

FY2023 GAA TARGETS

H.2. CENTER FOR INTERNATIONAL TRADE EXPOSITIONS AND MISSIONS

STRATEGIC OBJECTIVES

SECTOR OUTCOME

Economic opportunities in industry and services expanded

ORGANIZATIONAL OUTCOME

Increased Trade Promotion Activities

PERFORMANCE INFORMATION

ORGANIZATIONAL OUTCOMES (Oos) / PERFORMANCE INDICATORS (Pis)

BASELINE

2023 TARGETS

Increased Trade Promotion Activities

EXPORT/TRADE PROMOTION PROGRAM

Outcome Indicators

1. Percentage increase in number of companies participating in Export Promotion activities
2. Percentage of returning companies in Signature Events
3. Percentage increase in the amount of potential export orders

N/A

N/A

Output Indicators

1. Total export orders
2. Number of companies participating in Export Promotions Activities
3. Number of Trade Inquiries in Export Promotion Events
4. Number of Trade Buyers attending Export Promotion Events

US \$66.49M

US \$66.49M

718

718

5,691

5,691

2,684

2,684