



19 March 2024

**HON. ALFREDO E. PASCUAL**  
*DTI Secretary and CITEM Chairperson*  
**HON. EDWARD L. FERREIRA, PH. D.**  
*Acting Executive Director (ED)*  
**CENTER FOR INTERNATIONAL TRADE  
EXPOSITIONS AND MISSIONS (CITEM)**  
Golden Shell Pavilion, Roxas Boulevard cor.  
Sen. Gil J. Puyat Avenue, Pasay City

**RE: TRANSMITTAL OF 2024 PERFORMANCE SCORECARD**

Dear Secretary Pascual and Acting ED Ferreira,

This is to formally transmit the 2024 Charter Statement and Strategy Map (**Annex A**) and 2024 Performance Scorecard (**Annex B**) of CITEM. The same is to be posted on CITEM's website, in accordance with Section 43 of GCG Memorandum Circular (M.C.) No. 2012-07.<sup>1</sup>

The CITEM-proposed Charter Statement, Strategy Map and Performance Scorecard submitted through letters dated 27 October 2023 and 28 November 2023<sup>2</sup> were **MODIFIED** based on the discussions made during the Technical Panel Meeting (TPM) held on 01 December 2023, evaluation of revised documents submitted through letters/email communications dated 18 December 2023, 22 January 2024, 23 February 2024, and 28 February 2024<sup>3</sup> and Performance Target Conference (PTC) held on 19 March 2024.

We remind CITEM that Item 6 of GCG M.C. No. 2023-01<sup>4</sup> requires GOCCs to submit its Quarterly Targets within fifteen (15) calendar days from receipt of the GCG-approved Performance Scorecard. Moreover, Item 7 of the same Circular directs GOCCs to accomplish the requisite Quarterly Monitoring Reports detailing their progress in accomplishing its performance targets. The Quarterly Monitoring Reports should disclose substantial changes in circumstances that were unforeseen during the TPM that may affect the timely achievement of targets.

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

Very truly yours,

  
**ATTY. MARIUS P. CORPUS**  
*Chairperson*

  
**ATTY. BRIAN KEITH F. HOSAKA**  
*Commissioner*

  
**ATTY. GERALDINE MARIE B.  
BERBERABE-MARTINEZ**  
*Commissioner*

<sup>1</sup> Code of Corporate Governance for GOCCs dated 28 November 2012.

<sup>2</sup> Officially received by the Governance Commission on 31 October 2023 and 30 November 2023, respectively.

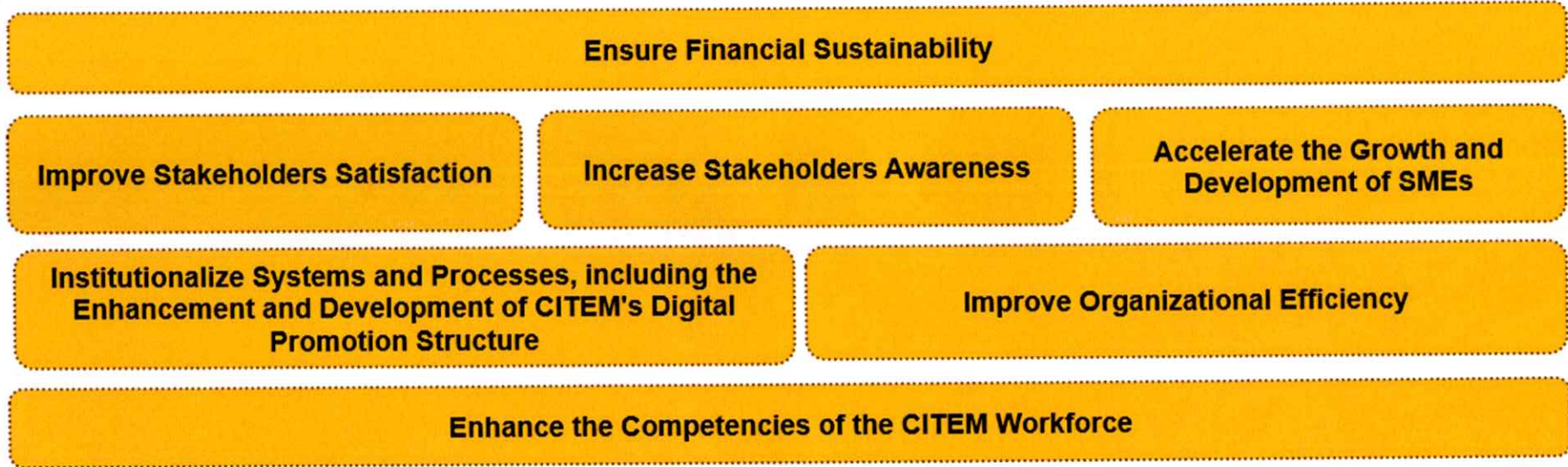
<sup>3</sup> Officially received by the Governance Commission on 22 December 2023, 31 January 2024, 26 February 2024, and 29 February 2024, respectively.

<sup>4</sup> Performance Evaluation System (PES) for the GOCC Sector dated 19 January 2023.



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

**I-CaRe**  
Innovate    Capacitate    Resonate



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

Stakeholder centric, Excellence, Resource stewardship, Versatility, Empowerment

CENTER FOR INTERNATIONAL TRADE EXPOSITIONS AND MISSIONS (CITEM)

		Component			Baseline Data			Target	
Objective/Measure		Formula	Weight	Rating System	2021	2022	2023	2024	
SO 1	Ensure Financial Sustainability								
SM 1	Cost Recovery Ratio	Total Revenue from Promotional Events / Total Project Cost <sup>1</sup>	25%	(Actual / Target) x Weight	22.29%	43.52%	54%	55%	
SM 2	Budget Utilization Rate (BUR):								
SM 2a	Obligations Subsidy Budget Utilization Rate	Total Obligated Subsidy / Total Corporate Operating Budget (COB) from Subsidy (Both Net of PS Cost)	5%	(Actual / Target) x Weight	N/A	N/A	90%	90%	
SM 2b	Disbursements Subsidy Budget Utilization Rate	Total Disbursement from Subsidy / Total Obligations (Both Net of PS Cost)	5%	(Actual / Target) x Weight	N/A	N/A	90%	90%	

FINANCIAL

<sup>1</sup> Preparatory expenses made during the previous year(s) and current year relative to the conduct of the applicable year's projects shall not be included in the computation.

Objective/Measure		Component			Baseline Data		Target	
		Formula	Weight	Rating System	2021	2022	2023	2024
SM 2c	Corporate Fund Budget Utilization Rate	Total Disbursements from Internally Generated Fund (IGF) / Total COB from IGF <i>(Both Net of PS Cost)</i>	5%	(Actual / Target) x Weight	N/A	N/A	90%	90%
<b>Sub-Total</b>			<b>40%</b>					
<b>SO 2</b>	<b>Improve Stakeholders Satisfaction</b>							
SM 3	Percentage of Satisfied Customers	Total Number of Respondents Who Gave a Rating of At Least Satisfactory / Total Number of Respondents	5%	(Actual / Target) x Weight  If Below 80% = 0%	93% <sup>2</sup>	91.43% <sup>3</sup>	90%	90% <sup>4</sup>
<b>SO 3</b>	<b>Increase Stakeholders Awareness</b>							
SM 4	Number of Trade Buyers Attending Export Promotion Events <sup>5</sup>	Actual Accomplishment	5%	(Actual / Target) x Weight	Measure Excluded (Physical Promotion Events)  Cannot Be Validated (Digital Promotion Events)	Cannot Be Validated	1,333 (Physical Promotion Events) 1,485 (Digital Promotion Events)  (Trade Buyers Only, Unique Count)	3,221 (Trade Buyers Only, Unique Count)

STAKEHOLDERS

<sup>2</sup> Result for Digital Trade Fair Exhibitors only; Physical Trade Exhibitors, Physical Trade Fair Buyers, and Digital Trade Fair Buyers were excluded.

<sup>3</sup> Average of the results for Physical Trade Fair Exhibitors and Physical Trade Fair Buyers; Digital Trade Fair Exhibitors and Digital Trade Fair Buyers were excluded.

<sup>4</sup> Based on GCG-ARTA Joint Memorandum Circular No. 1, series of 2023. Covers customers availing the GOCC's **external services** only.

<sup>5</sup> Shall cover both physical and digital/online events.

STAKEHOLDERS	Component				Baseline Data		Target	
	Objective/Measure	Formula	Weight	Rating System	2021	2022	2023	2024
	SM 5	CITEM Marketing Plan:						
SM 5a	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	Board-Approved Medium-Term (3-Year) Marketing Plan	75% of the KPIs Based on the Board-Approved Marketing Plan Attained	100% Attainment of 2023 KPIs Based on the Board-Approved Marketing Plan <sup>6</sup>	100% Attainment of 2024 KPIs Based on the Board-Approved Medium-Term Marketing Plan 2022-2024 <sup>7</sup>
SM 5b	Establish a New Board-Approved Marketing Plan	Actual Accomplishment	10%	All or Nothing	N/A	N/A	N/A	Board-Approved Marketing Plan
SM 6	Increase PR Value	Total PR Value of CITEM's 2024 Projects <sup>8</sup>	10%	(Actual / Target) x Weight	₱572.35 Million	₱781.77 Million	₱302.50 Million	₱496.33 Million

<sup>6</sup> It covers the following as included in the CITEM's Board-Approved Medium-Term Marketing Plan: (1) Event Attendance/Viewership = 12,000, (2) Website Pageviews = 600,000, (3) Unique Users on Platforms = 150,000, and (4) Social Media/Community Following = 600,000.

<sup>7</sup> It covers the following as included in the CITEM's Board-Approved Medium-Term Marketing Plan: (1) Event Attendance/Viewership = 14,000, (2) Website Pageviews = 700,000, (3) Unique Users on Platforms = 200,000, and (4) Social Media/Community Following = 700,000.

<sup>8</sup> To be generated by a Third-Party Media Agency.

INTERNAL PROCESS	Component				Baseline Data		Target	
	Objective/Measure	Formula	Weight	Rating System	2021	2022	2023	2024
<b>SO 4</b>	<b>Accelerate the Growth and Development of SMEs</b>							
SM 7	Number of SMEs Participating in Export Promotion Activities <sup>9</sup>	Actual Accomplishment	5%	(Actual / Target) x Weight	Cannot Be Validated	Cannot Be Validated	481 (Physical Promotion Activities) 273 (Digital Promotion Activities)	862
	<b>Sub-Total</b>		<b>45%</b>					
<b>SO 5</b>	<b>Institutionalize Systems and Processes, including the Enhancement and Development of CITEM's Digital Promotion Structure</b>							
SM 8	Percentage of Completion of the ISSP	Total Number of Deliverables <sup>10</sup> Due for 2024 Attained / Total Number of Deliverables Due for 2024	5%	(Actual / Target) x Weight	100% of the 2021 Deliverables Attained (Based on DICT-Endorsed/ Approved ISSP)	100% of the 2022 Deliverables Attained (Based on DICT-Endorsed/ Approved ISSP 2021-2023)	100% Attainment of 2023 Deliverables (Based on DICT-Endorsed/Approved Amended ISSP 2021-2023)	100% Attainment of 2024 Deliverables (Based on DICT-Endorsed ISSP 2024-2026)
<b>SO 6</b>	<b>Improve Organizational Efficiency</b>							
SM 9	Improve Processes to Quality Management System	Actual Accomplishment	5%	All or Nothing	Maintain ISO 9001:2015 Certificate	Passed Surveillance Audit for ISO 9001:2015 Standards	ISO 9001:2015 Recertification	Attain ISO 9001:2015 Recertification
	<b>Sub-Total</b>		<b>10%</b>					

<sup>9</sup> Shall cover both physical and digital/online events.

<sup>10</sup> Deliverables refer to Information Systems.

LEARNING AND GROWTH	Component				Baseline Data		Target	
	Objective/Measure	Formula	Weight	Rating System	2021	2022	2023	2024
	SO 7	Enhance the Competencies of the CITEM Workforce						
SM 10	Improve Competency Baseline of the Organization	Competency Level 2024 <sup>11</sup> – Competency Level 2023	5%	All or Nothing	Competency Baseline Established	Competency Baseline Improved	Improvement in the Competency Baseline of the Organization	Improvement in the Competency Baseline of the Organization
	<b>Sub-Total</b>		<b>5%</b>					
	<b>TOTAL</b>		<b>100%</b>					

For GCG:

  
**ATTY. MARIUS P. CORPUS**  
 Chairperson

For CITEM:

  
**MA. LOURDES D. MEDIRAN**  
 Deputy Executive Director

<sup>11</sup> Improvement in the competency baseline of the organization shall pertain to the average percentage of required competencies met which can be computed using the following formula:

$$\frac{\sum_{b=1}^B \left[ \frac{\sum_{a=1}^A (\text{Actual Competency Level})}{A} \right]}{B}$$

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

