



02 March 2023

**MR. ALFREDO E. PASCUAL**

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

**DR. EDWARD L. FERREIRA, Ph. D.**

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 : REVALIDATION RESULT OF THE 2020  
PERFORMANCE SCORECARD OF CITEM**

Dear Secretary Pascual and ED Ferreira,

This is with reference to CITEM's letter dated 18 July 2022<sup>1</sup> requesting for reconsideration of the following strategic measures (SMs) under the validated 2020 Performance Scorecard:

- **SM 2:** Budget Utilization Rate;
- **SM 6:** Increase Designs Developed;
- **SM 8:** Percentage Completion of the ISSP; and
- **SM 10:** Percentage of Employees Meeting the Required Competencies.

Based on the re-evaluation of the justifications and additional supporting documents relative to its request for reconsideration, the validated score of CITEM's 2020 Performance Scorecard is hereby **INCREASED** from 62.37% to **80.42%**. The review and evaluation of the documents submitted are reflected in the "Revalidation Result of the 2020 Performance Scorecard" attached as **Annex A**. The same is to be posted on CITEM's website, in accordance with Section 43 of the GCG Memorandum Circular (M.C.) No. 2012-07.<sup>2</sup>

Despite the increase in the validated score, CITEM remains to have failed to achieve the required weighted-average score of at least 90% in the 2020 Performance Scorecard, thus, remains to be ineligible to grant the 2020 Performance-Based Bonus (PBB) to its officers and employees.

**FOR CITEM'S INFORMATION AND GUIDANCE.**

Very truly yours,

**Justice ALEX L. QUIROZ (ret.)**  
Chairperson

cc: COA Resident Auditor – CITEM

<sup>1</sup> Officially received by the Governance Commission on 01 August 2022.

<sup>2</sup> CODE OF CORPORATE GOVERNANCE FOR GOCCs, dated 29 November 2012.

**CENTER FOR INTERNATIONAL TRADE EXPOSITIONS AND MISSIONS (CITEM)**  
**Revalidation Result of the 2020 Performance Scorecard**

Component					CITEM Submission <sup>1</sup>		GCG Validation		Supporting Documents	GCG Remarks	
Objective/Measure	Formula	Weight	Rating Scale	Target	Actual	Rating	Actual	Rating			
FINANCIAL	SO 1	Ensure Financial Sustainability									
	SM 1	Cost Recovery Ratio	Revenue from Completed Projects / Operations Budget <sup>2</sup>	20%	(Actual / Target) x Weight	10%	13.28%	20%	13.28%	20%	2020 Work Program with Summary Matrix on Cost Recovery Ratio (CRR) and Budget Utilization Rate (BUR) Computation 2020 COA Audited Financial Statements Budget Execution Documents (BED)/2020 Financial Plan Budget and Financial Accountability Reports (BFARs) 2020 DBM-Approved Corporate Operating Budget (COB) Preliminary Report on Breakdown of 2020 MOOE

<sup>1</sup> Based on CITEM's submission dated 14 March 2021.

<sup>2</sup> Excluding preparatory expenses of projects for the following year.



Revalidation Result of the 2020 Performance Scorecard (Annex A)

Component					CITEM Submission <sup>1</sup>		GCG Validation		Supporting Documents	GCG Remarks	
Objective/Measure	Formula	Weight	Rating Scale	Target	Actual	Rating	Actual	Rating			
									2020 Calendar of Events		
SM 2	Budget Utilization Rate	Total Obligations (Net of PS) / Total DBM Approved Corporate Operating Budget (Net of PS)	10%	(Actual / Target) x Weight	Not Lower Than 90% But Not Exceeding 100%	90.65%	10%	85.16%	9.46%	2020 COA Audited Financial Statements 2020 Budget and Financial Accountability Reports (BFARs) 2020 DBM-Approved Corporate Operating Budget (COB) 2020 Internal Statement of Comparison of Budget and Actual Amounts (SCBAA) 2020 Internal Budget Utilization Report for Corporate Funds and Subsidy Certification on the Compliance to the DBM National Budget Circular No. 580	<p><i>Request for reconsideration is DENIED.</i></p> <p>The validated actual is based on actual utilization amounting to ₱261,049,917 out of the total DBM-approved COB of <u>₱306,542,000</u>, both net of Personal Services cost. Validated amounts were based on SCBAA under 2020 COA AAR.</p> <p>The Governance Commission adjusted the rating scale from "All or Nothing" to "(Actual / Target) x Weight" in consideration of the effect of the pandemic.</p>
		<b>Sub-total</b>	<b>30%</b>				<b>30%</b>		<b>29.46%</b>		

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Revalidation Result of the 2020 Performance Scorecard (Annex A)

		Component				CITEM Submission <sup>1</sup>		GCG Validation		Supporting Documents	GCG Remarks
Objective/Measure	Formula	Weight	Rating Scale	Target	Actual	Rating	Actual	Rating			
STAKEHOLDERS	SO 2 Improve Stakeholders Satisfaction										
	SM 3a	Percentage of Satisfied Customers (Exhibitors)	-	-	-	-	-	Measure Excluded			The measure was proposed to be excluded during the recalibration of the 2020 Performance Scorecard of CITEM.
	SM 3b	Percentage of Satisfied Customers (Attendees)	-	-	-	-					
	SO 3 Increase Stakeholder Awareness										
	SM 4	Number of Trade Buyers Attending Export Promotion Events	Actual Accomplishment	10%	(Actual / Target) x Weight	3,520 (Buyers Only, Unique Count)	2,707	7.69%	2,347	6.67%	Excel File Database of the 2020 Trade Buyers Generated from the Visitor Profile System (VPS) Internal Database of 2020 Trade Buyers Post-Event Reports of 2020 Projects Copies of Business Cards Trade Inquiry Forms



Revalidation Result of the 2020 Performance Scorecard (Annex A)

Component					CITEM Submission <sup>1</sup>		GCG Validation		Supporting Documents	GCG Remarks	
Objective/Measure	Formula	Weight	Rating Scale	Target	Actual	Rating	Actual	Rating			
SM 5	Increase PR Value	Total PR Value for CITEM's 2020 Projects	15%	(Actual / Target) x Weight	₱230 Million	₱271.75 Million	15%	₱271.75 Million	15%	Media Analytics Reports from the Third-Party Monitoring Agencies Monthly Summary Report of Third-Party Monitoring Agencies	Target exceeded.
SO 4 Accelerate the Growth and Development of SMEs											
SM 6	Increase Designs Developed	Actual Accomplishment	5%	(Actual / Target) x Weight	420	669	5%	<u>685</u>	<u>5%</u>	Copies of Designs/Sketches Developed Post-Event Reports of 2020 Projects Approved Job Orders of the Hired Product Design Specialists Approved Terms of Reference (TOR) for the Engagement of Product Design Specialists Approved Memorandum for the Extension of Period of Engagement of the Hired Product Specialists	<u>Request for reconsideration</u> <b><u>APPROVED</u></b> <u>Target exceeded.</u>

Revalidation Result of the 2020 Performance Scorecard (Annex A)

Objective/Measure		Component				CITEM Submission <sup>1</sup>		GCG Validation		Supporting Documents	GCG Remarks
		Formula	Weight	Rating Scale	Target	Actual	Rating	Actual	Rating		
										<u>Approved Job Order of the Hired Design Director</u>	
SM 7	Implementation of the Subsidy Graduation Policy	-	-	-	-	-	-	-	-	Measure Excluded	The measure was proposed to be excluded during the recalibration of the 2020 Performance Scorecard of CITEM.
<b>Sub-total</b>			<b>30%</b>				<b>27.69%</b>		<b>26.67%</b>		
<b>SO 5</b>	<b>Institutionalize Measures to Enhance Systems and Processes in Export Promotion, including the Development of a Robust Digital Promotion Structure</b>										
SM 8	Percentage Completion of the ISSP	Number of Deliverables Attained <sup>3</sup> / Total Number of Deliverables <sup>4</sup>	15%	(Actual/Target) x Weight	100% Attainment of 2020 Deliverables (based on DICT-approved ISSP 2019-2020) <sup>5</sup>	Trade Promotions Information Systems (TPIS) <sup>6</sup>  Administrative Services Information Systems (ASIS) <sup>7</sup>	12.50%	<u>75% Attainment of 2020 Deliverables (based on DICT-approved amended ISSP 2019-2020)</u>	11.25%	Summary Report of ISSP Accomplishments <u>Amended</u> DICT-Approved 2019-2020 ISSP  Copies of Certification of Satisfactory Service for Selected Systems	<u>Request for reconsideration APPROVED.</u>  <u>Three (3) out of four (4) information systems with allocated budget for the year were at least 50% completed as of year-end 2020.</u>

<sup>3</sup> At least 50% completion per system.

<sup>4</sup> Does not include systems without budget.

<sup>5</sup> CITEM's DICT-approved ISSP already includes, among others, the development of the Digital Trade and Community Platform System.

<sup>6</sup> 1. Exhibitors Profile System = 100%; 2. Visitors Registration System = 100%; 3. Project Management System = 100%; 4. Business Matching System = 100%; 5. Visitor Profile System = 100%; 6. Exhibitors Sales Monitoring System = 100%; 7. Marketing Automation System = 100%; 8. Content Management System = 100%; 9. Digital Trade Community Platform (DTCP) = 100%; 10. Customer Relationship Management System = 60%

<sup>7</sup> 1. IT Resource Management System = 100%; 2. Online Ticketing = 100%; 3. Master Document = 100%; 4. Intranet Portal = 100%; 5. Human Resource Information System = 75%



Revalidation Result of the 2020 Performance Scorecard (Annex A)

Component					CITEM Submission <sup>1</sup>		GCG Validation		Supporting Documents	GCG Remarks	
Objective/Measure	Formula	Weight	Rating Scale	Target	Actual	Rating	Actual	Rating			
									Copies of Project Forms for Selected Promotional Events  <u>Original</u> <u>DICT-Approved</u> <u>2019-2020 ISSP</u>  <u>Matrix of CRM and DTCP Accomplishments</u>  <u>CITEM Annual Procurement Plan (APP) 2020</u>		
<b>SO 6 Improve Organizational Efficiency</b>											
SM 9	Improve Processes to Quality Management System	Actual Accomplishment	5%	All or Nothing	ISO 9001:2015 Recertification	CITEM passed the recertification for the ISO 9001:2015 Standards which was conducted by the third-party auditing body SOCOTEC on 25 November 2020 via remote audit.	5%	ISO 9001:2015 Recertified	5%	Recertification Audit Report  Attestation Certificate issued by SOCOTEC Certification Philippines, Inc. (SCPI)	Target met.
		<b>Sub-total</b>	<b>20%</b>				<b>17.50%</b>		<b>16.25%</b>		
<b>SO 7 Enhance the Competencies of the CITEM Workforce</b>											

Revalidation Result of the 2020 Performance Scorecard (Annex A)

Component					CITEM Submission <sup>1</sup>		GCG Validation		Supporting Documents	GCG Remarks	
Objective/Measure	Formula	Weight	Rating Scale	Target	Actual	Rating	Actual	Rating			
LEARNING & GROWTH	SM 10	Percentage of Employees Meeting the Required Competencies	Actual Accomplishment	10%	All or Nothing	Establish Competency Baseline <sup>8</sup>	10%	Organizational Competency Baseline for 2020 Not Established	0%	2019 Enhanced Competency Framework Accomplishment Report Secretary's Certificate approving the 2019 Enhanced CF Computation of Organization Competency Baseline for 2020 Workforce Complement as of YE 2020 Sample and Actual Baseline Competency Assessment Forms List of Competencies Profiled Approved Terms of Reference for the Third-Party Provider Notice of the Conduct of the Baseline	Request to exclude the positions of Executive Director and Deputy Executive Director in the evaluation of the organizational competency score is <b>APPROVED</b> . Upon review of the documents provided, the Governance Commission found that the competency assessment for the <u>Core/Organizational</u> and <u>Leadership/Managerial</u> Competencies were administered on 12-13 December 2019. <u>On the other hand, the Functional/Technical Competencies were assessed in 2020.</u> CITEM is reminded that the <u>conduct of the competency assessments shall cover all its employees and its corresponding competencies each year to capture the consistent and verifiable improvement of the organization's competency level year-on-year for it to be comparable to the results of the competency</u>
										The assessment was completed in December 2020 to establish organization competency baseline. The assessment covered the core, leadership and technical competencies using the Enhanced Competency Framework developed and approved in 2019. Overall, the Organization Competency Baseline is computed at 1.12 using the GCG formula.	

<sup>8</sup> The competency baseline of the organization shall pertain to the average percentage of required competencies met which can be computed using the following formula:

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

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



Revalidation Result of the 2020 Performance Scorecard (Annex A)

Component					CITEM Submission <sup>1</sup>		GCG Validation		Supporting Documents	GCG Remarks
Objective/Measure	Formula	Weight	Rating Scale	Target	Actual	Rating	Actual	Rating		
									Competency Assessment	<i>assessments in the succeeding year.</i>
									Baseline Competency Assessment Report from the Third-Party	<i>In view thereof, the request for reconsideration is DENIED.</i>
									<u>Certification from the Third-Party Organizational Development Consultant</u>	
		<b>Sub-total</b>								
			<b>10%</b>							
		<b>TOTAL</b>	<b><u>90%</u></b>							
						<b>85.19%</b>		72.38% out of 90%		
								<b>80.42% out of 100%</b>		

*lgr*