

Office of the President of the Philippines
GOVERNANCE COMMISSION
FOR GOVERNMENT OWNED OR CONTROLLED CORPORATIONS
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30 May 2022

MR. RAMON M. LOPEZ

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

MS. PAULINA SUACO-JUAN

Executive Director (ED)

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

Golden Shell Pavilion, Roxas Boulevard cor.
Sen. Gil J. Puyat Avenue, Pasay City

RE : TRANSMITTAL OF 2022 PERFORMANCE SCORECARD

Dear Secretary Lopez and ED Suaco-Juan,

This is to formally transmit the 2022 Charter Statement and Strategy Map (**Annex A**) and 2022 Performance Scorecard (**Annex B**) of CITEM. The same is to be posted on CITEM's website in accordance with Section 43 of GCG Memorandum Circular (M.C.) No. 2012-07.¹

The CITEM proposed Charter Statement, Strategy Map and Performance Scorecard submitted through its letter dated 17 November 2021² were **MODIFIED** based on the discussions made during the technical panel meeting (TPM) held on 09 December 2021, and the evaluation of revised and requested documents submitted through letters dated 11 January 2022³ and 31 March 2022.⁴

We take this opportunity to **REMIND** CITEM that Item 5 of GCG M.C. No. 2017-02⁵ mandates GOCCs to submit Quarterly Monitoring Reports and upload the same to the GOCC's website within thirty (30) calendar days from the close of each quarter. CITEM is requested to submit its revised Quarterly Targets based on the attached scorecard upon submission of its Quarterly Monitoring Report for 2022.

Finally, under GCG M.C. No. 2017-02, GOCCs can no longer renegotiate the target set in their Performance Scorecards for the current year. Thus, any request for modification in the 2022 Performance Scorecard will instead be considered during the validation of the reported annual accomplishments.

FOR CITEM'S INFORMATION AND COMPLIANCE.

Very truly yours,

Digitally signed by:
CHAIRMAN SAMUEL G. DAGPIN, JR.

Digitally signed by:
OIC-COMMISSIONER* JAYPEE O. ABESAMIS

Digitally signed by:
COMMISSIONER MARITES C. DORAL

¹ Code of Corporate Governance for GOCCs dated 28 November 2012.

² Officially received by the Governance Commission on 22 November 2021.

³ Officially received by the Governance Commission on 18 January 2022.

⁴ Officially received by the Governance Commission on 06 April 2022.

⁵ INTERIM PES SECTOR FOR THE GOCC SECTOR, dated 30 June 2017.

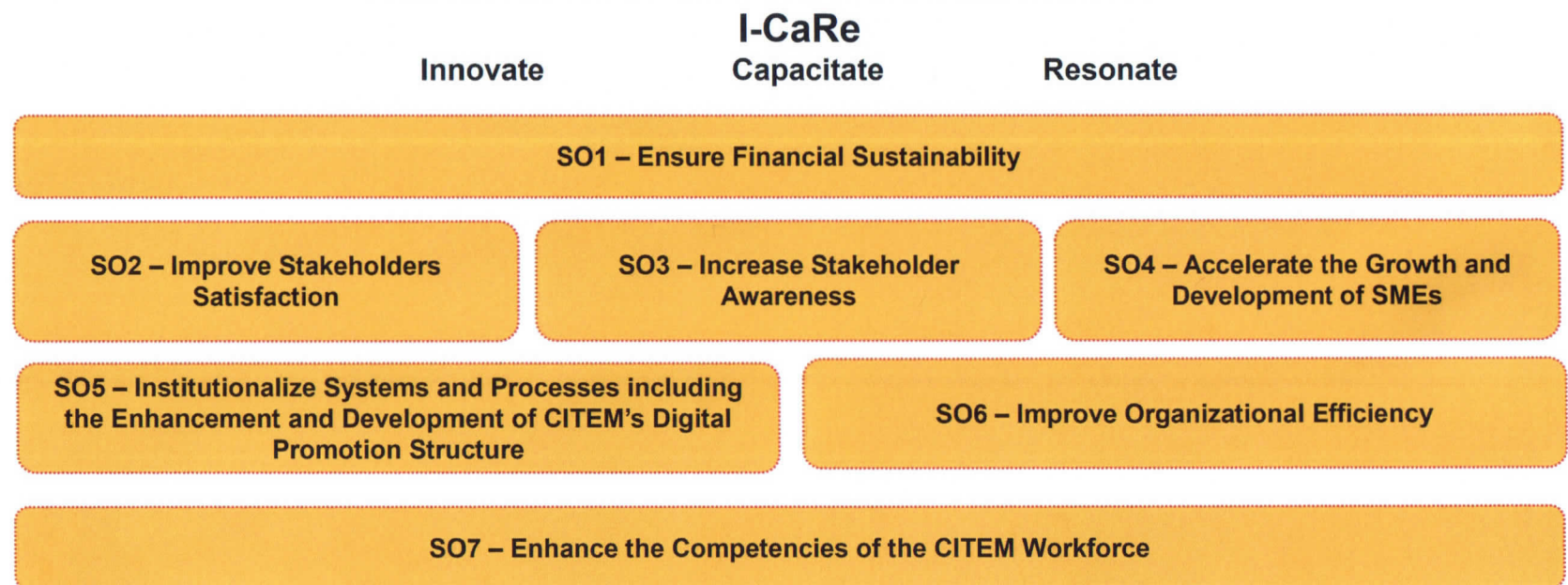
*By virtue of the Memorandum from the Executive Secretary dated 21 March 2022.

CENTER FOR INTERNATIONAL TRADE EXPOSITIONS AND MISSIONS (CITEM)

CITEM 2022 CHARTER STATEMENT & STRATEGY MAP



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



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

Stakeholder centric, Excellence, Resource stewardship, Versatility, Empowerment

We SERVE.

CENTER FOR INTERNATIONAL TRADE EXPOSITIONS AND MISSIONS (CITEM)

Component					Baseline Data		Target		
	Objective/Measure	Formula	Weight	Rating System	2019	2020	2021	2022	
FINANCE	SO 1	Ensure Financial Sustainability							
	SM 1	Cost Recovery Ratio	Total Revenue from Promotional Events / Total Project Cost ¹	25%	(Actual / Target) x Weight	46.56%	13.28%	20%	23%
	SM 2	Budget Utilization Rate:							
	2a	Obligations Budget Utilization Rate	Total Obligations / DBM-Approved Corporate Operating Budget <i>(Both Net of PS Cost)</i>	5%	(Actual / Target) x Weight	94%	85.16%	Not Lower Than 90% But Not Exceeding 100%	90%
	2b	Disbursements Budget Utilization Rate	Total Disbursements / Total Obligations <i>(Both Net of PS Cost)</i>	2.5%	(Actual / Target) x Weight	N/A	N/A	N/A	90%
	2c		Total Disbursements / DBM-Approved Corporate Operating Budget <i>(Both Net of PS Cost)</i>	2.5%	(Actual / Target) x Weight	N/A	N/A	N/A	90%
		Sub-total		35%					

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.

Component					Baseline Data		Target		
	Objective/Measure		Formula	Weight	Rating System	2019	2020	2021	2022
STAKEHOLDERS	SO 2	Improve Stakeholders Satisfaction							
	SM 3	Percentage of Satisfied Customers in CITEM Signature Events							
	3a	Physical Trade Fair Exhibitors	Number of Respondents Who Gave a Rating of At Least Satisfactory / Total Number of Respondents	2.50%	(Actual / Target) x Weight If Below 80% = 0%	94.34%	Measure excluded	90%	90%
	3b	Digital Trade Fair Exhibitors		2.50%				90%	90%
	3c	Physical Trade Fair Buyers		2.50%				90%	90%
	3d	Digital Trade Fair Buyers		2.50%				90%	90%
	SO 3	Increase Stakeholder Awareness							
	SM 4	Number of Trade Buyers Attending Export Promotion Events ²	Actual Accomplishment	10%	All or Nothing	15,023	2,347	6,253 ³ (Trade Buyers Only, Unique Count)	2,684 (Trade Buyers Only, Unique Count)
	SM 5	Implementation of the Board-Approved Medium-Term Marketing Plan	Number of KPIs in the Marketing Plan with Attained Targets / Total Number of KPIs in the Marketing Plan ⁴	10%	(Actual / Target) x Weight	N/A	N/A	Board-Approved Medium-Term (3-Year) Marketing Plan	100% Attainment of 2022 KPIs Based on the Board-Approved Marketing Plan

² Export Promotion Events shall pertain to physical and digital/online events conducted.

³ Physical = 2,684; Digital/Online = 3,569

⁴ Includes the following as included in CITEM's Board-approved Marketing Plan: (1) Event Attendance/Viewership = 10,000; (2) Website Pageviews = 500,000; (3) Unique Users on Platforms = 100,000; (4) Social Media/Community Following = 500,000.

Component					Baseline Data		Target		
	Objective/Measure		Formula	Weight	Rating System	2019	2020	2021	2022
	SM 6	Increase PR Value	Total PR Value of CITEM's 2022 Projects	5%	(Actual / Target) x Weight	N/A	₱271.75 Million	₱250 Million	₱275 Million
	SM 4	Accelerate the Growth and Development of SMEs							
	SM 7	Number of SMEs Participating in Export Promotion Activities ⁵	Actual Accomplishment	10%	(Actual / Target) x Weight	N/A	N/A	718	718
		Sub-total		45%					
INTERNAL PROCESS	SO 5	Institutionalize Systems and Processes, including the Enhancement and Development of CITEM's Digital Promotion Structure							
	SM 8	Percentage of Completion of the ISSP	Total Number of Deliverables Due for 2022 Attained / Total Number of Deliverables Due for 2022	10%	(Actual/Target) x Weight	N/A	Cannot Be Validated	100% Attainment of 2021 Deliverables (Based on DICT-Endorsed/Approved ISSP)	100% Attainment of 2022 Deliverables ⁶ (Based on DICT-Endorsed/Approved ISSP 2021-2023)
	SO 6	Improve Organizational Efficiency							
	SM 9	Improve Processes to Quality Management System	Actual Accomplishment	5%	All or Nothing	Passed Surveillance Audit for ISO 9001:2015 Standards	ISO 9001:2015 Recertified	ISO 9001:2015 Recertification	Passed Surveillance Audit for ISO 9001:2015 Standards
			Sub-total		15%				

⁵ Export Promotion Events shall pertain to physical and digital/online events conducted.

⁶ Deliverables refer to Information Systems

Component						Baseline Data		Target	
	Objective/Measure		Formula	Weight	Rating System	2019	2020	2021	2022
LEARNING AND GROWTH	SO 7	Enhance the Competencies of the CITEM Workforce							
	SM 10	Improve Competency Baseline of the Organization	Competency Baseline 2022 ⁷ - Competency Baseline 2021	5%	All or Nothing	Result not acceptable	Organizational Competency Baseline for 2020 Not Established	Improvement in the Competency Baseline of the Organization	Improvement in the Competency Baseline of the Organization ⁸
		Sub-total		5%					
		TOTAL		100%					

⁷ Improvement in the competency baseline of the organization shall pertain to the average percentage of required competencies met which can be computed using the following formula:

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

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

⁸ The conduct of the competency assessment shall exclude the Executive Director (ED) and Deputy Executive Director (DED) positions.