



# 2017 Annual Report

CENTER FOR  
INTERNATIONAL TRADE  
EXPOSITIONS 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.

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### **CITEM undertakes Design for Export Initiatives**

- **Brand Building**
- **Export Coaching**
- **Product/Merchandise Development**
- **Young Designer Development**
- **Local-International Designer Collaboration**







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# NOTES FROM THE SECRETARY

## Department of Trade and Industry



**Ramon M. Lopez**  
**DTI Secretary**

The stage is constantly being buoyed for the continued and strengthened performance of the Filipino exporter in the world market. While the government steadfastly endeavors to provide a better macro environment for the export industry to flourish, the Filipino producer relentlessly innovates to create products and services that cater to the many tastes and preferences in the global arena.

The Philippine Export Development Plan (PEDP) 2015-2017 addressed the need to diversify and expand export markets, borne of the challenges posed by the Association of Southeast Asian Nations (ASEAN) integration. The country remains on solid ground with the ASEAN markets, thanks to Foreign Trade Agreements with China, Japan, Korea, India, Australia, and New Zealand.



The much-awaited ratification of the bilateral agreement with Japan and a Foreign Trade Agreement (FTA) with the European Free Trade Association (EFTA) composed of Iceland, Liechtenstein, Norway, and Switzerland assures the expansion of Philippine exports to these markets as well. The Philippines is also a beneficiary of the Generalized Scheme of Preferences (GSPs) from the European Union (EU). As for the country's prospects in the biggest consumer market of currently 1.93 billion people, the ASEAN-China FTA (ACFTA) has been in place since 2004.

Indeed, all these mechanisms provide market access for Philippine goods and services and entitle us to zero tariffs on most products.

Alongside the fortification of a robust trade environment, the Department of Trade and Industry (DTI), through the Center for International Trade Expositions and Missions (CITEM), sustains promotional efforts to generate greater awareness and patronage of Philippine-made products abroad.

In 2017, CITEM focused on providing solutions that will better equip our exporters to overcome the challenges and meet the demands of the global market. The agency built more on agriculture, furniture, garments, travel goods, and other design-oriented exports even as we explored other opportunities in emerging markets.

In 2017, CITEM has indeed shown that it is a steady contributor in the growth and development of our export industries.



# NOTES FROM THE UNDERSECRETARY

## Trade and Investments Promotion Group



**Nora K. Terrado**  
**DTI Undersecretary**

Exports remain an integral part of the trade and industry mix of activities for economic growth. With its mandate to promote Philippine exports, CITEM consistently strives to position the country's products at the forefront of the global market.

In 2017, CITEM's activities deepened the gains that we have been achieving in our regular markets while at the same time, ramping up our presence in emerging ones. CITEM also tested the waters by way of new Philippine product and service offerings aside from the usual furniture, furnishings, and food sectors.

In order to nurture a more inclusive export manufacturing ecosystem, we reached out to more rural-based producers, giving them more access to the market and providing other avenues for capacity-building.



The Philippine participation in select global trade events opened more doors for our exporters. More importantly, the market intelligence gleaned from these events (and other relevant sources) allowed our exporters to be attuned to market trends and consumer preferences worldwide and respond with appropriate product offerings.

Meanwhile, the signature events of CITEM have grown to be effective avenues for showcasing the best of our export products. Thanks to these shows, we have been able to uphold our reputation as the design capital of Asia.

With the programs and initiatives documented in this Annual Report, CITEM continues its mission to push for strategic promotional efforts that establish the Philippines as a premier sourcing destination for various industries.



COLLABORATION BETWEEN ART24  
AND HACIENDA CRAFTS

# 2017 SUMMARY OF ACCOMPLISHMENTS

The year 2017 saw CITEM pushing Philippine exports to the world market with greater fervor. With every participation in a trade event abroad, or through new editions of its signature events, CITEM helped advance the local industries and generate more jobs for the grassroots in rural and urban communities.

**EXPORT CHAMPION.** CITEM continued to drive initiatives to position the Philippines as a source of top-quality products for the world market by strengthening its creative and strategic collaborations with various agencies and institutions and by broadening its market expansion initiatives in 2017. More importantly, it continued working with many MSMEs, enriching their design and manufacturing capabilities and providing relevant market information to guide them in product development.

**PHILIPPINES BRAND.** CITEM continued its One Brand, One Image, One Message strategy: DESIGNPhilippines for furniture and other home items; LIFESTYLEPhilippines for a consolidated lifestyle offering; PARTNERPhilippines for trade, tourism, and investment; and FOODPhilippines for food products and ingredients. In total, CITEM organized national participations in 11 international trade events.

**SIGNATURE EVENTS.** CITEM organized two editions of Manila FAME (April and October), the IFEX Philippines and launched the first edition of CREATEPhilippines.







**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 promotion 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

# CITEM 2017 Scoreboard:

## Strengthening the Philippine export drive

	ANNUAL TARGETS	ACCOMPLISHMENTS	% ACCOMPLISHED
<b>Projects</b>	<b>18***</b>	<b>18***</b>	<b>100%</b>
<b>No. of MSMEs assisted</b>	<b>1,400</b>	<b>1,443</b>	<b>103%</b>
<b>No. of companies assisted thru CITEM's capability building programs</b>		<b>885</b>	
<b>No. of foreign exhibitors assisted</b>		<b>131</b>	
<b>Trade Inquiries</b>	<b>16,000</b>	<b>15,308</b>	<b>96%</b>
<b>Export Sales (USD) (as reported by the MSMEs participants)</b>	<b>USD 460.00 M</b>	<b>USD 484.839 M</b>	<b>105%</b>
<b>Domestic and retail sales (PHP)</b>	<b>PHP 170.00 M</b>	<b>PHP 525.55 M</b>	<b>309%</b>
<b>Client Satisfaction Rating</b>	<b>90%*</b>	<b>93%**</b>	

\* DTI target - 90% satisfied

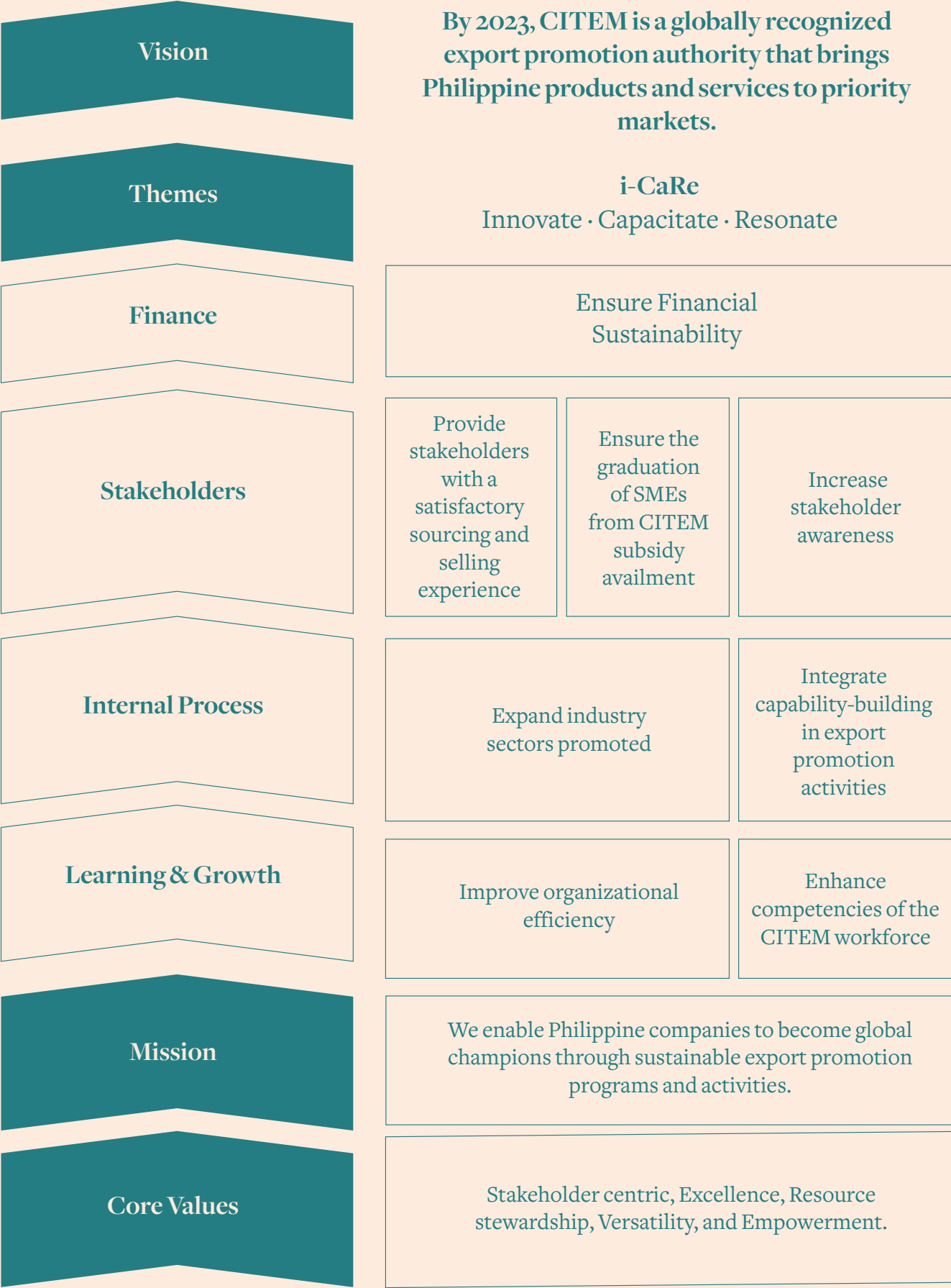
\*\* Client Satisfaction Average Rating for the following 2017 projects:

- Signature Events' exhibitors and buyers: Manila FAME April, Manila October and IFEX Philippines
- New Signature Event's attendees: CREATEPhilippines
- Overseas Trade Fairs' exhibitors: Winter Fancy Food Show, Ambiente, Gulfood, Foodex, Salone Internazionale del Mobile, International Contemporary Furniture Fair, Taipei International Food Show, Anuga, Maison & Objet Paris, China-ASEAN Expo (CAEXPO)

\*\*\* Including International Halls of Manila FAME April and October and IFEX Philippines



# Charter Statement and Strategy Map



# Matrix of GCG Performance Scorecard for 2017

(validated by GCG)

Component					
Objective/Measure		Weight	Target	Accomplishments	Score*
SO 1 Ensure Financial Sustainability					
SM 1	Cost Recovery Ratio	15%	42%	42.87%	15%
SO 2 Provide Stakeholders with a Satisfactory Sourcing and Selling Experience					
SM 2	Percentage of Returning Exhibitors in Signature Events	15%	50% (637 out of 1,274 exhibitors)	54.64%	15%
SM 3	Customer Satisfaction Rating	10%	Achieve Very Satisfactory Rating for the following drivers:  <b>EXHIBITORS:</b> Quantity of Buyer Export Sales Generated  <b>VIB:</b> Variety Pricing  <b>Non-VIB:</b> Reception at the Airport Pricing	Cannot be validated	0%



# Matrix of GCG Performance Scorecard for 2017

(validated by GCG)

SO 3 Increase Stakeholder Awareness					
SM 4	Percentage of buyers attending Signature events (Manila FAME and IFEX)	10%	90%	89.99%	10%
SO 4 Ensure the Graduation of SMEs from CITEM Subsidy Availment					
SM 5	Craft the Optimal Policy for Exhibitor Graduation	10%	1 Board Approved Policy Matrix for Exhibitor Graduation	1 Policy matrix for Exhibitor Graduation approved by the Board on 21 February 2018	0%
SO 5 Expand Industry Sectors Promoted					
SM 6	Number of New Sectors Assisted	10%	6 (Health and Wellness; Organic; Animation; Visual Arts; Graphic Arts; and Game Development)	6 new sectors assisted (Health and Wellness; Organic; Animation; Visual Arts; Graphic Arts; and Game Development)	10%
SO 6 Integrate Capability Building in Export Promotion Activities					
SM 7	No. of SMEs Benefitting from Capacity-Building Programs	10%	475	337 SMEs	7.09%
SM 8	New Merchandise Developed	10%	900	Cannot be validated	0%

# Matrix of GCG Performance Scorecard for 2017

(validated by GCG)

SO 7 Improve Organizational Efficiency					
SM 9	ISO Certification and Annual Management Review	5%	ISO Certification 9001:2015	No certification obtained in 2017	0%
SO 8 Enhance the Competencies of the CITEM Workforce					
SM 10	Percentage of CITEM Employees Completing the Competency Assessments to Identify the Level of Proficiency of Targeted Individuals	5%	Management - 50% Technical - 50%	Management - 73% Technical - 59%	0%
TOTAL		100%			57.09%



NATIVE CRAFTS AND ARTS

## Manila FAME (April 2017)

Armed with fresh concepts, export-quality products, and excellence in Philippine craftsmanship, Manila FAME 2017 opened its doors again to local and international trade buyers for its 65th tradeshow on April 21 to 23, 2017 at the World Trade Center, Metro Manila.

Manila FAME 2017 featured eight “show scenography” which highlighted the use and innovation of the Philippines’ iconic native materials, including bamboo, coconut, capiz, abaca, and Mindanaoan textiles. Special settings included the The Materia: Coconut, Materia: Bamboo, and the TM\*/New Direction Redux for the Philippine native items, The Lucent Objects for featured lamps and lighting pieces, and New Generation Weaves led by Paris-based designer Nelson Sepulveda, and Christmas “Pabitin” Redux for Christmas and fiesta displays.



## 65th Edition, 21 - 23 April

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272

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Local Exhibitors

15

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Foreign Exhibitors

1,545

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Buyer Attendance

USD

5.301M

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Reported Export Sales

PHP

20.296M

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Domestic Sales

PHP

18.577M

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Retail Sales

PHP

114,746,175

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Media Mileage Generated



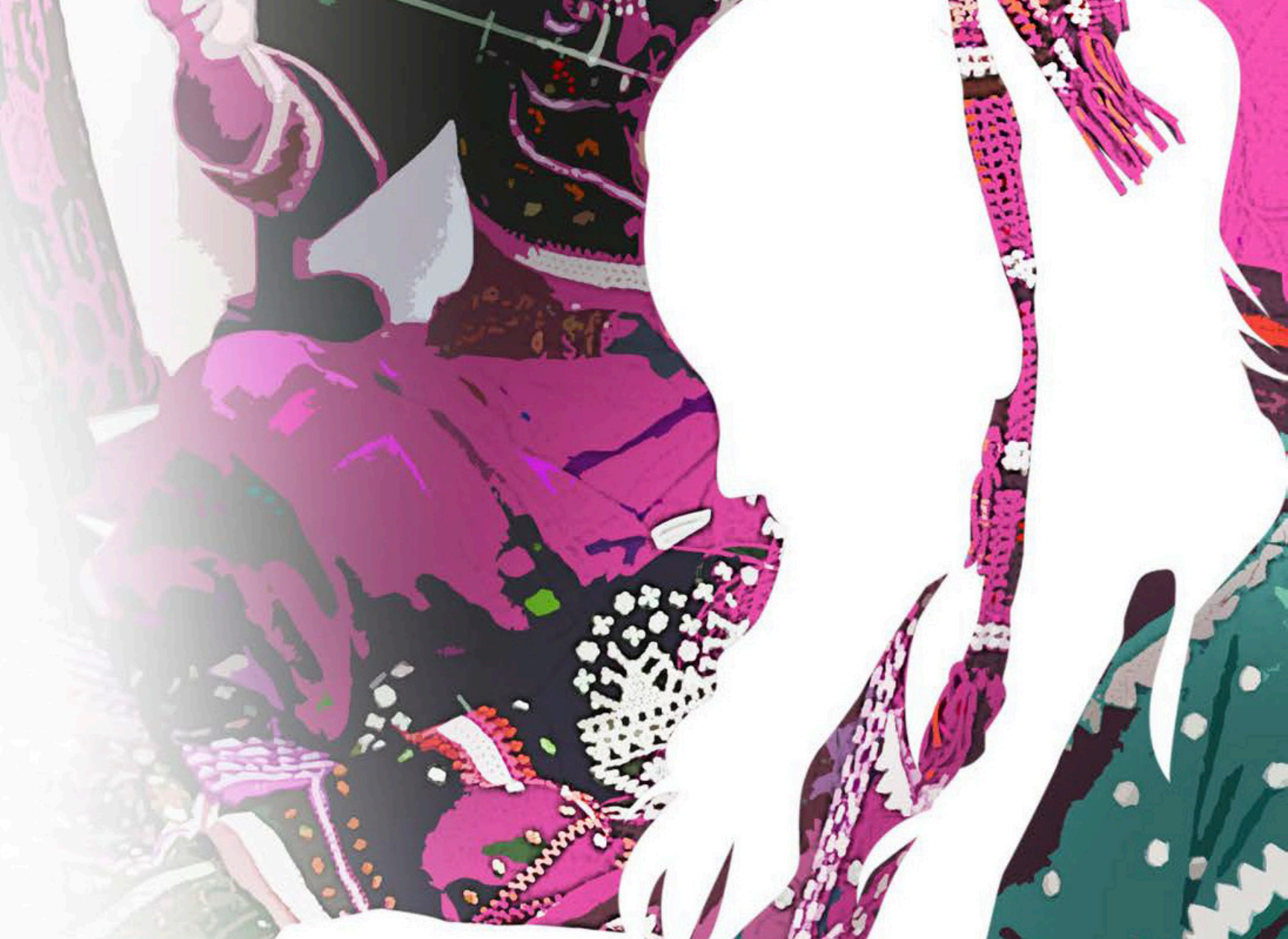
# MANILA FAME

## Design for Exports Program

- Total of 212 new products developed
- More than USD 135,300 in reported negotiated sales
- 6 leading local and international designers engaged
- 34 Philippine companies assisted
- 3 special settings featured







## Great Women 2

- 35 Women Entrepreneurs (WMEs) and over 30 local communities assisted
- 13 regions covered
- Over 160 new products developed
- PHP 7.1M reported total sales



## Ripples Plus

- 19 MSMEs assisted
- 11 regions represented
- USD 48,314.00 reported booked export orders
- USD 116,056.90 reported negotiated export sales
- PHP 1,927,419.00 reported booked local orders
- PHP 2,895,000.00 reported local sales under negotiation
- PHP 523,235.00 in retail sales



STOOL BY SILYA ELECTRIKA





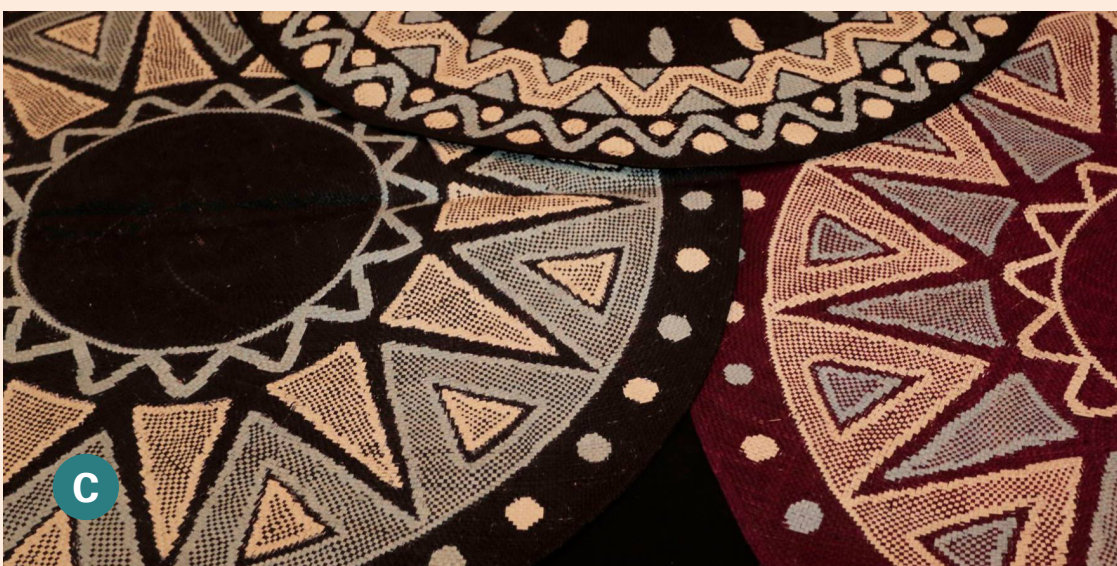
ABRA MINDANAO FASHION

## Abra & Mindanaone Fashion Show

Featured 30 original Filipino creations made from indigenous textiles from Abra and Davao







BEST PRODUCT DESIGN - FASHION

**A** Yosef Harness  
WOLFE AND HUNTR

BEST PRODUCT DESIGN - LAMPS AND LIGHTING

**B** Petiole Suspension Lamp  
SCHEMA





BEST PRODUCT DESIGN - HOME ACCENTS

**C** **Corona del Sol Banig**  
DELZA'S NATIVE PRODUCTS

BEST PRODUCT DESIGN - HOLIDAY

**D** **Bird Charm**  
OUR HANDMADE HERITAGE



BEST BOOTH DISPLAY

**E** **Kalikasan Sorsogon**





## Manila FAME October 2017

The 66th edition of Manila FAME went back to its roots as it presented a show built upon the intertwine of the country's rich cultural heritage and design excellence and the promotion of Philippine products. It featured eight special settings, including New Generation Weaves, Great Women Project 2, Design Commune: Patterns and Palettes, as well as showcase the art of the country's last mambabatok (hand-tapped tattoo artist) Whang-Od Oggay from Buscalan, Kalinga.

## 66th Edition, 20 - 22 October

419

Local Exhibitors

16

Foreign Exhibitors

1,597

Buyer Attendance

USD

6.858M

Reported Export Sales

PHP

29.458M

Reported Domestic

PHP

32.545M

Retail Sales

PHP

203,842,565.64

Media Mileage Generated



## CAPABILITY-BUILDING PROGRAM: PRODUCT DEVELOPMENT

Manila FAME, in partnership with Export Marketing Bureau (EMB) and the Design Center of the Philippines (DCP), undertook product development and design clinics with 155 or 35% of the participating exhibitors. Majority of them were MSMEs.

- 200+ product development sessions conducted in
- 56 locations in the Philippines
- 1,271 new products developed and launched exclusively in Manila FAME October 2017





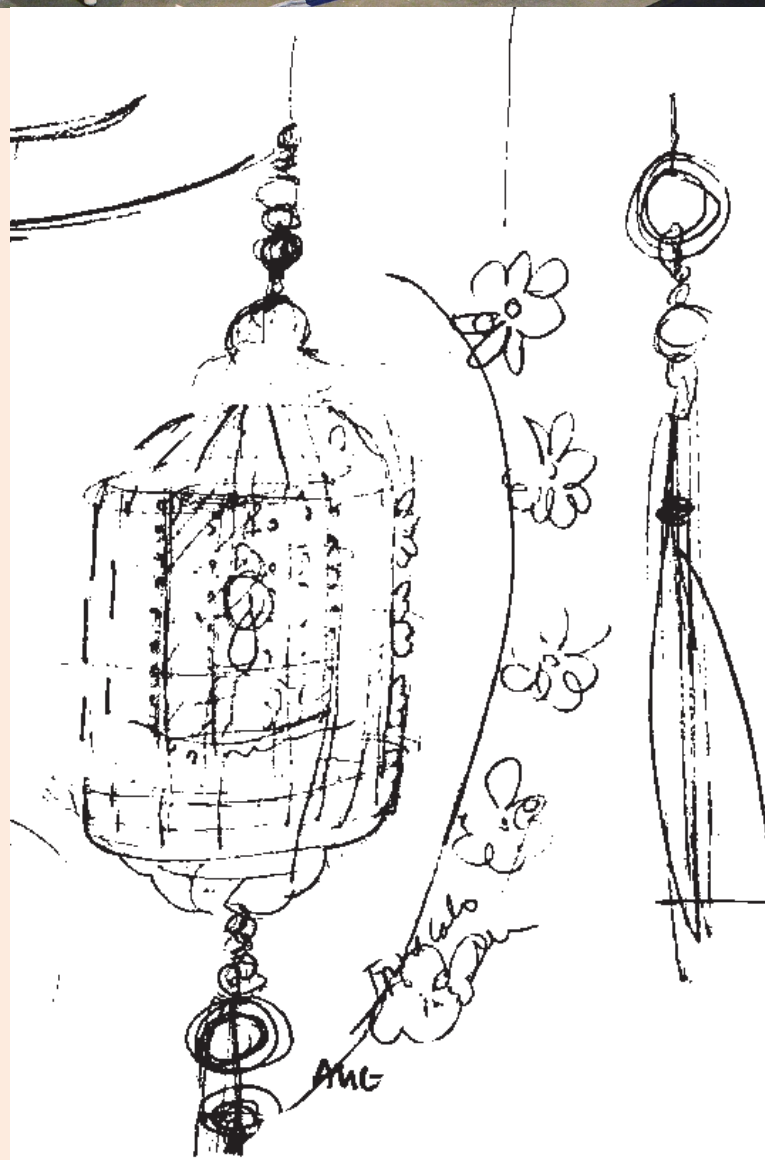


DESIGN COMMUNE

## DESIGN COMMUNE

Under the thematic guidance of multi-awarded and internationally acclaimed designer Tony Gonzales, “Design Commune: Patterns and Palettes” married the strengths of each Manila FAME participant to present a versatile collection made to match a variety of material requirements, techniques, and price points. The setting was framed in four themes in a superstore style showcase of different colors and textures: Blues and Whites, Ethnic Nomads, Green Tinted, and Natural Black and White.

- 62 companies assisted
- 700 new merchandise developed





## NEW GENERATION WEAVES 2

Paris-based designer Nelson Sepulveda invoked harmony and balance in the second phase of New Generation Weaves, a look into the beauty of natural raw materials and Philippine craftsmanship. With nature as the main theme, Sepulveda curated a selection of items meant to awaken the inborn link with nature and formed a harmonious display.

- 9 companies assisted
- 79 new merchandise developed







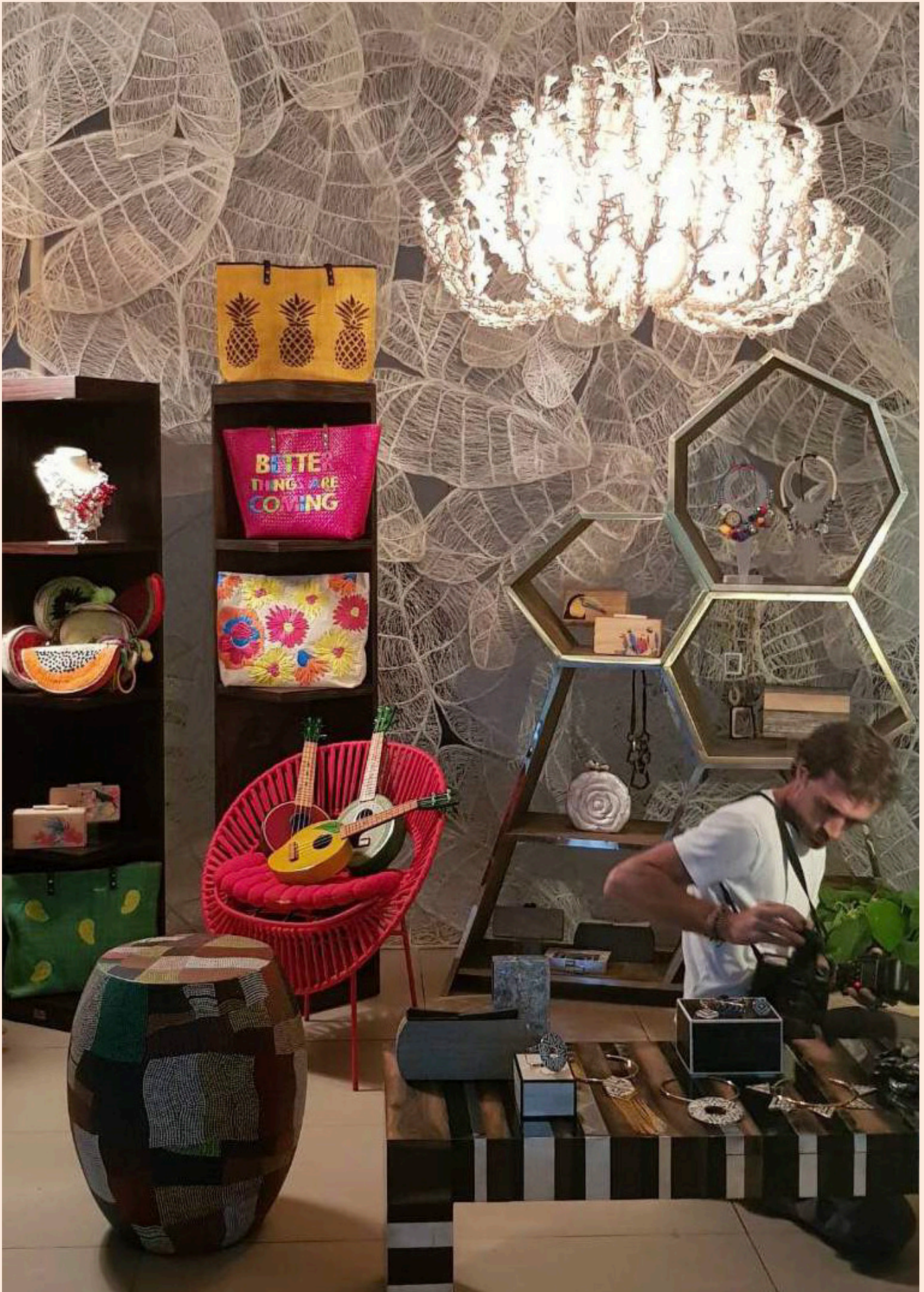
## ARTISAN VILLAGE

A staple of Manila FAME, the Artisans Village stands as an avenue for local micro, small, and medium enterprises to introduce their regional crafts to the global market while promoting their region's trade, investment, and tourism. In this edition, the program featured contemporary furniture, home décor, and fashion pieces with hints of tradition from across Albay, Bohol, Bulacan, and Central Luzon.

- 36 companies assisted
- 53 new merchandise developed











## GREAT WOMEN PROJECT 2

The Gender Responsive Economic Actions for the Transformation of (GREAT) Women Project 2 accentuated the convergence of regional creative traditions and material kinship under the direction of globally renowned lifestyle designer PJ Arañador. With a highlight on natural fiber, the project featured a variety of exquisite handcrafted products made by women-led enterprises from across the country.

- 45 women-led enterprises assisted
- 598 new merchandise developed





BEST PRODUCT DESIGN - FASHION

**A** **Carabao Horn Glasses**  
ELM'S ACCESSORIA DE CASA

BEST PRODUCT DESIGN - HOME DECOR

**B** **Metal Reef Panel**  
INDUSTRIA

BEST PRODUCT DESIGN - FURNITURE

**C** **Lilou Lounge Chair**  
SCHEMA

BEST BOOTH DISPLAY

**D** **MasaEco Development, Inc.**







# IFEX Philippines

The International Food Exhibition (IFEX) Philippines, dubbed Asia's Ethnic Food and Ingredients Show, affirmed its position as one of the most important food and beverage sourcing hubs in Asia.

The show's successful implementation on 19-21 May 2017 at the World Trade Center Metro Manila and the Philippine Trade Training Center (PTTC) in Pasay City was a result of the collaborative efforts and resources of the Department of Trade and Industry (DTI), through the Center for International Trade Expositions and Missions (CITEM) as the lead organizer, and the Department of Agriculture (DA) and the ASEAN National Organizing Council's Committee on Business and Investment Promotion (CBIP) as co-organizers.







This grand showcase of the region’s best food brands also marked a milestone as it coincided once again with other significant events held in the country in 2017—the commemoration of the 50th Founding Anniversary of the ASEAN and the Philippines’ hosting of the ASEAN Summit.

As an ASEAN Summit side event, IFEX Philippines 2017 was able to bring to the spotlight the diverse range of food products and services of the finest companies and entrepreneurs in the country and overseas through the Taste ASEAN @ IFEX Philippines.



# IFEX PHILIPPINES

## EXHIBITION HALLS

- FoodPhilippines Hall
- International Hall
- Food Artisans Village
- The Marketplace







541

Local Exhibitors

92

Foreign Exhibitors

2,092

Buyer Attendance

USD

184.689M

Reported Export Sales

PHP

414.904M

Reported Domestic

PHP

9.772M

Retail Sales

PHP

194,264,193.52

Media Mileage Generated









## SHOW FEATURES AND EVENTS

- TASTE ASEAN @ IFEX Philippines
- ASEAN Top Brands Showcase
- ASEAN Top Grocers Program
- European Union: IFEX Philippines Partner Region
- Negros Occidental Pavilion
- Mindanao Pavilion: The Food Basket of the Philippines
- Seafood Pavilion
- Commodity Pavilion
- RIPPLES PLUS
- Food Innovation Gallery
- HALAL Pavilion
- Bread Alley
- TASTE PHILIPPINES by FCAP
- IFEX KITCHEN
- GMART Program
- Slow Food
- Food Export and Investment Seminars





A



C



## FOOD INGREDIENTS

- A** Fiery Labuyo Barbeque Marinade  
MARIGOLD MANUFACTURING CORPORATION (MAMA SITA'S)

## MARINE AND MEAT PRODUCTS

- B** Fish Sausages  
FISHERFARMS, INC.

## SNACK FOOD

- C** Kale Chips  
TAKE ROOT FOOD CORNER





#### PROCESSED FRUITS AND VEGETABLE

- D** Puso ng Saging /  
Ginataang Puso ng saging  
KAPFER AND RIVERA UNITED, INC.

#### BEVERAGES

- E** Turmeric Tea with calamansi  
MUY BIEN

#### CONFECTIONERY, BISCUITS, AND PASTRY

- F** Natule Chocolate Dark  
MALAGOS AGRI-VENTURES CORP.

#### BEST BOOTH

- G** Fisherfarms, Inc.



# CREATE Philippines



## CREATEPhilippines 2017

The maiden edition of CREATEPhilippines was successfully staged alongside the 66th edition of the Manila FAME on 20-22 October 2017 at the Philippine Trade Training Center and HallONE.

With an end in mind of stirring the stakeholders of the Philippines' creative industries towards a common objective, which is “Developing an International Market for the Filipino Creative Content and Talents,” the event brought together thought leaders, international influencers, practitioners from various creative disciplines, the academe, and students in the 3-day forum and exhibition.



The event aimed to engage the local creative industries, develop stronger public-private partnerships, and establish networks with global partners.

In line with the Philippines' hosting of the ASEAN Summit which coincided with the ASEAN's 50th Founding Anniversary, CREATE Philippines was included as an official ASEAN side event under the Committee on Business and Investment Promotion (CBIP), chaired by DTI Undersecretary Nora K. Terrado. The event hosted eight (8) exhibitors from Malaysia, Indonesia, Vietnam, Thailand, Brunei, Myanmar, and Singapore; and featured three (3) speakers from Thailand and Malaysia.

24

Companies Assisted

763

Attendees in the  
forum and exhibit

PHP

22,032,443

Media Mileage Generated



# PUSHING FOR FOOD EXPORTS UNDER ONE COUNTRY BANNER

The Center for International Trade Expositions & Missions (CITEM) has been strengthening the image of the Philippines as a source of quality food products under the banner of FOODPhilippines. Under this national brand, the Philippines is being positioned as Asia's most exciting sourcing destination for food exports, being one of the world's top exporters of fresh fruits and marine products. Under FOODPhilippines, CITEM aims to unify the promotional efforts of the government in overseas trade exhibitions and events to project one brand, one image, and one voice.











## WINTER FANCY FOOD SHOW

22-24 JANUARY  
SAN FRANCISCO, USA

FOODPhilippines' fourth participation in the Winter Fancy Food Show 2017 capitalizes on the country's distinct flavors blended from centuries of cross-cultural fusions and regional influences. The Philippine Pavilion carried a handful of high-quality export food products from top Philippine brands. It featured natural and organic food products, and alternative or new ingredients for industrial manufacturing of high-end food and beverages.



## HIGHLIGHTS

- 20 companies assisted
- 473 inquiries received
- USD 48.732M reported export sales
- PHP 5,088,550 media mileage generated





## GULFOOD

Food and Beverage

26 FEBRUARY - 02 MARCH  
DUBAI, UAE

The country showcased Halal-certified healthy options—ranging from premium coconut, banana, pineapple, mango, tuna, cacao, and other fine selections.

Through its participation, FOODPhilippines integrated itself further in the supply chain of the global Halal food market by offering highly sought-after food and beverages, such as ready-to-drink coffee blends and packed tropical juice. It gave trade show participants an opportunity to discover a taste of Asia's most exquisite selection of flavors.



## HIGHLIGHTS

- 26 companies assisted
- 1,873 inquiries received
- USD 101.566M reported export sales
- PHP 10,214,230 media mileage generated





## FOODEX

Food and Beverage

7-10 MARCH  
CHIBA, JAPAN

FOODPhilippines underscored the rich heritage behind its tropical food selections while strengthening the Philippines' growing bi-lateral trading relationship with Japan through Foodex. Through the Japan-Philippines Economic Partnership Agreement (JPEPA), FoodPHILIPPINES is able to connect and serve the retail, food service, and manufacturing industries.



## HIGHLIGHTS

- 17 companies assisted
- 334 inquiries received
- USD 7.383M reported export sales
- PHP 3,510,687.50 media mileage generated





## TAIPEI INTERNATIONAL FOOD SHOW

21-24 JUNE  
TAIPEI, TAIWAN

The Philippines brought its distinct taste to Food Taipei 2017. A mix of healthy and natural food, ready-to-eat food, and industrial ingredients were presented by FOODPhilippines during the food show. Manufacturers and exporters from the country proudly waved the Philippine flag by bringing premium fruit by-products, coconut products, ethnic food products, and seafood products to the international stage.



### HIGHLIGHTS

- 16 companies assisted
- 428 inquiries received
- USD 23,393M reported export sales
- PHP 7,609,250 media mileage generated





## ANUGA

Food and Beverage

7-11 OCTOBER  
COLOGNE, GERMANY

Under the FOODPhilippines, banner 19 Filipino companies successfully participated in ANUGA 2017. These brands from different parts of the country showcased exotic drinks, meat and meat products, frozen food, chilled and fresh food, dairy products, bread, soups, and organic food items.



## HIGHLIGHTS

- 19 companies assisted
- 673 inquiries received
- USD 65.715M reported export sales
- PHP 1,963,262.50 media mileage generated



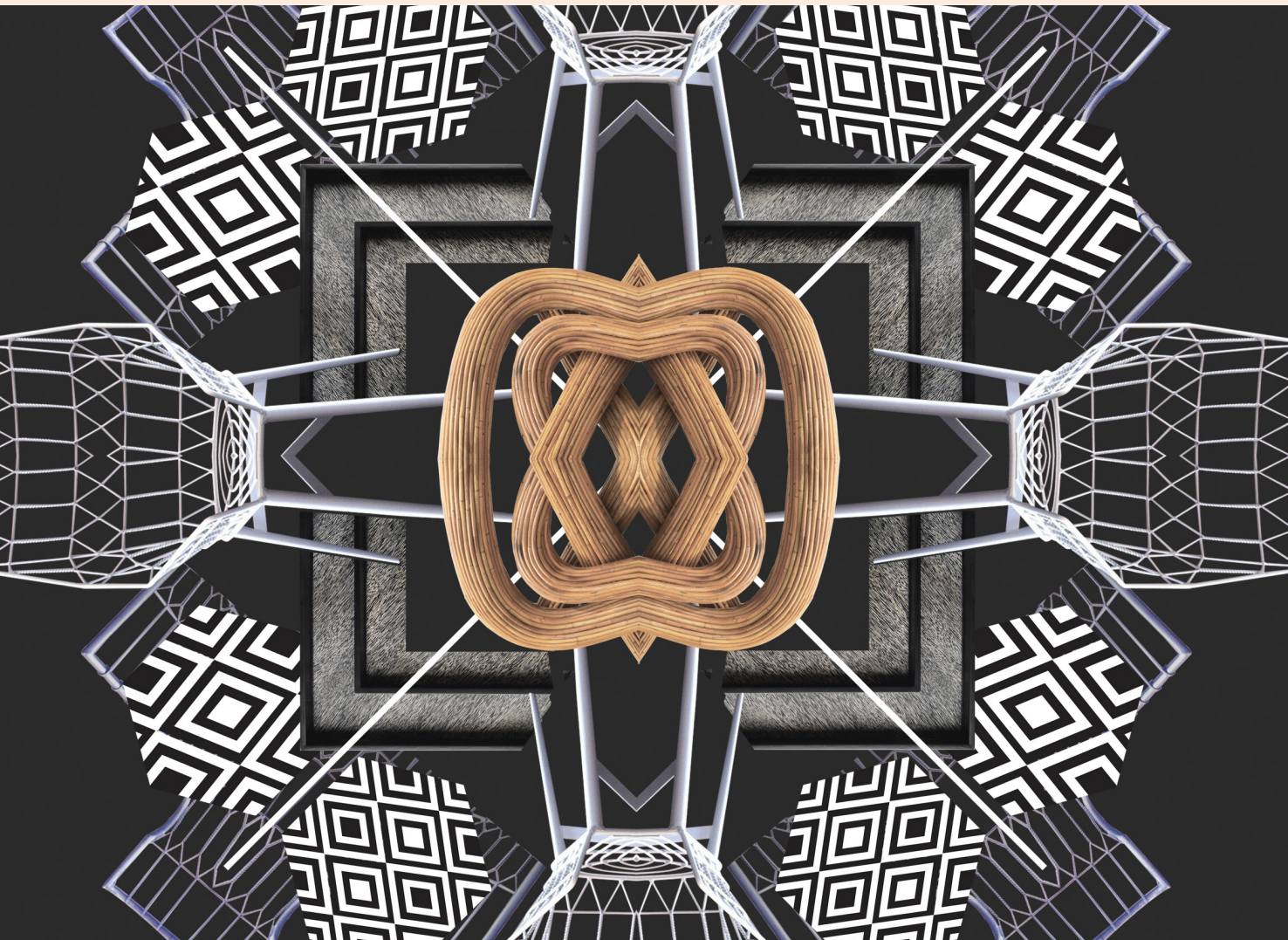




# ELEVATING FILIPINO DESIGN ACUMEN

DESIGNPhilippines celebrates the creativity and originality of a globally competitive and passionate community of Filipino designers and craftsmen. It aims to make the Philippines as a major sourcing destination for finely crafted products made by skilled local artisans.

As the country's banner in the world's leading design shows, DESIGNPhilippines has taken shape and now speaks with recognized authority in the world of design.











## SALONE INTERNAZIONALE DEL MOBILE

4-9 APRIL  
MILAN, ITALY

Salone Milan is to CITEM a theater for Philippine designers who have mastered the merger of opposites: hand and mind; and the artisanal and the concept-driven. Local furniture and designs were exhibited with the intent to showcase Philippine materials and craftsmanship to the international stage.



### HIGHLIGHTS

- 7 companies assisted
- 236 inquiries received
- USD 340,000 reported export sales
- PHP 6,984,366 media mileage generated



PEACOCK CHAIR BY KENNETH COBONPUE



## INTERNATIONAL CONTEMPORARY FURNITURE FAIR (ICFF)

21-24 MAY  
NEW YORK, USA

Esteemed Filipino designer Kenneth Cobonpue represented the Philippines in the 2017 International Contemporary Furniture Fair (ICFF) in New York, USA. Cobonpue showcased various home and lifestyle pieces, including free flowing colorful chairs, vibrant lightings, and a new children's furniture collection.



### HIGHLIGHTS

- 1 company assisted





CATALINA

## MAISON ET OBJET

Home and Lifestyle

8-12 SEPTEMBER  
PARIS, FRANCE

This year's participation in Maison & Objet presented the Philippines' creative culture featuring eight of the country's home and fashion brands in a symphony of diverse sensibilities and manipulation of indigenous materials found across the archipelago. Each of their products reflected artistic heritage refined through an unrelenting ardor for craftsmanship, a repertoire of modern influences, and an evolving style sense inspired by the vibrant sceneries and picturesque landscape of its 7,641 islands.



## HIGHLIGHTS

- 8 companies assisted
- 265 inquiries received
- USD 1.3M reported export sales
- PHP 914,240 media mileage generated





**BLOOM LOUNGE CHAIR BY KENNETH COBONPUE**

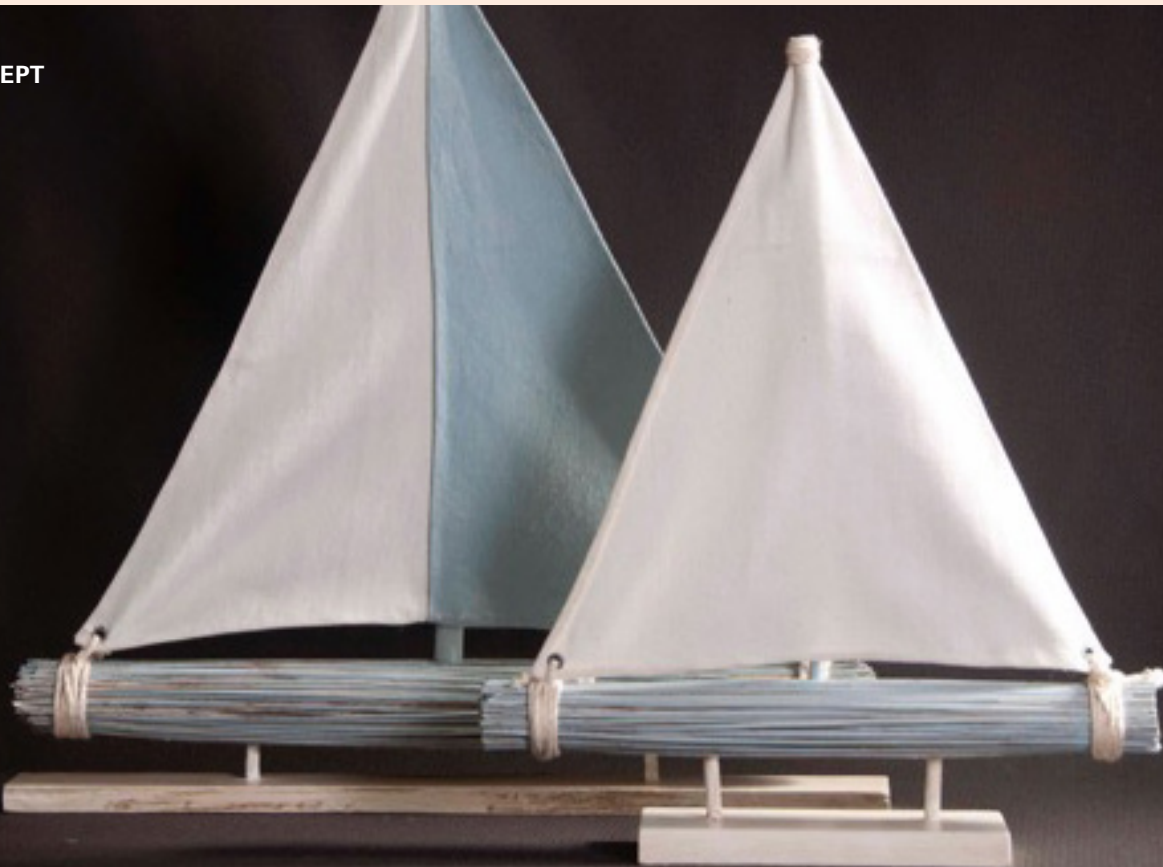


# SPOTLIGHT ON PHILIPPINE INDIGENOUS MATERIALS AND FILIPINO CRAFTSMANSHIP

**LIFESTYLE**Philippines is a collective of creative enterprises representing the best of the Philippines' home and fashion sectors, featuring versatile yet highly-artisanal products that are attuned to modern living.

In 2017, CITEM led a total of 31 lifestyle companies in two international trade shows: Ambiente in Frankfurt, Germany; and International Furniture Fair Tokyo in Tokyo, Japan. Under this country branding, CITEM showcase contemporary product collections made from indigenous materials and fibers which reflect the unique strength of Philippine exporters.

BOAT DEPT











## AMBIENTE

Home and Lifestyle

10-14 FEBRUARY  
FRANKURT, GERMANY

For the LifestylePhilippines Pavilion in Ambiente, CITEM, Design Center of the Philippines, and product specialist Eric Paras developed contemporary product collections geared to meet the demands of the market, and reflected the unique strengths of the participating Philippine exporters. LifestylePhilippines capitalized on handmade components of our local products, highlighting their sophistication, function, and commercial appeal.



## HIGHLIGHTS

- 13 companies assisted
- 262 inquiries received
- USD 1.591M reported export sales
- PHP 14,774,215 media mileage generated





## INTERNATIONAL FURNITURE FAIR TOKYO

20-22 NOVEMBER  
TOKYO, JAPAN

An array of premier woven fibers, recycled natural and other indigenous materials took center stage as the Philippines returned to the International Furniture Fair Tokyo (IFFT). Representing the country were 18 homegrown brands with their eco-sustainable home and lifestyle products made to suit the needs of the Japanese market, our second largest trading partner. With the theme “Perpetual Artistry,” the Philippine exhibit in the IFFT 2017 showcased the country’s premier products with a deep emphasis on the value of aesthetic value, space, and nature.



DALIS MIRROR FRAME BY CONTEMPORANEO

### HIGHLIGHTS

- 18 companies assisted
- 159 inquiries received
- USD 178,000 reported export sales



# PARTNERPhilippines

PARTNERPhilippines is the country's branding initiative aimed to position the Philippines as a globally competitive and highly reliable source of quality products and services, as well as a strong partner in terms of trade, tourism, and investments.

Through PARTNERPhilippines, CITEM holistically promotes the trade, tourism, and investment opportunities available in the country by partnering with key agencies, including the Board of Investments (BOI) and the Department of Tourism (DOT), as it participates in various trade shows around the world.







## CAEXPO

Partner Philippines

12-15 SEPTEMBER  
NANNING, CHINA

The Philippines highlighted the promising trade and investment opportunities in its booming agri-tourism sector during the 14th China-ASEAN Expo (CAEXPO). Featuring ecocultural tourism services, investment packages, and premium commodities for the home, fashion, food, health and wellness, the Philippines was set to fulfill the growing demand for agro-commodities in the Chinese market and strengthen its economic ties with China. The province of Aurora, with its immense agri-business potential, led this year's exhibit. Blessed with vast arable lands and a rich marine biodiversity, Aurora has more than half of its population working in the agricultural sector.



## HIGHLIGHTS

- 42 companies assisted
- 5,040 inquiries received
- USD 37.794M reported export sales
- PHP 10,494,800 media mileage generated





## **Whistleblowing Policy/ Open-Door Policy**

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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 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**

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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:

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Website: <http://www.citem.gov.ph> or at <http://www.gcg.gov.ph>  
E-mail: [info@citem.com.ph](mailto: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**

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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.

GCG shall extend all possible assistance to the whistleblower under the law and given the circumstances.

## **Untrue Allegations**

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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.

## **Due Process**

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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**

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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









# Nurturing CITEM's Skilled Workforce

To further hone the skills and talents of its dynamic workforce, CITEM encourages its employees to attend various workshops and conferences throughout the year. The teams were exposed to these as refreshers on usual practices, and for them to be updated on current trends.

For the creatives, they attended the Effective Communication Workshop and Graphika Online 2017. To solidify the company's leadership, its employees joined the 2nd Quarter 2017 HR Managers Fellowship Meeting and Learning Session; Problem Solving & Decision-Making Techniques; and the Supervisory Effectiveness For Improved Quality and Productivity Seminar.

For finance, both the Financial Statement and Analysis and the Internal Quality Audit Retooling Workshop were successful.

CITEM sees its employees' welfare, safety, and health as a priority. Therefore, they were encouraged to go to the Emergency Awareness Seminar, Flu Vaccination, and the CSC Fun Run.



PROGRAM TITLE	DATE
Effective Communication Workshop	January 05-06
PhilGEPS Training	February 9-10
Graphika Manila 2017 Conference	Jan 21-22
Seminar of Food Safety, FDA Labelling Guidelines, Packaging and cliniquing, GMP Seminar and Factory Visit	January 30-February 1
2nd Philippine 3D Printing and Digifab Conference 2017	February 8-9
Brand Equity Development of MSMEs Workshop	Feb 16-17
ISO 9001:2015 Appreciation Seminar	March 30-31
Philippine Quality Award Development Course	April 4-7
4th Forum for Heads of Internal Auditor Service/Office	April 27
Government Procurement Reform Act R.A. 9184 and its Revised IRR and Updates	May 10-12
ISO 9001:2015 Risk Thinking Workshop	June 6-7
22nd Edition of Graphic Expo 2017	June 1-2



VENUE	MALE	FEMALE	NO. OF ATTENDEES
<b>CITEM Conference Room Hall One</b>	<b>6</b>	<b>29</b>	<b>35</b>
<b>AM Zone Internet Café, Ortigas Ave. Extension, Rosario, Pasig City</b>	<b>2</b>	<b>8</b>	<b>10</b>
<b>SMX, Mall of Asia Complex, Pasay City</b>	<b>9</b>	<b>6</b>	<b>15</b>
<b>Bacolod, Negros Occidental</b>		<b>2</b>	<b>2</b>
<b>Crowne Plaza Manila Galleria, Ortigas Ave., Ortigas Center</b>		<b>2</b>	<b>2</b>
<b>Bacolod City</b>		<b>1</b>	<b>1</b>
<b>New World Hotel, Malate Manila</b>	<b>9</b>	<b>24</b>	<b>33</b>
<b>DAP Office, Pasig City</b>		<b>1</b>	<b>1</b>
<b>Crowne Plaza Manila Galleria, Quezon City</b>		<b>1</b>	<b>1</b>
<b>COA Office, Diliman Quezon City</b>		<b>1</b>	<b>1</b>
<b>Hotel Jen, Roxas Blvd., Pasay City</b>	<b>9</b>	<b>32</b>	<b>41</b>
<b>SMX Convention Center, Mall of Asia, Pasay City</b>	<b>3</b>	<b>3</b>	<b>6</b>



PROGRAM TITLE	DATE
<b>2nd Quarter 2017 HR Managers Fellowship Meeting and Learning Session</b>	<b>June 21</b>
<b>Financial Statement and Analysis</b>	<b>June 16</b>
<b>Internal Quality Audit Retooling Workshop</b>	<b>July 19-20</b>
<b>Energy Consumers and Stakeholder Conference</b>	<b>July 12</b>
<b>Scholarship Program on China-Asean E-Commerce of Agro Business Products</b>	<b>July to August</b>
<b>Orientation Seminar on the Government Procurement Reform Act(RA9184) and its 2016 Reviced Implementing Rules and Regulations</b>	<b>August 29-30</b>
<b>Public Symposium on Economic Integration and Nation Building</b>	<b>September 21</b>
<b>Basic Photography Seminar</b>	<b>September 23</b>
<b>Seminar on Develop Confidence in Using Microsoft Powerpoint 2013</b>	<b>September 29</b>
<b>Supervisory Effectiveness For Improved Quality and Productivity Seminar</b>	<b>October 10-12</b>
<b>Problem Solving &amp; Decision-Making Techniques</b>	<b>October 24-25</b>
<b>ASEAN+6 Construction Forum</b>	<b>October 25</b>



VENUE	MALE	FEMALE	NO. OF ATTENDEES
DA, Conference 1, New DA Building, Elliptical Road, Diliman, Quezon City		2	2
Philippine Trade and Training Center	1	1	2
Vivere Hotel, Alabang	4	17	21
Philippine International Convention Center (PICC)		5	5
Nanning, China	3		3
CITEM Conference Room Hall One	13	53	66
Marco Polo, Ortigas Manila		2	2
CITEM Conference Room Hall One	12	25	37
Philippine Trade and Training Center	1	7	8
Philippine Trade and Training Center	1	2	3
Philippine Trade and Training Center	1	10	11
Solaire Resort Hotel, Paranaque City		2	2



PROGRAM TITLE	DATE
Ugnayan 2017	November 8
Recruitment, Selection and Placement System	November 15-16
Training/workshop for the food Industry: Marketing and Compliance to Regulatory Requirements	November 20-23
New Employees'Orientation	November 23
Sub Regional Workshop on Making a Living from Copyright in the Creative Industries: Business and Legal Issue for Game Developers	November 28-29
Basic Russian Language Course	November 28
Mandatory Continuing Legal Education (MCLE) Program	
Gender and Development Awareness Program	December 7
Emergency Awareness Seminar	August 1
Flu Vaccination	August 4
CSC Fun Run	Sepember 3



VENUE	MALE	FEMALE	NO. OF ATTENDEES
<b>Tajeros Hall of the AFP commissioned Officers club in Camp Aguinaldo EDSA, Quezon City</b>		<b>2</b>	<b>2</b>
<b>Civil Service Commission , Batasan Road, Quezon City</b>		<b>1</b>	<b>1</b>
<b>Philippine Trade and Training Center</b>		<b>1</b>	<b>1</b>
<b>HallOne Conference Room ITC Complex Roxas Blvd., Pasay City</b>	<b>7</b>	<b>11</b>	<b>18</b>
<b>Dusit Thani Manila Makati City</b>	<b>1</b>		<b>1</b>
<b>DTI International Building, Makati City</b>		<b>1</b>	<b>1</b>
<b>UP LAW Center Bococo Hall Diliman Quezon City</b>		<b>1</b>	<b>1</b>
<b>HallOne Conference Room ITC Complex Roxas Blvd., Pasay City</b>			<b>100</b>
<b>HallOne Conference Room ITC Complex Roxas Blvd., Pasay City</b>			<b>170</b>
<b>HallOne Conference Room ITC Complex Roxas Blvd., Pasay City</b>			<b>110</b>
<b>Quirino Grandstand</b>	<b>10</b>	<b>47</b>	<b>57</b>

# CITEM Financial Performance Indicators

## Year 2017

(with comparative figures for CY 2016 and CY 2015)  
(in Million Pesos)

INDICATORS	2017 Audited FS	2016 Audited FS	2015 Restated FS
Current Ratio = $\frac{\text{Current Assets}}{\text{Current Liabilities}}$	$\frac{\text{P 231.876 M}}{\text{P 84.831 M}}$ <b>2.73</b>	$\frac{\text{P 190.796 M}}{\text{P 79.355 M}}$ <b>2.40</b>	$\frac{\text{P 196.536 M}}{\text{P 68.452 M}}$ <b>2.87</b>
Net Working Capital = $\frac{\text{Current Assets}}{\text{Current Liabilities}}$	$\frac{\text{P 231.876 M}}{\text{P 84.831 M}}$ <b>P 147.045 M</b>	$\frac{\text{P 190.796 M}}{\text{P 79.355 M}}$ <b>P 111.441 M</b>	$\frac{\text{P 196.536 M}}{\text{P 68.452 M}}$ <b>P 128.084 M</b>
Debt Ratio = $\frac{\text{Total Liabilities}}{\text{Total Assets}}$	$\frac{\text{P 103.352 M}}{\text{P 575.321 M}}$ <b>18%</b>	$\frac{\text{P 92.291 M}}{\text{P 531.979 M}}$ <b>17%</b>	$\frac{\text{P 80.970 M}}{\text{P 536.072 M}}$ <b>15%</b>
Subsidy Ratio = $\frac{\text{Total Subsidy}}{\text{Total Expenses}}$	$\frac{\text{P 220.000 M}}{\text{P 255.587 M}}$ <b>86%</b>	$\frac{\text{P 195.000 M}}{\text{P 264.084 M}}$ <b>74%</b>	$\frac{\text{P 186.443 M}}{\text{P 246.022 M}}$ <b>76%</b>



YVETTES BAGS





# BOARD OF GOVERNORS



## **NORA K. TERRADO**

Nora K. Terrado is the Undersecretary for the Trade and Investments Promotion Group of the Department of Trade and Industry (DTI). As such, she leads the promotion of the country's domestic and international trade, industry and investments in the local and international markets. She is also a Governor in the Board of Investments (BOI), where she provides strategic direction on investment promotion and assistance.



## **EDWARD JOHN T. REYES**

Edward John Reyes is the Executive Vice President and the Agricultural and Development Head of Land Bank of the Philippines (LBP). He served as the Director of LBP Leasing Corporation Makati City and the Senior Assistant Vice President of the Development Bank of the Philippines. He is a graduate of BS Civil Engineering from the University of the Philippines Diliman (UPD) and also received his Masters degree in MS Civil Engineering in Water Resources also from UPD.





### **ATTY. JUDY CAROL DANSAL**

Atty. Judy Carol Dansal is the Chairperson for the Food International Incorporated (FTI), 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.



### **WILHELMINA C. MAÑALAC**

Wilhelmina C. Mañalac is the Assistant Governor for the International sub-sector of the Bangko Sentral ng Pilipinas (BSP). She previously seconded as an Alternate Executive Director of the International Monetary Fund (IMF) and a Managing Director in BSP with a role as the Chair of the Working Committee on Capital Account Liberalization. She is a graduate of the University of the Philippines with a Bachelor of Science degree in Statistics. She also finished her graduate studies at the Ateneo de Manila University where she got a degree in Master of Arts in Economics.



### **CLAYTON HIPE TUGONON**

Clayton Tugonon is the Executive Director of the Center for International Trade Expositions and Missions. He is also the President of his design and manufacturing company, Classical Geometry. He previously worked as a designer at Raphael Legacy Designs, Inc. He is known for Cebu-inspired designs with a few awards under his belt, including the 2005 Mugna Award Winner for Material Innovation, 2006 Furniture Design Award Winner in Singapore, and Best Booth Winner for the Movement 8 participation in ICFF New York.

# 2017 TRAININGS ATTENDED BY BOARD OF GOVERNORS

NAME	PROGRAM TITLE AND DESCRIPTION	VENUE	DATE
<b>CITEM Executive Director Clayton H. Tugonon</b>	<b>China-ASEAN Convention &amp; Exhibition Industry Cooperation Forum and Inauguration Ceremony of the China-ASEAN convention &amp; Exhibition Industry Cooperative Committee</b>	<b>Zhengzhou, China</b>	<b>18-20 July 2017</b>
<b>CITEM Executive Director Clayton H. Tugonon</b>	<b>Orientation Seminar on the Government Procurement Reform Act (RA 9184) and its 2016 Revised Implementing Rules and Regulations</b>	<b>CITEM Conference Room / Hall One</b>	<b>29-30 August 2017</b>





## **CENTER FOR INTERNATIONAL TRADE EXPOSITIONS AND MISSIONS**

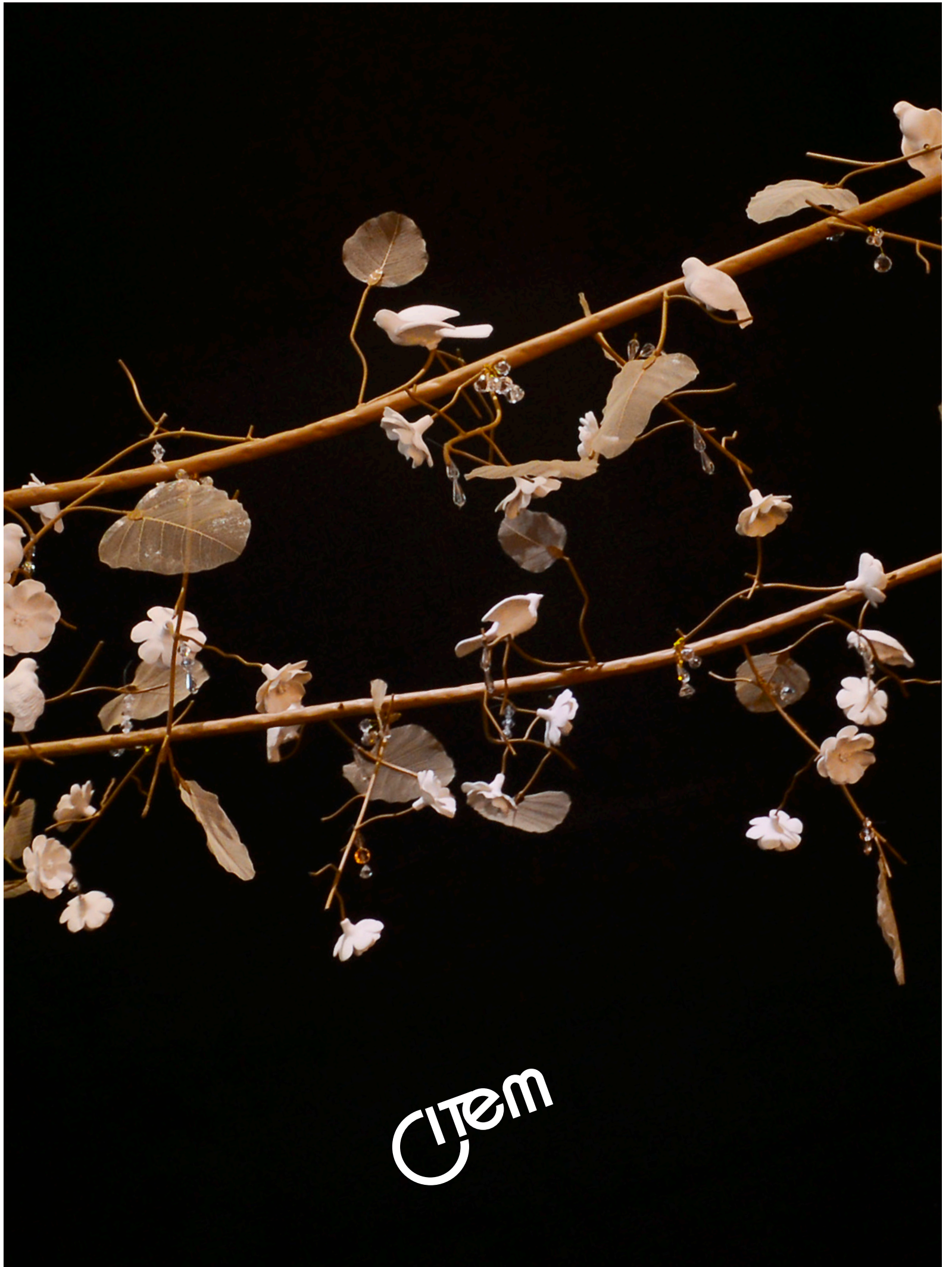
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