



28 December 2022

MR. ALFREDO E. PASCUAL
 Secretary, Department of Trade and Industry (DTI)
 and CITEM Chairperson
DR. EDWARD L. FERREIRA, PH. D.
 Acting 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 : VALIDATION RESULT OF 2021 PERFORMANCE
 SCORECARD OF CITEM**

Dear Secretary Pascual and Acting ED Ferreira,

This is to formally transmit the validation result of CITEM's 2021 Performance Scorecard. Based on the Governance Commission's validation of the GOCC's documentary submissions, CITEM gained an overall score of **80.35%** (See **Annex A**). 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

In relation to the grant of 2021 Performance-Based Bonus (PBB) to eligible officers and employees, CITEM fails to satisfy the requirements of GCG M.C. No. 2019-02,² particularly the achievement of a weighted-average score of at least 90% in its 2021 Performance Scorecard. In this regard, the Board is reminded that any unilateral action to release the PBB will be considered as a violation of the Board's fiduciary duty to protect the assets of the GOCC as provided under Section 19 of Republic Act No. 10149.³

Consequently, pursuant to GCG M.C. No. 2021-01,⁴ failure to qualify for the PBB means that the Appointive Members of the Governing Board of CITEM shall not be qualified to receive the Performance-Based Incentive (PBI).

FOR CITEM'S INFORMATION AND GUIDANCE.


Very truly yours,


Justice ALEX L. QUIROZ (Ret.)
 Chairperson


Atty. GIDEON D.V. MORTEL, D.C.L.
 Commissioner


**Atty. GERALDINE MARIE
 BERBERABE-MARTINEZ**
 Commissioner

cc: COA Resident Auditor – CITEM



¹ CODE OF CORPORATE GOVERNANCE, dated 28 November 2012.

² INTERIM PERFORMANCE-BASED BONUS (PBB), dated 25 July 2019.

³ AN ACT TO PROMOTE FINANCIAL VIABILITY AND FISCAL DISCIPLINE IN GOVERNMENT-OWNED OR -CONTROLLED CORPORATIONS AND TO STRENGTHEN THE ROLE OF THE STATE IN ITS GOVERNANCE AND MANAGEMENT TO MAKE THEM MORE RESPONSIVE TO THE NEEDS OF PUBLIC INTEREST AND FOR OTHER PURPOSES, dated 06 June 2011.

⁴ INTERIM PERFORMANCE-BASED INCENTIVE (PBI) SYSTEM FOR THE APPOINTIVE DIRECTORS OF GOCCs COVERED BY GCG FOR CY 2020 AND FOR THE YEARS THEREAFTER, dated 28 January 2021.

**CENTER FOR INTERNATIONAL TRADE EXPOSITIONS AND MISSIONS (CITEM)
Validation Result of the 2021 Performance Scorecard**

Objective/Measure	Formula	Weight	Rating Scale	Target	CITEM Submission		GCG Validation		Supporting Documents	GCG Remarks
					Actual ¹	Rating	Actual	Rating		
SO 1	Ensure Financial Sustainability									
SM 1	Cost Recovery Ratio	25%	(Actual / Target) x Weight	20%	29.97%	25%	22.29%	25%	Summary Matrix on Cost Recovery Ratio (CRR)/ Report on Budget, Income, and Expenses for Each Project/ Program (Unadjusted and Adjusted) 2021 COA Annual Audit Report Breakdown of 2021 MOOE and Income Revised Breakdown of Income for 2021 2021 Unaudited Financial Statements 2021 Budget Execution Document (BED) 1, 2, and 3 2021 Budget and Financial Accountability Reports (BFARS) 2021 DBM-Approved Corporate Operating Budget (COB) 2021 Calendar of Events Letter and email correspondences with COA	Target exceeded. The CRR was computed using the total revenue from promotional projects amounting to ₱18,862 Million and a total project cost of ₱84,612 Million.

¹ Based on Year-End/Annual Monitoring Report submitted through letter dated 08 March 2022. Officially received by the Governance Commission on 08 March 2022.

² 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.

										events during its meeting held on 07 May 2021.
SM 3c	Digital Trade Fair Exhibitors	Number of Respondents Who Gave a Rating of At Least Satisfactory / Total Number of Respondents	2.50%	(Actual / Target) x Weight = 0%	90%	93%	2.50%	93%	2.50%	Target exceeded.
SM 3d	Digital Trade Fair Buyers	Number of Respondents Who Gave a Rating of At Least Satisfactory / Total Number of Respondents	-	-	-	100%	2.50%	Measure excluded		Considering the significantly high margin of error (MOE), the results of the CSS for Digital Trade Buyers may not be reflective of the general feedback of the entire population. However, since the high MOE was driven by the low response rate, which was beyond CITEM's control, the Governance Commission EXCLUDES the sub-measure.
SO 3 Increase Stakeholder Awareness										
SM 4a	Number of Trade Buyers in Export Promotion Events (Physical)	-	-	-	-	114	-	Measure excluded		Request for exclusion is APPROVED . Considering the continued impact of the COVID-19 pandemic, the CITEM Board of Directors approved the cancellation of the physical signature

Handwritten initials/signature

	SM 5 Establish a Board-Approved Medium-Term Marketing Plan	Actual Accomplishment	5%	All or Nothing	Board-Approved Medium-Term (3-Year) Marketing Plan	Board-Approved Medium-Term (3-Year) Marketing Plan	5%	Board-Approved Medium-Term (3-Year) Marketing Plan	5%	Medium-Term Marketing Plan 2022-2024 Board Paper on the Approval of the Marketing Plan Minutes of the Meeting re. Approval of the Marketing Plan Secretary's Certificate on the Approval of the Marketing Plan	Target met.
SM 6	Increase PR Value	Total PR Value of CITEM's 2021 Projects	5%	(Actual / Target) x Weight	₱250 Million	₱572.344 Million	5%	₱572.35 Million	5%	Annual Media Analytics and Media Valuation Process Report Revised 2021 Annual Report Media Performance Review of Media Meter, Inc. 2021 Monthly Media Statistics Report of Media Meter, Inc.	Target exceeded.

fin

SO 4 Accelerate the Growth and Development of SMEs and the Creative Economy

<p>SM 7 Number of SMEs Participating in Export Promotion Activities (Physical and Digital / Online)</p>	<p>Actual Accomplishment</p>	<p>10%</p>	<p>(Actual / Target) x Weight</p>	<p>718</p>	<p>1,284</p>	<p>10%</p>	<p>Cannot be validated</p>	<p>0%</p>	<p>Excel Files of 2021 Trade Buyers from the Exhibitors Profile System (EPS) (initial and cleaned database) Post-Event Reports of 2021 Projects Guidelines/ Flow Charts on the Process of Database Scrubbing Justifications on the Variances of Figures based on EPS Generation vs Post-Event Reports 2021 Work and Financial Plan</p>	<p>Similar to SM 4b, the reported accomplishment cannot be validated due to inconsistencies in the figures reflected in submitted supporting documents (i.e., initially generated EPS database, post-event reports, live-generated EPS database, and cleaned/scrubbed EPS database). Furthermore, the figures reflected in the scrubbed/ cleaned EPS database were greater than the figures from the live generation in the system, which was contrary to CITEM's representations that the aim of the database cleaning/scrubbing was to exclude duplicate/multiple and incomplete entries/registrations in the listings.</p>
<p>Sub-total</p>		<p>27.50%</p>				<p>30%</p>		<p>12.50%</p>		

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	Number of Deliverables Attained ³ / Total Number of Deliverables	10%	(Actual / Target) x Weight	100% Attainment of 2021 Deliverables (Based on DICT-Endorsed/ Approved ISSP) ⁴	15 projects out of the 16 Information Systems (7 DTCPIS, 4 ASIS, and 5 operational and continuing) were considered 'completed' by end-December 2021	9.38%	100% Attainment of 2021 Deliverables (Based on DICT-Endorsed/ Approved ISSP)	10%	Summary Report of ISSP Accomplishments DICT-Endorsed ISSP Amendment 2021-2023 Copies of Project Forms, User Acceptance Test (UAT) Forms, and Certificates of Completion/ Satisfactory Service	Target met. The Governance Commission was able to validate the completion of 11 information systems with deliverables due for 2021. The details of the validation are presented in Appendix 1 .
SO 6	Improve Organizational Efficiency										
SM 9	Improve Processes to Quality Management System	Actual Accomplishment	5%	All or Nothing	Maintain ISO 9001:2015 Certificate	Passed 1 st Surveillance Audit during the Audit held on 13 September 2021	5%	Maintain ISO 9001:2015 Certificate	5%	Surveillance Audit Report and ISO 9001:2015 Certificate issued by SOCOTEC Certification Philippines, Inc. (SCPI)	Target met. The Governance Commission adjusted the target from "ISO 9001:2015 Recertification" to "Maintain ISO 9001:2015 Certificate" in consideration of the timeline of conduct of ISO activities (i.e., 1 st Surveillance Audit in 2021).
	Sub-total		15%				14.38%		15%		

³ Fully operational systems/applications.

⁴ CITEM's DICT-approved ISSP already includes, among others, the development of the Digital Trade and Community Platform System.

Am

SO 8		Enhance the Competencies of the CITEM Workforce										
	SM 10	<u>Establish Competency Baseline of the Organization</u>	<u>Competency Baseline 2021⁵</u>	10%	All or Nothing	<u>Establish Competency Baseline of the Organization</u>	For 2021, the Organization Competency Score was computed at 1.17, obtaining a 4.46% increase from the 2020 Organization Competency Baseline of 1.12	10%	Competency Baseline Established	10%	Excel Files of the Competency Assessment Raw Data and Competency Baseline Computation for 2021 Secretary's Certificate on the Approval of the Enhanced Competency Framework 2021 Manpower Complement Accomplished Competency Assessment Forms Competency Profile, Dictionary, and Standards Documents on the Approval of Study Leave of the Excluded Employee	Target met. The 2021 competency baseline was covering 80 regular employees.
		Sub-total		10%				10%		10%		
		TOTAL		87.50%				99.31%⁶	70.31% out of 87.50% 80.35% out of 100%	10%		

⁵ The competency baseline of the organization shall pertain to the average percentage of required competencies met which can be computed using the following formula:

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

⁶ As reported by CITEM, where: a = Competency required, A = Total number of competencies required of position, b = Personnel profiled, B = Total number of personnel profiled.

Handwritten mark

SM 8: PERCENTAGE OF COMPLETION OF THE ISSP

INFORMATION SYSTEM/ DELIVERABLE	CITEM-REPORTED ACCOMPLISHMENT	SUPPORTING DOCUMENT/S PRESENTED/SUBMITTED	DATE OF USER'S ACCEPTANCE	GCG REMARKS	
Digital Trade and Community Platform Information Systems (DTCPIS)					
a. Exhibitors Profile System	100% completed	Outsourced	User Acceptance Test Form	25 November 2021	Acceptable.
b. Business Matching System	100% completed	Outsourced	User Acceptance Test Form	25 November 2021	Acceptable.
c. Visitors Registration System	100% completed	Outsourced	User Acceptance Test Form	25 November 2021	Acceptable.
d. Visitor Profile System	100% maintained	Internally developed system	User Acceptance Test Form	18 November 2021	Acceptable.
e. Customer Relationship Management System	100% completed	Outsourced	Certificate of Completion from the contracted third-party	11 March 2021	Acceptable.
f. Exhibitor Product Sales Monitoring System	100% maintained	Internally developed system	Certificate of Completion from Operations Department	29 December 2021	Acceptable.
g. Content Management System	100% completed	Outsourced	User Acceptance Test Form	25 November 2021	Acceptable.
Administrative Services Information Systems (ASIS)					
1. Human Resource Information System	100% completed	Internally developed system	Certificate of Completion from the Human Resource Department	04 May 2021	Acceptable.
2. Records Management System	90% completed	Internally developed system	User Acceptance Test Form	29 December 2021	Acceptable.
3. Inventory Management System	100% completed	An "open source, internally customized" by CITEM's Systems Management and Development Division (SMDD)	User Acceptance Test Form	22 December 2021	Acceptable.
4. Ticketing System	100% completed	An "open source, internally customized" by CITEM's Systems Management and Development Division (SMDD)	User Acceptance Test Form	13 December 2021	Acceptable.

19