

Center for International Trade Expositions and Missions (CITEM)
 FY2023 ANNUAL PERFORMANCE SCORECARD

		Component				January - December 2023 Accomplishments	REMARKS	PROJECTED SCORE	
	Objective/ Measure	Formula	Weight	Rating System	2023 Target				
SO 1		Ensure Financial Sustainability							
SM 1	Cost Recovery Ratio	Total Revenue from Promotional Events / Total Project Cost	25%	(Actual / Target) x Weight	54%	62.73% (P57.634 M / P91.881 M)	<p>Cover Summary Report on Cost Recovery Ratio (CRR) as of 31 December 2023 provided herein, including the following ANNEXES to support FY 2023 CRR report:</p> <ul style="list-style-type: none"> a) SM1 ANNEX A. FY 2023 CRR & BUR Summary Matrix per project b) SM1 ANNEX B. 2023 Unaudited Financial Statements c) SM1 ANNEX C. 2023 BED 1, 2, and 3 d) SM1 ANNEX D. 2023 BFARS e) SM1 ANNEX E. 2023 COB (DBM-approved) f) SM1 ANNEX F. Breakdown of 2023 MOOE g) SM1 ANNEX G. Breakdown of 2023 Income h) SM1 ANNEX H. 2023 Calendar of Events <p><i>Figures based on the COA-Audited Financial Statements will be submitted together with the copy of FY2023 Annual Audited Report in 3Q2024.</i></p> <p>In FY 2023, CITEM has accomplished a CRR of 62.73% as of 31 December 2023. A total of PHP57.634 million revenues were collected through the organization of the following: Signature Events in Physical Platform, Philippine participation in Overseas Trade Fairs in physical and digital formats, and through the CITEM Digital Trade Community Platforms (DTCPs) and websites for the period covering January to December 2023.</p>	25.00%	

		Component				January - December 2023 Accomplishments	REMARKS	PROJECTED SCORE
	Objective/ Measure	Formula	Weight	Rating System	2023 Target			
FINANCIAL	SM 2	Budget Utilization Rate:						
	2a	Obligations Subsidy Budget Utilization Rate	Total Obligated Subsidy / Total COB from Subsidy <i>(Both Net of PS Cost)</i>	5%	(Actual / Target) x Weight	90%	<p>95.78%</p> <p>(P164.655 M / P171.907 M)</p> <p>Summary Report on Obligations Subsidy BUR (OSBUR) as of 31 December 2023 provided herein, including the following ANNEXES to support the FY 2023 OSBUR report:</p> <p>a) SM1 ANNEX A. FY 2023 CRR & BUR Summary Matrix per project b) SM1 ANNEX B. 2023 Unaudited Financial Statements c) SM1 ANNEX E. CITEM 2023 COB (DBM-approved)</p> <p><i>TTThe FY2023 OSBUR based on the COA-Audited Annual Report (AAR) Financial Statements and a copy of FY2023 SAAODB as submitted to GCG via GCG's Integrated Corporate Reporting System (ICRS) shall be submitted by 3rd Quarter 2024. The 2023 SAAODB based on the 2023 AAR shall be encoded only in the GCG's ICRS during the ICRS Open Season before the end of the 2nd Quarter 2024. .</i></p> <p>As of 31 December 2023, actual figures indicate that CITEM obligated PHP164.655 million (net of Personnel Services) out of the total DBM-Approved COB of PHP171.907 Million (also net of Personnel Services). This effectively translates to a BUR of 95.78% for the year.</p>	5.00%

		Component				2023 Target	January - December 2023 Accomplishments	REMARKS	PROJECTED SCORE
	Objective/ Measure	Formula	Weight	Rating System					
	2b	Disbursements Subsidy Budget Utilization Rate	Total Disbursements / Total Obligations (Both Net of PS Cost)	5%	(Actual / Target) x Weight	90%	<p>88.35%</p> <p>(P138.695 M / P156.983 M)</p>	<p>Cover Summary Report on Disbursements BUR (DSBUR and CFBUR) as of 31 December 2023 provided herein, including the following ANNEXES to support FY 2023 DBUR report</p> <p>a) SM2b and 2c_ANNEX A. 2023 CITEM_Unaudited Financial Statements)</p> <p>b) SM2b and 2c_ANNEX B. 2023 COB (DBM-approved)</p> <p>c) SM2b and 2c_ANNEX C. 2023 Statement of Appropriation, Allocation, Obligation and Disbursement Balances</p> <p>d) Reports of Checks Issued</p> <p>The FY2023 DSBUR based on the COA-Audited Annual Report (AAR) Financial Statements and a copy of FY2023 AAODB as submitted to GCG via GCG's Integrated Corporate Reporting System (ICRS) shall be submitted by 3rd Quarter 2024. The 2023 SAAODB based on the 2023 AAR shall be encoded only in the GCG's ICRS during the ICRS Open Season before the end of the 2nd Quarter 2024.</p> <p>As of 31 December 2023, actual figures indicate that CITEM disbursed a total of P138.695 million (net of personnel Services) out of the total Obligations of P156.983 million (also net of Personnel Services). This resulted in a Disbursements Subsidy BUR (DSBUR) of 88.35% for the year (SM2b DSBUR).</p>	4.91%

		Component				January - December 2023 Accomplishments	REMARKS	PROJECTED SCORE
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	2c	Corporate Fund Budget Utilization Rate	Total Disbursements / Total COB from Internally-generated Fund (Both Net of PS Cost)	5%	(Actual / Target) x Weight	90%	<p>89.12%</p> <p>(P7.352 M / P8.250 M)</p> <p>Cover Summary Report on Disbursements BUR (DSBUR and CFBUR) as of 31 December 2023 provided herein, including the following ANNEXES to support FY 2023 DBUR report</p> <p>a) SM2b and 2c_ANNEX A. 2023 CITEM_Unaudited Financial Statements)</p> <p>b) SM2b and 2c_ANNEX B. 2023 COB (DBM-approved)</p> <p>c) SM2b and 2c_ANNEX C. 2023 Statement of Appropriation, Allocation, Obligation and Disbursement Balances</p> <p>d) Reports of Checks Issued</p> <p>The FY2023 DSBUR based on the COA-Audited Annual Report (AAR) Financial Statements and a copy of FY2023 AAODB as submitted to GCG via GCG's Integrated Corporate Reporting System (ICRS) shall be submitted by 3rd Quarter 2024. The 2023 SAAODB based on the 2023 AAR shall be encoded only in the GCG's ICRS during the ICRS Open Season before the end of the 2nd Quarter 2024.</p> <p>Following the formula For SM2c Corporate Fund BUR (CFBUR), actual figures indicate that CITEM disbursed a total of P7.352 million (net of personnel Services) out of the total DBM-Approved COB from internally generated fund of P8.250 million (also net of Personnel Services). This translates to a CFBUR of 89.12% for the year (SM2c CFBUR).</p>	4.95%
		Sub-total		40%				39.86%
	SO 2	Improve Stakeholders Satisfaction						
	SM 3	Percentage of Satisfied Customers in CITEM Signature Events	Total Number of Respondents Who Gave a Rating of At Least Satisfactory / Total Number of Respondents	5.00%	(Actual / Target) x Weight It Below 80% = 0%	90%	<p>94.81%</p> <p>of Respondents Gave a Rating of At Least Satisfactory (for Manila FAME and IFEX)</p> <p>CITEM submitted electronically to ARTA on 15 April 2024 reports of CITEM's Customer Satisfaction Measurement (CSM) for 2023 Signature Events--IFEX Philippines and Manila FAME—as prepared by a third-party survey company, including the Annexes below:</p> <p>a) SM3 ANNEX A. IFEX Philippines 2023 CSM Report</p> <p>b) SM3 ANNEX B. Manila FAME 2023 CSM Report</p> <p>c) SM3 ANNEX C. ARTA's confirmation of CITEM's submission of 2023 CSM Reports</p>	

	Component					January - December 2023 Accomplishments	REMARKS	PROJECTED SCORE	
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	SO 3	Increase Stakeholders Awareness							
STAKEHOLDERS	SM4	Number of Trade Buyers Attending Export Promotion Events							
	SM4a	Physical Export Promotion Activities	Actual Accomplishment	5.00%	(Actual / Target) x Weight It Below 80% = 0%	1,333 (Trade Buyers Only, Unique Count)	3,466	<p>Summary Report on Number of Trade Buyers Attending CITEM's Physical Export Promotion Activities provided herein.</p> <p>A total of 3,466 trade buyers attended CITEM's export promotion events in physical format implemented in 2023, representing an accomplishment of 260% of the total target for the year.</p> <p>The list of Trade Buyers as generated via the Data Query System (DQS) based on encoded data in CITEM's database, the Visitors Profile System (VPS) is attached as SM4a ANNEX A. List of Trade Buyers Attending Physical Export Promotion Activities.</p>	5.00%
	SM4b	Digital Platforms and Activities	Actual Accomplishment	5.00%		1,485 (Trade Buyers Only, Unique Count)	3,482	<p>Summary Report on Number of Trade Buyers Attending CITEM's Digital Platforms and Activities provided herein.</p> <p>A total of 3,482 trade buyers attended CITEM's export promotion events in physical format implemented in 2023, representing an accomplishment of 234% of the total target for the year.</p> <p>The list of Trade Buyers as generated via the Data Query System (DQS) based on encoded data in CITEM's database, the Visitors Profile System (VPS) is attached as SM4b ANNEX A. List of Trade Buyers Attending Digital Platforms and Activities.</p>	5.00%
						100% Attainment of 2022 KPIs Based on the Board-Approved Marketing Plan		<p>The CITEM's Medium-Term Marketing Plan (MTMP) 2022-2024 was approved by the CITEM Board of Governors during its 25 November 2021 Board Meeting and is attached herein as SM5 ANNEX A. CITEM committed to the 100% Attainment of 2023 Key Performance Indicators (KPIs) based on this MTMP and as indicated in the GCG-transmitted 2023 PES Scorecard.</p>	

		Component				January - December 2023 Accomplishments	REMARKS	PROJECTED SCORE
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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	1. Event Attendance Viewership (12,000)	17,538	As of 31 December 2023, the actual number of attendees on CITEM Signature Events, Overseas Trade Fairs, and other related events/activities for the year was 17,538 . Validating documents for the accomplishments mentioned above are provided as follows: a) SM5 ANNEX B. Summary Matrix of FY2023 Event Attendance and Viewership b) SM5 ANNEX C. Excel file of the list of attendees per event, excluding CITEM personnel.	2.50%
					2. Website Pageviews 600,000	1,446,358	CITEM platforms achieved 1,446,358 website pageviews as of end December 2023 broken down as follows: FAME+: 529,768 IFEXConnect: 197,101 CreatePhilippines: 90,786 FoodPhilippines: 190,362 SSX:438,341 Attached, as SM5 ANNEX D is the Summary Report for FY2023 Website Performance of CITEM Brands (For Website Pageviews, and Unique Users on Platform)	2.50%
					3. Unique Users on Platforms (150,000)	513,718	A total of 513,718 unique users were registered on CITEM platforms for the period January - December 2023 broken down as follows: FAME+: 146,661 IFEXConnect: 70,510 CreatePhilippines: 23,184 FoodPhilippines: 123,027 SSX: 150,336 Attached, as SM5 ANNEX D is the Summary Report for FY2023 Website Performance of CITEM Brands (For Website Pageviews, and Unique Users on Platform)	2.50%
					4. Social Media/Community Following (600,000)	715,761	As of end December 2023, a total of 715,761 people follow the following CITEM brands on social media: CITEM (11,839) FAME (289,024) CreatePhilippines (148,630) IFEX & FoodPhilippines (200,064) SSX (66,204) Attached, as SM5 ANNEX E is the Summary Report on FY2023 Social Media/Community Following	2.50%

		Component				2023 Target	January - December 2023 Accomplishments	REMARKS	PROJECTED SCORE
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	SM 6	Increase PR Value	Total PR Value of CITEM's 2022 Projects	10%	(Actual / Target) x Weight	P302.50 Million	P620.80 M	As of end December 2023, a total of P620.80 million PR Value was generated by the third-party monitoring agency, Media Meter, representing 205% of the targeted Media Value of P302.50 million for the year. Following Annexes are attached to support CITEM's accomplishment for SM6: a) SM6 ANNEX A. CITEM Media Analytics Report 2023 b) SM6 ANNEX B. Media Valuation Process c) SM6 ANNEX C. CITEM's Monthly Media Monitoring/Statistics Report	10.00%
	SO 4	Accelerate the Growth and Development of SMEs							
	SM 7	Number of SMEs Participating in Export Promotion Activities							
	SM7a	Physical Export Promotion Activities	Actual Accomplishment	5%	(Actual / Target) x Weight	481	807	Summary Report on Number of SMEs Participating in Export Promotion Activities is provided herein. A total of 807 SMEs/companies participated in CITEM's Physical Export Promotion Activities implemented in 2023, representing an accomplishment of 168% of the total target for the year. The list of Exhibitor-companies as generated via the Data Query System (DQS) based on encoded data in CITEM's database, the Exhibitors Profile System (EPS) is attached as SM7a ANNEX A. List of SMEs Participating in Physical Export Promotion Activities.	5.00%
	SM7b	Digital Platforms and Activities	Actual Accomplishment	5%	(Actual / Target) x Weight	273	728	Summary Report on Number of SMEs Participating in Export Promotion Activities is provided herein. A total of 728 SMEs/companies participated in CITEM's Digital Platforms and Activities implemented in 2023, representing an accomplishment of 267% of the total target for the year. The list of Exhibitor-companies as generated via the Data Query System (DQS) based on encoded data in CITEM's database, the Exhibitors Profile System (EPS) is attached as SM7b ANNEX A. List of SMEs Participating in Digital Platforms and Activities.	5.00%
		Sub-total		45%					40.00%

		Component				January - December 2023 Accomplishments	REMARKS	PROJECTED SCORE
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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 2023 Attained / Total Number of Deliverables Due for 2023	5%	(Actual/Target) x Weight	100% Attainment of 2023 Deliverables (Based on		
						<p>1. Trade Fairs Information System</p> <p>2. Exhibitors Booth Management System</p>	<p>100% complete</p> <p>100% complete</p>	<p>Summary Report on CITEM's Accomplishments on ISSP 2023 under DICT-endorsed CITEM ISSP Amendment 2021-2023 is provided herein, together with the following Annexes to support CITEM accomplishments under SM8:</p> <p>a) SM8 ANNEX A. DICT-endorsed ISSP 2021-2023 (original)</p> <p>b) SM8 ANNEX B. CITEM Request for ISSP 2021-2023 Amendment</p> <p>c) SM8 ANNEX C. DICT-endorsed CITEM ISSP Amendment 2021-2023</p> <p>d) SM8 ANNEX D. CITEM 2023 Performance Scorecard (PES)</p> <p>e) SM8 2023 ANNEX E. Trade Fairs Information System (TFIS) User Acceptance Test, Project Form and Certification</p> <p>f) SM8 2023 ANNEX F. Exhibitors Booth Management System (EBMS) User Acceptance Test, Project Form and Certification</p> <p>The two Information Systems to be delivered in FY2023, the TFIS and the EBMS projects were considered 100% 'completed' by 31 December 2023.</p>

	Component					January - December 2023 Accomplishments	REMARKS	PROJECTED SCORE	
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	SO 6	Improve Organizational Efficiency							
	SM 9	Improve Processes to Quality Management System	Actual Accomplishment	5%	All or Nothing	ISO 9001:2015 Recertification	Non-accomplishment of recertification to ISO 9001:2015 in FY2023. Attestation Letter from TUV SUD PSB Philippines, Inc. confirming the processing of the transfer audit of CITEM for the agency's ISO 9001:2015 Certification from Socotec is provided in SM9 ANNEX A.		
		<i>Sub-total</i>		10%				5.00%	
	SO 7	Enhance the Competencies of the CITEM Workforce							
LEARNING & GROWTH	SM 10	Improve Competency Baseline of the Organization	Competency Baseline 2023 - Competency Baseline 2022	5%	Organizational Competency baseline for 2020 Not Established	Improvement in the Competency Baseline of the Organization	For 2023, the Organization Competency Score was computed at 1.40, indicating a 5.26% increase from the previous year's score of 1.33 (as verified by the GCG) Summary Accomplishment Report on CITEM's FY2023 Learning & Growth is provided herein, along with the following supporting documents: a) ANNEX A - Manpower Complement as of 31 December 2023 b) ANNEX B - CITEM Competency Dictionary c) ANNEX C. Accomplished Assessment Forms (Core and Functional) d) ANNEX D - Competency Standards e) ANNEX E - Competency Assessment Mechanics and Guidelines f) ANNEX F - Assessment Raw Data and Results For 2023, the Organization Competency Score was computed at 1.40, indicating a 5.26% increase from the previous year's score of 1.33 (as validated by the GCG).	5.00%	
		<i>Sub-total</i>		5%				5.00%	
		TOTAL		100%				89.86%	

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