





CENTER FOR INTERNATIONAL TRADE EXPOSITIONS AND MISSIONS

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 promotions programs.

MISSION AND VISION

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 agency 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'S COMPLIANCE WITH CODE OF CORPORATE GOVERNANCE

For the financial year which ended on 31 December 2022, the Center for International Trade Expositions and Missions (CITEM) has fully complied with the corporate governance principles/standards through the CITEM Revised Manual of Corporate Governance set by the Governance Commission for GOCCs (GCG) through Memorandum Circular No. 2012-07 or the Code of Corporate Governance for GOCCs.





CHARTER STATEMENT AND STRATEGY MAP

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

i-CaRe

Innovate • Capacitate • Resonate

VISION

THEMES

FINANCE

STAKEHOLDERS / SOCIAL IMPACT

INTERNAL PROCESS

LEARNING & GROWTH

MISSION

CORE VALUES

S01
Ensure Financial Sustainability

S02
Improve Stakeholders Satisfaction

S03
Increase Stakeholder Awareness

S04
Accelerate the Growth and Development of SMEs

S05
Institutionalize Measures to Enhance Systems and Processes in Export Promotion, including the Development of a Robust Digital Promotion Structure

S06
Improve Organizational Efficiency

S07
Enhance the Competencies of the CITEM Workforce

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

Stakeholder centric, Excellence, Resource stewardship, Versatility, Empowerment, We SERVE.

TARGETS EXCEEDED

Performance Indicators	2022 GAA Targets	Accomplishment	%Accomplished
EXPORT / TRADE PROMOTION PROGRAM			
OUTCOME INDICATOR			
Percentage of returning SMEs in Signature Events	47%	74.15%	158%
OUTCOME INDICATORS			
Total export orders	US\$66.49M	US\$824.719 M	1,240%
Number of SMEs participating in Export Promotion Activities	718	1,976	275%
Number of Trade Inquiries in Export Promotion Events	5,691	23,317	410%
Number of Trade Buyers attending Export	2,684	4,038	150%



CITEM IS THE EXPORT PROMOTION ARM OF THE PHILIPPINES' DEPARTMENT OF TRADE AND INDUSTRY (DTI).

For almost 40 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.

CITEM UNDERTAKES DESIGN FOR EXPORT INITIATIVES:

Brand Building

Export Coaching

Product/Merchandise Development

Young Designer Development

Local-International Designer Collaboration



MESSAGE FROM THE EXECUTIVE DIRECTOR

When I accepted the challenge of leading CITEM, the agency had already laid a solid foundation of digital transformation that corresponded to the needs of the times. One of my top priorities has been to ramp up our strategic thrust toward digitalization in order to help more MSMEs reach new markets and solidify our position in the global export industry. In order to achieve this, we are building on our successes in 2022.

To address the rising global demand for sustainable goods and services, CITEM launched the maiden edition of Sustainability Solutions Exchange (SSX) Digital Exhibition and Conference in March. SSX is the country's first sourcing program promoting sustainable goods, practices, resources, and technology. It serves MSMEs across various export sectors that seek to start or continue their journey to a circular economy in support of the United Nations' Sustainable Development Goals (SDGs). The event featured various digital components such as the Exhibition, Conference, Business Matching, and other special activities. SSX had more than 1,200 attendees, making it one of CITEM's most-attended online events.

The year 2022 also marked the return of in-person events for CITEM, as the agency also successfully mounted the physical comeback of IFEX Philippines at the World Trade Center Metro Manila in September. The three-day food trade show welcomed nearly 6,000 local and foreign buyers and visitors from all over the world. The event once again proved its flagship status, recording US\$ 107.01M in initial export orders and PhP 63.02M in initial domestic sales.

CITEM also held a digital event called Creative Futures, which is under CREATE Philippines, the country's flagship trade promotions program that showcases the Philippines' creative industries as a high-potential export sector and driver of economic growth. For Manila Fame, the agency organized FAME+ Market Days, an immersive online event for the home, fashion, and lifestyle sectors.

Aside from its signature events, the agency also spearheaded the country's participation in overseas trade fairs in various sectors, such as GULFOOD 2022 (hybrid) in Dubai, HKTDC International Sourcing Show 2022 (digital), China International Fair for Trade in Services (CIFTIS) (digital), China ASEAN Expo (CAEXPO) (hybrid), SIAL Paris (physical), China International Import Expo (CIIE) (hybrid), and the Paris-based Maison et Objet and More (MOM) (digital).

Beyond organizing events and country participation, CITEM tirelessly matches the evolving landscape of trade promotions by harnessing its promotions and business lead generation platforms and social media channels to boost the online visibility of Philippine products and services.

All of these efforts resulted in CITEM exceeding its \$66.49 million target export sales by an impressive 1,240 percent, hitting total export sales of \$824.719 million in 2022. CITEM also went beyond its target number of exhibitors, trade buyers, and inquiries. The number of exhibitors reached 1,976 against a target of 718, while the number of trade buyers also surpassed the target of 2,684, hitting 4,038. Trade inquiries quadrupled to 23,317 against the target of 5,691.

These accomplishments propel us forward, but we have even greater ambitions for the years ahead. Under my leadership, we have developed an 18-point agenda to take the agency to new heights. Our commitment to innovate and adapt to changing times will ensure that we are not merely participants, but pioneers in the export industry.

18-POINT AGENDA

01

We shall undertake a holistic path by assessing the global perspective in terms of the overall industry setting, directions, prospects, and trends. As we embark on this journey, we will make sure to give equal importance to every aspect of our industry. From assessing the trends shaping events, promotions, and e-commerce to examining design, production processes, and packaging, we shall leave no stone unturned.

02

Identify and pinpoint target customers for market positioning by unbundling and/or aggregating discerning clients by economic class, age, country, among others. We shall identify and segment our target markets meticulously. By determining the economic classes, age groups, and countries that resonate with Philippine products and services, we aim to position ourselves with precision.

03

Identify, create, and establish select champion products to position as a product leader or our banner to proudly claim as made in the Philippines. These products will carry our flag, symbolizing the excellence that the Philippines can proudly offer to the world. Together with MSMEs, designers, and exporters, we shall cultivate a diverse array of offerings that are not just products, but ambassadors of Filipino excellence and craftsmanship.

04

Amalgamate all MSMEs, exporters, and designers to classify types of produce, categorize workmanship/quality, and determine market and product viabilities/processes and material availability. We will work together with key stakeholders to assess viability, classify craftsmanship, and identify market entry points.

05

Conduct continuing programs to share the latest trends and best practices. By holding regular discussions, we can create a forum for the exchange of ideas and open up opportunities for partnerships. We will discuss the latest business apps, supply chain issues, and logistics concerns, and how to apply business cooperativism, tie-ups, partnerships, and sub-contracts.

06

Regularly hold round-table discussions for the exchange/sharing of ideas involving industry opportunities and threats. We shall ensure that we are equipped with the latest tools to enhance our productivity by collectively investigating business analytics as well as production methods, material preservation, and cost optimization.

07

Collaborate closely with all foreign embassies/consulates for programmed trade/commerce/exhibits expos, events, and activities. This outreach will facilitate trade, commerce, and exhibit opportunities, elevating the visibility of our products on the global stage. These embassies and consulates shall serve as invaluable bridges, linking us with international markets and helping us build relationships with other countries, which could lead to future opportunities.

08

Capitalize all our Philippine embassies/consulates abroad by providing updates. We shall leverage the resources of Philippine embassies/consulates by providing them with information about our events and trade participations so that they can promote them.

09

Encourage all embassy/consulate officers and staff to be adjunct product Ambassadors of the country. We shall also engage Filipinos abroad, encouraging them to embrace our products and share our story in order to drive our narrative further.

10

Lay down all possible business and contracting models to maximize exposures and potentials. We shall investigate possible partnerships and joint ventures to share resources and expertise and pursue the possibility of new projects that are mutually beneficial to the parties involved.

11

Map out a multiyear strategic action plan by determining the themes and highlights of each event. We shall develop a conceptual framework by pinpointing complementing core products to dispatch based on the particular demands of trade shows we participate in.

12

Mount regular/special exhibitions locally to showcase our latest products and services. By orchestrating regular exhibitions and thematic showcases, we shall unveil our exhibitors' latest offerings to potential buyers.

13

Create and establish a dedicated homepage for all industry players for their products/services. Our dedication to the digital realm continues by maintaining our online presence. For our signature brands, we have fameplus.com, ifexconnect.com, foodphilippines.com, createphilippines.com, and sustainability.ph.’

14

Identify variable schemes of incentives - among industry entrepreneurs, designers, craftsmen, and workers. In recognition of our industry’s unsung heroes, we shall devise schemes of incentives.

15

Strategically align the industry as a major tourism come-ons to enhance consciousness into experiencing the regional foods, commodity products, and personalized services. With Philippine products and services becoming tourism components, we will invite the world to experience the flavors, textures, and stories of our offerings.

16

Drum up or banner the industry’s label by actively participating in various foreign affairs/activities. This means representing the country and its products and services to foreign trade and commerce counterparts. This can be done by attending trade fairs, conferences, and other events where we can network with potential buyers and partners.

17

Provide annual recognition by class or category involved in the sector in order to boost the morale and intensify all players in the industry. Our journey forward will be marked by appreciation and celebration. Annual recognition will honor the champions of our sector, uplifting morale and igniting greater passion for their crafts and industries.

18

Collate all relevant data to capture the industry’s overall economic contribution to GNP and GDP. Lastly, we shall gather data that captures our industry’s immense socio-economic contributions. Through aggregated sales, material procurement, workforce employment, and economic growth figures, we shall paint a vivid picture of our impact on the national economic landscape.

PRODUKTONG PILIPINO PARA SA PILIPINO AT SA BUONG MUNDO

Capturing the essence of our commitment to excellence is our current maxim, “Produktong Pilipino para sa Pilipino at sa Buong Mundo.” The use of “produkto” (product) encompasses not only high-demand physical goods but also the remarkable skills and services that Filipinos are celebrated for worldwide.

Quality is not just a standard; it is an integral part of the Filipino way of life. It runs through our heritage and shapes our craftsmanship. Our capacity to compete on the international stage hinges on our ability to infuse this quality-driven ethos into every endeavor we undertake.

The world recognizes the caliber of Filipino products. Together with our stakeholders, CITEM will continue to strengthen the country’s presence on the global stage by continuously improving our signature programs and finding innovative ways to champion Philippine products and services. As always, we embrace this challenge wholeheartedly and with passion.

\$ 824.719M

IN REPORTED EXPORT SALES

For the period covering January to December 2022, the Center for International Trade Expositions and Missions (CITEM) generated a total of US\$824.719M in reported export sales (booked and under negotiation) for participating exhibitors. These were facilitated through the following CITEM projects/programs: Signature Events in Physical and Digital Platforms, Philippine participation in Overseas Trade Fairs in hybrid, physical and digital formats, B2B Business Matching Events, and through the CITEM Digital promotion platforms and websites.

As of end-December 2022, a total of 23,317 trade inquiries were generated for 1,976 SMEs/ companies assisted by the agency, from 4,038 local and international trade buyers/partners around the world participating in CITEM projects/programs implemented during the year.



HIGHLIGHTS OF ACCOMPLISHMENTS

A SIGNATURE EVENTS

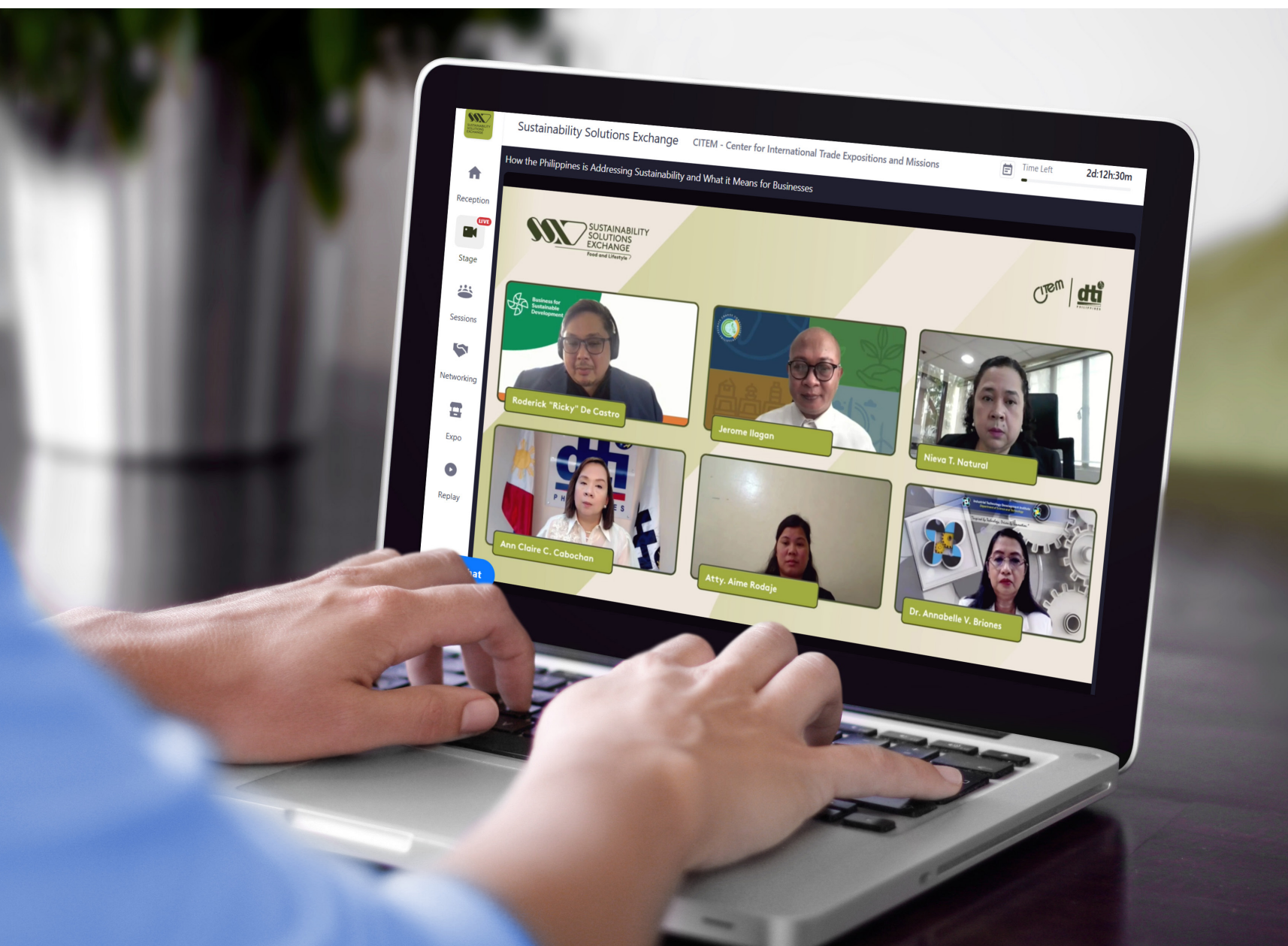
CITEM mounted four (4) Signature Events: IFEX Philippines (22-24 September 2022) in hybrid format, with the rest in digital format, namely: (1) Sustainability Solutions Exchange (SSX) Digital Exhibition and Conference (23-25 March 2022); 2) CREATEPhilippines Creative Futures (28-29 July 2022); and 3) FAME+ Market Days (20-21 October 2022). Total accomplishments of CITEM Signature Events are as follows:

- **1,117 EXHIBITORS ASSISTED**
- **1,358 TRADE BUYERS CONNECTED**
- **13,836 TRADE INQUIRIES GENERATED**
- **US\$107.01 MILLION IN EXPORT SALES GENERATED.**



SUSTAINABILITY SOLUTIONS EXCHANGE (SSX) DIGITAL EXHIBITION (23-25 MARCH 2022)

To address the rising global demand for sustainable goods and services, CITEM launched the Sustainability Solutions Exchange (SSX) Digital Exhibition and Conference on 23-25 March 2022. SSX is a platform that promotes the much-needed shift towards sustainable consumption and production among local brands, local MSMEs, and sustainable, green, and/or environment-friendly Philippine industries. The activities were aimed to help create sustainable value chains that can contribute to the United Nations' Sustainable Development Goals (SDG) 2030. SSX had more than 1,200 attendees, making it one of CITEM's most attended online events. One hundred ninety-nine suppliers (199), including two foreign suppliers, of sustainability solutions, products, and services participated in the expo/exhibition component of SSX, which generated 82 purchasers (or trade buyers).



CREATEPHILIPPINES: CREATIVE FUTURES (28-29 JULY 2022)

The 2nd edition of CREATEPhilippines Creative Futures covered and featured various creative domains and/or sectors, such as: Advertising, Communications Design, Film, Architecture & Design, IP, Digital Content, Gastronomy, Publishing, Fashion, Creative Governance, Music, Esports, Dance, Game Development, and Culture & Heritage. Creative Futures remains as the most attended online event of CITEM. The 2nd iteration of Creative Futures recorded an increase in total registrations from the previous edition (3,118 vs 2,643), total attendees (2,014 vs 1,824), number of stage presentations/talks (12 vs 7), and peak number of attendees (909 vs 769). This was also the first time Creative Futures featured an expo/exhibition component that saw 150 creative professionals, agencies, and companies joining this culminating activity for exposure to CITEM's business and professional network through its promotional activities.

IFEX PHILIPPINES (22-24 September 2022)

IFEX Philippines, CITEM's long-running trade event and banner sourcing program for Philippine and global food and ingredients, showcased thousands of premium Philippine food products from 324 Philippine food, beverage, and ingredient companies during the physical trade fair event. IFEX Philippines' comeback to physical/in-person event recorded 789 trade buyers, 208 (26%) of which were foreign trade buyers that came mainly from the USA, UAE, Japan, and Australia. The show also recorded US\$ 107.01M in initial export orders and PhP 63.02M in initial domestic sales. Top-selling products were biscuits and confectioneries, fruits and vegetables, fine food and specialties, organic and natural products, and beverages.



FAME+ Market Days (20-21 October 2022)

FAME+ Market Days, an immersive online event for the Home, Fashion, and Lifestyle sector, held its second edition live via digital event platform Hopin. This year's event included the following components and features: 1) A digital expo/exhibition component where exhibitors presented pitching videos to potential buyers who can view the videos on demand from the digital event platform; 2) New collection of home, fashion, and lifestyle pieces from CITEM's Product Development Program (PDP) showcased in the Design Commune; and 3) Individual Sessions with Global Trend Ambassador Patti Carpenter and WGSN Global Trend Consultant Jacqueline Wong who tackled macro trends and consumer profiles for future markets, respectively. The Digital Event accomplished the following: a) No. of Attendees: 490; b) No. of Digital Storefronts thru FAME+: 279 booths; c) 487 trade buyers in Hopin led by the Philippines, USA, Australia, and Italy; and d) 151 Business Matching activities completed via Zoom, with 66 exhibitors and 25 buyers from 15 countries from 17-21 October 2022.



B OVERSEAS TRADE PROMOTION PROGRAMS

(in hybrid, physical, and digital formats) and Business Matching Events

From January to December 2022, CITEM represented the Philippines in the following Overseas Trade Fairs (OTFs) and events:

- GULFOOD 2022 (hybrid) to promote PH Halal, Organic, and Specialty Filipino food products in Dubai;
- HKTDC International Sourcing Show 2022 (digital) to promote FAME+ brands as part of the agency's institutional promotion plans for the brand;
- China International Fair for Trade in Services (CIFTIS) (digital) to promote Information Technology and Business Process Management (IT-BPM);
- China ASEAN Expo (CAEXPO) (hybrid) to promote PH food and non-food products;
- SIAL Paris (physical) to promote PH food products;
- China International Import Expo (CIIE) (hybrid) to promote PH food and coconut non-food products; and
- Maison et Objet and More (MOM) (digital) to promote Philippine-made HFL products across Asia and Europe.

Moreover, in coordination with the Export marketing Bureau (EMB), CITEM hosted several online B2B Business Matching activities for the food sector:

- GULFOOD 2022 Business Matching Series in ME/Africa (1-3 March 2022) and Kingdom of Saudi Arabia (KSA) (6-7 April 2022); and
- B2B with a buyer from Moscow, Russia (on 28 April 2022).

Total Accomplishments from CITEM Overseas Trade Promotion Programs are as follows:

- **238 SMES/COMPANIES ASSISTED**
- **1,652 TRADE BUYERS CONNECTED**
- **8,259 TRADE INQUIRIES GENERATED**
- **US\$717.459 MILLION IN EXPORT SALES GENERATED.**



GULFOOD 2022

Hybrid Trade Fair

Physical Event: 13-17 February 2022 (Dubai, UAE)

Online Business Matching Events: 1-3 March (ME / Africa);
6-7 April (Saudi Arabia)

The “Gulf Food Hotel and Equipment Exhibition and Salon Culinaire” (GULFOOD) is one of the world’s largest food and beverage trade exhibitions. It is a highly popular food trade event for the Middle East/Gulf region and is regarded as among the most important trade events by food industry members and buyers from all over the world. The 27th edition of GULFOOD estimated more than 98,000 professional attendees from 120 countries and over 5,000 exhibitors from diverse product sectors.

The Philippine participation in GULFOOD, including online business matching events in the Middle East, African Region, and Saudi Arabia, generated US\$ 34.561M in total sales (booked and negotiated) from 610 trade buyers, with over 2,800 trade inquiries received by 39 participating Philippine food companies. The best-selling products included the unMEAT line (i.e., plant-based meat alternatives), coconut products, condiments, tamarind mix, pili nuts, dried fish noodles, and canned seafood.



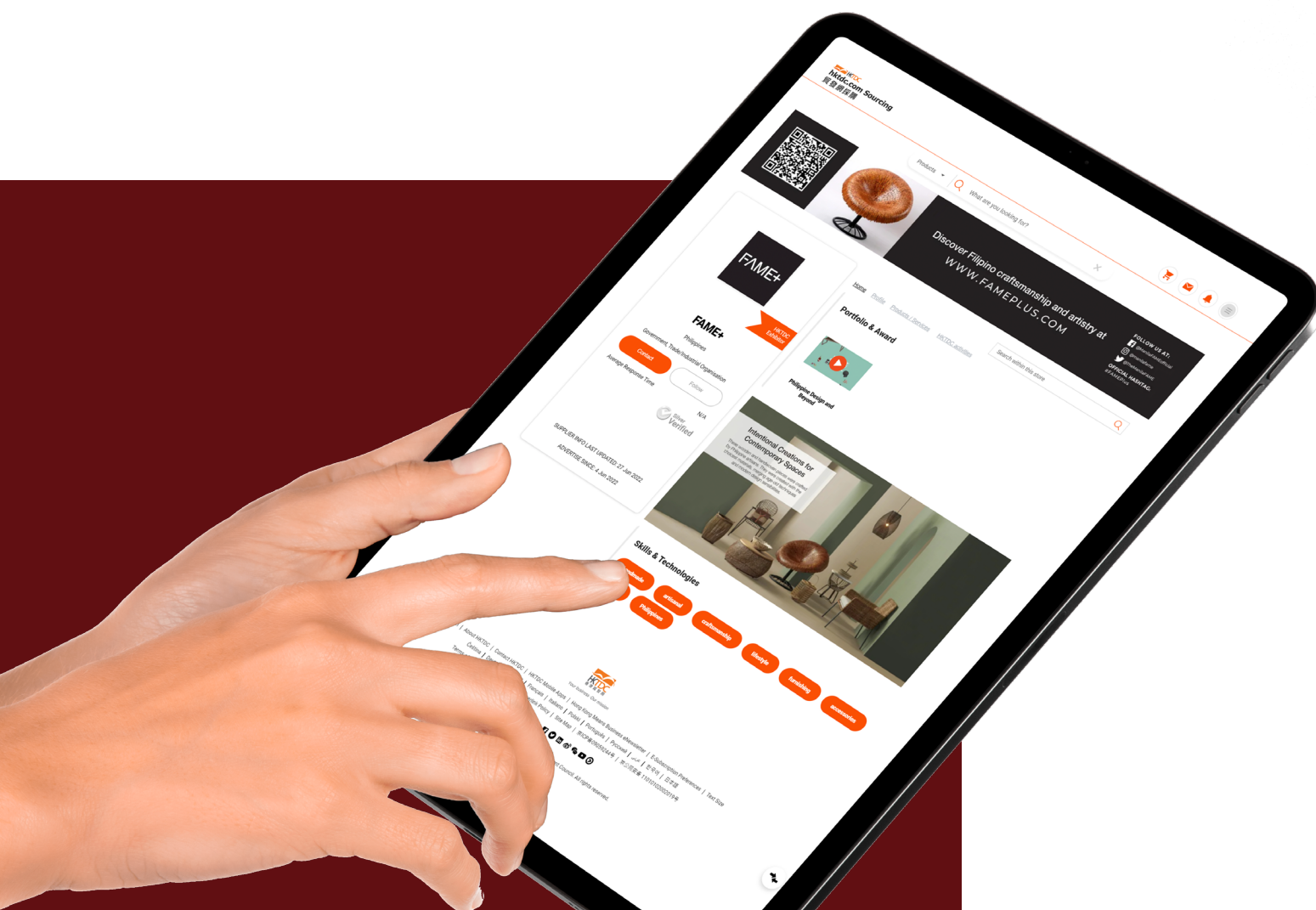
HKTDC INTERNATIONAL SOURCING SHOW

Digital Trade Fair Sourcing Platform

05 June-04 August 2022

As part of the efforts to promote FAME+ and to reach more buyers and generate more leads, CITEM brought the FAME+ brand to the Hong Kong Trade Development Council (HKTDC) in time for the Hong Kong Houseware physical fair on 05-08 July 2022. The HK Houseware Fair together with seven concurrent HKTDC trade fairs were held under one roof, and were marketed under the name of “HKTDC International Sourcing Show” (ISS) in a showcase-oriented format with physical and online business matching elements. CITEM developed and mounted a two-month FAME+ digital profile in the HKTDC Sourcing platform from 05 June to 04 August to be able to connect with over 2,000,000 registered online buyers before, during, and after the live days of Hong Kong Houseware Fair.

The creative goods of FAME+ exhibitors were featured in the ISS platform. The digital event was accompanied by Click2Match, a platform that allowed guests to visit the vendors’ respective HKTDC Sourcing Platform pages. Collectively showcasing natural materials, fine craftsmanship, and modern design, the Filipino products in the FAME+ booth garnered more than 18,000 page views and more than 1,000 recommendations during the fair.



CHINA INTERNATIONAL FAIR FOR TRADE IN SERVICES (CIFTIS)

Digital Trade Fair

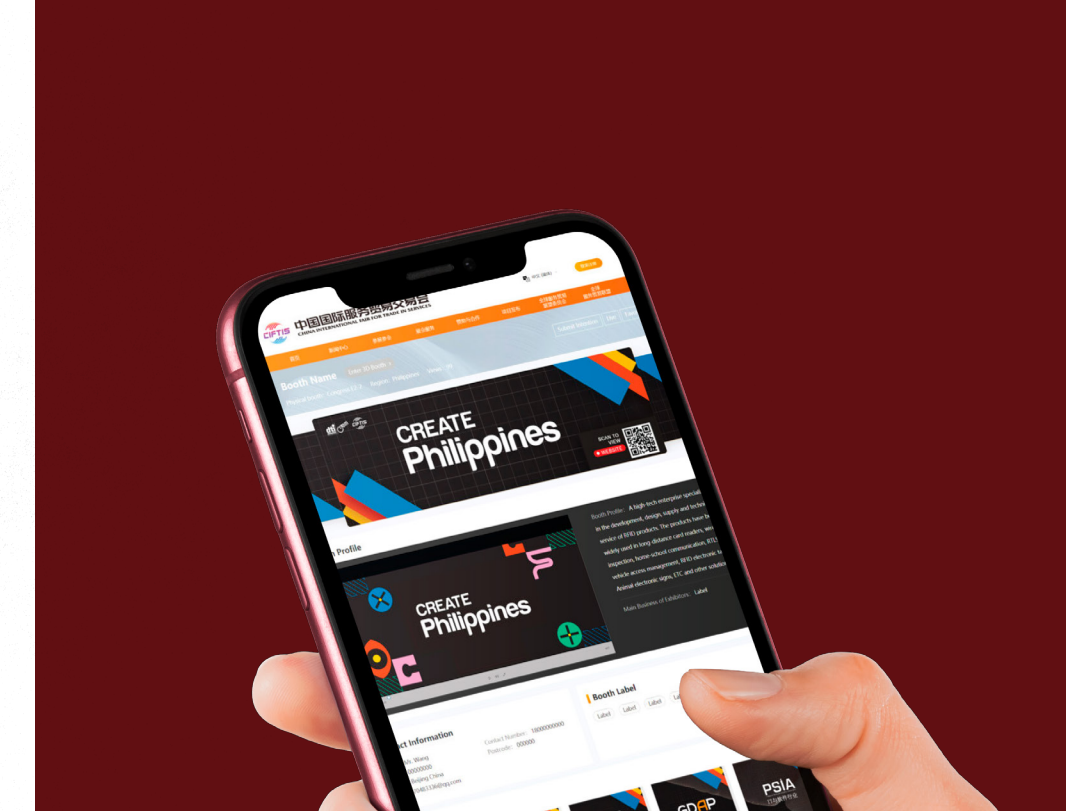
31 August-05 September 2022

CIFTIS is one of the three (3) well-supported trade fairs in China along with China International Import Expo (CIIE) and the Canton Fair. For this year’s edition, the Philippines, through CITEM in collaboration with PTIC Beijing and EMB, featured the digital service industry to CIFTIS as this industry is now considered a global driver. It is also seen to have a huge potential in the China market as enterprises globalize and recognize the need for talents that are both experienced and English-proficient.

Results of the PH participation to CIFTIS are as follows:

For the Digital Booth: a) Exhibitors featured: 6, namely: Animation Council of the Philippines (ACPI); Game Developers Association of the Philippines (GDAP); Philippine Software Industry of the Philippines (PSIA); Rezonate (under ACPI); IN2Go (under PSIA); and IT Business Process Association of the Philippines; b) Number of inquiries: 1,228; c) Number of page views: 1,016; d) Most viewed exhibit page: Animation, followed by Game Development; e) with 15 buyers tagging PH Pavilion as favorite.

For the Forum: A total of 30 attendees participated.



CHINA-ASEAN EXPO (CAEXPO)

Hybrid Trade Fair

Nanning, Guangxi, China and Online
16-19 September 2022

China-ASEAN Expo (CAEXPO) is the only international trade fair in the region dedicated to promoting the building of the China-ASEAN Free Trade Area (CAFTA) and celebrating regional economic and trade cooperation. CAEXPO is significant to the Philippines as it provides access to diverse opportunities for trade and investments with China's continuous economic expansion. In addition, it is the only platform to showcase the Philippines as a viable source of quality products and services and promote goodwill with the Chinese government on different levels—trade, tourism, and investment.



In CAEXPO's 19th edition, the Philippines was featured in the following:

National Pavilion – The final artwork of the Pavilion was inspired by the design of the Cagayan Economic Zone Authority (CEZA). The visuals and graphics used reflected Philippine culture, such as the Festival and its beautiful destinations.

Commodity Pavilion – A Philippine delegation of 21 food and lifestyle MSMEs took part in the exhibition component of the hybrid event. B2B Meetings arranged by CAEXPO Secretariat were participated by 10 Food companies (Online) with 10 Trade Buyers connected. The PH participation generated 54 inquiries for online and physical participants from 32 trade buyers which resulted in US\$ 12,367.74 initial sales.

Investment Promotion Activities – 1) In the PH Investment Forum Event, the Philippine Board of Investments (BOI) presented its program Online and led the country's investment forum participation at the CAEXPO. The forum was participated by Chinese Investors in the sectors of Industrial, Energy, Bank and Commerce, and Trading; 2) Roundtable Meeting for China-ASEAN Investment Cooperation was participated by China Investment Promotion Agencies (IPAs). The Philippines was represented by Vice Consul Commercial Attache Froilan Pamintuan of Philippine Trade Industry Center of Guangzhou; 3) Promotion Conference for ASEAN Industrial Park – Participated by five (5) Philippine Investment Promotion Agencies: PEZA, CEZA, SBMA, CDC and BCDA.

Regional Comprehensive Economic Partnership

(RCEP) Gallery: 1) The 19th CAEXPO featured a dedicated zone at Hall B2 of the Nanning International Convention and Exhibition Centre (NICEC). The gallery highlighted ASEAN countries, the ASEAN Secretariat, and other RCEP members. Most distinctive products and iconic cooperation projects between China and ASEAN and those within the RCEP framework were on display; 2) 30 unique sample products from the companies who joined in the Physical Show were displayed inside the Pavilion; and 3) the AVP of the Tourism Promotions Board (TPB) and CITEM materials were presented on the LED screen.

SIAL PARIS 2022

Physical Trade Fair

Paris, France
15-19 October 2022

SIAL Paris 2022 was organized by Comexposium and is considered the most renowned food trade fair in France, as well as one of the most anticipated food innovation exhibitions in the world. It is also the 2nd largest food show next to Anuga in Germany.

The Philippine participation in SIAL Paris 2022 was organized by the Department of Trade and Industry through CITEM, the Philippine Trade and Investment Center-Paris (PTIC- Paris), the Export Marketing Bureau (EMB) and funded through the Coconut Farmers and Industry Development Plan (CFIDP).

The Opening Ceremony of the Coconut Philippines Pavilion held on 15 October 2022 was graced by VIPs, such as H.E. Junever Mahilum-West, Ambassador of the Republic of the Philippines to France; Mme. Christine Fortin, Official Representative for South Asia and Southeast Asia – Department of International

Affairs, Ministère de L'Agriculture et de la Souveraineté Alimentaire; and Mme. Audrey Ashworth, Event Director of SIAL Paris. PTIC-Paris Commercial Counselor Rosa Katrina Banzon, EMB Chief Myrtle Faye L. Solina, and Ms. May Theresa Abarquez of Hijo Superfoods (private sector focal person) joined the Ribbon Cutting Ceremony.

The Philippine participation in SIAL Paris 2022 was able to assist 13 Philippine exporters in showcasing their high-value coconut, cacao, coffee and ube products. In total, 353 business-to-business meetings were conducted, 282 unique buyers connected, and 411 inquiries generated from prospective buyers, distributors, importers, and others. As a result of these activities, a total of US\$ 25.788M in export sales was generated. Best-selling products were coconut wraps, coconut cereals, coconut water, coconut milk, and Virgin Coconut Oil (VCO).

CHINA INTERNATIONAL IMPORT EXPO (CIIE)

Hybrid Trade Fair

Shanghai, China and Online
05-10 November 2022

The Philippines thru DTI-CITEM returned for the fifth time to the China International Import Expo (CIIE), the first national-level import-themed professional trade fair in the world, held at the National Exhibition and Convention Center, Shanghai, China from November 5 to 10, 2022. The Philippine delegation consisted of 62 companies—56 food companies and 6 non-food coconut companies. This was the largest number of contingent/delegates to date since the country joined CIIE's maiden edition in 2018. The Philippine Pavilion this year acquired a total space of 168 sqm, 56% bigger to last year's space of 108 sqm. FOODPhilippines, in collaboration with CoconutPhilippines and Liwayway Marketing

Corporation, took visitors on an exciting tropical escape through the Philippine Pavilion at the 5th CIIE with the theme, "Festival of Island Flavors."

The Philippine Pavilion received a total of 2,547 inquiries from 186 trade buyers, which generated US\$ 655M in total sales for the participants.

The Philippines' hybrid participation was led by DTI through CITEM, its export promotion arm. It was co-organized with the Foreign Trade Service Corps (FTSC) through the Philippine Trade and Investment Center-Shanghai (PTIC-Shanghai), the Export Marketing Bureau (EMB), together with partner agencies the Department of Agriculture (DA) through the Office of the Agricultural Counsellor in Beijing (OAC-Beijing), and the Philippine Exporters Confederation, Inc. (PHILEXPORT).

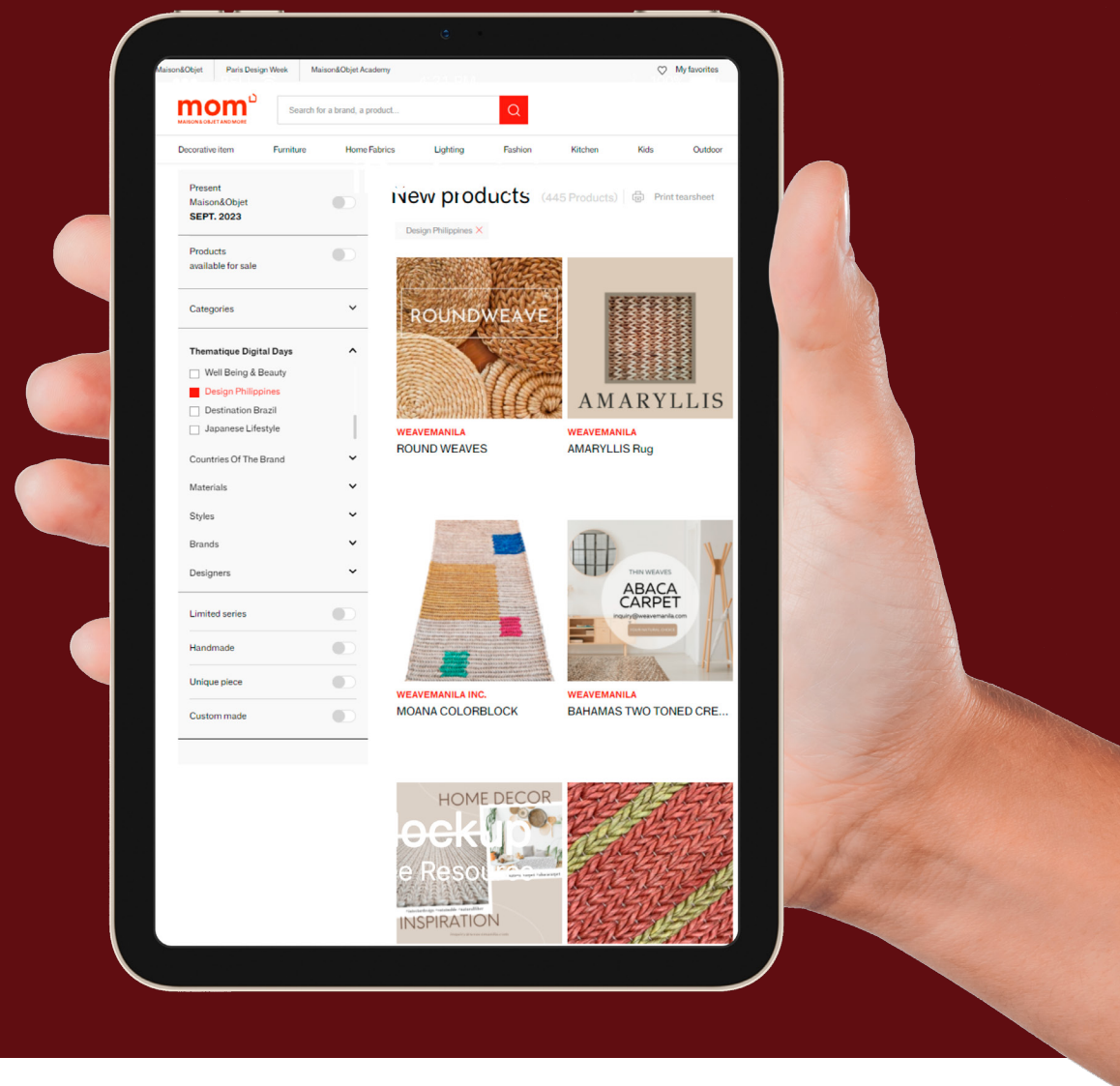


MAISON&OBJET AND MORE (MOM)

Digital

January-December 2022

MOM is the Digital Fair version of Maison & Objet, the Paris-based international authority for home decor, interior design, architecture, and lifestyle culture, which was first staged on 4-18 September 2020. For this year, CITEM showcased 36 participating companies in MOM, generating sales amounting to US\$ 2.098M for participating exhibitors. From January to December 2022, these brands/companies received 1,204 inquiries from 773 unique buyers. A total of 1,090 products were also promoted live via MOM.



C DIGITAL TRADE AND COMMUNITY PLATFORMS (DTCP) AND WEBSITES

As of end-December 2022, CITEM was able to build and has been maintaining five (5) promotions and business lead generation platforms:

1. fameplus.com
2. ifexconnect.com
3. foodphilippines.com
4. createphilippines.com
5. sustainability.ph

Total Accomplishments of the DTCPs and Websites are as follows:

- 1,117 EXHIBITORS ASSISTED
- 1,358 TRADE BUYERS CONNECTED
- 13,836 TRADE INQUIRIES GENERATED
- US\$107.01 MILLION IN EXPORT SALES GENERATED.

FAME+ (fameplus.com)

In October 2020, given the increasing digitalization of the industry, CITEM launched FAME+, the agency's digital sourcing and storytelling platform for the home, fashion, and lifestyle (HFL) sectors. The FAME+ website houses catalogs of premium homeware, furniture, lighting, apparel, footwear, jewelry, art, and lifestyle products. As of end-December 2022, 297 exhibitors had been onboarded since its launch in 2020, including 41 newly-onboarded exhibitors added from January to December 2022.

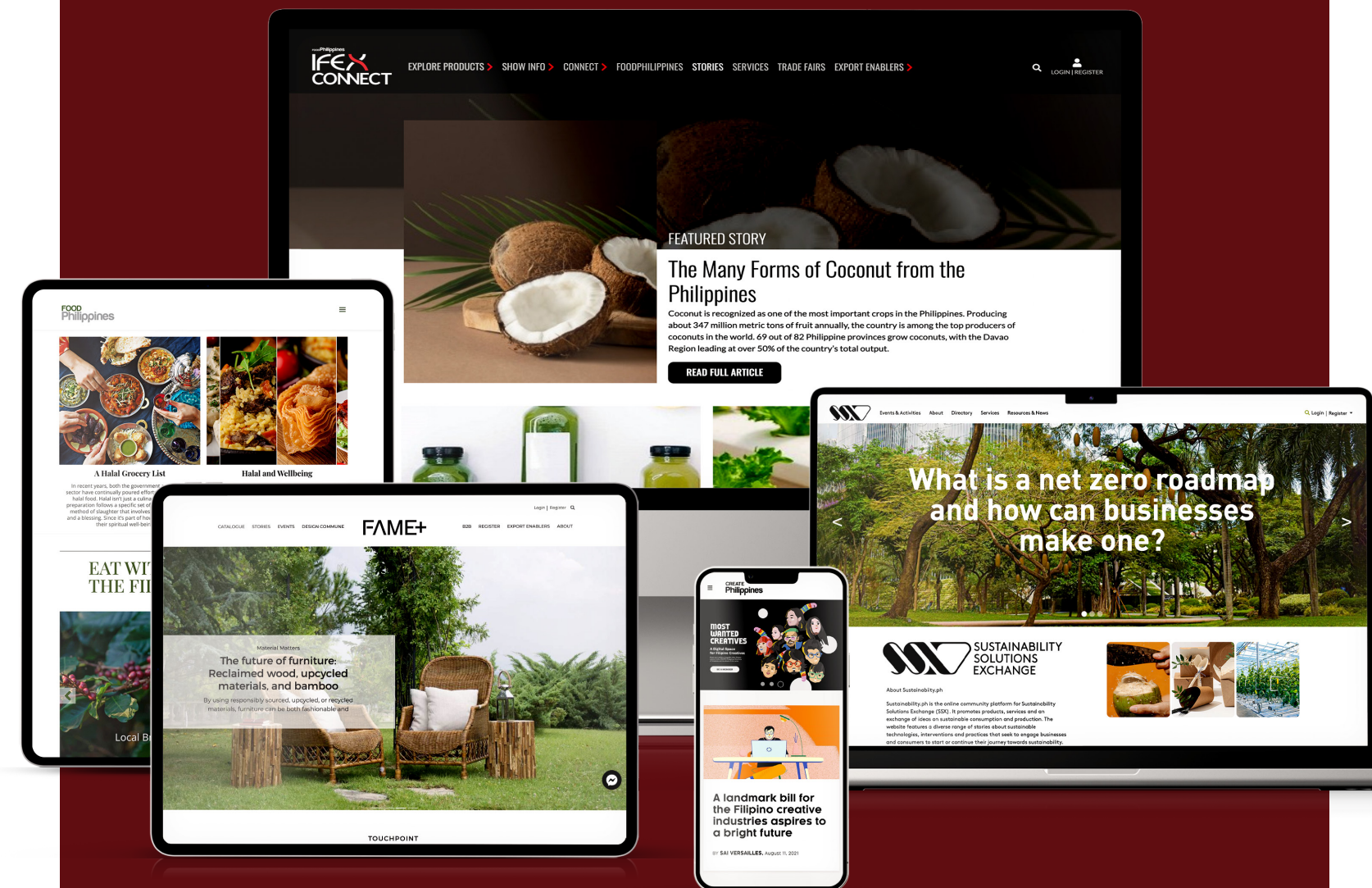
Through FAME+, the discoverability of Philippine brands is being amplified, and sourcing is enabled anywhere, at any place, 24 hours a day, 365 days a year. It has reached over 440,000 users since its launch in 2020 with over 150,000 users recorded from January to end-December 2022. The buyer campaigns have resulted in 811 buyer registrations for the period of January to end-December 2022. Tagged as "the ultimate space for Philippine design," FAME+ is in line with the agency's continuing export-promotion initiatives meant to ensure that the country's MSMEs remain competitive globally.

IFEXConnect (ifexconnect.com)

IFEXConnect.com is the digital sourcing platform for premium quality and unique Philippine and global food and ingredients, which was launched to the public on 23-25 September 2021 during the first IFEX Philippines Digital Expo. Through the platform, exhibitors were able to establish their online presence and reach new markets through CITEM's effective content marketing and strategic distribution efforts. As the online home of long-running trade event IFEX Philippines, it offers optimized sourcing, learning, networking, and B2B opportunities for the global food export community 24/7. As of end-December 2022, 324 exhibitors had been onboarded, including 150 newly-onboarded exhibitors from January to December 2022, with 2,100+ SKUs uploaded. It has reached over 117,000 users since its launch with over 84,000 users recorded from January to end-December 2022.

FOODPhilippines (foodphilippines.com)

FOODPhilippines.com is an online destination for all content that promotes Philippine food, overseas trade fairs carrying or promoting the FOODPhilippines brand, and CITEM-organized events, particularly IFEX Philippines and all food-related efforts of Sustainability Solutions Exchange (SSX) Philippines. It is an interactive community platform that tells stories of Philippine food for food enthusiasts to enjoy. The platform promotes Philippine cuisine and ingredients through narratives on food products, processes, personalities, and recipes old and new. Together with ifexconnect.com, the foodphilippines.com was launched to the public on September 23-25, 2021 at the first IFEX Philippines Digital Expo. It has reached over 48,000 users for its exhibitors since its launch, and over 47,000 users from January to end-December 2022.



CREATEPhilippines (createphilippines.com)

CREATEPhilippines.com was officially launched during the second day of CREATEPhilippines Creative Futures held on 28-29 June 2021. The CREATEPhilippines website showcases original and aggregated content for various creative industries, with special features or spotlights on the following cultural domains: Advertising, Film, Animation, Game Development, and Design. It has reached over 48,000 users for its exhibitors since its launch, and over 28,000 users from January to end-December 2022. In 2022, the 150 creative professionals, agencies, and companies which joined Creative Futures were onboarded onto CREATEPhilippines' Directory of Creatives in the CREATEPhilippines website. Likewise, an additional 15 creatives were onboarded into the directory from August to December 2022.

Sustainability Solutions Exchange (SSX) (sustainability.ph)

Sustainability.ph is the online community platform for Sustainability Solutions Exchange (SSX), which was launched during the 3-day SSX event held on 23-25 March 2022. The website serves as a platform that promotes products, services, and a venue to exchange ideas on sustainable consumption and production. It features a diverse range of stories about sustainable technologies, interventions, and practices that seek to engage businesses and consumers to begin or continue with their journey towards sustainability. It has reached 21,618 users as of end-December 2022.

D OTHER TRADE PROMOTION EVENTS

PHILIPPINES' NATIONAL DAY IN EXPO 2020 DUBAI

PHILIPPINES@EXPO DUBAI BUSINESS EVENTS

Dubai, UAE
11 February 2022

CITEM's participation in Expo 2020 Dubai, which was held on 11 February 2022 under the leadership of Philippine Department of Trade and Industry, was marked by a well-attended Country Business Briefing and a rousing observance of the tri-color emblem during the flag raising ceremony in celebration of Philippine National Day. Following the Flag Raising Ceremony at the Al Wasl Plaza, then DTI Secretary Ramon M. Lopez spearheaded the Country Business Briefing with a short presentation of updates relating to the Philippine economy tackling the myriad trade, investment, and partnership opportunities. The country's tri-color symbol of pride was raised together with the UAE flag, the host country of the current world expo. Other Philippine National Day activities featured cultural dances and festivities.

CFI.CO AWARDS CITEM THE

BEST EXPORT PROMOTION AGENCY SOUTHEAST ASIA 2022

Each year, CFI.co seeks out individuals and organizations that contribute significantly to the convergence of economies and truly add value for all stakeholders. The CFI.co jury presents CITEM with the 2022 Best Export Promotion Agency (Southeast Asia) award.

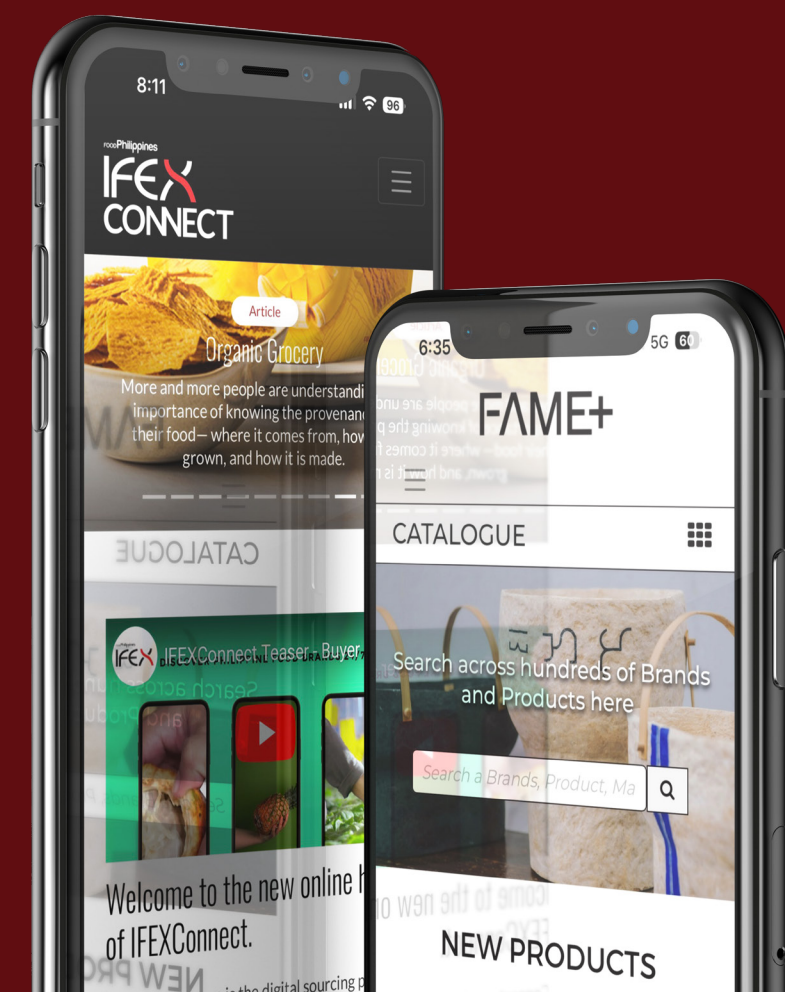
The Tagalog word malasakit has no direct translation in English, but an approximate definition might be to “care for something (someone) as if it were one’s own.” The Center for International Trade Expositions and Missions (CITEM) works primarily — 99 percent — with micro and small businesses across the Philippines. Malasakit is a common concept at CITEM, where team members focus on creating a superior user experience and empowering customers to reach a wider audience. CITEM offers handholding support to businesses, assisting with content creation, protocol development, and technology evaluation. The heart of CITEM is its people: employees, business partners, and community stakeholders. When Covid shut down in-person conferences, CITEM turned to digitalization to showcase local talents. The Philippines is considered one of the social media capitals of the world, giving CITEM a

direct pipeline to a well-developed creative industry. CITEM aims to put the Philippines on the global map as a creative hub with a reputation for digital skills as well as artisanal and bespoke workmanship. It has brought Manila FAME — the home, fashion, and lifestyle trade show running since 1983 — into the digital sphere with FAME+. There Philippine MSMEs and artisans will find virtual versions of the networking and capacity-building support provided at the bi-annual trade show. CITEM initiated a conference promoting the Philippine creative industries in June 2021, a food industry forum and expo in September 2021, and a digital exhibition and conference on sustainability solutions in March 2022. The agency also launched dedicated online platforms promoting the country’s food, creatives, and sustainable solutions industries.

The Civil Service Commission Acknowledges CITEM’s “Tireless Commitment, Resiliency, and Priceless Contributions”

CITEM was given a Certificate of Appreciation by the Civil Service Commission on 28 September 2022 for its delivery of exemplary public service, through the tireless commitment, resiliency, and priceless contributions of its government frontliners and workers, amidst the COVID-19 pandemic.”

CITEM would like to extend its gratitude to the Civil Service Commission for the recognition and would like to assure the public that CITEM will continue to strengthen its export promotion efforts for the benefit of its stakeholders as the agency continues to champion Philippine products and services in the global market.



cfi.co

AWARDS 2022

As provided under Section 48 of CITEM Revised Manual of Corporate Governance and consistent with its Corporate Social Responsibility, “CITEM should strive to reuse and recycle where possible and dispose of non-recyclable items responsibly, thereby minimizing our impact on the environment. In doing so, by adopting simple, environmentally friendly initiatives, CITEM will raise awareness among the community.”

To address the rising global demand for sustainable goods and services, CITEM launched the Sustainability Solutions Exchange (SSX) Digital Exhibition and Conference on 23-25 March 2022. SSX is a platform that promotes the much-needed shift

towards sustainable consumption and production among local brands, local MSMEs, and sustainable, green, and/or environmentally friendly Philippine industries. The activities were aimed to help create sustainable value chains that can contribute to the United Nations’ Sustainable Development Goals (SDG) 2030. SSX had more than 1,200 attendees, making it one of CITEM’s most attended online events. One hundred ninety-nine suppliers (199), including two foreign suppliers, of sustainability solutions, products, and services participated in the expo/exhibition component of SSX, which generated 82 purchasers (or trade buyers).

Together with the DTI (Department of Trade and Industry) Regional Offices (National Capital Region, Regions 4A, 5, 7, 8) along with attached agencies (Design Center of the Philippines, Export Marketing Bureau), and other line agencies (DOST - Industrial Technology Development Institute and DOST - Philippine Textile Research Institute), SSX succeeded by the sheer number of SMEs in the sustainability space that exhibited in SSX Digital Expo. It was also worth noting that the Design Center of the Philippines (DCP), one of SSX Expo partners, introduced its major projects on pineapple leaves and bakong (aquatic plant). Thirty-two (32) SSX suppliers that used bakong (aquatic plant) and pinyapel (from discarded pineapple leaves) displayed their designs and services during the Expo.

Further, SSX Digital Conference - with the theme “Solutions towards Green Growth” - addressed key areas to support responsible and sustainable consumption and production, from opportunities and challenges to solutions and systems in practice. Topics included in the Conference are as follows: 1) Keeping up with the Global Sustainability Agenda; 2) The State of Sustainability in the Philippines; 3) How the Philippines is addressing Sustainability and what it means for

businesses; 4) Road to Circular Food; 5) Sustainability Trends for the future of food; 6) Zero Emissions, Zero waste, and Zero Barriers, among others. The session “How the Philippines is addressing Sustainability and what it means for businesses” had the highest peak attendee count at 551 attendees, followed by the session on “The State of Sustainability in the Philippines” with 455.

Likewise, as part of its initiative to give back to the community, CITEM donated the amount of P10,000.00 to support the Youth Servant Leadership and Education Program (YSLEP) of Caritas Manila which aims to assist underprivileged youths in their studies. Through this project, CITEM contributed to the achievement of the UN’s Sustainable Development Goal on Quality Education. Moreover, CITEM donated Php10,000.00 to SOS Children’s Villages Philippines to aid the organization in helping orphaned, abandoned, and neglected Filipino children be given the care they need. Through this project, CITEM contributed to the achievement of the UN’s Sustainable Development Goal on Good Health and Well-being. Details of CITEM’s FY2022 CSR activities are available on the agency’s website.

CITEM PERFORMANCE SCORECARD FOR 2022

		Objective/ Measure	Formula	Weight	Rating System	2022 Target	January - December 2022 Accomplishments	GCG-VALIDATED SCORE
	SO1	Ensure Financial Sustainability						
FINANCIAL	SM 1	Cost Recovery Ratio	Total Revenue from Promotional Events / Total Project Cost	25%	(Actual / Target) x Weight	23%	43.52%	25%
	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	90%	79.84%	4.44%
	2b	Disbursements Budget Utilization Rate	Total Disbursements / Total Obligations <i>(Both Net of PS Cost)</i>	2.5%	(Actual / Target) x Weight	90%	88.78%	2.47%
	2c	Disbursements Budget Utilization Rate	Total Disbursements / DBM-Approved Corporate Operating Budget <i>(Both Net of PS Cost)</i>	2.5%	(Actual / Target) x Weight	90%	70.88%	1.97%
			<i>Sub-total</i>		35%			
	SO2	Improve Stakeholders Satisfaction						
	SM 3	atisfied 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 It Below 80% = 0%	90%	92.44%	2.50%

CITEM PERFORMANCE SCORECARD FOR 2022

	3b	Digital Trade Fair Exhibitors		-		Measure excluded		
	3c	Physical Trade Fair Buyers	Number of Respondents Who Gave a Rating of At Least Satisfactory / Total Number of Respondents	2.50%	(Actual / Target) x Weight It Below 80% = 0%	90%	90.41%	2.50%
	3d	Digital Trade Fair Buyers		-		Measure excluded		
	SO3 Increase Stakeholders Awareness							
STAKEHOLDERS	SM4	Number of Trade Buyers Attending Export Promotion Events	Actual Accomplishment	10%	All or Nothing	2,684 (Trade Buyers Only, Unique Count)	Cannot be validated	0.00%
	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	10%	(Actual / Target) x Weight	100% Attainment of 2022 KPIs Based on the Board-Approved Marketing Plan		
						1. Event Attendance Viewership (10,000)	10,566	2.50%
						2. Website Pageviews 500,000	958,237	2.50%
						3. Unique Users on Platforms (100,000)	333,060	2.50%
4. Social Media/Community Following (500,000)	Cannot be validated	0.00%						
SM 6	Increase PR Value	Total PR Value of CITEM's 2022 Projects	5%	(Actual / Target) x Weight	P275 Million	P781.77 Million	5.00%	

CITEM PERFORMANCE SCORECARD FOR 2022

	SO4	Accelerate the Growth and Development of SMEs						
	SM 7	Number of SMEs Participating in Export Promotion Activities	Actual Accomplishment	10%	(Actual / Target) x Weight	718	Measure excluded	
		<i>Sub-total</i>		40%				17.50%
	SO5	Institutionalize Systems and Processes, including the Enhancement and Development of CITEM's Digital Promotion Structure						
INTERNAL PROCESS	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	100% Attainment of 2022 Deliverables* (Based on DICT-Endorsed/Approved ISSP 2021-2023)	100% of the 2022 Deliverables Attained	10.00%
	SO6	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	Passed Surveillance Audit for ISO 9001:2015 Standards	5.00%
		<i>Sub-total</i>		15%				15.00%
	SO7	Enhance the Competencies of the CITEM Workforce						
LEARNING & GROWTH	SM 10	Improve Competency Baseline of the Organization	Competency Baseline 2022 - Competency Baseline 2021	5%	All or Nothing	Improvement in the Competency Baseline of the Organization	Competency Baseline Improved	5.00%
		<i>Sub-total</i>		5%				5.00%
		TOTAL		95%				71.38% out of 95% or 75.14% out of 100%

RISK MANAGEMENT

CITEM has instituted the following measures to mitigate identified operational risks:

01

PERFORMANCE REVIEW:

Periodic performance review of operations and activities to determine actual accomplishment vis-à-vis targets/objectives. Management requires all operating units to submit weekly accomplishment reports and top three priorities for the coming week to ensure that projects are monitored according to the expectations of stakeholders.

02

COMPLIANCE REVIEW:

Periodic review of internal business processes to ensure compliance with current regulations, policies and procedures and other requirements. Expenses are monitored accordingly. This is done during Regular Management Committee meetings with the different functional groups.

03

PERCEPTION AND VALUE ASSESSMENT:

Stakeholders/Satisfaction Survey for each of the projects is undertaken by a third party to check if the performance standards set by the Agency for its stakeholders are met. This feedback mechanism strengthens stakeholders' participation in the Agency's service-related processes and ensures transparency and public accountability. It likewise identifies areas that need improvement.

04

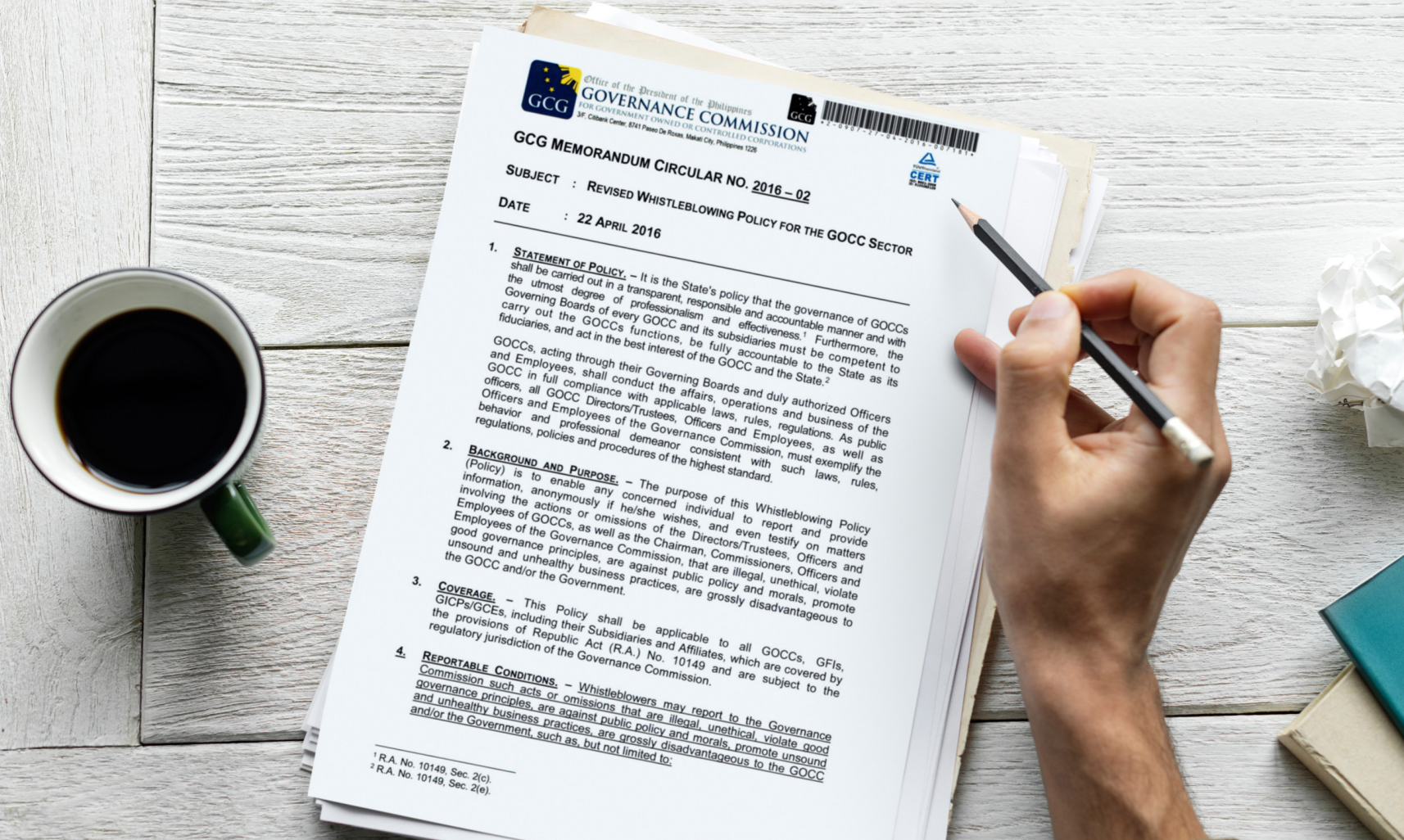
FINANCIAL MANAGEMENT AND CONTROL:

Systems are in place for accounting and budget control. Every functional unit in the organization is responsible to manage the budget allocated to them, as authorized in the Corporate Operating Budget. Regular reports on actual vs. planned objectives are provided to adequately monitor and control project and budget impossible.

REVIEW OF RISK MANAGEMENT SYSTEM

The CITEM Board of Governors conducted a review of the company's risk management system and material controls and ensured that necessary actions have been or are being taken to correct the weaknesses identified during the year. The Audit and Risk Management Committee confirms that the internal control system in CITEM is operating adequately and effectively in all material aspects during the financial year and up to the date of this Statement.





01

OPEN DOOR POLICY

As a Team, CITEM's Open Door Policy encourages each employee to speak up when there are issues or concerns that affect work or accomplishments. It promotes an environment of open communication between employees and all levels of management; to ask questions and report concerns. It is the obligation of everyone to speak up or report about a known or suspected violation to protect the Agency.

02

REPORTABLE CONDITIONS

A. Whistleblowers may report such acts or omissions that are illegal, unethical, violate good governance principles, against public policy and morals, promote unsound and unhealthy business practices, violate CITEM's policies, procedures, rules and regulations, or are grossly disadvantageous to CITEM and/or the Government, such as, but not limited to:

- i. Abuse of authority;
- ii. Bribery;
- iii. Conflict of interest;
- iv. Destruction/ manipulation of records;
- v. Fixing;
- vi. Inefficiency;
- vii. Making false statements;
- viii. Malversation;
- ix. Misappropriation of assets;
- x. Misconduct;
- xi. Money laundering;
- xii. Negligence of duty;
- xiii. Nepotism;
- xiv. Plunder;

STATEMENT OF POLICY

Pursuant to the GCG Memorandum Circular No. 2016-02 also known as the Revised Whistleblowing Policy for the GOCC Sector, the purpose of the Revised Whistleblowing policy is to enable any concerned individual to report and provide information, anonymously if he/she wishes, and even testify on matters involving the actions or omissions of the Directors, Officers, and employees of the GOCCs, that are illegal, unethical, violate good governance principles, are against public policy and morals, promote unsound and unhealthy business practices, are grossly disadvantageous to the GOCC and/or the Government.

- xv. Receiving a commission;
 - xvi. Solicitation of gifts;
 - xvii. Taking advantage of corporate opportunities;
 - xviii. Undue delay in the rendition of service;
 - xix. Undue influence; and
 - xx. Violation of procurement laws
- B. Whistleblowers may also report such other acts or omissions that otherwise involve violations of the following laws, rules and regulations:
- i. Republic Act No. 6713 (Code of Conduct and Ethical Standards for Public Officials and Employees);
 - ii. Republic Act No. 3019 (Anti-Graft and Corrupt Practice Act);
 - iii. Republic Act No. 7080 (The Anti-Plunder Law);
 - iv. Book II, Title VII of the Revised Penal Code (Crimes Committed by Public Officers);
 - v. Executive Order No. 292, s. 1987 (The Administrative Code of 1987);
 - vi. Republic Act No. 10149 (The GOCC Governance Act of 2011);
 - vii. GCG Memorandum Circular No. 2012-05 (Fit and Proper Rule);
 - viii. GCG Memorandum Circular No. 2012-06 (Ownership and Operations Manual Governing the GOCC Sector);
 - ix. GCG Memorandum Circular No. 2012-07 (Code of Corporate Governance for GOCCs);
 - x. Presidential Decree No. 1267 (CITEM Citizens' Charter), and
 - xi. Other applicable laws rules and regulations, GCG circulars and orders

03

FORM OF REPORT

A Whistleblowing Report (WR), which contains sufficient facts and basis, shall be in writing.

04

REPORTING CHANNELS

A. GCG Whistleblowing Web Portal

The GCG website (www.whistleblowing.gcg.gov.ph), as the primary reporting channel for whistleblowers, is an online-based platform by which whistleblowers may securely and electronically submit reports while, at the same time, ensuring their anonymity and the confidentiality of their reports.

Whistleblowers are encouraged to utilize this online reporting channel.

B. Alternative Reporting Channel

The following are dedicated reporting channels which a whistleblower can use to file any reportable actions mentioned above:

- i. Face-to-face meetings with CITEM Officials, Officers, and Employees/ or GCG Officials
- ii. Website: <http://www.citem.gov.ph>; or <http://www.gcg.gov.ph>;
- iii. E-mail: info@citem.com.ph
- iv. Mail: Golden Shell Pavilion, Roxas Boulevard, Corner Sen. Gil Puyat Avenue, Pasay City
- v. Telephone: (632) 8831 2201 local 250 (HRD Division)
- vi. Fax No.: (632) 8832 3965

05**CONFIDENTIALITY**

CITEM shall ensure confidentiality of all information arising from the report. It shall treat all reports, including of the whistleblower/ person concerned and the respondent, in an utmost confidential and sensitive manner. The identity of the whistleblower will be kept confidential, unless compelled by law or by the courts, or unless the whistleblower authorized the disclosure of his/her identity.

06**DUE PROCESS**

Each issue or report will be handled or investigated promptly, consistently, and appropriately. CITEM 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.

07**PROTECTION AGAINST RETALIATION**

- 1.1. 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. The GCG may further extend all possible assistance to the whistleblower under the law and given the circumstances.
- 1.2. Any person covered by this Policy who retaliates, intimidates, harasses, or undertakes any adverse actions against a whistleblower or any person who, in good faith, has cooperated in the investigation of the whistleblowing report, shall be subject to disciplinary action.
- 1.3. CITEM shall not tolerate any retaliatory acts against a whistleblower who submits a whistleblowing report in good faith.

- 1.4. A whistleblower shall be protected against retaliation, intimidation, harassment, or other adverse actions for submitting a whistleblowing report in accordance with this Policy. A whistleblower who believes that he/she is the subject of any form of retaliation, intimidation, harassment, or other adverse actions as a result of his/her whistleblowing report should immediately report the same as a violation of and in accordance with this Policy.
- 1.5. Such retaliation, intimidation, harassment, or other adverse action may include:
 - i. Discrimination or harassment in the workplace;
 - ii. Demotion;
 - iii. Reduction in salary or benefits;
 - iv. Termination of contract;
 - v. Evident bias in performance evaluation; or
 - vi. Any act of threats that adversely affect the rights and interest of the whistleblower.

08**MALICIOUS ALLEGATIONS**

If a whistleblower makes allegations that are determined to be fabricated or malicious, and/or he/she persists in making them, an administrative, civil, or any appropriate legal action may be taken against him/her by the CITEM Management with the Governance Commission.



CITEM CAPACITY BUILDING AND TRAINING PROGRAMS FOR EMPLOYEES

In 2022, CITEM employees were given necessary training and development programs to make them capable in performing their individual functions. Among the training programs attended by CITEM employees were: Introduction to Project Management, Business Intelligence with Excel, Data Storytelling and Descriptive Analytics, Strategic Marketing Using ITC Market Analysis Tools, Executive Assistant Training, and Office Logistics and Transport Management.

PROGRAM TITLE	OBJECTIVE	DATE	VENUE	NO. OF ATTENDEES		
				MALE	FEMALE	TOTAL
Virtual Events Institute (VEI) Certification Training Program	To aid CITEM in realizing its digital initiatives and vision in being a reputable agency by having certified professionals in events and exhibitions.	Self-paced	via VEI platform	1	2	3
Introduction to Project Management	<ul style="list-style-type: none"> Awareness on the Project Management Framework based on PMI's A Guide to Project Management Body of Knowledge (PMBOK® Guide), 6th Edition - the reference of the latest ISO standard on project management (ISO® 21500:2012) Understand the precedence diagramming method in constructing the project schedule network diagram; Identify the risks in a project and learn the methods in managing and monitoring these risks using the Risk Register Log Determine the performance of project and report it thru RAG -Red,Amber,Green 	February 07 - 11, 8:30 AM - 12:00 NN	via Zoom	1	4	5
International Trade Centre (ITC) Workshop on the Preparation of Quantitative Market Profiles	The workshop aims to provide the participants with trade and market information as well as analytical skills for market research. Participants learned how to use ITC market analysis tools to assess export and diversification potential, review market trends and market entry conditions such as tariffs, non-tariff measures including rules of origin. This training had a specific focus on the EU market.	February 14 - 25, 3:00 PM - 5:00 PM	via Zoom	0	1	1
Mandatory Continuing Legal Education (MCLE)	MCLE ensures that members are kept abreast with law and jurisprudence, maintain the ethics of the profession and enhance the standards of the practice of law.	March 05, 12, 19, and 26	via Zoom	0	1	1
Introduction to Project Management	<ul style="list-style-type: none"> Awareness on the Project Management Framework based on PMI's A Guide to Project Management Body of Knowledge (PMBOK® Guide), 6th Edition - the reference of the latest ISO standard on project management (ISO® 21500:2012) Understand the precedence diagramming method in constructing the project schedule network diagram; Identify the risks in a project and learn the methods in managing and monitoring these risks using the Risk Register Log Determine the performance of project and report it thru RAG -Red,Amber,Green 	April 25 - 29, 8:30 AM - 12:00 NN	via Zoom	0	2	2

<p>Ad World Conference</p>	<ol style="list-style-type: none"> 1. Learn the strategies, systems and insider secrets used by the top advertising experts across every major marketing channel. 2. Build connections with industry-leading marketers and advertisers from different countries <p>Topics: Copywriting, Content Marketing, Future of Advertising, Lead Generation, Ad Creatives & Design, Media Buying, Conversion Optimization, Social Media Marketing, Growth Hacking, Email Marketing & Automation</p>	<p>May 02 - 03, 8 AM - 5 PM (platform open 24 hrs for 2 days)</p>	<p>via Ad World platform</p>	<p>0</p>	<p>3</p>	<p>3</p>
<p>Competency-based HR</p>	<ol style="list-style-type: none"> 1. Appreciate the value of developing and utilizing a Competency-Based Human Resource Management System (CBHRMS) to build and enhance workforce competencies to improve organizational outcomes 2. Discuss the principles and concepts that govern the development and utilization of a CBHRMS 3. Discuss the process and the requirements of developing and utilizing a CBHRMS 4. Discuss the key elements involved and prepare a draft Project Proposal recommending the development of a CBHRMS. 	<p>May 11, 12, 13, 16, and 17 8:00 AM - 11:00 AM</p>	<p>via Zoom</p>	<p>0</p>	<p>1</p>	<p>1</p>
<p>Policy Workshop on Strengthening Philippine MSME Resilience</p>	<ol style="list-style-type: none"> 1. Map and explore current initiatives towards enhancing the resilience of women and youth-led businesses in the creative sector 2. Identify up to what extent these efforts are made and their accomplishments 3. Ascertain good practices on strengthening MSME resilience that can be adopted by the DTI and partners 4. Develop a cohesive policy framework for building business resilience and appropriate monitoring and evaluation framework that may be useful among MSME enablers. 	<p>May 26 - 27, 9:00 AM - 4:00 PM</p>	<p>Virtual - via Zoom In-person - Discovery Suites Manila, Ortigas, Pasay</p>	<p>1</p>	<p>2</p>	<p>3</p>

Paradigm Shifts in Learning and Development	The webinar featured concepts of digital learning tools and technologies, describing the latest developments, trends, and solutions that will enable L&D Practitioners to become more effective, creative, and engaging for a better online learning experience	June 17, 1:00 PM - 5:00 PM	via Zoom	1	1	2
Laravel PHP Training	The Laravel Framework is the programming language being used by CITEM in most of its project websites. The said framework is an open-source PHP web framework used for developing web applications using the model-view-controller (MVC) architectural pattern. The 4-day program introduced the Laravel architecture framework, forms, security, workflow and environment configuration and other features of the framework. Towards the end of the program, participants were required to create an e-commerce website with Laravel Admin Panel. The program comes with unlimited refresher classes valid for 1 year.	June 24 - 27	via Google Meet	3	1	4
Training-of-Trainers on ITC's Flagship Market Analysis Tools	<ol style="list-style-type: none"> 1. Building the sustainability of the expertise gained by participants 2. Reinforce their knowledge on ITC's Trade Map and Market Access Map to prepare them to train others. 	July 18 - 22, 8:00 AM - 5:00 PM	Holiday Inn & Suites Makati, Makati	0	2	2
Eskwelabs Data Crash Course: Business Intelligence with Excel	<ol style="list-style-type: none"> 1. Validate data credibility, identify insights from exploratory data analysis, wrangle unclean data, and build reports quickly and effectively using advanced Excel functions 2. Carry out simple product modelling and project planning in Excel, including sensitivity analysis, correlation analysis, and basic principles for forecasting 3. Identify opportunities in their current work to apply what they have learned 	August 22 - 24, 9:00 AM - 12:00 NN	via Zoom	8	22	30
Eskwelabs Data Crash Course: Data Storytelling and Descriptive Analytics	<ol style="list-style-type: none"> 1. Design easy-to-understand, aesthetically beautiful, and insightful visualizations that tell a story to the audience. 2. Validate data credibility, identify insights from exploratory data analysis, wrangle unclean data, and build reports quickly and effectively using advanced Excel functions. 3. Structure and tell compelling data narratives using visuals as effective evidence for data-driven business recommendations. 	September 05 - 07, 9:00 AM - 12:00 NN	via Zoom	7	20	27

2022 HR Symposium	<p>An event held annually by the CSC for HR practitioners in the public sector. The 2022 HR symposium focused on the strategic roles of the government leaders and HR practitioners in building resilient organizations as well as the people themselves who are involved in implementing change. The symposium featured the characteristics of resilient organizations, tools and best practices in building resilient organizations which will be shared in the plenary and concurrent sessions by international and local speakers. It aims to inspire participants in initiating change towards development to ensure continued and effective delivery of public service despite disruptions.</p>	<p>September 14, 1:00 PM - 5:00 PM, September 15, 8:00 AM - 5:00 PM, September 16, 8:00 AM - 12:00 NN</p>	via Zoom	0	2	2
Corporate Secretary as Corporate Governance Professional	<ol style="list-style-type: none"> 1. Identify good practices, processes and procedures for corporate secretaries and the role, skills, and techniques needed to conduct effective board meetings and annual general meeting of shareholders 2. Describe the structures of a secretariat and evaluate the advantages and disadvantages of having an in-house corporate secretary 	<p>October 05 – 06, 1:00 PM - 5:00 PM</p>	via Zoom	0	1	1
Eskwelabs Data Crash Course: Business Intelligence with Excel	<ol style="list-style-type: none"> 1. Validate data credibility, identify insights from exploratory data analysis, wrangle unclean data, and build reports quickly and effectively using advanced Excel functions 2. Carry out simple product modelling and project planning in Excel, including sensitivity analysis, correlation analysis, and basic principles for forecasting 3. Identify opportunities in their current work to apply what they have learned 	<p>November 07 - 09, 9:00 AM - 12:00 NN</p>	via Zoom	7	23	30
Eskwelabs Data Crash Course: Data Storytelling and Descriptive Analytics	<ol style="list-style-type: none"> 1. Design easy-to-understand, aesthetically beautiful, and insightful visualizations that tell a story to the audience. 2. Validate data credibility, identify insights from exploratory data analysis, wrangle unclean data, and build reports quickly and effectively using advanced Excel functions. 3. Structure and tell compelling data narratives using visuals as effective evidence for data-driven business recommendations. 	<p>November 22 - 24, 9:00 AM - 12:00 NN</p>	via Zoom	5	21	26

Export Opportunities	An awareness program that provided new and/or current exporters with the following realizations: product potential, introduction to exporting – advantages and disadvantages, learning tools, market entry connections, learned confidence to successfully target and penetrate international markets, among others.	September 29, 8:00 AM - 5:00 PM	via Zoom	2	5	7
Strategic Marketing Using ITC Market Analysis Tools	<ul style="list-style-type: none"> • Discussion of basic features and concepts of International Trade Centre (ITC) Market Analysis Tools • Demonstration on the use of the online tool 	November 14, 9:00 AM - 12:00 NN	via Zoom	3	11	14
Capacity Building on ITC Market Analysis Tools	<ul style="list-style-type: none"> • Discussion of basic features and concepts of International Trade Centre (ITC) Market Analysis Tools • Presentation of Trade Map and Market Access Map • Demonstration on the use of the online tool and practical exercises 	November 16, 9:30 AM - 4:00 PM	CITEM Meeting Room 1	1	10	11
Business Model Innovation for Corporate Transformation	Learn in-depth information on Selection and Innovation Beyond Products and Processes, Pivoting and Growth Seeking, and Risk Mitigation and Activity System in line with the CITEM Business Model Review and Transformation Phase 2	November 21 - 24, 3:00 PM - 5:30 PM	via Zoom	2	6	8
Adaptive Leadership	<ol style="list-style-type: none"> 1. Be inspired by the leadership style and accomplishments of exemplary leaders 2. Explain the latest management and leadership concepts 3. Establish and build networks and partners among fellow participants 4. Commit to practice effective leadership styles to drive organizational excellence 5. 	November 25, 9:00 AM - 5:00 PM	via Zoom	0	1	1
Executive Assistant Training Program	<ul style="list-style-type: none"> • To understand the proper decorum for Executive Assistants • To gain additional administrative skills • To practice how to deal with different situations and bosses • To get updated with effective and modern tools that will enable attendees to manage their work better 	December 13 - 14, 8:00 AM - 12:00 NN	via Zoom	0	4	4
Office Logistics and Transport Management	<ol style="list-style-type: none"> 1. Understand the key logistic functions of office administrators 2. Learn time-keeping and scheduling skills and tools 3. Get best practices in transport, courier and travel logistics coordination 4. Find ways in handling common office logistics challenges 	December 14, 1:00 PM - 4:00 PM	via Zoom	3	1	4

CITEM WELLNESS PROGRAMS 2022

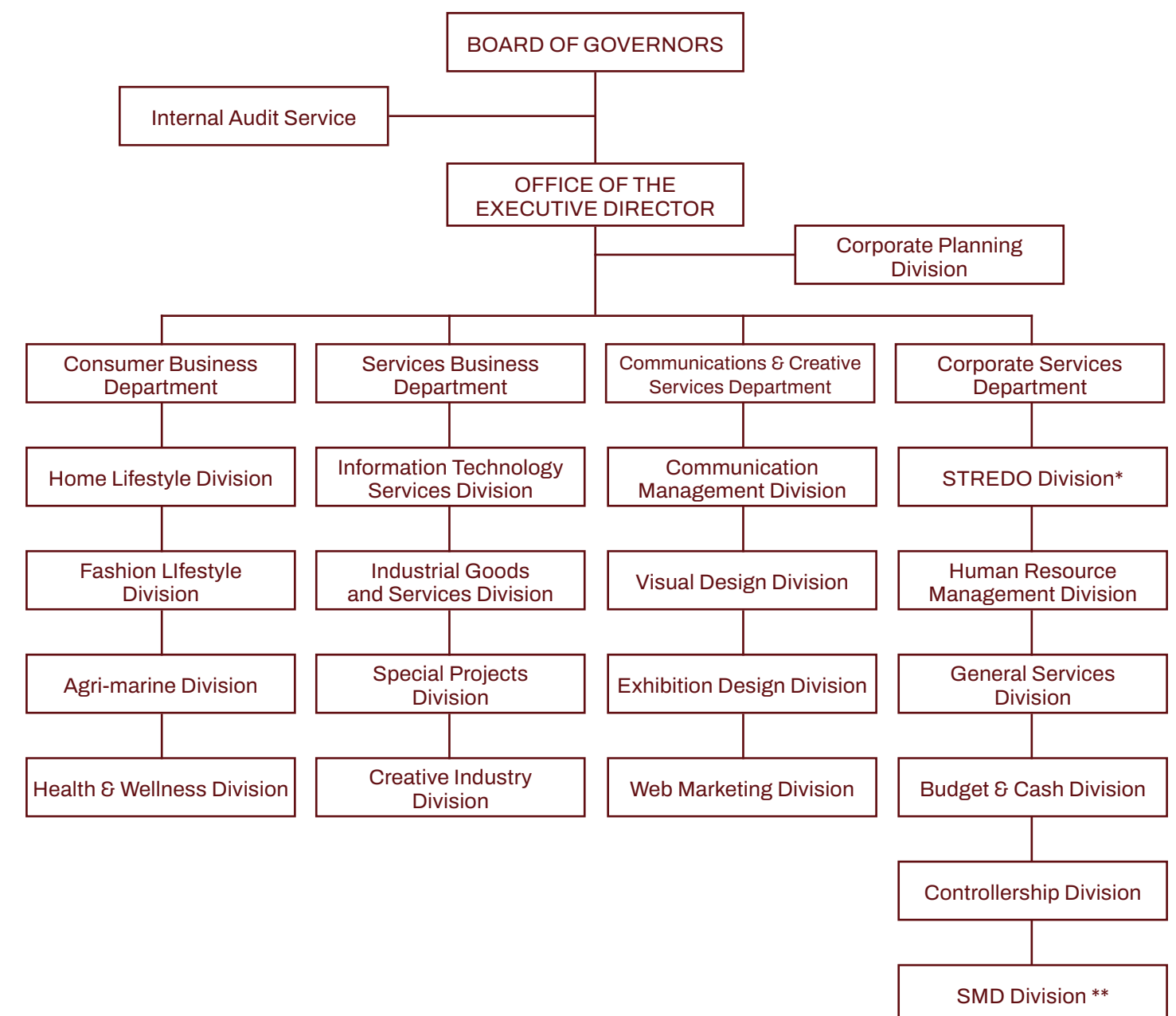
PROGRAM TITLE	OBJECTIVE	DATE	VENUE	NO. OF ATTENDEES		
				MALE	FEMALE	TOTAL
Flu Vaccination	To improve CITEM's immunization against Influenza	June 28 - 29	CITEM	16	50	66
Cardiovascular Screening 1	The objective of these health consciousness & monitoring activities is to properly monitor the current state of employees' health through free blood pressure, sugar, and cholesterol, screening and monitoring conducted on-site in partnership with Pharmaceutical companies through our Occupational Health Physician. The said activities aim to promote awareness on current Cardiovascular Health Status among CITEM employees and help address them.	June 29	CITEM	21	47	68
Cardiovascular Screening 2		September 01	CITEM	16	17	33
Cardiovascular Screening 3		November 04	CITEM	12	10	22
CITEM Team Building cum Gender Learning Activity	To promote workplace harmony, increase organizational productivity, and improve communication; Additionally, a 1-hour GAD orientation was conducted to serve as a refresher for employees on its purpose and importance especially for stakeholders.	August 04 - 05	Blue Coral Beach Resort, San Juan, Batangas	30	71	101
CSC Anniversary Activity: Online Film Showing	Participation of CITEM in the anniversary celebration of the Civil Service Commission.	September	via CSC platform	11	33	44
CITEM Year-End Celebration	CITEM's annual celebration with focus on celebrating resilience and creativity in times of uncertainty.	December 22	CITEM	CITEM Employees		
3 cardio-vascular screening activities 2-day Flu vaccination		Clinic consultations on the following: <ul style="list-style-type: none"> • Covid-19 positive • Hypertension-controlled • Upper respiratory Tract Infection (AURTI) • Tension headache • Diabetes Mellitus • Dengue fever • Depression 				

CITEM FINANCIAL PERFORMANCE INDICATORS YEAR 2020

(with comparative figures from CY 2019 and 2018)
(in Million Pesos)

INDICATORS	2020 Audited FS	2019 Audited FS (As restated)	2018 Audited FS
Current Ratio = $\frac{\text{Current Assets}}{\text{Current Liabilities}}$	$\frac{P\ 358.040\ M}{P\ 92.171\ M}$ 3.88	$\frac{P\ 390.711\ M}{P\ 132.765\ M}$ 2.94	$\frac{P\ 466.546\ M}{P\ 237.553\ M}$ 1.96
Net Working Capital = $\frac{\text{Current Assets}}{\text{Current Liabilities}}$	$\frac{P\ 358.040\ M}{P\ 92.171\ M}$ P 265.869 M	$\frac{P\ 390.711\ M}{P\ 132.765\ M}$ P 257.946 M	$\frac{P\ 466.546\ M}{P\ 237.553\ M}$ P 228.993 M
Debt Ratio = $\frac{\text{Total Liabilities}}{\text{Total Assets}}$	$\frac{P\ 92.938\ M}{P\ 680.689\ M}$ 14%	$\frac{P\ 133.888\ M}{P\ 710.021\ M}$ 19%	$\frac{P\ 243.801\ M}{P\ 795.092\ M}$ 31%
Subsidy Ratio = $\frac{\text{Total Subsidy}}{\text{Total Expenses}}$	$\frac{P\ 152.612\ M}{P\ 206.618\ M}$ 74%	$\frac{P\ 141.885\ M}{P\ 181.360\ M}$ 78%	$\frac{P\ 250.631\ M}{P\ 342.742\ M}$ 73%

CITEM DBM-APPROVED ORGANIZATION STRUCTURE



* STREDO - Shipping, Travel, Records & Documentation Division
** SMD Division - Systems Management & Development Division

BOARD OF GOVERNORS



FELIPE M. MEDALLA

Mr. Felipe Medalla is Governor of the Bangko Sentral ng Pilipinas (BSP). He has been a member of the BSP policymaking Monetary Board since July 2011. Before joining the Monetary Board, he taught at the University of the Philippines-School of Economics (UPSE) from 1991 to 2011. He also served as UP vice president of planning and finance from 1988-1991 before being named Dean of UPSE from 1994-1998. In 1998, Mr. Medalla was appointed Secretary of Socio-Economic Planning and Director-General of the National Economic and Development Authority.



BERNADETTE ROMULO-PUYAT

Ms. Bernadette Romulo Puyat graduated from the University of the Philippines where she pursued her bachelor's and master's degrees in economics.

She was a former lecturer at the UP School of Economics from 1994 to 2006, which precluded her life dedicated to public service. She served as an Economic Consultant at the Housing and Urban Development Coordination Council (HUDCC) (2001-2002) and the Presidential Management Staff (2005-2006) and was Deputy Cabinet Secretary at the Office of the President in 2006.

From 2007 to 2018, she served as Undersecretary at the Department of Agriculture where she handled Special Concerns, Administration and Finance, Agribusiness and Marketing, and Regional Engagements.

Furthermore, she strengthened the Department's engagement with special sectors such as the women, elderly, youth, and indigenous people through her leadership in the Gender and Development Focal System. She was also designated to handle agricultural credit while serving at the DA.

From 2018 to 2022, she served as Secretary of the Department of Tourism, with Sustainable Tourism as the overarching theme of her leadership. Equally important were her efforts towards the recovery of the tourism sector during the COVID-19 pandemic such as the vaccination of tourism workers, as well as the institutionalization and planning of health and safety

protocols in various tourism establishments and destinations.

In June 2022, she was appointed as Deputy Governor for Regional Operations and Advocacy Sector (ROAS) at the Bangko Sentral ng Pilipinas (BSP). She also serves as an alternate to the Governor in several Governing Boards of National Agencies.



ALFREDO E. PASCUAL

At the time of his appointment to DTI in June 2022, he was the President of the Management Association of the Philippines (MAP).

Over the past four decades, Mr. Pascual has contributed to society as a governance advocate, academic leader, international development banker, and management educator. He served at four esteemed national and international institutions, viz.: Institute of Corporate Directors (ICD) as President and CEO in 2018 and 2019; University of the Philippines (UP) System as President and Co-Chair from 2011 to 2017 and as Alumni Regent in 2009 and 2010; Asian Development Bank (ADB) for 19 years (1989-2008) in several positions including as Director for Private Sector Operations, Director for Project Finance, and Advisor for Public-Private Partnership; and Asian Institute of Management (AIM) as a finance professor in the 1980s.

He was an independent director on the board of publicly listed companies (e.g., SM Investments, Megawide Construction, and Concepcion Industrial). His past board memberships included non-profits and other organizations, such as the Philippine Institute of Development Studies (PIDS),

EXECUTIVE PROFILE

International Rice Research Institute (IRRI), ICD, Institute for Solidarity in Asia (ISA), FINEX Academy, UP Foundation, UP CIFAL Philippines, Philippine Council for Foreign Relations (PCFR), and US-Philippines Society (USPHS).

As President of the University of the Philippines—a system of eight constituent universities with 17 campuses across the country, Mr. Pascual implemented initiatives and programs to transform UP into a research-intensive university, internationalize it, raise its profile as a global university, and strengthen it as a leading public service university. He also modernized UP's campuses and initiated their digital transformation.

At ADB, he undertook infrastructure and financial sector projects in Asian countries, e.g., China, India, Viet Nam, Pakistan, Philippines, Indonesia, and Afghanistan. His projects facilitated venture capital investment, MSME financing, trade finance, and PPP infrastructure development. He had postings at the ADB's resident offices in India and Indonesia. He represented ADB on the corporate boards of ADB investee companies (e.g., banks, funds, financial institutions, and manufacturing firms) in China, India, and the Philippines.

GLENN G. PEÑARANDA

Assistant Secretary Glenn G. Peñaranda is the Coordinating Officer of the Foreign Trade Service Corps (FTSC) and concurrent Officer-in-Charge for Trade Promotions Group (TPG). As head of the FTSC, he coordinates the export and investment promotion of twenty-nine (29) Philippine Trade and Investment Centers (PTICs) in twenty (23) countries.

In his capacity as OIC of TPG, he leads five promotional agencies of the DTI: the Bureau of Domestic Trade Promotions (BDTP), the Center for International Trade Expositions and Missions (CITEM), the Design Center of the Philippines (DCP), the Export Marketing Bureau (EMB), and the Philippine Trade Training Center (PTTC). He leads the continued execution of a total integrated approach to trade promotions that will move the export needle and catapult Philippine products into the global value chain through the implementation of acceleration and promotional strategies directed at identified markets.

He has been with the Department for almost 40 years, having started as an Industrial Development Researcher in the then Ministry of Trade and Industry. He transferred to the Board of Investments handled special projects, the Computer Division and where he became the representative to the United Nations Industrial Development Organization – Investment Promotion Service (UNIDO-IPS) to promote industrial collaboration between France and the Philippines. As an officer of the BOI, he pioneered the establishment of Country Desks as part of the frontline for Investment Promotion.

He became a Foreign Trade Service Officer in 1994 and was Commercial Attaché to France and Malaysia. He then served as Trade Representative in Chicago covering the US Midwest. As Special Trade Representative, he served as Commercial Counsellor to Singapore, Brunei and then to Beijing, China. This is his third rotation as Coordinating Officer.



CECILIA C. BORROMELO

She re-joined LANDBANK on March 01, 2019, and she felt at home in the organization where she worked her way up to various key positions. Her extensive banking career spans 31 years of handling, treasury and investment banking, public sector lending, corporate banking, global banking, wholesale banking and lending program management.

ELCID C. PANGILINAN

Mr. Pangilinan currently serves as the head of the LANDBANK's Strategy and Knowledge Management Group which leads in the strategic initiatives of the bank. Prior to this, Mr. Pangilinan was a development professional for various organizations such as USAID, Millennium Challenge Account Philippines and the United Nations Development Programme. Mr. Pangilinan has been with various government institution for more than 20 years including the Department of Education and the President's Presidential Management Staff. He also shared his expertise as a member of the faculty of various academic institutions including the De La Salle System; the Ateneo de Manila University; the University of Asia and the Pacific, among others. In addition, Mr. Pangilinan currently holds active membership and leadership position in the Chevening Alumni Foundation of the Philippines, Inc. (Vice President), Hubert H. Humphrey Alumni.



JUDY CAROL L. DANSAL

She joined the government service in the National Food Authority (NFA), as a casual rank and file Special Investigator. Through the years, she was rewarded with upward career movements because of her loyalty, dedicated service, integrity, and responsibility as a public servant.



EDWARD L. FERREIRA, PH.D.

The Center for International Trade Expositions and Missions or CITEM's Executive Director Ambassador Edward L. Ferreira, Ph.D is a man who takes remarkable initiatives in service that has driven him to gain notable distinctions in the areas of science, business, and diplomacy. He has an overflowing dynamism in doing purposeful work; and a powerful character that enables both creativity and innovation to thrive. Most importantly, he displays a relentless pursuit towards greatness—not only for himself— but for the people he works with and the country he serves.

He is a trailblazer of many 'firsts' for the country. In the field of science, during his youth, he was a Presidential Awardee for Academic Excellence from the State University, graduating with a Bachelor of Science degree in Microbiology. This catapulted him to bigger opportunities, becoming the first recipient of a scholarship grant for a post-graduate studies in Lunar Microbiology at the University of California Los Angeles (UCLA); and getting the opportunity to be the first Filipino to be given the opportunity to work in the Bio-Satellite project of the National Aeronautic Space Administration (N.A.S.A.) during the Apollo 11 launching of the first man on the moon in Houston, Texas; the first Filipino to be cited as a lunar microbiologist for his contribution to the American Space program by the Filipino Medical and Scientific Professional Association in the United States. As a businessman, he was also the first Filipino and first Asian to be elected president of the World Association of Pharmaceutical Distributors; the first Filipino president of the Graduate School of Sales Management and Marketing at Syracuse University in New York; and the first international marketing scholar. Locally, his business acumen and experience also got him elected president of the Management Association of the Philippines in 2003.

Continuously evolving his professional pursuits with a deep yearning to serve, he also answered the call of public service and diplomacy. He was appointed as the First Honorary Consul of the Republic of Kazakhstan in the Philippines, serving his post from 2004 to 2011; and in 2018, he was appointed as a Special Envoy of the President of the Philippines to the Republic of Kazakhstan.

Armed with decades of professional experience from multiple disciplines and a desire to continue serving the public, this man is now at the helm of the government agency in charge of elevating Philippine products and services in the world market.





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