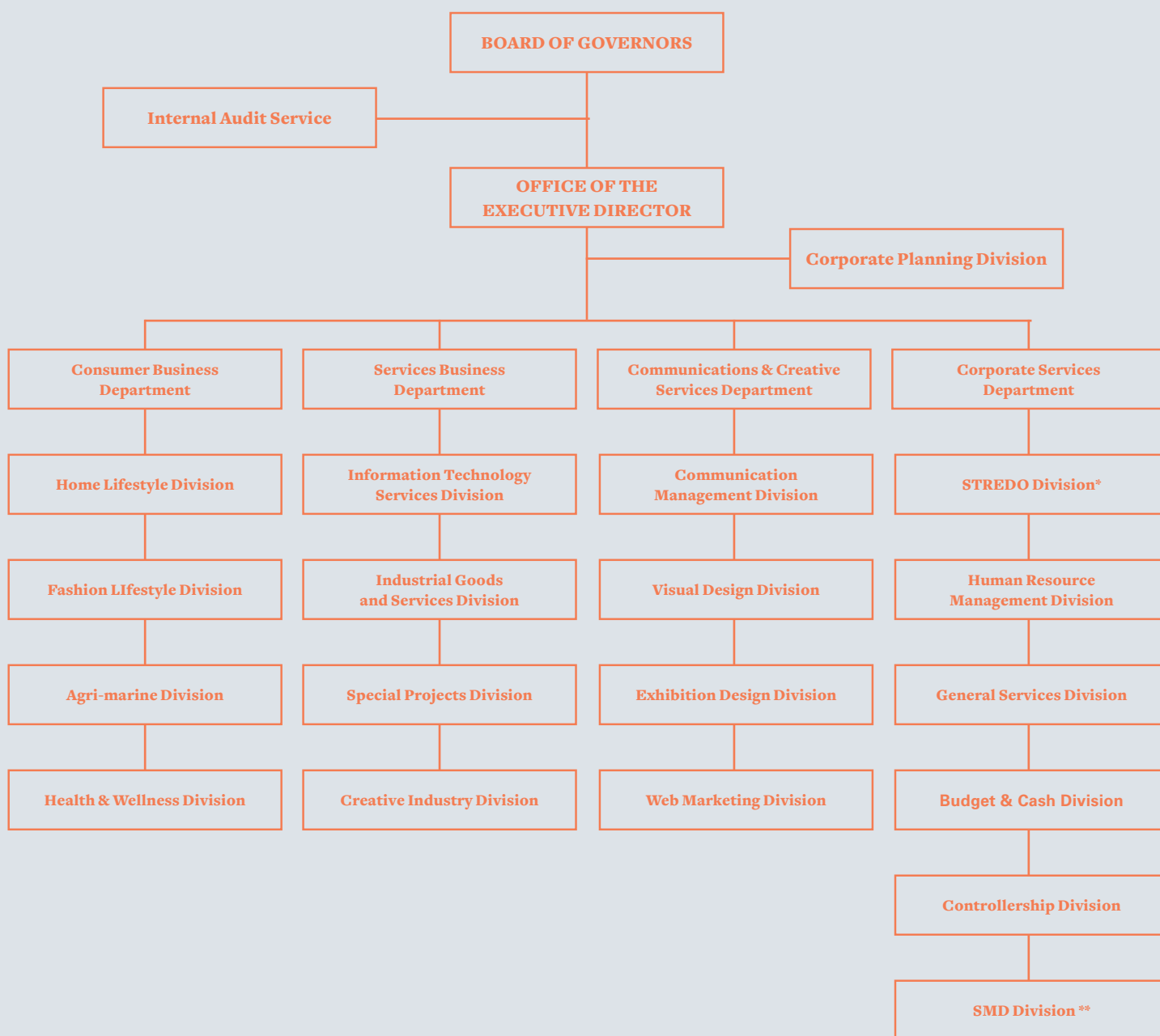
Year 2019

(with comparative figures for CY 2018 and CY 2017)
(in Million Pesos)

INDICATORS		2019 Audited FS	2018 Restated FS	2017 Audited FS
Current Ratio =	<u>Current Assets</u>	<u>P 370.612 M</u>	<u>P 340.844 M</u>	<u>P 233.255 M</u>
	Current Liabilities	P 81.012 M	P 88.752 M	P 84.831 M
		4.57	3.84	2.75
Net Working Capital =	Current Assets	P 370.612 M	P 340.844 M	P 233.255 M
	- Current Liabilities	- P 81.012 M	- P 88.752 M	- P 84.831 M
		P 289.600 M	P 252.092 M	P 148.424 M
Debt Ratio =	<u>Total Liabilities</u>	<u>P 87.261 M</u>	<u>P 107.007 M</u>	<u>P 103.352 M</u>
	Total Assets	P 713.150 M	P 669.894 M	P 570.434 M
		12%	16%	18%
Subsidy Ratio =	<u>Total Subsidy</u>	<u>P 279.228 M</u>	<u>P 231.876 M</u>	<u>P 220.000 M</u>
	Total Expenses	P 342.334 M	P 263.234 M	P 255.587 M
		82%	88%	86%

CITEM

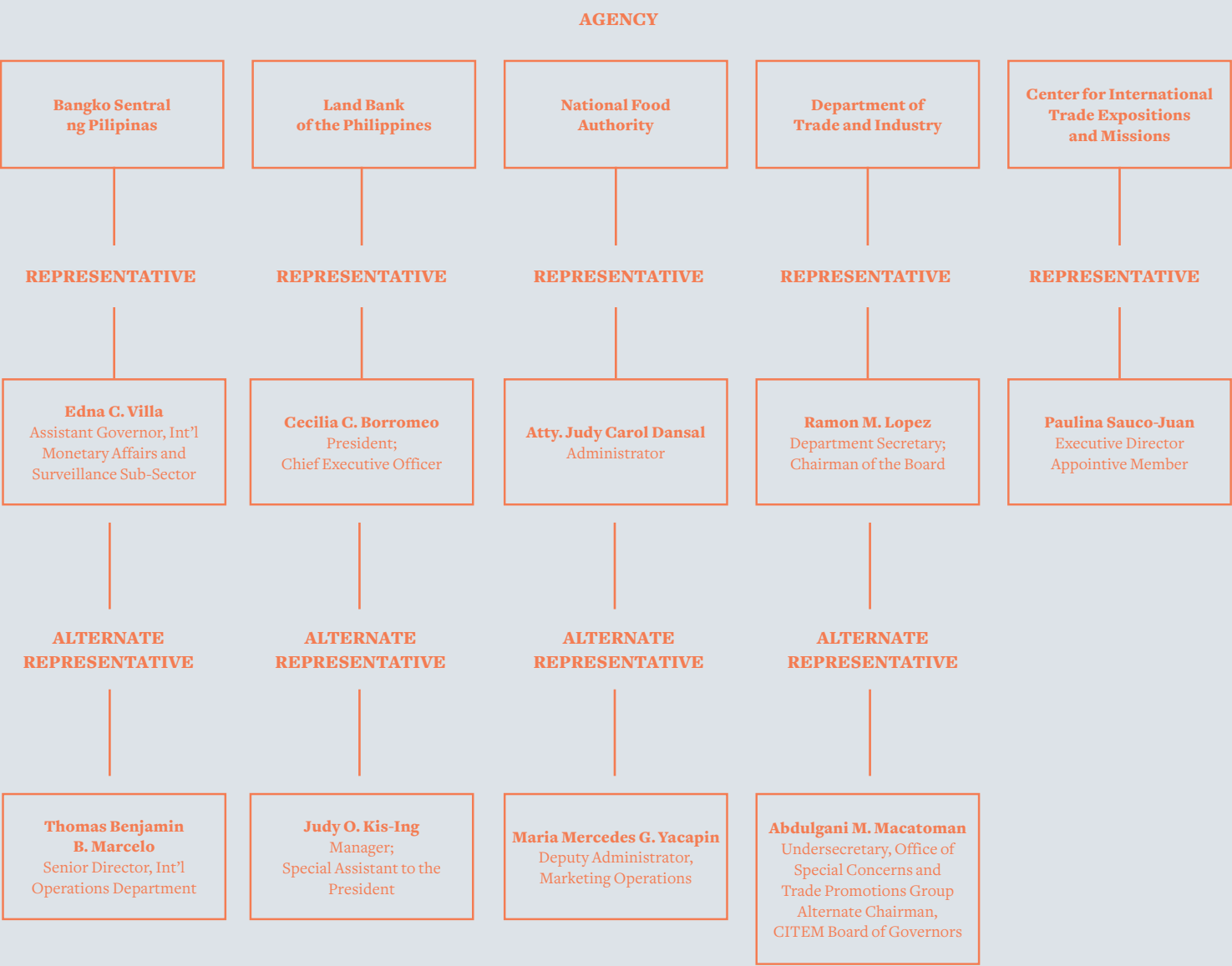
DBM-Approved Organization Structure



* STREDO - Shipping, Travel, Records and Documentation Division

** SMD Division - Systems Management and Development Division

BOARD OF GOVERNORS







Citem