



**CENTER FOR INTERNATIONAL
TRADE EXPOSITIONS
AND MISSIONS**

ORIENTATION BRIEFER FOR NEW DIRECTORS

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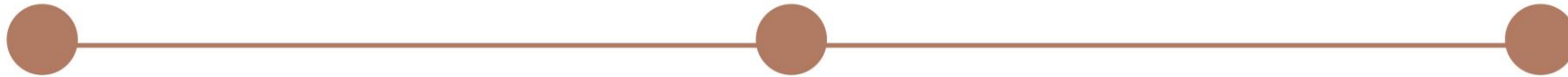


**Marketing
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Legal Basis



E.O. 989, OCTOBER 1984 **Pres. Ferdinand E. Marcos**

*Creation of the Philippine Trade
Exhibition Center (PTEC)*

E.O. 144, FEBRUARY 1987

*“Reorganizing the Department of Trade
and Industry, its Attached Agencies, and for
Other Purposes”*

*Merging of PTEC with the Center for
International Trade Expositions and
Missions, Inc. with the latter as surviving
entity (sec 18v)*

E.O. 242, JULY 1987

*“Amending Executive Order No. 133, Series of 1987
Entitled ‘Reorganizing the Department of Trade
and Industry, its Attached Agencies, and for Other
Purposes”*

*The Center for International Trade Expositions and
Missions, Inc is merged with PTEC.*

*PTEC will be surviving entity and will be renamed
“Center for International Trade Expositions and
Missions” (CITEM) (sec4)*



E.O. 989, JULY 1987

Pres. Ferdinand E. Marcos

- *PHILIPPINE TRADE EXHIBITION CENTER, which shall institutionalize the holding of trade exhibits for the promotion of locally manufactured products and implement projects designed to upgrade the quality of such products to international standards, coordinate raw material sourcing, develop markets therefor and provide assistance to Philippine manufacturers in general*
- *The PHILIPPINE TRADE EXHIBITION CENTER shall be a corporate entity owned by the Philippine Government, attached to the Ministry of Trade and Industry. (Sec. 5)*



- *The Board of Governors of the PHILIPPINE TRADE EXHIBITION CENTER shall be composed of the following:*
 1. *The Minister of Human Settlements as Chairman*
 2. *The Minister of Trade and Industry as Vice Chairman*
 3. *The Administrator of the National Food Authority*
 4. *The Governor of the Central Bank of the Philippines*
 5. *The President of the Philippine National Bank,*
 6. *The President of the Land Bank of the Philippines*
 7. *The President and General Manager of the Government Service Insurance System,*
 8. *The Administrator of the Social Security System*
 9. *A representative from the Private Sector to be appointed by the President of the Philippines*
- *The Board of Governors shall be the central policy-making body of the PHILIPPINE TRADE EXHIBITION CENTER. It shall formulate such rules and regulations to govern its proceedings and those for the management of the Center.*



Mandate

CENTER FOR INTERNATIONAL TRADE EXPOSITIONS AND MISSIONS

The export promotion arm of the Philippines Department of Trade and Industry (DTI), provides export-driven programs, spearheads official participation in Overseas Trade Fairs, and organizes Signature Events in the Philippines for the design-driven sector and food industry





ALFREDO E. PASCUAL
*Secretary
Chairman*



GLENN G. PEÑARANDA
*Officer-In-Charge, Trade
Promotions Group
Assistant Secretary
Alternate Chairman*



FELIPE M. MEDALLA
*Governor
Ex-Officio*



**BERNADETTE
ROMULO-PUYAT**
*Deputy Governor
Program Management Office
Board Member*



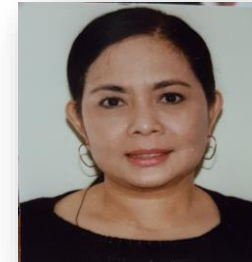
CECILIA C. BORRROMEO
*President & CEO
Ex-Officio*



ELCID C. PANGILINAN
*Senior Vice President
Strategy and Knowledge
Management Group
Board Member*



**ATTY. JUDY CAROL
L. DANSAL**
*Administrator
Ex-Officio*



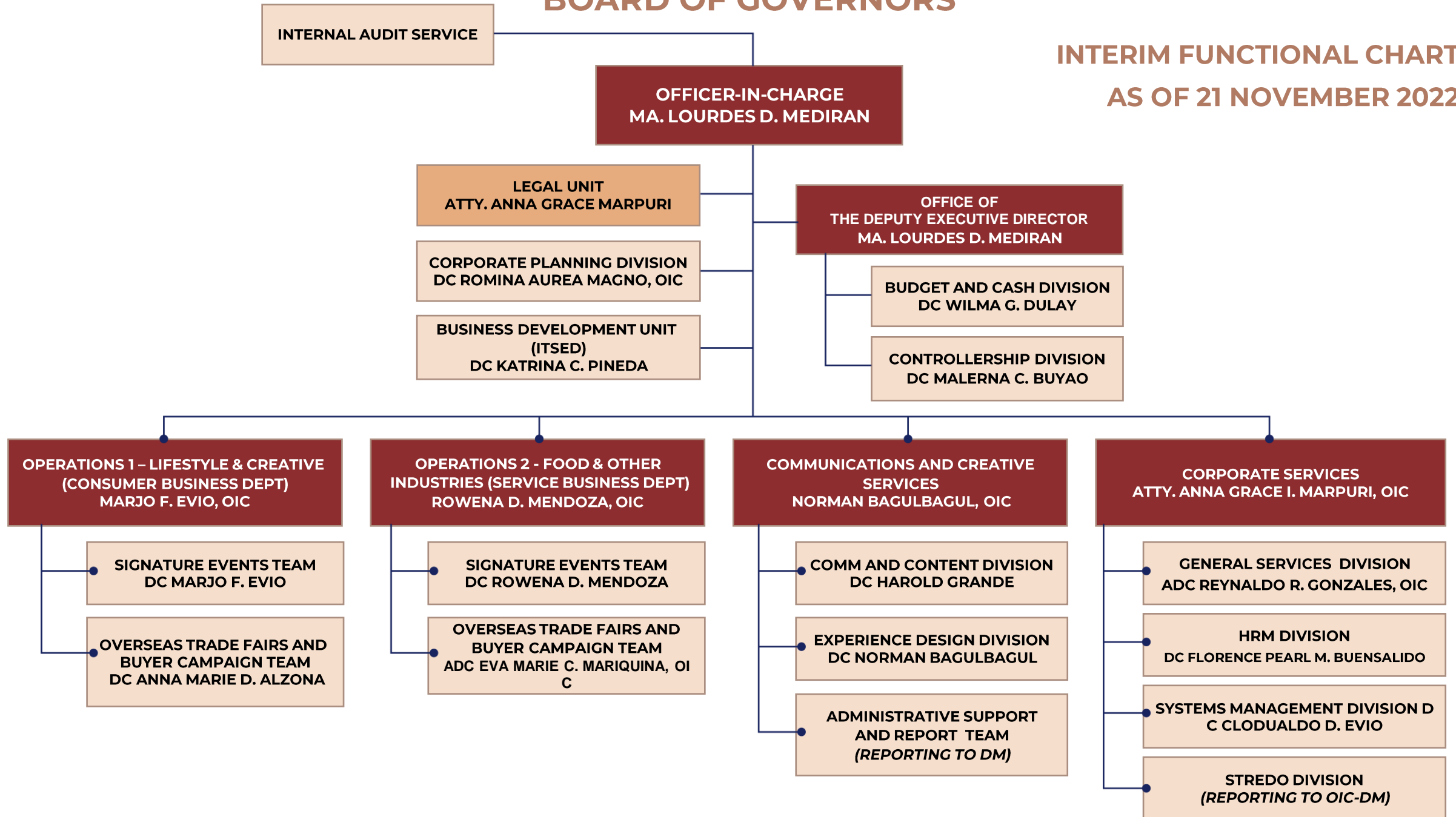
ELSA ASUNCION LIM
*Department Manager
Corporate Planning &
Management Services Dept.
Board Member*



**DR. EDWARD L.
FERREIRA**
*CITEM, Acting ED
Private Sector
Representative*

BOARD OF GOVERNORS

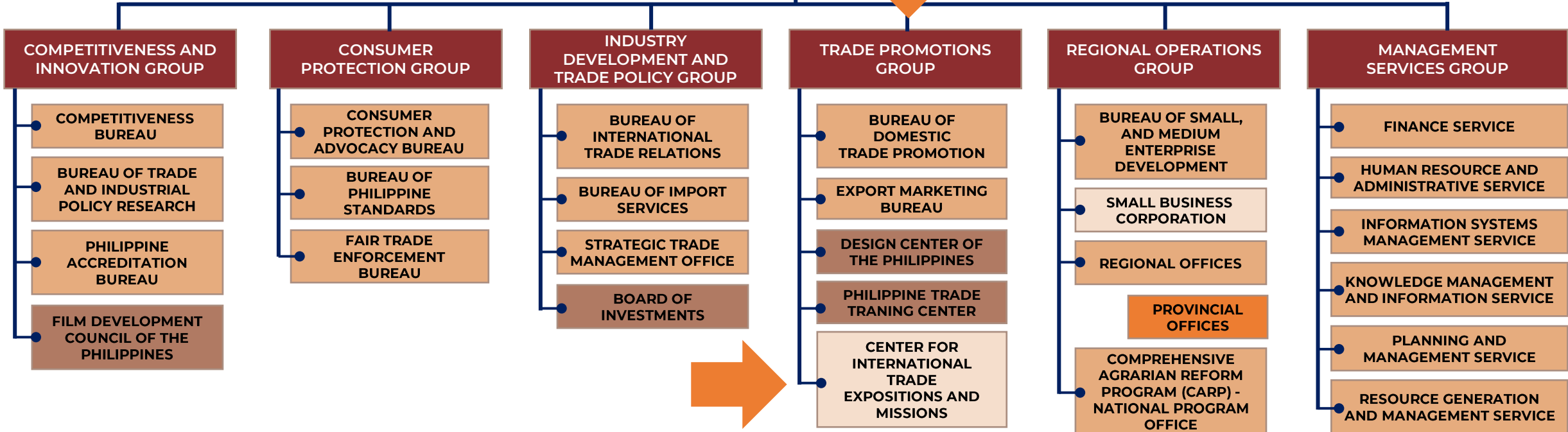
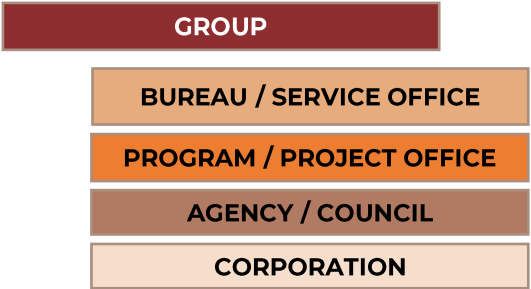
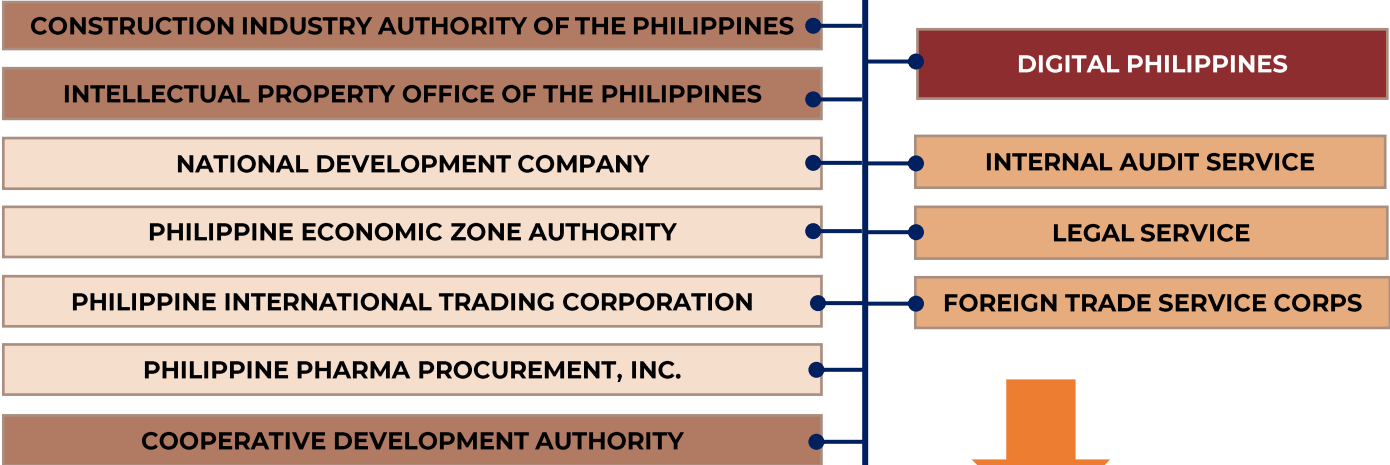
INTERIM FUNCTIONAL CHART AS OF 21 NOVEMBER 2022



DEPARTMENT OF TRADE AND INDUSTRY

ORGANIZATIONAL CHART

OFFICE OF THE SECRETARY (OSec)
LIAISON OFFICE FOR LEGISLATIVE AFFAIRS
PUBLIC RELATIONS UNIT



Agencies CITEM reports to

SUPERVISION	PERFORMANCE/OVERSIGHT	GOVERNANCE
<p>DTI</p> 	<p>GCG</p> 	<p>COA</p> 
		<p>DBM</p> 
<p>TPG GROUP</p>	<p>OFFICE OF THE PRESIDENT</p> 	<p>SENATE</p> 
		<p>PROCUREMENT LAW</p>



CENTER FOR INTERNATIONAL TRADE
EXPOSITIONS AND MISSIONS

WWW.CITEM.GOV.PH

Signature Events and Work Program



CENTER FOR INTERNATIONAL TRADE
EXPOSITIONS AND MISSIONS

WWW.CITEM.GOV.PH

2022 CALENDAR OF EVENTS

Based on
25 Nov 2021
BM Approved WP

January to December

Digital platform

FAME+

fameplus.com

Food Philippines
**IFEX
CONNECT**

ifexconnect.com

**CREATE
Philippines**

createphilippines.com

 **SUSTAINABILITY
SOLUTIONS
EXCHANGE**

sustainability.ph

mom
MAISON, OBJET AND MORE

mom.maison-objet.com

Overseas Trade Fair

February

Gulfood

13-17

Overseas Trade Fair

Hybrid Event

March



**SUSTAINABILITY
SOLUTIONS
EXCHANGE**

23-25

Online Event

September



16-19

Overseas Trade Fair

Hybrid Event



22-24

Physical Event

June

CREATE Philippines

**CREATIVE
FUTURES**

June 2023

Online Event

October

**MANILA
FAME**

October 2023

Online Event

July-December

NY NOW

**Digital
Market**

Online Event

November



**中国国际进口博览会
CHINA INTERNATIONAL
IMPORT EXPO**

Overseas Trade Fair

Hybrid Event



CENTER FOR INTERNATIONAL TRADE
EXPOSITIONS AND MISSIONS

WWW.CITEM.GOV.PH

2023 CALENDAR OF EVENTS

Based on
08 Nov 2022
BM Approved WP

January to December

Digital platform

FAME+

fameplus.com

FoodPhilippines
**IFEX
CONNECT**

ifexconnect.com

CREATE
Philippines

createphilippines.com

SSX SUSTAINABILITY
SOLUTIONS
EXCHANGE

sustainability.ph

mom
MAISON, OBJET AND MORE

mom.maison-objet.com

Overseas Trade Fair

February

ambiente

Overseas Trade Fair
Hybrid Event

Gulfood

Overseas Trade Fair
Hybrid Event

June

CREATEPhilippines
**CREATIVE
FUTURES**

June 2023
Online Event

July

FoodPhilippines
IFEX

July 2023
Physical Event

September


CAEXPO

Overseas Trade Fair
Hybrid Event

October

**MANILA
FAME**

October 2023
Physical Event

November



中国国际进口博览会
CHINA INTERNATIONAL
IMPORT EXPO

Overseas Trade Fair
Hybrid Event



CENTER FOR INTERNATIONAL TRADE
EXPOSITIONS AND MISSIONS

WWW.CITEM.GOV.PH

SIGNATURE EVENTS

*hybrid or online/digital format

FAME+

**CREATE
Philippines**

FoodPhilippines
IFEX


SUSTAINABILITY
SOLUTIONS
EXCHANGE

OVERSEAS TRADE FAIRS

*hybrid or online/digital format



mom^U
MAISON&OBJET AND MORE

NY NOW

SHAL
INSPIRE FOOD BUSINESS

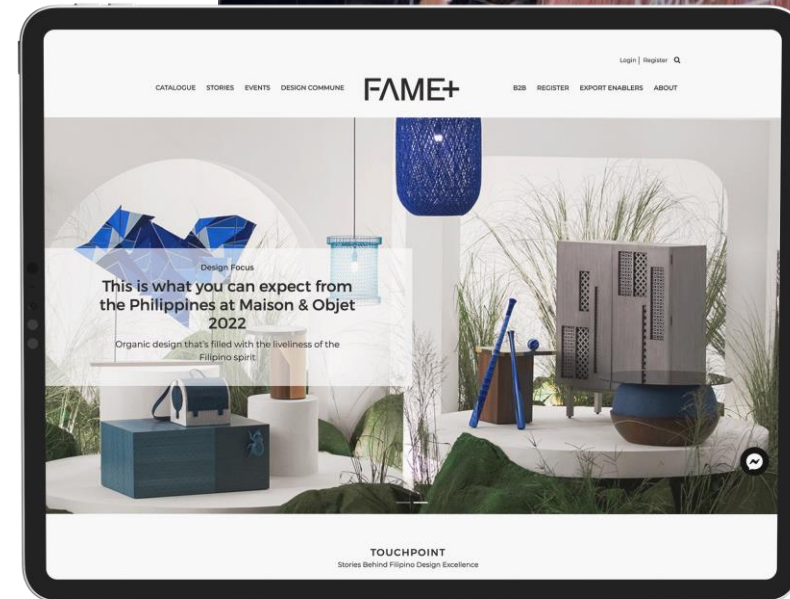
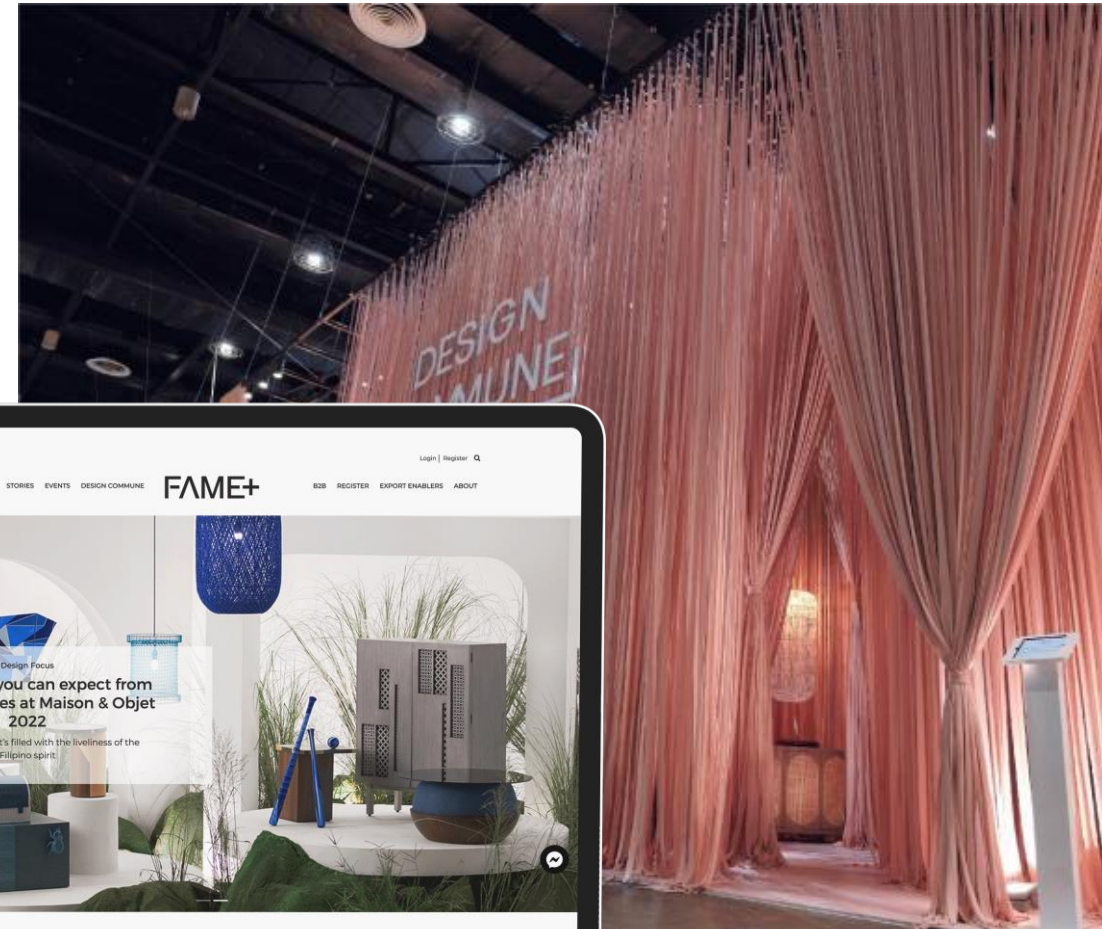
Manila FAME | FAME+

The country's premier design and lifestyle event.

Manila FAME has worked towards promoting the Philippines as a reliable sourcing destination for home, fashion, holiday, architectural, and interior pieces.

It continually supports seasoned and emerging design talents and small and medium enterprises as they present their work to the global exports market.

Physical participation is subject to IATF regulations on social distancing and travel restrictions, and UFI's Global framework for reopening exhibitions and B2B trade events post the emergence from COVID-19





IFEX PHILIPPINES NXTFOOD ASIA

CITEM's banner food event for Asian and Philippine food champions to showcase a wide and diversified array of food and ingredients uniquely Asian.

Physical participation is subject to IATF regulations on social distancing and travel restrictions, and UFI's Global framework for reopening exhibitions and B2B trade events post the emergence from COVID-19

CREATE PHILIPPINES

To support the Philippines Creative Economy Roadmap goals, which envisions the Philippines to be the number one Creative Economy in ASEAN by 2030, CREATE Philippines was created to promote the Philippine creative industry.

CREATE Philippines is an annual industry development platform that showcases the Philippines' Creative and Content Industries. It is where creative professionals gather, connect, and catalyze new business through an open system that encourages sharing of innovative business ideas and collaborative opportunities.



SUSTAINABILITY SOLUTIONS EXCHANGE: FOOD & LIFESTYLE

Co-located with IFEX Philippines.

An annual global hybrid exhibition featuring diverse range of products and solutions addressing the requirements for sustainable consumption and production, with an aim to create export-ready sustainable PH companies and to strengthen the value and supply chain linkages.

Physical participation is subject to IATF regulations on social distancing and travel restrictions, and UFI's Global framework for reopening exhibitions and B2B trade events post the emergence from COVID-19



Discover Sustainability



HYBRID TRADE FAIRS

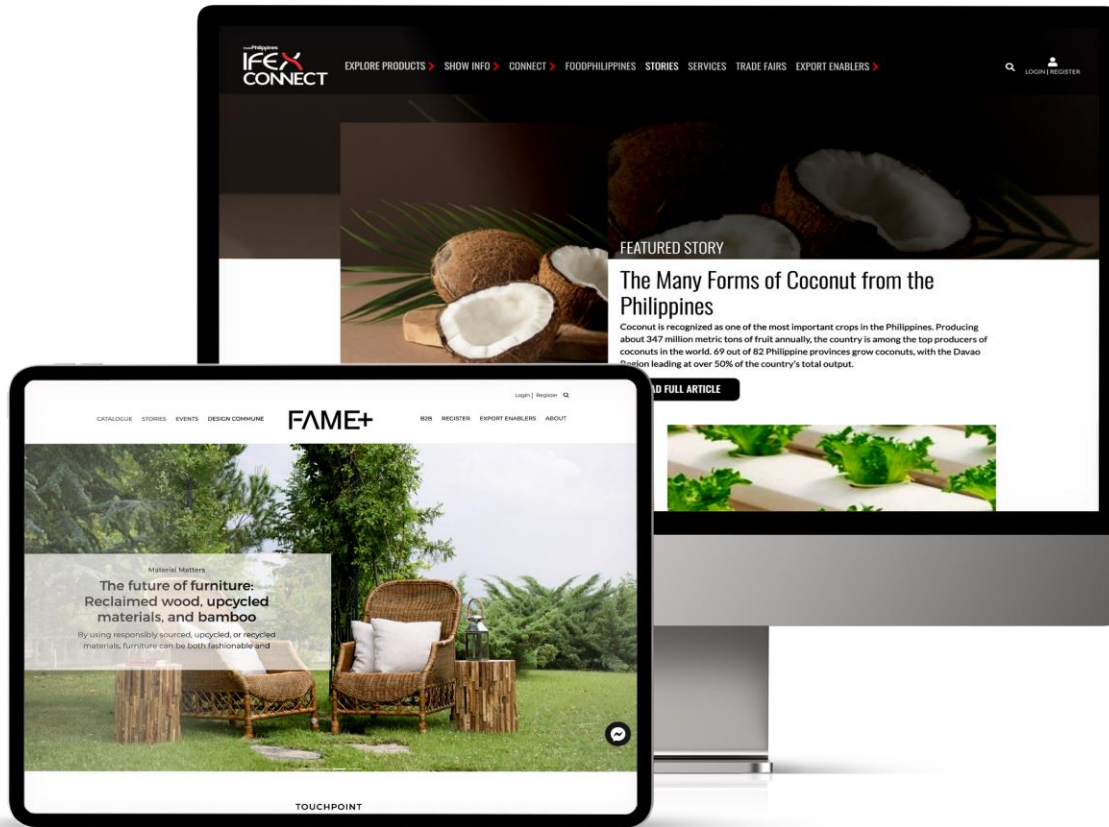
A hybrid participation in an event is a mix of a physical/live presence and a virtual presence in a traditional event.

It entails joining a live/traditional event complete with a physical pavilion with a products display, an audience, and content with an added virtual component so exhibitors and buyers can engage, meet, and negotiate pre-, during, and post-event no matter where they are.

E-COMMERCE PLATFORMS

In partnership with other government agencies and private corporations, we are enabling and empowering MSME's to join e-commerce platforms by facilitating and sponsoring the development of content they can use to promote themselves online – either through their own channels or through established e-commerce platforms.

Further, while our platforms are not e-commerce in the sense that we do not provide last mile services, we support our exporters' e-commerce sites by linking them to our digital storefronts to facilitate ease of commerce.





CENTER FOR INTERNATIONAL TRADE
EXPOSITIONS AND MISSIONS

WWW.CITEM.GOV.PH

Thank You!